

THURSDAY, MAY 15, 2008

Pulte unveils eco-friendly community



David Holt, marketing manager for Pulte Homes, says the master-planned community of Cabrillo Point in Peoria is certified green by an outside source. Homeowners get energy efficient appliances, water saving toilets, dual-pane windows and better insulation. At right, Susan Kennedy, a sales associate for Pulte, shows the "green" insulation used in the homes compared to insulation in other Valley homes.



PHOTOS BY MOLLIE J. HOPPES/DAILY NEWS-SUN

Developer plans 69 homes priced from the low \$200,000s

MITCHELL VANTREASE
DAILY NEWS-SUN

Dual-pane windows, water-saving toilets and energy-efficient appliances can be found in Pulte Home's newest subdivision, Cabrillo Point in Peoria.

The home developer will unveil its first master-planned, certified green community in the Valley Saturday, making it easier for homeowners to live eco-friendly and save money on their energy bills at the same time.

"Our goal with building these homes is to help preserve natural resources and save energy every step of the way while helping our customers save money and feel good about the homes they live in," said Chris Kelly, vice president of operations for Pulte Homes.

Kelly said the homes, located just south of Bell Road and east of 75th Avenue on Grandview Road, are designed to increase energy efficiency by 30 percent, reduce water consumption by 20 percent and reduce carbon emissions by 20 percent.



DAILY NEWS-SUN

"We're trying to raise the bar on how houses are being built," he said.

The homes are equipped with dual-flush toilets that save up to 50 percent of water, and feature more accurate climate controls and green fiber insulation.

There will be 69 homes built on the site with no back neighbors and a tree-lined 2-acre park in the center of the community. Models range from 1,479 square feet to 2,436 square feet and are priced from the low \$200,000s.

Pulte partnered with the APS Energy Star Homes Program and Environments for Living Certified Green Program, a third-party program that guarantees efficient and predictable energy for every home built in the community.

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PULTE: Eco-friendly homes promise energy savings

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Tom Hines, APS Energy Star Homes Program manager, said Pulte is one of 30 home builders involved in the project and the first to build an entire community.

Since July 2006, more than 2,000 houses have been built for energy ef-

ficiency. He expects 20,000 to be constructed in the next two years.

Hines said homes are tightly built but have enough space to keep out unwanted heat, dust, pollen and "all of the other things you don't want in your home."

Between \$200 to \$300 could be saved on an en-

ergy bill, Hines said, if a homeowner bought one of the homes.

"If you can own a home and lower the environmental impact as well as reduce the cost, then I don't know why you wouldn't want one," he

said. "Everybody is talking about being more green and these should be the standards now as new homes get built."

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Pulte, Webb plan next senior city

RICHARD SMITH
DAILY NEWS-SUN

Things along the road to nowhere are finally going somewhere.

Pulte Homes and Communities by Del Webb — nowhere to be found among the myriad failed and delayed development plans tied to the Sun Valley Parkway — will build its next senior city along the route.

"We will likely be one of the first developers to build in that corridor," Pulte spokesman John Waldron said.

Pulte is in escrow to purchase approximately 3,100 acres from Scottsdale-based Lyle Anderson Companies, which owns 10,105 acres on the northernmost tip of Buckeye.

Pulte's purchase will be the replacement community for Sun City Grand, though whether the area will take on the Sun City moniker is yet to be determined.

It will not exclusively follow Webb's Sun Cities model. Instead, a larger age-restricted community and a smaller family community — in the Pulte mold — are planned.

Construction is expected to begin in mid- to late-2005

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with the first residents ready to move in by 2006.

This follows Webb's precedent of having very little overlap in its senior developments. Sun City Grand debuted in October 1996 and Sun City West was finished a few months later.

"The lights essentially went off on one community and turned on in another," Waldron said.

This transition may be a bit different, because Webb is not planning, as of now, to replace its sales office in Sun City Grand with one in the Festival Ranch area.

"We could very well operate the Sun City Grand replacement from this facility," Grand General Manager Sheryl Palmer said during November's Sun City Grand update.

