



NEWS RELEASE

KB Home Announces the Grand Opening of Its Newest Community Within the Highly Desirable Watson Ranch Master Plan in American Canyon, California

2025-11-21

Serrano at Watson Ranch offers personalized, new homes with planned community amenities, including the future Napa Valley Ruins & Gardens, and walking distance to highly rated schools, priced from the mid \$700,000s.

AMERICAN CANYON, Calif.--(BUSINESS WIRE)-- KB Home (NYSE: KBH), one of the largest and most trusted homebuilders in the U.S., today announced the grand opening of Serrano, a new community within the desirable Watson Ranch master plan in American Canyon, California, a vibrant, family friendly city nestled at the southern gateway of Napa Valley Wine Country. The new homes are designed for the way people live today, with popular features like modern kitchens overlooking large great rooms, bedroom suites with walk-in closets, and ample storage space. Serrano at Watson Ranch's two-story floor plans feature up to five bedrooms and three baths. Homeowners will appreciate the planned community amenities, which include a new elementary school, multiple parks and extensive bike and pedestrian trails that connect to Newell Open Space Preserve. Watson Ranch is also walking distance to the highly rated American Canyon High School.

The master plan also includes the planned Napa Valley Ruins & Gardens. Set within the storied stone walls of Napa Valley's historic past, the new town center is planned to be transformed into a vibrant destination for gathering, shopping, dining and entertainment. Surrounded by scenic trails, open plazas and the dramatic backdrop of Quarry

Lake, Napa Valley Ruins & Gardens will be the heart of Watson Ranch and a place where residents can sip, stroll, dine and delight in the very best of Napa Valley living.

What sets KB Home apart is the company's focus on building strong, personal relationships with every customer, so they have a real partner in the homebuying process. Every KB home is uniquely built for each customer, so no two KB homes are the same. Homebuyers have the ability to personalize their new home, from floor plans to exterior styles to where they live in the community. Their home comes to life in the KB Home Design Studio, a one-of-a-kind experience where customers get both expert advice and the opportunity to select from a wide range of design choices that fit their style and their budget. Reflecting the company's commitment to creating an exceptional homebuying experience, KB Home is the #1 customer-ranked national homebuilder based on homebuyer satisfaction surveys from a leading third-party review site.

"We are pleased to offer Northern California homebuyers new homes within a leading master-planned community in desirable American Canyon, the southern gateway to Napa Valley. Serrano at Watson Ranch will feature a variety of planned amenities, including a new elementary school and multiple parks," said Matt Sauls, President of KB Home's North Bay and Central Valley division. "The new neighborhood is also steps to both the planned Napa Valley Ruins & Gardens and highly rated American Canyon High School. At KB Home, we're here to help you achieve your dream with a personalized new home built uniquely for you and your life."

Innovative design plays an essential role in every home KB builds. The company's floor plans inspire contemporary living, with a focus on roomy, light-filled spaces that have easy indoor/outdoor flow. KB homes are engineered to be highly energy and water efficient and include features that support healthier indoor environments. They are also designed to be ENERGY STAR® certified — a standard that fewer than 12% of new homes nationwide meet — offering greater comfort, well-being and utility cost savings than new homes without certification.

Serrano at Watson Ranch is in a commuter-friendly location that offers homebuyers an exceptional lifestyle. The new community is situated at the corner of Marcus Road and Cartier Street just off Highway 29, providing easy access to Highway 37, Highway 12, Interstate 80 and Napa County Airport. Serrano at Watson Ranch is close to shopping, dining and entertainment and a short drive to outdoor recreation at Napa River Bay Trail, which features 10 miles of trails and access to Napa River. The new neighborhood also offers bike and pedestrian access to Newell Open Space Preserve, which includes over 600 acres of open space and hiking and biking trails. Residents will appreciate the proximity to Napa Valley and Sonoma Wine Countries, which feature world-class dining, wineries and resorts.

The Serrano at Watson Ranch sales office and model homes are open for walk-in visits and private in-person tours by appointment. Homebuyers also have the flexibility to arrange a live video tour with a sales counselor. Pricing begins from the mid \$700,000s.

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

About KB Home

KB Home is one of the largest and most trusted homebuilders in the United States. We operate in 49 markets, have built nearly 700,000 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](https://www.kbhome.com).

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Source: KB Home