



NEWS RELEASE

KB Home Launches Fresh, Creative Take on Customer Obsession With New Brand Platform, “We See You”

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LOS ANGELES--(BUSINESS WIRE)-- KB Home, one of the largest and most trusted homebuilders in the U.S., today unveiled a new brand platform, “We See You,” which underscores the company’s passion for putting the customer at the center of everything it does.

The new brand platform, “We See You,” is designed to showcase the company’s focus on delivering on its vision to be the most customer obsessed homebuilder in the world. Through emotional storytelling, “We See You” reinforces KB Home’s distinctive approach in the new-home residential market. The company listens to its customers and pays careful attention to their aspirations. And then, KB Home builds — not just anyone’s house but an affordable, personalized new home that reflects its customers’ style, budget and dreams.

“A home is the largest and most emotional purchase that most people make in their lifetimes, a major milestone that embodies their most cherished hopes and goals. That’s why the relationships we form with our customers are the foundation of everything we do,” said Jeffrey Mezger, KB Home Chairman and Chief Executive Officer. “Our new brand platform, ‘We See You,’ beautifully captures the essence of KB’s commitment to delivering an outstanding customer experience, one driven by a company culture where our employees feel valued because their work has purpose.”

KB Home’s customer-centric approach begins with data-driven product design based on thousands of extensive surveys of actual recent buyers. The company then builds choice into every one of its home designs and homebuying process. Its customers can tailor their home to their unique lifestyle and budget, from homesites and

floor plans to design choices. Every homebuyer is supported by a dedicated team to see their purchase through and guide them every step of the way throughout the design and building process. Additionally, the company conducts a series of follow-up visits after move-in to ensure an exceptional homeowner experience. In recognition of its commitment to going above and beyond, KB Home achieved the highest level of customer satisfaction in its history in 2024 and continues to earn the distinction of being the #1 customer-ranked national homebuilder in third-party buyer surveys.

The new “We See You” platform will be supported by a brand video campaign, which tells the heartwarming story of a young girl’s reluctance to move to a new home and how the KB team partners with her parents to ease the girl’s transition to a new beginning. The campaign will run across multiple platforms, including digital streaming, online video and social media. It will feature several spots of varying lengths, each focused on a key brand message, including partnership, personalization and affordability.

“We build homes for all of life’s small but epic moments. It’s why we put our experience in the service of our customers’ dreams and partner with them to design a new home that is a reflection of them,” said Amit Desai, Chief Marketing Officer of KB Home. “Our new brand platform, ‘We See You,’ establishes an emotional connection with our customers. It effectively communicates who we are and what we stand for, and demonstrates that we are truly built on relationships.”

Experience KB Home’s “We See You” video campaign [here](#) and on social [@kbhome](#).

For more information on KB Home, call 888-KB-HOMES or visit [kbhome.com](#).

About KB Home

KB Home is one of the largest and most trusted homebuilders in the United States. We operate in 47 markets, have built over 680,000 quality homes in our more than 65-year history, and are honored to be the #1 customer-ranked national homebuilder based on third-party buyer surveys. What sets KB Home apart is building strong, personal relationships with every customer and creating an exceptional experience that offers our homebuyers the ability to personalize their home based on what they value at a price they can afford. As the industry leader in sustainability, KB Home has achieved one of the highest residential energy-efficiency ratings and delivered more ENERGY STAR® certified homes than any other builder, helping to lower the total cost of homeownership. For more information, visit [kbhome.com](#).

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