



December 14, 2017

## **KB Home Announces the Grand Opening of Alure in the Temecula Valley**

**Homebuilder continues to expand in Southern California; offers single-story homes on large cul-de-sac homesites in a highly-desirable location from the \$430,000s**

FRENCH VALLEY, Calif.--(BUSINESS WIRE)-- KB Home (NYSE: KBH) today announced the grand opening of Alure, its latest community of beautiful new homes in southwest Riverside County. Convenient to employment centers and other attractions throughout the greater Inland Empire and Northern San Diego County region, the neighborhood represents another step in KB Home's ongoing expansion in Southern California. The homebuilder has opened 13 new communities in San Bernardino and Riverside Counties in the last year, and plans to open nine additional new communities over the next year.

Alure, located in the Temecula Valley in the charming town of French Valley, is close to Interstates 15 and 215 and Highway 79, providing easy access to Murrieta, Wildomar and downtown Temecula. Commuter-friendly Alure is ideally situated near Loma Linda Medical Center and Mt. San Jacinto Community College, and its central location puts all of Riverside, San Bernardino, Los Angeles, Orange, and San Diego Counties well within reach. School-age children living at Alure may attend school within the Temecula Unified School District.

KB homeowners at Alure can enjoy the trails and sports fields within walking distance at Sheffield Park. Nearby Promenade Temecula and the Temecula casinos feature shopping, dining and entertainment, while Temecula Wine Country, home to over 30 wineries, is a short drive from the community. Outdoor enthusiasts can enjoy nearby Diamond Valley Lake, a man-made off-stream reservoir and one of the largest in Southern California, as well as Lake Skinner park for boating, fishing, hiking, camping, horseback riding, and other recreational activities. Alure is also located just forty miles from Oceanside Pier in north San Diego County.

"This charming enclave of homes represents a rare opportunity to own a new single-story floorplan in the Temecula Valley," said John Fenn, president of KB Home's Inland Empire Division. "Home shoppers interested in owning a beautiful new home on a large cul-de-sac homesite should visit Alure this weekend."

KB Home currently has over twenty new home communities open for sale; including locations in Beaumont, Chino, Chino Hills, Eastvale, Fontana, Lake Elsinore, Moreno Valley, Murrieta, Ontario, Rancho Cucamonga, Riverside, Temescal Valley, Upland, Victorville, and Temecula Valley.

At Alure, KB Home plans to construct a total of 51 single-story residences, available in three home designs that range from 2,329 to 2,913 square feet and can accommodate up to four bedrooms, two-and-a-half baths, and a two-car-garage. Pricing starts from the \$430,000s.

KB homebuyers at Alure will have the opportunity to personalize many aspects of their home as part of KB Home's unique homebuilding experience. In addition to choosing their home's community location, floor plan, and exterior design style, buyers can adjust structural features to best suit their needs, such as converting multipurpose spaces to additional bedrooms. At the KB Home Design Studio, a retail-like design center, homebuyers can then select from a wide range of flooring, cabinets, lighting, and other interior finishes and amenities to fit their taste and budget.

All new KB homes California, including those at Alure, are built to ENERGY STAR 3.0® guidelines and include WaterSense® labeled faucets and fixtures, meaning they are designed to be more energy- and water-efficient than most typical new and resale homes available in the area.

The Alure sales office is located at 36059 Peppertine Court in Winchester. The sales office is open from 1:00 p.m. to 5:00 p.m. on Mondays, 10:00 a.m. to 5:00 p.m. on Tuesdays through Fridays, and 10:00 a.m. to 6:00 p.m. on Saturdays and Sundays.

For more information about Alure or KB Home's other Inland Empire neighborhoods visit <https://www.kbhome.com/new-homes-riverside-san-bernardino-county> or call 888-KB-HOMES.

## About KB Home

KB Home (NYSE: KBH) is one of the largest homebuilders in the United States, with nearly 600,000 homes delivered since our founding in 1957. We operate in 36 markets in 7 states, primarily serving first-time and first move-up homebuyers, as well as active adults. We are differentiated in offering customers the ability to personalize what they value most in their home, from choosing their lot, floor plan, and exterior, to selecting design and décor choices in our KB Home Studios. In addition, we are an industry leader in sustainability, building innovative and highly energy- and water-efficient homes. We invite you to learn more about KB Home by visiting [www.kbhome.com](http://www.kbhome.com), calling 888-KB-HOMES, or connecting with us on [Facebook.com/KBHome](https://www.facebook.com/KBHome) or [Twitter.com/KBHome](https://twitter.com/KBHome).

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