



Del Webb®

## Del Webb Economic Benefits and Interesting Facts

- The first Del Webb community built in South Carolina was Sun City Hilton Head, which opened in 1995.
- Del Webb Corp. and Pulte Homes Inc. merged in July 2001, creating the largest homebuilding company in America
- Estimated gross sales to be generated by Del Webb Charleston over its lifetime
  - \$337 million
    - \*Gross sales determined by using average Pulte Homes home price in 2006*
- Estimated tax generated by sale of homes at Del Webb Charleston
  - \$22.6 million
    - \*Estimate based on current 6% sales tax rate of Berkeley County*
- Estimated annual property taxes to be generated by Del Webb Charleston
  - \$3.9 million annually
    - \*Estimate based on 4% assessment ratio and .2785 mileage rate of Berkeley County*
- Estimated number of jobs created "per retiree family":
  - Approximately 1,000 homes x 1.5 jobs = 1,500
    - \*Source: Thomas, Warren + Assoc., Phoenix, advisers to public- and private-sector organizations on economic development. TW+A estimates ratio of 1.5 to 2.5 jobs per "retiree family"*
- Zero children added to local schools by the project
- The Charleston Del Webb project is projected to last 3-4 years at which time it will employ a multitude of people.
- Del Webb residents tend to add a significant amount of volunteers in the surrounding community
- Active adults:
  - Do 85% of their spending locally
  - Pay more in taxes than they cost in services
  - Increase the tax base by increasing the number of positive tax payers
    - \*Source: American Association of Retirement Communities, Jacksonville State University June 2005*
- The average demand levels for active adult communities compared to general residential master-planned communities are as follows:
  - Traffic volume is one-third of the comparable rate
  - Street maintenance is 35 percent of the comparable rate
  - Water consumption is 60 percent the comparable rate
  - Wastewater generation is 74 percent of the comparable rate
  - Solid waste generation is 67 percent the comparable rate
  - Parks and recreational amenities are privately maintained
    - \*Source: Economic benefit analysis of Sun City Grand prepared by ESI Corp, Phoenix*

- Pulte Homes maintains its leadership position in active adult development among national homebuilders:
  - "Focus on active adult" (as percentage of overall business):
    - Pulte Homes (33%) 2004
    - Pulte Homes (33%) 2005
    - Pulte Homes (44%) 2006

Active adults:

- The over-age 50 buyer is the fastest-growing segment in the U.S.
- Segment will double to almost 80 million by 2020
- A "Baby Boomer", born between 1946-64, turns 50 every 7 seconds
- 50% of active adult buyers pay cash (less interest rate sensitive)
- Pulte Homes has more than 100 new active adult communities at some stage of assessment, contract, entitlement or development across the U.S.
- Pulte Homes has 55 active adult communities currently open for sales in these states:
  - West: California (8), Nevada (7), Colorado (1) Arizona (10), Texas (3)
  - Midwest: Illinois (4), Indiana (1), Ohio (1), Michigan (2)
  - Northeast: Pennsylvania (1), Massachusetts (1), Connecticut (1), New Jersey (3)
  - Mid-Atlantic: Maryland (2), Virginia (2)
  - Southeast: North Carolina (1), South Carolina (2), Tennessee (1), Georgia (1), Florida (3)
- For more information: [www.pulte.com](http://www.pulte.com); [www.delwebb.com](http://www.delwebb.com); [www.divosta.com](http://www.divosta.com)