

LeadingRE Selects Pacaso for Solutions Group Program

Innovative platform helps people buy and co-own a luxury second home.

CHICAGO – (January 18, 2022) – Leading Real Estate Companies of the World® announced today that it has selected Pacaso for its Solutions Group program, a collection of preferred business resources for the global network of 550 real estate firms. Pacaso is a tech-forward real estate platform that helps people buy and co-own a luxury second home for a fraction of the cost, offering fully managed LLC co-ownership, ongoing property management and a smart scheduling system.

Pacaso partners closely with real estate agents to help clients buy, sell, and own a second home. Real estate agents representing buyers who purchase a share of a Pacaso earn a generous referral commission, along with the opportunity to earn equity rewards. Pacaso manages the entire process, from scheduling a home tour and answering client questions, to managing inspections, escrow, title, and reporting.

“As the demand for second homes continues to rise, Pacaso gives real estate agents the opportunity to serve second home buyers and introduce them to co-ownership. It is also a great way for sellers to throw a wider net for potential buyers. Someone who could only afford \$1 million on their own, can now own a portion of a home for up to \$8 million. That is huge. It’s a powerful way to expand sales opportunities and help more people achieve second home ownership in a modern way,” said LeadingRE Vice President, Sales/Partnerships Jeff Kennedy.

“We’re thrilled to be part of the LeadingRE community and are particularly excited by the company’s international reach, as we continue to expand our services globally and work with agents across the world to help people buy and co-own a luxury second home,” said Vice President of Industry Relations Marnie Blanco.

Learn more about Pacaso at www.pacaso.com. Learn more about Leading Real Estate Companies of the World® at www.LeadingRE.com.

About Pacaso

Pacaso® (pronounced like “Picasso”) modernizes the decades-old practice of co-ownership by creating a marketplace that makes buying, owning, and selling a luxury second home easy. From curating the best listings in top second home markets to offering integrated financing and sales from as little as ⅓ to as much as ½ ownership; upscale interior design; and professional property management, Pacaso provides owners with all the benefits of owning a second home with less hassle. After purchase, Pacaso manages the home on an ongoing basis and supports a frictionless resale process in partnership with a licensed real estate professional. Pacaso was co-founded by former Zillow executives Austin Allison and Spencer Rascoff.

About Leading Real Estate Companies of the World®

Chicago-based Leading Real Estate Companies of the World® (LeadingRE.com) is a global network of top independent real estate firms, with 550 companies and 150,000 sales associates in 70 countries. In 2020, network members participated in over 1.3 million global transactions. LeadingRE supports its members with powerful connections to other market leaders and access to innovative, performance-driven programs. Its online learning platform, LeadingRE Institute, was named to Training magazine’s Top 10 Hall of Fame. LeadingRE is also active in commercial real estate, with 200 firms in 15 countries specializing in the commercial arena.

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