



History of PulteGroup, Inc.

- 1950 Bill Pulte builds his first home in Detroit and sells it for \$10,000
- 1951-58 Builds custom homes in metropolitan Detroit
- 1956 Incorporation as William J. Pulte, Inc.
- 1959 Bill Pulte introduces plans for Pulte's first subdivision, Concord Green, in Bloomfield Township, Michigan; homes sell for \$29,000
- 1960 Enters Washington, D.C. market
- 1961 Enters Chicago market
- 1968 Enters Atlanta market
- 1969 The company goes public as Pulte Home Corporation, with an initial offering of 200,000 shares of common stock; acquires American Builders, Inc., a Colorado Springs-based homebuilder that serves the first-time/affordable housing market
- 1970s Pulte introduces a number of cost-efficient, innovative designs with special appeal for the baby boomer market, including the Quadrominium and the 14-foot wide town house; Pulte firmly established in 10 major markets: Detroit, Washington, D.C., Chicago, Atlanta, Colorado Springs, Denver, Cleveland, Harrisburg, Baltimore and Puerto Rico
- 1972 The company's stock begins trading on the AMEX under the symbol PHM
- 1972 Pulte establishes ICM Mortgage Corporation to offer convenient financing and competitive mortgage rates to its homebuyers
- 1973 Acquires builder in Puerto Rico
- 1977 The company declares its first cash dividend; the company's board of directors also authorizes its first stock split in the form of three-for-two stock distribution; Enters Phoenix market
- 1978 Enters Texas
- 1979 A record 4,714 homes are sold in 1979 with revenues of \$294 million
- 1980s Homes are sold for \$50,000 to \$600,000 in 17 markets in 11 states
- 1980 Establishes "Pulte University" to train entry-level construction personnel
- 1983 The stock of the parent company, PHM corporation, begins trading on the NYSE
- 1985 Robert K. Burgess becomes Pulte's President and Chief Operating Officer and launches the Pulte Quality Leadership program
- 1986 Pulte enters North Carolina

- 1988 Pulte acquires five Texas-based thrift institutions, which subsequently merge to form First Heights Bank, a federal savings bank based in Houston
- 1990s Home prices range from under \$100,000 to more than \$1 million
- 1992 PHM Corporation's name changes to Pulte Corporation; enters Las Vegas and Cleveland markets
- 1993 Robert K. Burgess becomes Chairman and Chief Executive Officer; Pulte launches the Pulte Protection Plan, a 10-year insured warranty package offered to all Pulte homebuyers; The company enters Wilmington, Del. and Columbia, S.C.
- 1994 Pulte enters the growing "active adult" market for buyers age 55 years and older with communities in Arizona, Florida, Michigan, New Jersey and Virginia; joint ventures are undertaken in Mexico
- 1995 Pulte Corporation becomes the largest homebuilder in the United States
- 1996 Company celebrates 40th anniversary of its incorporation; initiates joint venture with General Motors to provide homes in Mexico
- 1997 Pulte is recognized as "America's Best Builder" by the National Association of Homebuilders and *Builder* magazine; Enters central New Jersey, Greenville, S.C., Grand Rapids, Mich., Sarasota and Melbourne, Fla., and Puerto Rico
- 1998 Pulte acquires Radnor Homes and DiVosta Homes; signs exclusive agreement with General Electric to supply all Pulte homes with its branded home appliances
- 1999 Pulte becomes a Fortune 500 company and sells a record 26,622 homes; the National Council on Seniors Housing selects Springfield at Whitney Oaks, an active adult community in northern California, as the best seniors' housing development in the nation.
- 2000 Pulte observes its 50th anniversary with a presence in 41 markets and 25 states, as well as operations in Mexico and Puerto Rico; Expands into Argentina; Chicago and Las Vegas operations rank highest in the annual J.D. Power and Associates New-Home Builder Customer Satisfaction Study; a national brand development program launches with new corporate logo; Pulte is a parade float-sponsor of the Macy's Thanksgiving Day Parade; Pulte builds a record 27,781 homes and generates \$4.2 billion in revenues, marking 50 consecutive years of profitability
- 2001 Pulte Corporation changes its name to Pulte Homes, Inc.; Pulte Homes is ranked as the Best-Performing Company in Housing and Real Estate by Business Week magazine; Pulte receives the 2001 Summit Award for exceptional quality in construction and outstanding customer service to its new homebuyers; Tucson market is awarded the 2001 Energy Value Housing Award from the National Association of Home Builders Research Center; Pulte Homes completes merger with Del Webb Corporation to create the nation's largest homebuilder
- 2002 Pulte Homes receives the Summit Award for the second consecutive year; Business Week magazine names Pulte to its list of Top 50 Performing Companies; Charlotte, Houston, Las Vegas, Minneapolis/St. Paul, Phoenix, San Francisco Bay Area and Southern California markets are honored by J.D. Power and Associates; Pulte Homes, Inc. is listed on the Dow Jones Sustainability Index; Money magazine lists Pulte Homes as a 30-year Super Stock