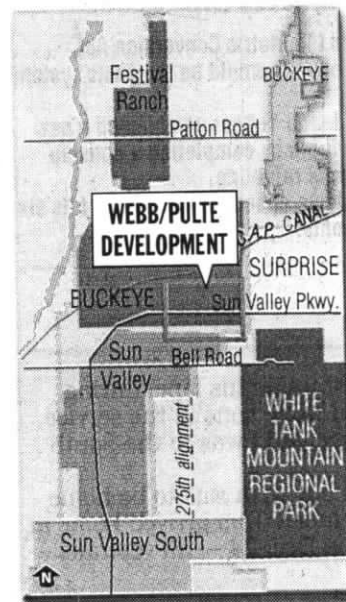
Lyle Anderson is fairly early in the conceptual planning stages on the remaining 7,100 acres of Festival Ranch and will not be ready to announce its community for several years, communications director Leslie Tweeton said. Noted Lyle Anderson developments in the Valley include Superstition Mountain and Desert Highlands.

"It will be interesting to see what happens in that area," Tweeton said. "I'm sure Buckeye is excited with all the development coming in there."

Buckeye has looked at the Sun Valley Parkway as a path to a residential stronghold just West of the White Tanks since it annexed land around the road in the early 1990s.

The town hasn't needed to search for interested developers.

"We're not there actively recruiting people to that area," Buckeye Senior Planner Phil Garthright said.



DAILY NEWS-SUN

Pulte buys Buckeye land, plans a retirement village

By David Madrid
The Arizona Republic

Pulte Homes/Del Webb signed an agreement this week to buy 3,100 acres of land in Buckeye, where it will likely build another Sun City or a retirement community by some other name.

Pulte Homes spokesman John Waldron said the company in the next eight months will conduct a feasibility study and plan the use of the land.

Bloomfield Hills, Mich.-based Pulte Homes Inc., bought Del Webb Corp., the developer of the Sun City and Anthem communities, a year ago

Inside

Buckeye's mayor has high hopes. **B3.**

for \$1.73 billion.

The Buckeye site is at the northern end of the White Tank Mountains, along the Sun Valley Parkway. Pulte Homes agreed to buy the land from Scottsdale-based Lyle Anderson Co. Inc. The property is part of Anderson's Festival Ranch master plan.

Waldron said that Sun City Grand homes will be sold out in 2005 and that construction should end in 2006. The Buckeye community will be the likely successor to that community.

Buckeye set to welcome Sun City development

By David Madrid
The Arizona Republic

BUCKEYE — Buckeye Mayor Dusty Hull sees visions of dollar signs dancing in his head as he contemplates a growing retirement population in his town, especially now that a Sun City community may be built there.

Pulte Homes/Del Webb signed an agreement this week to acquire about 3,100 acres in Buckeye, north of the White Tank Mountains along the Sun Valley Parkway.

If the proposed community has the economic impact on Buckeye that Sun City Grand has had on Surprise, Hull will be a very happy mayor.

Once Sun City Grand is complete, its economic impact on the Surprise area could reach \$5 billion, including \$72.5 million collected by Surprise in taxes and fees, and the Dysart School District will have received \$91. in property taxes. That's according to a study by ESI Corp., real estate and development counselors.

Over the next eight months, the developer and Buckeye officials will work on a feasibility study and planning for the project.

It could become the next Sun City community, but it could be named something else, said John Waldron, spokesman for Pulte Homes,

Arizona Area.

Judging from the performance of Sun City Grand, the community could be a gold mine for Buckeye and could generate other benefits.

Surprise Mayor Joan Shafer, who lives in Sun City Grand, says that the community has been positive for Surprise.

"I can say they've brought in a lot," Shafer said. "They helped us build a fire station, and they have been very good volunteers. They have been there when the city has needed them."

Hull says he foresees a great development.

Buckeye's time has come, and the town is ready to grow intelligently, he said.

"We've watched the mistakes some of the other cities have made," he said. "We won't make those same mistakes. We have a set of rules, and we have real high standards."

Waldron said Pulte has been selling more than 1,000 homes a year in Sun City Grand, and the developer is two years ahead of schedule.

"It has been a big success, and sales continue to be very strong even with a down economy," he said.

Waldron said Pulte has been looking for a successor to Sun City Grand, and the Buckeye land will likely be where that project is built.

Land purchase

Pulte Homes/Del Webb has signed an agreement to purchase 3,100 acres, which could be the site of a future Sun City community.



Jeanne Hernández/The Arizona Republic

The active-adult community, whatever it is called, will be part of the 13,000-acre Festival Ranch, being developed by Lyle Anderson Co. Inc. Anderson is known for upscale communities such as Desert Highlands and Desert Mountain in north Scottsdale and the Superstition Mountain Golf and Country Club in Apache Junction.

