Pacaso Expands European Footprint with Entry into Italy

Pacaso brings its luxury co-ownership model to Florence, Milan and Rome, responding to growing global demand

SAN FRANCISCO, June 19, 2025 /PRNewswire/ -- Pacaso, the tech-enabled marketplace for co-owned luxury vacation homes, has announced the continued expansion of its European presence with the addition of new homes in Florence, Milan and Rome. These acquisitions will build on the company's existing collection of seven managed properties in France and the UK. With operations in more than 40 destinations, Pacaso now offers co-ownership opportunities in five global cultural capitals—London, Paris, Florence, Milan and Rome—giving buyers rare access to designer homes in premier international locations.

Pacaso's expansion into Italy is both strategic and timely. The international vacation home market is experiencing a surge in demand, driven by increased foreign investment. High-net-worth buyers are fueling interest in luxury apartments and villas, particularly in Milan, Rome and Florence where property booms are prompting infrastructure upgrades, the refurbishment of central neighborhoods and investor-friendly policies that, in turn, spur capital inflows.

"Following the tremendous success of our homes in Paris and London, we're thrilled to expand into Italy, a top European destination for high-net-worth buyers seeking both a second home and the iconic Italian lifestyle," said Austin Allison, CEO and Co-Founder of Pacaso. "Our platform offers ⅛ to ½ ownership shares, professional management and turnkey design, without the burdens of traditional ownership."

Pacaso is redefining the real estate industry with its innovative co-ownership model transforming the way people buy, own and enjoy second homes. Through this model, buyers gain access to professionally managed, designer-furnished luxury vacation homes, with easy, fair scheduling and a truly turnkey experience.

To further streamline the process, Pacaso provides financing options for qualifying U.S. buyers and partners with leading Italian architects, legal advisors and property-management firms, removing the typical stressors of international ownership, from home furnishings to navigating complex international legal and tax requirements.

As demand for second homes continues to grow across Europe, Pacaso is committed to bringing its co-ownership model to additional destinations throughout the region. Building on the momentum of its successful launches in London and Paris, Pacaso has seen a strong global appetite for effortless luxury living abroad. With a proven model and a high-net-worth buyer base, Pacaso is poised to meet rising demand across Europe's most desirable cultural locations.

To learn more about Pacaso and its properties in Italy and beyond, please visit www.pacaso.com.

About Pacaso

Co-founded by Austin Allison and Spencer Rascoff in 2020, Pacaso® is a technology-enabled marketplace that modernizes real estate co-ownership, enabling families to effortlessly own a luxury vacation home and travel with confidence. Pacaso curates private residences in premier destinations across the U.S. and internationally, with exceptional amenities, luxury interiors and expert design. After purchase, Pacaso professionally manages the home, provides white-glove scheduling and personalized service, and ensures seamless resale.

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