- 2003 On July 1, Richard J. Dugas, Jr., becomes President and Chief Executive Officer of Pulte Homes, Inc., replacing Mark J. O'Brien. Pulte Homes receives Summit Award for third consecutive year; Pulte operations in 12 markets are honored by J.D. Power and Associates as highest-ranking in customer satisfaction; Business Week magazine names Pulte to its list of Top 50 Best Performing companies
- 2004 J.D. Power and Associates names Pulte Homes the inaugural recipient of its Platinum Award for customer satisfaction among America's largest home building companies; Pulte divisions rank highest in 14 markets, No. 2 in nine markets and No. 3 in six markets; Pulte is named winner of the inaugural National Housing Quality (NHQ) Gold Award, patterned after the Malcolm Baldrige National Quality Award, by the NAHB Research Center, a subsidiary of the National Association of Home Builders (NAHB). Fortune magazine names Pulte Homes one of the 100 fastest-growing companies in the United States
- 2005 Pulte delivers a record 45,630 homes and generates consolidated revenues of \$14.7 billion; focuses on the expansion of domestic homebuilding operations following the sale of Pulte's Argentina and Mexico operations; the Company receives the highest number of top three finishes in the J.D. Power and Associates New-Home Builder Customer Satisfaction Study for the sixth-straight year -- Pulte operations are highest-ranked in 16 markets and among the top three in 22 of 27 markets in which it qualified; Pulte is named #181 on the Fortune 500 list and #12 on Business Week's list of Top 50 Best-Performing companies
- 2006 Pulte ranks #147 on the 2006 Fortune 500 list – highest ranked homebuilder on the list -- and debuts on the Fortune Global 500 list; Pulte receives the most awards in the J.D. Power and Associates New-Home Builder Customer Satisfaction Study for the seventh-straight year with operations ranking highest in 14 markets, and 28 of 30 markets finishing in the top three; Pulte Homes is listed on InformationWeek magazine's top 100 list; the company delivers 41,487 homes with consolidated revenues of \$14.3 billion; and, the Del Webb brand expands with new community openings in San Antonio, Indianapolis, Atlanta and Nashville
- 2007 Pulte Homes delivers the 500,000th home in its history; the company ranks #170 on the 2007 Fortune 500 list; receives the highest ranking in 11 markets and top-three ranking in 26 of 34 markets studied in the annual J.D. Power and Associates New-Home Builder Customer Satisfaction Study
- 2008 Pulte Homes operations rank highest in customer satisfaction in 11 U.S. markets, and rank in the top three in 20 of 33 markets studied in the annual J.D. Power and Associates New-Home Builder Customer Satisfaction Study. Pulte's record since its operations first appeared in the study in 2000: No. 1 90 times; No. 2 54 times; No. 3 38 times for a total of 182 top-3 finishes.
- 2009 Pulte is recognized by the U.S. Department of Energy and BASF for outstanding achievement in the DOE Builders Challenge program, a voluntary energy savings program with a goal of constructing more energy efficient homes; Pulte Homes completes merger with Centex Corporation to create America's largest homebuilding company, covering 59 markets, 29 states and the District of Columbia.
- 2010 Pulte Homes, Inc. changes its name to PulteGroup, Inc; PulteGroup marks its 60th anniversary of building homes and delivering the American dream of home ownership; Bill Pulte announces his retirement from the company and its board of directors; Pulte Land Legacy Fund, a newly-named revolving fund currently stands at \$2.5 million aims to preserve and protect the natural areas; Pulte Homes and Centex recognized by *Fortune* magazine as one of the world's most admired companies in 2010. Pulte operations exist in 67 markets, 29 states and the District of Columbia.

- 2011 Del Webb grand opens its newest community, Del Webb Sweetgrass near Houston, Texas; Pulte and the Residential Energy Services Network (RESNET) team up to expand the use of home energy efficiency labels; The company introduces iPad application making it possible to capture consumer choices to “build” a home electronically from any location; Pulte opens its first community in the city of Portland, Ore.; Based on direct consumer research and feedback from families who live in their homes, Pulte introduces Life-Tested® designs; Del Webb launches online tools to improve retirement planning, Delwebb.com/value.
- 2012 PulteGroup was the nation’s largest builder by revenue and the second largest builder by unit volume; To further capture the first-time homebuyer, Centex introduces the Independence Series, homes that are priced to compete with the all-in monthly payments of rents; Del Webb joins forces with Road Scholar to provide residents with opportunities for educational travel; the stock of this Fortune 500 company was the top performer in the S&P 500 for 2012.
- 2013 PulteGroup delivered 17,776 homes with home sale revenues of \$5.4 billion in 2013; Launched Built to Honor™, a national program for the construction and donation of mortgage-free homes to returning military personnel who have been injured during their term of service; the Company announces the relocation of its corporate offices from Bloomfield Hills, Mich. to Atlanta, Georgia in 2014.
- 2014 PulteGroup expands to two new markets: Columbus, Ohio and Lexington, Kentucky through the acquisition of Dominion Homes; Several Del Webb communities win best of 50+ housing awards and was listed as America’s 20 most luxurious active adult communities; the Company’s Built to Honor program achieves goal of delivering 20 mortgage-free homes to wounded veterans; and officially moves headquarters to Atlanta.
- 2015 PulteGroup delivers 17,127 homes with home sale revenues of \$5.8 billion; the Company conducts its 10th Del Webb Baby Boomer Survey; PulteGroup hosts the first ever *Kitchen Throwdown* event to bring new kitchen innovation to its home design; and the Company is named amongst Atlanta’s top places to work.
- 2016 Ryan Marshall, PulteGroup President, named as the company’s new CEO; Bill Pulte, Grandson of company founder, named to PulteGroup Board of Directors; Through the acquisition of assets from John Wieland Homes and Neighborhoods, the Company grows market share in key Southeastern cities and expands presence into the luxury market; reflective of the Company's ESG efforts added to the Dow Jones Sustainability Index; Deliveries for the year increase 16% to 19,951 homes, as revenues gain 28% to \$7.7 billion.

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