Pulte Homes doesn't know how many homes it will build in the development. Pulte bought Del Webb Corp., the developer of the Sun City and Anthem communities, a year ago for \$1.73 billion.

DAILY NEWS-SUN

TUESDAY, JULY 9, 2002

Pulte changes guard at SC Grand



SHERYL PALMER will succeed Michael Jesberger as general manager of Sun City Grand. She was a sales manager for Del Webb in Sun City West.

JOHN SOKOLICH
DAILY NEWS-SUN

Sun City Grand General Manager Michael Jesberger is stepping down from his duties with the Del Webb Group of Pulte Homes to work on securing land to accommodate the company's future development plans.

Jesberger, the community's general manager for almost a year, will be succeeded by Sheryl Palmer, a former Del Webb sales manager for Sun City West.

Jesberger's promotion signaled the change of command, said John Waldron, spokesman for the Del Webb Group of Pulte Homes at Sun City Grand.

"He is taking a new job for land acquisition in Arizona," Waldron said.

"He will be responsible for getting new land to expand the company's development."

Palmer and Jesberger will work jointly on securing additional property in the Northwest Valley, according to a statement issued by Pulte Homes Monday afternoon.

Sun City Grand recently sold its 6,500th home, which puts it on par to fill its projected 9,500 homes within the next three years — several years before its projected build-out date.

Waldron said Jesberger's new responsibilities entail looking for opportunities to develop retirement communities in the West Valley.

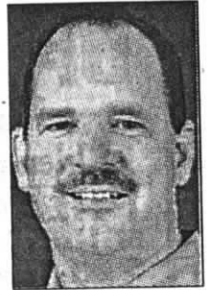
"We are not planning on expanding Sun City Grand, but we are looking at other land to have new Sun Cities,"

Waldron said. "At this point, though, we are not sure if the future developments will have the 'Sun City' name."

Securing more land to expand the developer's retirement-community framework is a key measure for Pulte Homes now, because strong sales indicate Sun City Grand has the potential to complete its build-out well before planned, Waldron said.

The shift in power at Grand is the latest effort by Pulte to continue to expand its development of retirement communities based on the Del Webb philosophy, though on smaller scales.

In February, the Del Webb Group opened Solera, a 606-acre gated retirement community in Chandler. That development is smaller than any of the West Valley Del Webb properties.



MICHAEL JESBERGER, general manager of Sun City Grand, has been promoted by Pulte Homes and will be involved in land acquisition for the developer.

Daily News-Sun • Tuesday, May 21, 2002

Nonprofits expect corporate philanthropy to carry through

BUYOUTS: New Webb owner continues community commitment

ERIN REEP
DAILY NEWS-SUN

Restructuring of the company that purchased Del Webb Corp. last year isn't expected to have an impact on the Sun Cities — including the good will extended to local nonprofit groups.

Pulte Homes Inc. announced last week that Richard J. Douglas Jr. was confirmed as its new chief operating officer, and the company

is changing its field-operating structure. Its domestic operations are being grouped into 11 geographic areas; each local market will report to an area president. The 11 area presidents will report to Douglas, according to a Pulte press release.

Based in Michigan, Pulte acquired Phoenix-based Del Webb Corp. in August. Until now, Webb continued to function as a division of Pulte.

"The Del Webb division is going to merge with the existing Pulte divisions," said John Waldron, Webb's director of public affairs.

Instead of having two management divisions at the regional level, there will be one, he said.

"From an organizational standpoint, Del Webb does not function as a subsidiary any longer; they are fully integrated into Pulte Homes," said Valerie Dolenga, manager of corporate communications at Pulte's Michigan headquarters. "From a community standpoint, your homeowners aren't going to know the difference."

Richard Shelton, executive director of the Symphony of the West Valley, said Webb has been generous with concert sponsorships, grant funding and board participation.

"Del Webb has supported the

symphony for a long, long time. They've been a very integral part of our business."

"We do value Del Webb greatly; we do appreciate their support," he said.

"We have had someone on our board for six years," Shelton said.

Webb employee Ryan Peterson completed his term of service on the board in May 2001, and the board didn't ask for a new Webb representative to replace him, Shelton said.

"We understood that Del Webb's presence was going to be significantly reduced," Shelton said. "We didn't think to ask them to replace Ryan."

"My hope is that Pulte will maintain a community presence and support of the community to maintain the legacy of the Del Webb

Corp.," Shelton said.

