

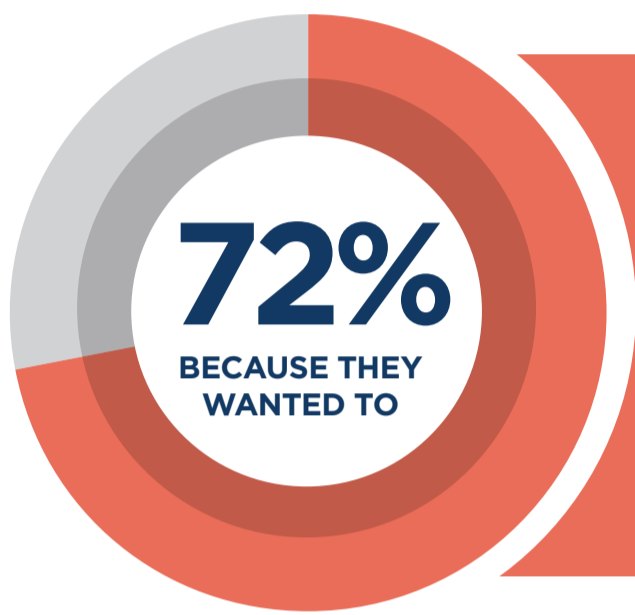


2023 FIRST-TIME HOMEBUYER SNAPSHOT



PulteGroup's recent survey of first-time homebuyers finds the dream of homeownership is alive and well despite the current mortgage interest rate environment.*

WHY DID THEY RECENTLY PURCHASE THEIR FIRST HOME?



MAIN MOTIVATORS:

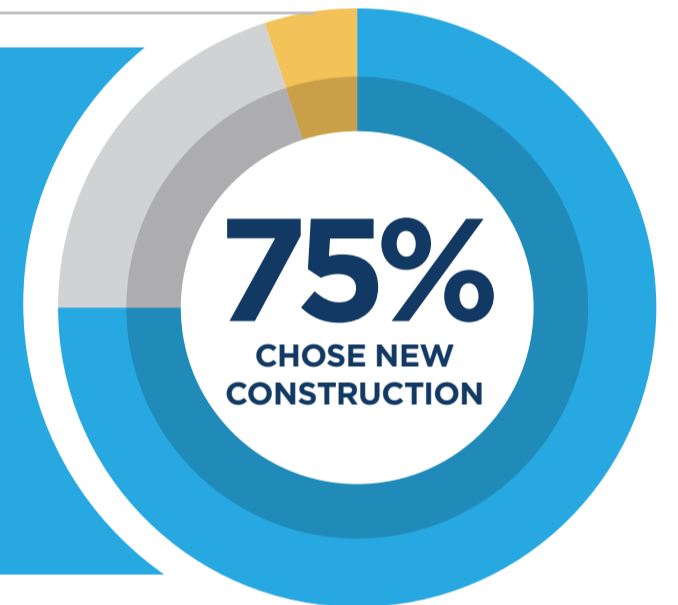
- The desire to stop renting
- Recognizing homeownership as a smart investment



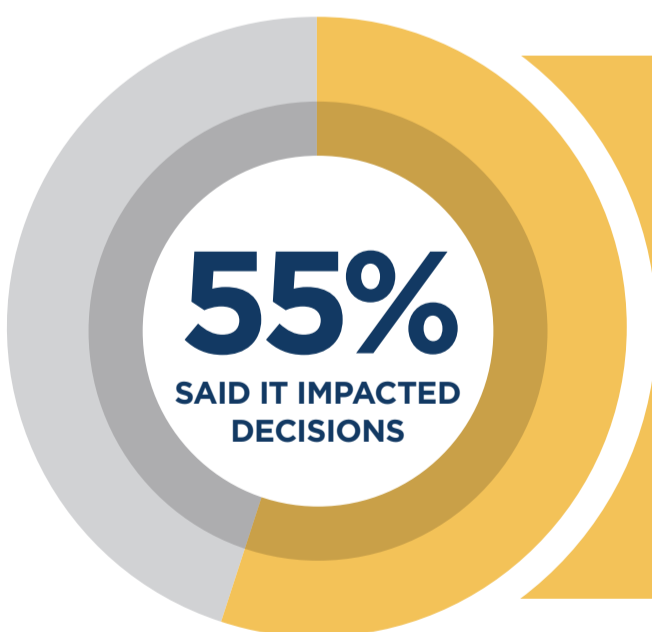
OVERALL VALUE:

The primary reason for choosing new construction over resale.

5%
INDICATED LOW
RESALE INVENTORY
AS THE REASON.



HIGHER MORTGAGE INTEREST RATES IMPACT EXPECTATIONS:



35%

SAID THEY BOUGHT
A SMALLER HOME

27%

SAID THEY
INCLUDED FEWER
OPTIONS & UPGRADES

25%

SAID THEY BOUGHT
IN A DIFFERENT
LOCATION



MORTGAGE FINANCING:



72%

MADE A DOWN
PAYMENT WITH
SAVINGS

10%

USED A GIFT FROM
FAMILY MEMBERS

11%

USED OTHER
SOURCES: VA LOANS,
BORROWING FROM
A 401K, ETC.



*Conducted over a three-week period in June and July, survey results were based on responses from 556 PulteGroup first-time homebuyers who closed on their home purchase within the prior 12 months.