



# Agent Blog Content

## Blog 1

### **Pacaso offers a modern way to buy and own a holiday home**

If you overhear someone mention their Pacaso, you might picture a prized piece of modern art. While the legendary painter influenced the company's choice of name, *this* Pacaso is modern in a different kind of way.

Pacaso brings together buyers to co-own a holiday home, and then provides ongoing management to make the experience of second home ownership more enjoyable.

"Pacaso exists to make second home ownership possible for a broader audience," says CEO Austin Allison, who co-founded Pacaso after achieving his personal goal of owning a second home.

So, why "Pacaso"? Allison said the name was inspired by the artist Picasso's use of cubism: "It's about bringing together these individual pieces to create a beautiful whole, and that's what Pacaso does through co-ownership."

According to the company's [Second Home Sentiment Report](#), nearly half the people who wish to own a second home are unable to afford one. Another 50% can't justify the purchase of a property they'll only use a few weeks of the year. Pacaso enables buyers to purchase the amount of ownership they'll actually use, starting at 1%, and tap into a new selection of properties at a price they can afford.

While co-ownership of property is nothing new — groups of families and friends have owned property through limited companies or informal arrangements for decades — Pacaso simplifies the process and removes potential friction. "We create a property limited company for each home, find and vet co-owners, and handle all the sales details," says Austin. "At closing, co-owners together enjoy complete ownership of the home — Pacaso does not retain any shares."

Unlike a timeshare, Pacaso's limited company co-ownership model offers ownership of a single property, not "right to use" time in an apartment or resort hotel unit. It's an actual property asset in a residential community with a small group of co-owners. The value of the owner's property asset moves in line with the local property market, and owners can sell at a price of their choosing.

Pacaso gives each home an interior design makeover and invests in new furniture and home technology. In addition to these creature comforts, Pacaso takes care of the ongoing demands of homeownership, like paying the bills and maintaining the lawn. Owners simply show up and enjoy their home.

Using the company's SmartStay system on the Pacaso app, owners can reserve their home with as little as two days' notice throughout the year. The app distributes reservations equitably according to ownership percentage and even accounts for public and bank holidays. [Pacaso luxury homes](#) are located in highly sought-after holiday destinations, and the company is rapidly expanding to new markets.

Learn more at [pacaso.com/uk](https://pacaso.com/uk).



# Agent Blog Content

## Blog 2

### **Pacaso makes holiday home dreams a reality**

If you've dreamed of owning a holiday home, you're not alone – interest in second homes has been on the rise for some time, and demand spiked in 2020. However, the cost and responsibility of maintaining a second home puts ownership beyond the reach of most would-be buyers.

Now, an innovative property service is hoping to change all that. [Pacaso](#) offers fully managed co-ownership of holiday homes. To put it simply, Pacaso purchases a luxury property and sells ownership in one-eighth shares, which translates to about six weeks of use per year. Pacaso manages the property on behalf of the owners, handling the maintenance, bill payments and more. Owners share the property's operating expenses (such as utilities and repairs), and Pacaso charges a monthly fee for its services.

Because Pacaso sells "shares," one of the most common questions buyers ask is, "How is this different from a timeshare?" At first glance, Pacaso's model might seem similar to a timeshare. After all, the property is shared, so owners can't just show up anytime. But that's where the similarities end.

Firstly, each Pacaso is a one-of-a-kind, individual property, not a hotel or apartment. Pacaso properties receive an interior design makeover, including top-of-the-range furniture and artwork, and offer the convenience, comfort and privacy of a real home.

Secondly, the property is shared by a small owner group. A timeshare, which sells weekly blocks of use, might have 52 owners. Pacaso limits the number of shares to eight, and rentals aren't permitted. Owners agree to a Code of Conduct to ensure they will treat the home as their own.

Third, Pacaso buyers purchase a property asset. Each share is real property, and its value moves with the local market. Because a timeshare is not true property ownership – it's "right to use" time – buyers are likely to see the value depreciate quickly.

Fourth, owners can use their homes throughout the year. Pacaso's scheduling app is equitable and flexible, allowing owners to plan stays up to 24 months in advance or book a short-notice stay just two days in advance. Timeshares typically limit bookings to specific weeks, and if they offer an exchange system, owners can expect to pay extra for more desirable dates or locations.

Finally, resale is streamlined. Pacaso owners set their price, and the share is marketed and listed much like any other property. Pacaso owners enjoy true second home ownership with fewer hassles. The company has [homes in popular destinations](#) throughout the USA and has recently launched in Spain, with further plans to expand internationally.

Learn more at [pacaso.com/uk](https://pacaso.com/uk).