That's the intent, Waldron said. Even though the company's structure has changed, Pulte plans to continue its involvement.

"The announcement is unlikely to have any large impact on the operation of Sun City Grand," Waldron said of the Surprise community Webb is building. "The same management team remains in place."

Waldron said Mike Jesberger, a 10-year Webb employee, will stay on as the community's manager.

"Since the Pulte announcement, there have really been no staffing changes in areas like customer service or construction," Waldron said. "So our customer has felt little impact from the merger."

Company officials also pledge the Del Webb name will be around for

marketing purposes.

"A good percentage of the reason for purchasing Del Webb was for the strong brand name," Dolenga said.

Birt Kellam, president of the Sundome Center for the Performing Arts Association, which has benefited from Webb personnel serving on its board, said using the Webb name is a wise move.

"I think that Pulte would never get rid of the name Del Webb — that's golden to the people who are retired," he said. "They certainly want that name."

Kellam also serves on the Del E. Webb Memorial Hospital board, as does Jesberger. Jesberger and Waldron also represent Pulte on the Sundome board.

Kellam said Webb had an unusually good relationship with

homeowners compared to many developers, and its name is well received by customers.

"Out here, there are truly hundreds and hundreds of people who are on their fourth or fifth Del Webb home," he said. Joe Davisson, chairman of the Sun City West Anniversary Committee, said Webb still has a strong presence in Sun City West, despite Pulte's purchase of the company.

"As far as we're concerned, they haven't pulled back with being involved with the community," he said.

The corporation is helping with the 25th-anniversary celebration being planned for the community, and Waldron is on the steering committee for the celebration, he said.

Del Webb division retired by Pulte



Jack Kurtz/The Arizona Republic

Another home is being built Wednesday in Del Webb's Sun City Grand Valley retirement community.

Builder plans to keep name

By Catherine Reagor
The Arizona Republic

Del Webb made Phoenix a mecca for seniors with three Sun Cities. But the once-prominent development company, acquired last year by Pulte Homes, is itself fading into retirement.

Michigan-based Pulte Homes will continue to put up communities touting the well-known Del Webb name. But the operation that had become synonymous with home building in metro Phoenix for 40 years is going away.

Pulte is collapsing the division named after legendary builder Del E. Webb into its other operations.

When it purchased Webb last summer, Pulte made the retirement-com-



Source: Pulte Homes, Del Webb Group

Pulte's Del Webb developments

Del Webb housing developments are growing across the nation. Arizona has the most.

In other states

- Florida, north of Orlando.
- Illinois, near Chicago.
- South Carolina, Hilton Head.
- Texas, near Austin.
- Virginia, near Fredericksburg
- Massachusetts, near Cape Cod.
- New Jersey, near New York City.

In the Valley

- Anthem.
- Belasera, Scottsdale.*
- Solera, Chandler.
- Sun City.*
- Sun City Grand, Surprise.
- Sun City West.*
- Terravita, Scottsdale.

Elsewhere in Arizona

- Sunflower, Tucson.
- Prescott Lakes, Prescott.
- Cottonwood Ranch, Cottonwood.

*Development is completed

Belinda Long/The Arizona Republic

munity developer a separate division with its own management, strategy and offices.

"Pulte will continue to tinker with Del Webb until it can absorb the company," said Carl Reichardt, a home-

building analyst for Banc America Securities.

"As a business organization, Del Webb goes away," said its former

See **WEBB** Page D2

WEBB Division being collapsed

From Page D1

president, Anne Mariucci. "But as a brand and product, it's as strong as ever."

Mariucci is staying with Pulte, but will become senior vice president of strategic planning for the nation's biggest home builder. Given the choice to remain in Phoenix or move to Pulte's corporate headquarters in Bloomfield Hills, Mich., she has opted to remain in the Valley, but will report directly to Pulte's Chief Executive Officer Mark O'Brien.

"The Del Webb name will stay on all communities it's on today, and we will continue to expand the brand across the country," O'Brien said. But the Sun City name is on the shelf for now, except for Pulte's large developments, those of more than 1,000 acres.

"Pulte paid a price for the Del Webb name and its people," housing analyst R.L. Brown said. "It wouldn't make sense not to keep both."

Pulte paid \$1.73 billion for Webb, primarily for its huge land inventories and Sun City name. But it doesn't have any of the gigantic retirement developments planned, and in-



Jack Kurtz/The Arizona Republic

A sign advertises Sun City Grand, one of several communities developed in the Valley by Del Webb.



