



BEAZER HOMES

Beazer Homes Encourages Homebuyers to Enjoy the Great Indoors™

October 22, 2025

Fresh branding illustrates the company's long-standing commitment to building homes and communities that inspire sustainable and healthy living.

ATLANTA--(BUSINESS WIRE)--Oct. 22, 2025-- It's no secret that interest rates, home prices and inflation have created significant affordability barriers for today's homebuyers. In the face of current market challenges, Beazer Homes, the country's #1 energy efficient homebuilder*, is shining a light on how its advanced home performance and curated choices improve affordability for homeowners and contribute to a healthier and more comfortable lifestyle.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20251022004545/en/>



Beazer Homes is shining a light on how its advanced home performance and curated choices improve affordability for homeowners and contribute to a healthier and more comfortable lifestyle.

centric buying experience, while also saving homeowners thousands of dollars per year. And we can prove it. Independent third parties have validated our homes' energy savings. In fact, these benefits can lead to appraisals well above the contracted sales price, boosting our buyers' confidence in the financial decision they've made for themselves and their families."

This insight is the inspiration behind *Enjoy the Great Indoors*™, an invitation for homeowners to find the quality, comfort, and attainability they have been looking for in new home construction, without tradeoffs.

The campaign is part of a total brand refresh, which includes a new [website, advertising and creative look and feel](#). Moreover, it's a companywide evolution in storytelling. Beazer is going beyond measurable energy savings, dialing up the focus on the health and well-being enhancements homeowners enjoy, and how superior building science help create "the great indoors."

"*Enjoy the Great Indoors* is more than just a campaign—it's a bold rally cry that puts customer needs first and encourages prospective homeowners to experience what makes a Beazer home different and better," said Elicia Azali, CMO of Beazer Homes. "People have always been at the center of how we build. And now, more than ever, we're emphasizing how our homes and communities improve affordability and inspire healthy living."

For current or prospective homebuyers looking for more ways to *Enjoy the Great Indoors* through the comfort and quality of a Beazer home, visit [Beazer.com](#) or follow along on [Facebook](#), [Instagram](#), and [X](#).

* *Based on publicly reported average HERS scores reviewed in June 2025 for each of the top 30 homebuilders in the US (based on how many houses they sold in 2024) as determined by [Builder Magazine's list](#) accessed on June 6, 2025. Beazer's average gross HERS score in 2024 was 42 (not including any solar offset); it is unknown if other builders report their HERS scores with or without solar power savings.*

About Beazer Homes

Beazer Homes (NYSE: BZH), headquartered in Atlanta, Georgia, is a leading national homebuilder in energy efficient construction. Building on a legacy spanning nine generations, Beazer crafts homes that deliver savings and lasting value. Our trusted team of experts guide homebuyers through the building and purchasing process to deliver an industry-leading customer experience. With curated design options, buyers can personalize their homes with confidence. Beazer's exclusive Mortgage Choice program provides access to competitive loan offers from multiple lenders, helping homebuyers choose the best financing for their individual needs. Beazer builds in 13 states nationwide. Learn more at [beazer.com](#) or follow us @BeazerHomes.

View source version on [businesswire.com](#): <https://www.businesswire.com/news/home/20251022004545/en/>

Alyssa Thys
Communications Director
770.392.2007
alyssa.thys@beazer.com

Source: Beazer Homes