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TWO NEW SALES AND MARKETING HIRES JOIN LANDSEA HOMES' GROWING FLORIDA DIVISION

***- Megan Bakel will serve as Vice President of Sales and Marketing
- Dan McFarland will serve as Director of Sales***

NEWPORT BEACH, Calif., Feb. 27, 2023 /PRNewswire/ -- Landsea Homes Corporation (Nasdaq: LSEA) ("Landsea Homes" or the "Company"), a publicly traded residential homebuilder, announced today that Megan Bakel will serve as Vice President of Sales and Marketing and Dan McFarland as Director of Sales for the company's rapidly growing Florida Division.



"As Landsea Homes continues to secure its position as the leading homebuilder in Central Florida, we're well positioned with Megan on board to oversee sales and marketing efforts for the division," said Jeff Wochner, Central Florida Division President, Landsea Homes. "She knows precisely what it takes to successfully launch a community, lead a team to not only meet but exceed sales goals, and form strategic partnerships in one of the top housing markets in the country."

With more than 17 years of experience in the homebuilding industry, Bakel is well versed in all facets of new home sales and marketing. She joins Landsea Homes from Ryan Homes, where she most recently served as Regional Marketing Manager for the company's Orlando and Jacksonville markets. Prior to that, Bakel worked with other homebuilders including Toll Brothers and Beazer Homes.

Dan McFarland will serve as Director of Sales for the Florida Division and will manage all sales operations for the division.

"Dan possesses excellent business sense, true customer understanding, and the forward thinking needed as we continue to position Landsea Homes as the leading homebuilder of High Performance Homes in Central Florida," added Wochner.

In his successful sales career, McFarland has led and motivated sales teams of fifteen to twenty-five people, managed robust sales pipelines and achieved sales and profit goals

while improving operational efficiency.

Prior to joining Landsea Homes, McFarland most recently served as Vice President of Sales for Beazer Homes' Florida Division. He was responsible for driving sales and positioning the division for future community growth in the Orlando market.

Landsea Homes was named the 2022 winner of the prestigious Builder of the Year award, presented by BUILDER magazine. Through consecutive strategic moves, the Newport Beach-based home builder saw a historical year of transformation, which landed Landsea Homes the 47th spot on the coveted Builder 100 list, along with the Builder of the Year honors.

For more information about Landsea Homes, please visit: <http://www.landseahomes.com>.

About Landsea Homes Corporation

Landsea Homes Corporation (Nasdaq: LSEA) is a publicly traded residential homebuilder based in Newport Beach, CA., that designs and builds best-in-class homes and sustainable master-planned communities in some of the nation's most desirable markets. The company has developed homes and communities in New York, Boston, New Jersey, Arizona, Florida, Texas and throughout California in Silicon Valley, Los Angeles, and Orange County. Landsea Homes was named the 2022 winner of the prestigious Builder of the Year award, presented by BUILDER magazine, in recognition of a historical year of transformation.

An award-winning homebuilder that builds suburban, single-family detached and attached homes, mid-and high-rise properties, and master-planned communities, Landsea Homes is known for creating inspired places that reflect modern living and provide homebuyers the opportunity to "Live in Your Element." Our homes allow people to live where they want to live, how they want to live – in a home created especially for them.

Driven by a pioneering commitment to sustainability, Landsea Homes' High Performance Homes are responsibly designed to take advantage of the latest innovations with home automation technology supported by Apple®. Homes include features that make life easier and provide energy savings that allow for more comfortable living at a lower cost through sustainability features that contribute to healthier living for both homeowners and the planet.

Led by a veteran team of industry professionals who boast years of worldwide experience and deep local expertise, Landsea Homes is committed to positively enhancing the lives of our homebuyers, employees and stakeholders by creating an unparalleled lifestyle experience that is unmatched.

For more information on Landsea Homes, visit: www.landseahomes.com.

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