Del Webb ceases as a business organization, says former president, **Anne Mariucci.**



Pulte CEO **Mark O'Brien** says the Del Webb name will stay on all existing communities.

stead is putting up smaller projects.

"The Sun City brand still has swing with buyers in the Southwest," Reichardt said. "But a community format that huge isn't sustainable in every market."

Webb began to rethink its Sun City strategy a few years ago when its research showed that most of the 78 million baby boomers — those born from 1946 to 1964 — don't want to retire as their parents did. Some are looking for

smaller communities with amenities other than golf, while others want to retire closer to home.

Pulte is planning two of these scaled-down Del Webb developments in the Northeast. One will go up in Massachusetts near Cape Cod, and the other outside New York in New Jersey.

All of Webb's Arizona communities, including Sun City Grand and Anthem, will be folded into Pulte's new Arizona division run by former Del Webb veteran Frank Pankratz.

The division won't operate out of Del Webb's corporate headquarters in Phoenix, which housed hundreds of employees a few years ago. The upscale building near Paradise Valley is in escrow with a buyer, and many of the offices are already empty due to layoffs last year.

Pankratz is one of two former Webb executives to run a Pulte region. The other, Igor Noriega, is heading up its Southern California division.

"Things have worked out far better than expected," Mariucci said of the Pulte takeover. "Webb's business is performing better than a year ago."

THE WESTER Thursday, August 16, 2001

Pulte Homes, Del Webb complete merger

Pulte Homes, Inc. and Del Webb Corporation recently announced completion of their merger effective July 31, 2001. As previously announced on July 27, 2001, shareholders of both companies overwhelmingly approved the merger under which Pulte Homes has acquired all of the outstanding shares of Del Webb in a tax-free, stock for stock transaction.

On a pro forma basis, with the completion of this merger, Pulte Homes is the nation's largest homebuilder, with over \$6.0 billion in annual revenues and more than 37,000 closings in the United States, Argentina, Mexico and Puerto Rico. Reflective of its Homeowner for Life™ strategy of serving home buyers throughout each stage of their lives, Pulte Homes will hold an unmatched market position among first-time, trade-up and active adult home buyers. Through Del Webb, the premier builder of active adult communities, Pulte Homes will be the leader in the fastest-growing demographic segment of the market.

Del Webb Corporation (www.delweb.com), based in Phoenix, is the nation's leading builder of active adult communities for people age 55 and older. The company operates 10 active

adult communities in markets including Phoenix and Tucson, AZ; Palm Desert and Lincoln, CA; Ocala, FL; Chicago, IL; Las Vegas, NV; Hilton Head, SC; and Georgetown, TX. The company also builds family and country club communities in Phoenix and Las Vegas. Four of Del Webb's communities are currently ranked in the top 10 of the best-selling master planned communities in America.

Pulte Homes (www.pulte.com), based in Bloomfield Hills, Mich., has operations in 41 markets across the United States, Argentina, Puerto Rico and Mexico, where it is the fifth largest builder. Based on most recent 12-month results, Pulte Homes delivered nearly 20,000 homes in the United States and more than 8,000 homes in Mexico and Puerto Rico. Over its history, the Company has constructed more than 275,000 homes and has been honored as "America's Best Builder." Pulte Mortgage Corporation is a nationwide lender committed to meeting the financing needs of Pulte Homes customers by offering a wide variety of loan products and superior customer service.

The Del Webb Group :

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announced a new national organizational structure, designed to leverage its experience in master-planned and active adult communities under the new Pulte Homes umbrella. The Del Webb Group is now the largest of six operating groups inside the Michigan-based homebuilding company.

Under the new national blueprint, Webb will continue to oversee the development of all large-scale adult communities and will continue to develop its two Anthem communities. Webb will be reorganized into three operating regions and will assume responsibility for five large Pulte Home developments, including two in Arizona and three in California.

"With the transaction complete,

the transition and integration of our two companies is moving forward rapidly," said Anne Mariucci, who was named president of the Del Webb Group last week. "Now, the exciting part of this merger begins as we start to deliver on the promises of this unbeatable combination." Mariucci, a 17-year veteran at Webb, will report directly to Pulte President and COO Mark O'Brien.

Mariucci also announced three new regional presidents of the Del Webb Group and emphasized that all three come from Del Webb's previous senior management team. Scott Peterson, vice president and general manager at Sun City Grand in Arizona will serve as regional president for Arizona.