

PulteGroup Expands Operations into Northwest Florida

Launch of new Florida Panhandle Division supports company's continued growth amid strong demand statewide

PulteGroup, one of the nation's largest homebuilders, is expanding its operations into Northwest Florida and launching a new Florida Panhandle Division to support those efforts, the company announced today. The expansion positions the company for growth as it continues to see strong demand for new homes across Florida.

PulteGroup is naming Taylor Larza as Vice President and Market Manager for the new division.



"Florida continues to be one of PulteGroup's strongest markets, and our expansion into Northwest Florida and launch of the Florida Panhandle Division reflects the significant growth potential we see in that region, said Rich McCormick, PulteGroup's Southeast Area President. I want to congratulate Taylor Larza, who will lead our efforts to establish and grow the new division. Homebuyers across the panhandle will now have the chance to experience the outstanding quality, innovative designs, and vibrant lifestyle that our brands are known for."

Larza has been with PulteGroup since 2016, serving in procurement roles in Austin, Texas, and Jacksonville, Florida. He most recently was Vice President of Procurement for the Northeast Florida division.

"The opportunity to build a new division from the ground up is an exciting challenge and a tremendous honor, Larza said. I'm eager to help establish a strong foundation for our Panhandle Division while continuing to work closely with our Northeast Florida team, which will continue to support our operational functions as we develop. I'm grateful for the experiences, relationships, and support I've received throughout my career at PulteGroup, and I look forward to this next chapter of growth and opportunity."

Earlier this year, PulteGroup and The St. Joe Company announced a new builder relationship and the execution of a contract for homesites in two new Bay County communities. The agreement includes 1,326 home sites, with options that could bring the total to as many as 2,653. Development of the first phase is anticipated to begin in 2027. The initial communities are expected to feature homes from Pulte Homes, Del Webb and Divosta. Additional plans for future PulteGroup communities in Northwest Florida will be announced as details become available.

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