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Pulte Homes Partners with HGTV Design Expert Sabrina Soto to Showcase Innovative Home Designs

ATLANTA, March 16, 2020 – Pulte Homes and designer Sabrina Soto, who has appeared on several HGTV series, are teaming up to highlight innovative new home features, designed to meet the needs of today’s homebuyers. In a new digital video series, Sabrina takes viewers inside Pulte’s expertly designed model homes to explore its new offerings and enhanced functionality for healthy living, effective working and learning, and play at home.

“As an industry leader in design, Pulte Homes are thoughtfully created with our consumers top of mind and more features built in, to help make life better, happier and easier,” said PulteGroup Chief Marketing Officer Manish Shrivastava. “We are excited to partner with Sabrina to highlight our innovative designs and help prospective buyers get more out of life at home.”

In the new video series, Sabrina discusses important design elements and shares helpful tips on how to maximize space and effectively multitask at home. She also showcases new home features centered around key consumer concepts for today’s homebuyers, including:

- Work – dedicated space and technology to productively work from home
- Health – healthy in-home technology to enhance safety and wellness
- Learn – area for focused learning and multitasking, including the multi-functional Pulte Planning Center workspace right off the kitchen
- Entertainment – ample indoor spaces for play and family time, along with relaxing outdoor spaces to enjoy with company

Pulte Homes’ innovative features and floorplans are designed to meet the needs of today’s homebuyers navigating the “new normal.” Based on the results of in-depth consumer research, Pulte’s innovative offerings are focused on healthy living at home, added storage opportunities and creating an environment for increased home-based activities, including work, exercise, learn and play.

To watch the Pulte Homes video tour with Sabrina, please visit <http://Pulte.com/HGTV>. To learn more about Pulte Homes’ innovative designs, visit <https://www.pulte.com/innovative-home-designs>.

About Sabrina Soto

Sabrina Soto is a Los Angeles based interior designer and popular lifestyle blogger. She has many passions that she shares on her blog, which include home décor & design, fashion and food.

Sabrina and her style have been featured on several HGTV shows, such as The High Low Project, Get It Sold, Real Estate Intervention and Design Star. She’s also been featured in several publications such as Time magazine, Woman’s Day, People, Elle Decor and many more!

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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