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Pulte Homes Partners with Builder Boost for Austin Smart Home Event

Homebuilder teams up with Austin-based influencers to showcase new Pulte Smart Home technologies

AUSTIN – September 13, 2018 – PulteGroup, Inc. (NYSE: PHM) announced today a partnership with Builder Boost, an online resource and community of key Austin-based influential real estate agents who actively introduce, promote, and sell newly built homes from top homebuilders through social media.

“Builder Boost is the perfect partner for us to exclusively unveil our new Pulte Smart Home here in Austin,” said Greg Salinas, division president for Pulte Homes in Central Texas. “They share our excitement for home innovation and are able to effectively leverage technology and social media to connect with local homebuyers where they are--online.”

Pulte Homes is hosting an exclusive event for select members of the Builder Boost community to experience and interact with the new smart home technologies in a state-of-the-art model home at [Heritage Oaks at Pearson Place](#). This community of single-family homes is located north of Downtown Austin, features 10 home designs and a full array of customizable products designed to run a smarter home.

“We are very excited to partner with Pulte for this inside look at their new smart home technology,” said Kim Guley, owner of Builder Boost. Our agent community values the innovation Pulte Homes brings to homeowners, and we truly appreciate the opportunity and partnership Pulte extends to the local real estate community.”

Every newly-build Pulte home is ready to connect with seamless WiFi reliability and increased bandwidth through built-in access points and direct wiring throughout the home. Without the cost, disruption or hassle that comes with retrofitting a home, new Pulte homeowners in Central Texas will now have the ease and luxury of connecting smart home technologies to fit their lifestyle, how, when and where they want it.

“The home of the future is here, giving our homeowners the ability to seamlessly control their lights, thermostat, security systems, appliances and more with just their cell phone or sound of their voice,” said Salinas. “We’re offering Austin homebuyers the flexibility to choose the features and technology they value in their home. Whether it’s the base home that’s pre-wired and ready for anything, a home outfitted with selected options from a full suite of smart technologies or going with full automation to bring the home to life—the choice is theirs.”

For more information on the Pulte Smart Home, including video and images, please visit the smart home website at: <https://www.pulte.com/pulte-smart-home>. For more information on Heritage Oaks at Pearson Place and communities in the Austin area, please visit <https://www.pulte.com/austin>.

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.

About Builder Boost: The Business Boosting Connection Between Real Estate Agents & Home Builders

Builder Boost supports and grows an engaged community of key real estate agents who actively introduce, promote, and sell newly built homes from top homebuilders.

The team provides Real Estate Agents with digital resources and personalized service to make navigating the new home market easier. The focus on business boosting connections and resources that serve real estate agents are complimentary and include: The Builder Boost Books (Digital Magazine), Current Inventory Lists, New Home Concierge Service, Agent MISSIONS, Events and Promotions.

Builder Boost works in partnership with top homebuilders that value the real estate agent and builder relationship.

To see a list of agents who focus on New Construction in the Austin Metro Area:
<https://www.builderboost.com/austin/featured-agents/>

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