



Pulte Homes and Designer Laurie March Partner to Highlight Must-Have New Home Features

ATLANTA, March 10, 2020 – Bringing together two of the best known names in home design, Pulte Homes and Laurie March, an HGTV design expert, are teaming up to discuss the top must-have design features to look for in your next home. In a brand-new digital series debuting March 2020, Laurie takes viewers on a tour of Pulte’s expertly designed model homes to share helpful tips for prospective homebuyers.

“An expert in all things related to the home, we are thrilled to join forces with Laurie to highlight our innovative floor plans and share the design features that should be top of mind for today’s homebuyers,” said PulteGroup Chief Marketing Officer Manish Shrivastava. “Coupled with 70 years of homebuilding expertise and directly inspired by feedback from our consumers, Pulte Homes’ floor plans showcase designs that make living easier and more enjoyable at any stage of life.”

In the new series, Laurie takes viewers inside Pulte’s expertly designed model homes to explain important design features and share helpful tips homebuyers should consider in searching for a new home. She also discusses today’s hot home trends, including:

- Multi-Gen floor plans with separate suite living options for households with adult children or grandparents all living under one roof
- Flex Rooms that act as multi-functional spaces, like a den becoming a play room or a formal dining room that serves as a game room
- How to transform the Master Bedroom into a relaxing Owner’s Retreat with a wet bar, reading nook or fireplace addition

Pulte Homes’ innovative floorplans and design features create the best in livability. The series will also highlight Pulte’s interactive floor plan and design tools, including its Virtual Reality technology and unique Kitchenology™ approach to designing a kitchen perfect for cooking, entertaining and everyday life.

Pulte Homes is a proud sponsor of HGTV’s Modern Family Design Lab. To watch the first video home tour with Laurie, please visit pulte.com/HGTVdesignlab

About Laurie March

As a digital talent for HGTV, DIY Network and the Cooking Channel, host Laurie March shares her wide-ranging knowledge and passion for remodeling, decorating, gardening, cooking and crafting. Her online video series have included Boot Camp, where she whips homes into shape; House Counselor, where she guides homeowners through the tough remodeling decisions; Good to Know, a fun and quirky take on food, home and life hacks; and One Day, One Change, where she challenges homeowners to tackle big-impact projects they can complete in a day or less.

About Pulte Homes

Pulte Homes is a national brand of PulteGroup, Inc. (NYSE: PHM). Pulte Homes builds consumer inspired homes and communities that provide the move-up buyer the best quality of life. Only Pulte Homes offers the combination of innovative Life Tested Home Designs® with an unwavering commitment to quality and attention to detail. For more information about Pulte Homes, visit www.pulte.com.

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