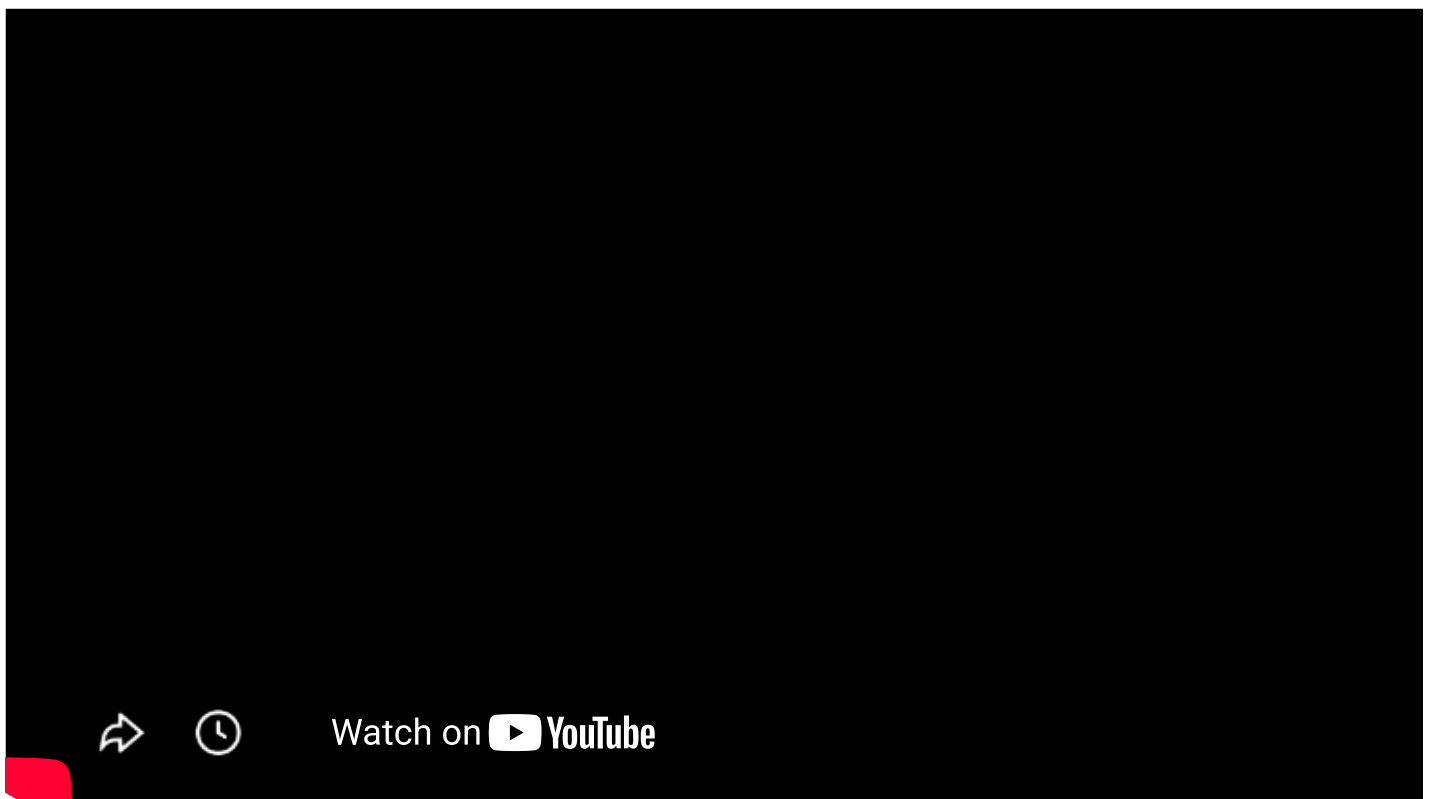


PulteGroup's Del Webb Brand Debuts New TV Commercial for Today's 55+ Homebuyer

When it comes to choosing a new home, especially a home to spend your precious retirement years in, there are a lot of factors that go into your final decision. Location, neighbors, activities, and the surrounding community are all vital. To showcase the easy decision of choosing to live at Del Webb, the brand has launched a new [Del Webb](#) campaign called "Decisions." Click on the video below to watch:



▲ Decisions Del Webb

The new commercial tells the story of a married couple who are looking to buy a new home that satisfies both their wants and needs. As they look at the options, a smaller existing house, living in their daughter's basement, and a mobile home, they quickly decide none of those is the way to go. They then go to look at Del Webb, and as they check out all the amenities including the luxurious pools, spacious gathering areas,

fitness options, fun people, they both agree that the community and homes check off all their boxes for the perfect place to settle into.

“This commercial leans into the emotional hook of what life will be like when you’ve found a community that fits what you want in your next stage of life. It’s for consumers who are active, involved, and are focusing on a vibrant life full of activities,” said PulteGroup Chief Marketing Officer, Manish Shrivastava.

The campaign will run across various media including broadcast TV.

About Del Webb

Del Webb is a national brand of PulteGroup, Inc. (NYSE: PHM). Del Webb is the pioneer in active adult communities and America’s leading builder of new homes designed for pre-retirement and retirees. Del Webb builds consumer inspired homes and communities for active adults ages 55+ who want to continue to explore, grow and learn, socially, physically and intellectually as they look forward to retirement. For more information on Del Webb, visit delwebb.com.

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](https://twitter.com/PulteGroupNews).

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