Former Zillow Execs Target $1.3T Market



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Spencer Rascoff co-founded Zillow. Austin Allison sold his company to Zillow for $125 million. Now they've teamed up to co-found Pacaso and transform the $1.3T vacation home market.

Pacaso's streamlined digital marketplace is leading the co-ownership revolution, making luxury vacation homes accessible, fully utilized, and hassle-free. And the results speak for themselves: nearly $1 billion in transactions, 1,500+ happy homeowners, $100 million+ in gross profits, and impressive growth on their H1 2024 earnings, the company says.

With properties in 40 markets, Pacaso is using co-ownership to make luxury vacation homes accessible worldwide. And this is just the start. Even better — investors can join for just $2.70/share.

Next-generation co-ownership

Pacaso's co-ownership model is powered by proprietary tech and an innovative structure that eliminates the headaches of traditional vacation home ownership. Here's how it works:

- **Seamless transactions:** Clients easily buy, finance, and resell shares of luxury homes through Pacaso's intuitive platform.
- **Turnkey ownership:** Pacaso handles maintenance, scheduling, and furnishing; owners simply enjoy their vacation homes.
- **Maximized value:** Homes that once sat empty 90% of the year now stay occupied nearly year-round, benefiting owners and local economies.

And the demand for their services and expertise is real. Co-ownership is growing 21% annually in the U.S., and Pacaso homes have appreciated nearly 10% since 2021 — roughly double the growth of the broader luxury market.

Dominating a $1.3 trillion market

Pacaso is leading the charge in the $1.3 trillion U.S. vacation home market, combining real estate innovation with tech-driven efficiency to generate multiple revenue streams. These include transaction service fees on every sale, recurring property management fees, and exclusive financing options tailored to co-owners.

The platform's global reach is growing quickly, with recent market expansions in Paris and London. In fact, Pacaso's first Paris property sold out so fast that they purchased a second —

on the same street. Now, as they scale, Pacaso's unique model is poised to dominate the vacation home segment.

Why investors are paying attention

There are many reasons top firms like SoftBank and Maveron have already backed Pacaso, including:

- **Proven leadership:** Pacaso's founding team helped grow Zillow to a $16 billion valuation.
- **Strong growth metrics:** Nearly $1 billion in transactions, over $100 million in gross profits, and a 38% year-over-year increase in adjusted gross profit in H1 2024.
- **Surging demand:** 40% of Americans want to buy a vacation home *in the next year* (Coldwell Banker), and co-ownership is growing 21% annually in the United States

And here's the kicker: Pacaso is now accepting public investment in this co-ownership boom for just $2.70 a share.

Claim your stake in Pacaso today and be part of this market's next big disruption. Visit invest.pacaso.com to learn more.

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