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PulteGroup Opens New Design Studio in Irvine, Elevating the Homebuying Experience for Southern California Customers

















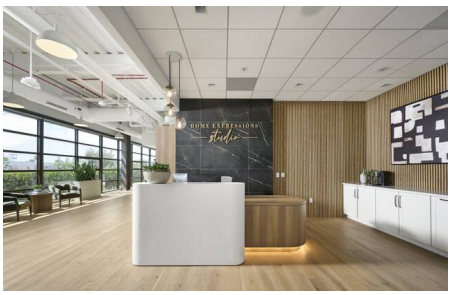














PulteGroup's Southern California Division has officially opened its new Design Studio in Irvine, Home Expressions Studio, creating a modern space where homebuyers can personalize their homes with expert guidance and curated design selections.

The new studio was celebrated with a grand opening event attended by company leaders, partners and team members who helped bring the vision to life. Designed to create a welcoming customer experience, the Irvine Design Studio offers homebuyers a space to explore finishes, fixtures, flooring, cabinetry and other design elements that transform a new house into a personalized home.

The expanded studio features high ceilings, natural light and updated displays showcasing the latest selections across lighting, cabinetry, hardware and finishes. Full kitchen and bathroom vignettes help buyers better visualize their future spaces. A redesigned cabinetry display allows buyers to view full door and drawer fronts across styles and finishes, making selections easier to visualize and compare.

"Building a home is personal, and the Design Studio experience helps customers bring their vision to life in a way that feels exciting and manageable, said Norman Brown, PulteGroup's Southern California Division President."

"The intent behind every Pulte design studio is to create an environment that inspires creativity while simplifying the decision-making process for homebuyers,' said Angela Nuessle Vice President of Interior Design at PulteGroup. By combining curated selections with expert guidance, we're helping customers design homes that truly reflect their personal style."

The Irvine location reflects PulteGroup's continued investment in the customer experience across Southern California, combining modern design inspiration with dedicated one-on-one support from experienced design professionals.

Through guided consultations, customers can explore a wide range of finishes and features while receiving expert recommendations tailored to their style, needs and budget.

"This studio was created to feel both aspirational and approachable, said Nikki Edmonston, Director of Sales at ILG, a partner in the development of the space. Every detail was designed to help customers feel comfortable, inspired and confident in the decisions they're making for their future home."

The studio also highlights the expertise of PulteGroup's design team, including longtime Pulte Design Consultant Colleen Burnette, whose four-decade career has helped shape the customer experience across multiple PulteGroup brands.

"Helping customers personalize their homes never gets old, said Burnette. This new studio allows us to better guide and inspire buyers while making the process feel exciting rather than overwhelming."

The opening of the Irvine Design Studio supports customers purchasing homes across nearly all Southern California communities within the Pulte Homes, Del Webb and Explore by Del Webb brands.

About PulteGroup

PulteGroup, Inc. (NYSE: PHM), based in Atlanta, Georgia, is one of America's largest homebuilding companies with operations in more than 45 markets throughout the country. Through its brand portfolio that includes Pulte Homes, Centex, Del Webb, DiVosta Homes, and John Wieland Homes and Neighborhoods, the company is one of the industry's most versatile homebuilders able to meet the needs of multiple buyer groups and respond to changing consumer demand. PulteGroup's purpose is building incredible places where people can live their dreams.

For more information about PulteGroup, Inc. and PulteGroup brands, go to pultegroup.com; pulte.com; centex.com; delwebb.com; divosta.com; and jwhomes.com. Follow PulteGroup, Inc. on X: @PulteGroupNews.

Contact details

Ally Boyle
Manager, Corporate Communications
alexandra.boyle@pultegroup.com
404-464-9060

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