

# KB HOME

## **KB Home Marks Model Home Grand Opening at Element in Hayward**

September 27, 2018

**Builder debuts new home community in a desirable and commuter-friendly Bay Area location; priced from the low-\$700,000s**

HAYWARD, Calif.--(BUSINESS WIRE)--Sep. 27, 2018-- KB Home (NYSE: KBH) today announced the grand opening of new model homes at Element, a new townhome-style condominium community in the Bay Area. This commuter-friendly neighborhood offers homebuyers a unique opportunity to own a new home in the desirable and centrally located town of Hayward, which is 25 miles east of San Francisco and 26 miles north of San Jose, the two largest job markets in the region.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20180927005179/en/>

KB Home's Element is conveniently located close to several major thoroughfares, including Interstates 880 and 580 and State Route 92, as well as to BART and Amtrak® stations for easy travel throughout the greater Bay Area. Hayward is home to top employers such as California State University East Bay, Kaiser Permanente, Hayward Unified School District and the City of Hayward. The nearby San Mateo-Hayward Bridge links the area to several prominent technology and advanced manufacturing firms in the Silicon Valley and the peninsula communities of San Mateo, Redwood City and Palo Alto.



Residents at KB Home's Element can enjoy Hayward's 3,000 acres of parks and open space, including 20 miles of running and hiking trails. Hayward also boasts California's oldest Japanese garden, a championship golf course and beautiful vistas from the hills to the shoreline. Downtown Hayward offers prime retail and dining.

KB Home will be building 50 new homes at Element, and homebuyers may choose from three three-story floor plans that range in size from 1,500 to 1,900 square feet, and include up to four bedrooms, three baths and two-car garages. Desirable design features characteristic of all the KB homes at Element include first-floor bedrooms, spacious great rooms, gourmet kitchens and beautifully designed master-bedrooms. Pricing begins in the low-\$700,000s.

"This charming enclave offers a special opportunity to purchase a new home in the Bay Area neighborhood of Hayward," said Chris Apostolopoulos, regional president of KB Home's Northern California markets.

New KB homes now available in Hayward, California. (Photo: Business Wire)

"Given the land constrained nature of the market we are pleased to be providing new home opportunities in this highly desirable and commuter-friendly location."

The KB homes at Element will be built to current ENERGY STAR® 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. These energy- and water-saving features are estimated to save homebuyers between \$696 to \$864 a year in utility costs, depending on the floor plan.

All are welcome to join in on the Grand Opening festivities this Saturday, September 29 from 11:00 a.m. to 6:00 p.m., during which visitors may tour the elegantly appointed model homes. Refreshments will be provided.

The KB Home sales office at Element is located at 251 Spring Harvest Road in Hayward and is open Mondays from 1:00 p.m. to 6:00 p.m. and Tuesdays through Sundays from 10:00 a.m. to 6:00 p.m. From I-880 North, take Exit 27/Jackson St./Hwy. 92 heading east. Turn left on Soto Road, left on Barnes Court and follow the signs to the community sales office. For more information about Element or KB Home's other new home neighborhoods in the Bay Area, visit [www.kbhome.com](http://www.kbhome.com) or call 888-KB-HOMES.

#### About KB Home

KB Home (NYSE: KBH) is one of the largest homebuilders in the United States, with more than 600,000 homes delivered since our founding in 1957. We operate in 35 markets in seven 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, our industry leadership in sustainability helps to lower the cost of homeownership for our buyers compared to a typical resale home. We take a broad approach to sustainability, encompassing energy efficiency, water conservation, healthier indoor environments, smart home capabilities and waste reduction. KB Home is the first national builder to have earned awards under all of the U.S. EPA's homebuilder programs — ENERGY STAR®, WaterSense® and Indoor airPLUS®. 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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