

Pacaso Named No. 5 on Forbes' List of America's Best Startup Employers 2026, Marking Second Consecutive Top 10 Ranking

The recognition highlights company's exceptional growth, workplace culture, and employee satisfaction

SAN FRANCISCO, March 3, 2026 /PRNewswire/ -- [Pacaso](#), the leading technology-enabled real estate marketplace for co-ownership of luxury vacation homes, today announced it has been awarded the number 5 spot on Forbes' list of America's Best Startup Employers 2026, presented in partnership with Statista. This marks the second consecutive year Pacaso has ranked in the Top 10 among the nation's leading startup employers. The prestigious ranking recognizes the top 500 startup employers in the United States.

The list, published on Forbes.com on March 3, 2026, identifies standout startups based on an analysis of more than 7 million data points from over 20,000 eligible companies. Of the 2,700 companies that qualified for in-depth analysis, only 500 were selected. Final rankings are determined based on three primary criteria: Employer Reputation, Employee Satisfaction, and Company Growth.

"This recognition is a testament to the extraordinary team building Pacaso every day," said Austin Allison, CEO and co-founder of Pacaso. "From day one, we set out to create not just a category-defining company, but a place where talented people can do the best work of their careers. Being named one of America's Best Startup Employers affirms that our commitment to innovation, growth, and culture is making a meaningful impact."

Pacaso has rapidly grown since its founding, reshaping the vacation home market through a modern co-ownership model that makes luxury second-home ownership accessible and enjoyable for more people. Central to that growth is a strong, people-first culture designed to support collaboration, flexibility, and shared success.

"At the heart of our success is a crew that truly cares for one another," said Nicole Luchau, Head of People & Talent at Pacaso. "I am proud to be part of an organization that so masterfully strikes a balance between prioritizing our people and pursuing our purpose, proving that they are not mutually exclusive, but rather deeply interconnected."

The Forbes recognition underscores Pacaso's continued momentum and reinforces its belief that sustainable growth and an exceptional employee experience go hand in hand.

For more information about Forbes' America's Best Startup Employers 2026 list, visit [Forbes.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. Pacaso curates private residences in top destinations worldwide, with exceptional design and amenities. After purchase, Pacaso professionally manages the home, handles maintenance and scheduling, and ensures seamless resale through its proprietary platform.

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For further information: press@pacaso.com

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