

Del Webb Explore Palm Desert Debuts as Brand's First Community for The Next Generation of Resort Living

PulteGroup's first community under a new brand targeting Gen X buyers and beyond brings its iconic resort-style living back to the Southern California desert



PulteGroup Inc. (NYSE: PHM) has announced the launch of Del Webb Explore Palm Desert, the company's first community under its new brand for the next generation of resort living. The community, which opened for sales on February 15, 2025, marks Del Webb's return to the desert area where the company has a long and successful history of building resort-style communities.

"After years of creating incredible communities in Southern California, we're thrilled to bring Del Webb back to the desert with our brand-new product, Del Webb Explore," said Greg Shaia, PulteGroup's Southern California Division President. "Palm Desert is the perfect location to introduce this innovative approach to resort living that captures the

essence of Del Webb's signature resort experience, while addressing the demand from Gen X buyers seeking premium amenities and vibrant social connections.”

Located on 71 acres in prestigious Palm Desert, this resort-inspired community will feature 332 primarily single-story homes with two-story options including second-level guest suites. The open-concept homes emphasize low-maintenance living with luxurious finishes and thoughtful design elements.

Residents will enjoy resort-style amenities, including:

- A state-of-the-art clubhouse with community pool and jacuzzi
- Indoor great room with fireplace
- State-of-the-art fitness center
- Multi-purpose rooms and a full-service catering kitchen
- Pickleball and bocce ball courts
- Walking paths and trails throughout the community
- Outdoor terrace with fireplaces
- Event and wellness activity lawns
- Putting green and cornhol

Building upon Del Webb's highly sought-after lifestyle communities for 55-plus homebuyers, Del Webb Explore represents PulteGroup's commitment to innovation with a new resort lifestyle-inspired community welcoming homebuyers and residents of any generation. Drawing from extensive market research, Del Webb Explore was created in response to the over 60 percent of potential Del Webb buyers who desired the brand's renowned active lifestyle but sought a more inclusive community-for-all-ages environment. As part of a nationwide expansion already in motion, Del Webb Explore communities were designed with Gen X in mind. A generation comprising 63 million people who are 45-60 in 2025, Gen X is ready to embrace resort-style living on their terms, and Del Webb Explore meets them there.

Del Webb Explore Palm Desert is conveniently located near shopping, dining, and golf. It is the perfect home base for those seeking a luxury lifestyle in the Southern California

desert.

For more information on Del Webb Explore Palm Desert, visit

www.delwebb.com/homes/california/palm-springs/palm-desert/del-webb-explore-palm-desert-211369 or call (760) 756-4343.

For more information on Del Webb Explore, visit: <https://www.delwebb.com/explore>

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).

Contact details

Ally Boyle
Manager, Corporate Communications
alexandra.boyle@pultegroup.com
[404-464-9060](tel:404-464-9060)

Copy link

<https://newsroom.pultegroupinc.com/270560-del-webb-explore-palm-desert-debuts-as-brand-s-first-community-for-the-next-generation-of-resort-living/>