



History of Pulte Homes

- 1950 Bill Pulte built his first home in Detroit and sold it for \$10,000
- 1951-58 Built custom homes in Metro Detroit
- 1956 Incorporation of Pulte – William J. Pulte, Inc.
- 1959 Bill Pulte introduced plans for Pulte’s first subdivision, Concord Green in Bloomfield Township, Michigan; homes sold for \$29,000
- 1960 Entered the Washington, D.C. market
- 1961 Entered the Chicago market
- 1968 Entered the Atlanta market
- 1969 The company went public as Pulte Home Corporation, with an initial offering of 200,000 shares of common stock; acquired American Builders, Inc., a Colorado Springs-based homebuilder that served the first-time/affordable housing market
- 1970s Pulte introduced 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 was 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 began trading on the AMEX under the symbol PHM
- 1972 Pulte established ICM Mortgage Corporation to offer convenient financing and competitive mortgage rates to its homebuyers
- 1973 Acquired builder in Puerto Rico
- 1977 The company declared its first cash dividend; the company’s board of directors also authorized its first stock split in the form of three-for-two stock distribution; Entered Phoenix market
- 1978 Entered Texas
- 1979 A record 4,714 homes were sold in 1979 with revenues of \$294 million
- 1980s Homes sold for \$50,000 to \$600,000 in 17 markets throughout 11 states
- 1980 Established “Pulte University” to train entry-level construction personnel
- 1983 The stock of the parent company, PHM corporation, began trading on the NYSE
- 1985 Robert K. Burgess became Pulte’s president and chief operating officer and launched the Pulte Quality Leadership program; Pulte University was established to train promising future executives in understanding Pulte’s homebuilding philosophy, design and methods
- 1986 Pulte entered North Carolina

- 1988 Pulte acquired five Texas-based thrift institutions, which were subsequently merged to form First Heights Bank, a federal savings bank based in Houston
- 1990s Home prices ranged from under \$100,000 to more than \$1 million
- 1992 PHM Corporation's name was changed to Pulte Corporation; entered Las Vegas and Cleveland markets
- 1993 Robert K. Burgess became Chairman and Chief Executive Officer; Pulte launched the Pulte Protection Plan, a 10-year insured warranty package offered to all Pulte homebuyers; The company entered Wilmington, DE and Columbia, SC markets
- 1994 Pulte enters the growing "active adults" for 55 years and older with communities in Arizona, Florida, Michigan, New Jersey and Virginia; joint ventures were undertaken in Mexico
- 1995 Pulte Corporation became the largest homebuilder in the United States
- 1996 Celebrated 40th anniversary of its incorporation; 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; Entered Central New Jersey, Greenville, S.C., Grand Rapids, MI, Sarasota and Melbourne, FL, and Puerto Rico
- 1998 Pulte acquired Radnor Homes and DiVosta; signed exclusive agreement with General Electrics to supply all Pulte homes with its home appliances
- 1999 Pulte became a Fortune 500 company and sold a record 26,622 homes; the National Council on Seniors Housing selected Springfield at Whitney Oaks, active adult community in Northern California, as the best seniors' housing development in the nation.
- 2000 Pulte celebrated its 50th anniversary with a presence in 41 markets, 25 states in the United States, Mexico and Puerto Rico; Expanded into the Argentina market; the Chicago and Las Vegas markets were honored by J.D. Power and Associates for ranking the highest in customer satisfaction; launched a national brand development program with new corporate logo; parade float-sponsor of Macy's Thanksgiving Day Parade; Pulte built a record 27,781 homes with \$4.2 billion in revenues, marking 50 consecutive years of profitability.
- 2001 Pulte Corporation changes its name to Pulte Homes, Inc.; Pulte Homes Ranked as the Best Performing Company in Housing and Real Estate by Business Week Magazine; Recipient of the 2001 Summit Award for exceptional quality in construction and outstanding customer service to its new homebuyers; Tucson market awarded with the 2001 Energy Value Housing Award from the National Association of Home Builders Research Center; completed merger with Del Webb Corporation to create the nation's largest homebuilder.
- 2002 Pulte Homes received Summit Award for second consecutive year; Named to Top 50 Performing Companies by Business Week Magazine; Charlotte, Houston, Las Vegas, Minneapolis/St. Paul, Phoenix, San Francisco Bay Area and Southern California Markets honored by J.D. Power and Associates for ranking highest in customer satisfaction; Pulte Homes, Inc. listed on the Dow Jones Sustainability Index; Money Magazine Lists Pulte Homes as 30-Year Super Stock

- 2003 Pulte Homes received Summit Award for third consecutive year; Dallas, Houston, Las Vegas, Minneapolis/St. Paul, San Francisco Bay Area, Phoenix, Raleigh/Durham, Sacramento, Southern California, Tampa, Tucson and Palm Beach honored by J.D. Power and Associates for highest rankings in customer satisfaction; Named to Top 50 Best Performing Companies by BusinessWeek Magazine.
- 2004 J.D. Power and Associates named Pulte Homes the inaugural recipient of its Platinum Award for customer satisfaction among America's largest home building companies. Pulte divisions ranked highest in 14 markets, No. 2 in nine markets and No. 3 in six markets. Pulte Homes was named winner of the first ever 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 named Pulte Homes one of the 100 fastest-growing companies in the United States.
- 2005 Delivered a record 45,630 homes and generated consolidated revenues of \$14.7 billion; focused on the expansion of the Company's domestic homebuilding operations with the sale of Pulte's Argentina and Mexico operations; the Company received the most awards in the J.D. Power and Associates New Home-Builder Customer Satisfaction Study for the sixth-straight year -- Pulte operations were highest-ranked in 16 markets and were among the top three in 22 of 27 markets in which it qualified; Pulte named #181 on the FORTUNE 500 list and #12 on the BusinessWeek Magazine list of Top 50 Best Performing Companies.
- 2006 Ranked #147 on the 2006 FORTUNE 500 list, up 34 spots from 2005 – highest ranking homebuilder on the list

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