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HOMEBUYERS MOVE INTO ALBUQUERQUE'S FIRST DEL WEBB COMMUNITY

Del Webb at Mirehaven Attracts Local and Out-of-State Boomers

ALBUQUERQUE, June 23, 2015 – The first homebuyers at Del Webb at Mirehaven moved into their new homes this month and celebrated the Albuquerque milestone with a special ribbon-cutting ceremony.

With baby boomers representing one of the largest segments of the American population, the positive impact of having the nation's leading active adult builder open a community in Albuquerque is significant, said Jay Gillilan, president of parent company PulteGroup's New Mexico Division.



"There has definitely been a lot of excitement about a Del Webb community opening in the heart of Albuquerque," Gillilan said, adding that initial sales at the community reflect a mix of still-working and recently retired boomers, from both in and out of state.

Del Webb opened its much-anticipated active adult community in February, offering still-working boomers the combination of lifestyle and location in the heart of Albuquerque. The new 550-home community reflects a trend of new smaller Del Webb communities that are located close to city centers and appeal to still-working boomers and retirees alike.

Del Webb sales data from Mirehaven indicates that so far about 35 percent of homebuyers are still working in some capacity, and more plan to work again sometime in the future. About half the Del Webb homebuyers to date are from out of state.

"We visited Albuquerque once years ago and heard about the new Del Webb opening here. We have lived in California all our lives, so this is a big change," said Rich Asman, who with his wife Isabel is one of the first to move into the new 55+ community. "In addition to our son living here, we liked the idea of being near a bigger city with lots of choices, but know that within ten minutes we can be out of town."

(more)

Lynnette and Wayne Fink, 67, also moved in to their new 1,832-square-foot home today, after living in the Albuquerque area as part-time residents for 12 years. Lynnette, an artist, looks forward to continuing to paint oils, and both want to enjoy an active lifestyle.

“We love to play pickleball and also want to enjoy plays, musical events and other activities with the university and downtown nearby,” said Lynnette, adding that one of their three children lives nearby in Corrales. “We were sold on the great view of the Sandia mountains, and love that the community is so convenient to everything.”

The Del Webb community is part of the larger Mirehaven master plan, which includes an additional 360 homes for a separate Pulte Homes community. More than 1,800 people have visited the community since it opened, Gillilan said.

“Mirehaven is ideally located for those who want to enjoy the legendary Del Webb active adult lifestyle, while continuing to work and live in the city,” Gillilan said. “This is truly a unique active adult community with its intimate size and sought-after location.”

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 targeted to pre-retirement and retiring boomers. 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 www.delwebb.com.

About Del Webb at Mirehaven

Mirehaven by Del Webb features seven fully-furnished model homes and offer home sites that maximize open space, city and mountain views. The consumer-inspired home designs range in size from 1,572 to 2,504 square feet and start in the low \$200s. The designs are modern and luxurious, while featuring things that make every day living easier, such as lower microwaves, raised dishwashers and more storage space. The new home plans were designed after Del Webb got feedback from thousands of homeowners and homebuyers about the most important features in a new home.

With more than six miles of on-site trails offering direct access to Petroglyph National Monument Trail system, the gated community will also break ground this year on a 10,000-square-foot amenity center with fitness and multi-purpose areas. Outdoor amenities planned include social areas, swimming pool, pickle ball courts, tennis courts, and bocce ball courts.

Located in northwest Albuquerque, Mirehaven is bordered by national monument open spaces on three sides, and near what is expected to be one of the largest regional parks in Albuquerque, Price said. Last year, the City of Albuquerque approved the \$13 million, 82-acre sports complex, which is planned to include multiple baseball fields including one with 500 seats.

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