



Pacaso®

# Pacaso Playbook for Agents

How to boost your business through second home sales





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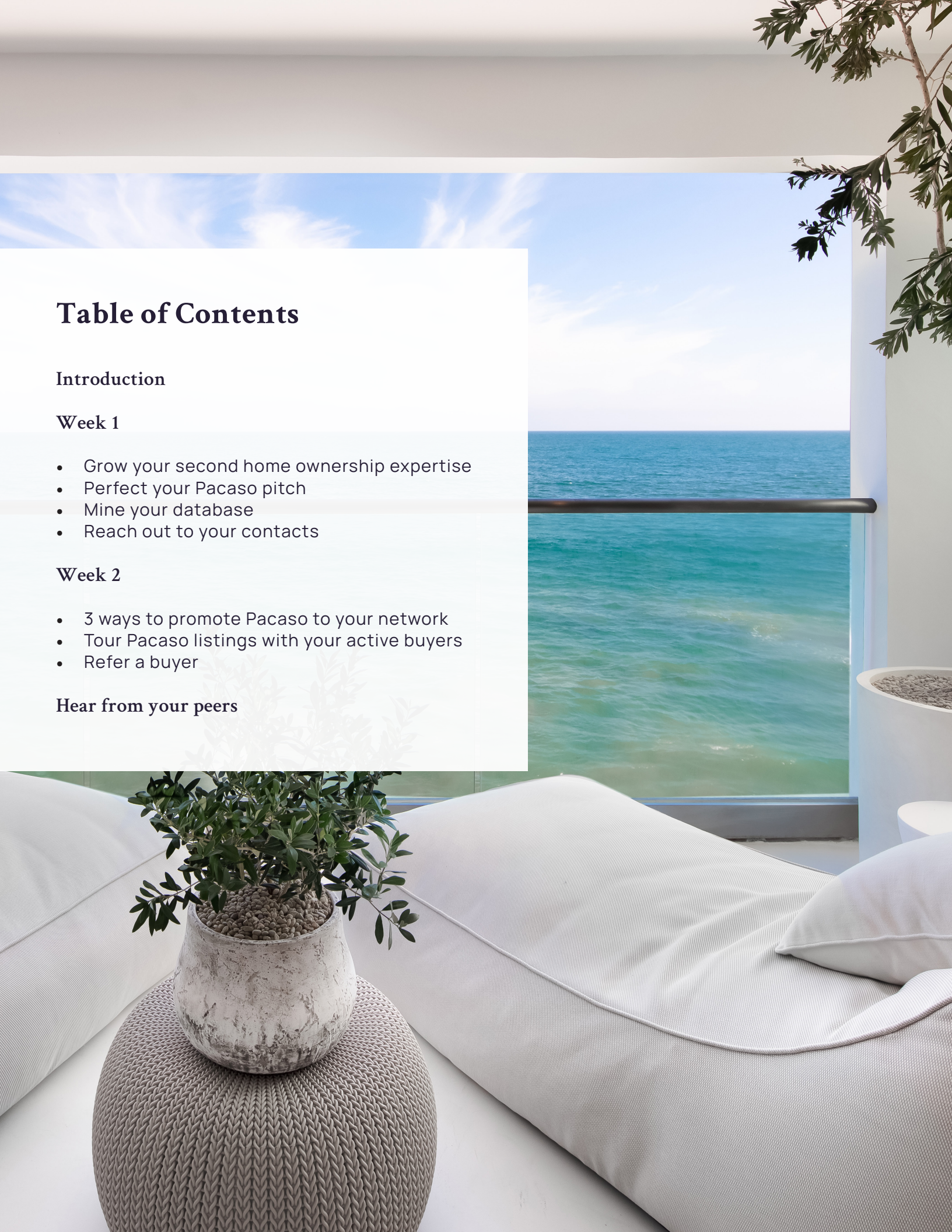
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- Mine your database
- Reach out to your contacts

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- Tour Pacaso listings with your active buyers
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# Pacaso: The smart way to sell second homes

Pacaso is the modern way to buy and own a second home. We've replaced the decades-old practice of DIY co-ownership with fully managed LLC co-ownership, ongoing professional property management and a smart scheduling system to make owning easier and less expensive.

## Second home buyers can be your new best clients

Interest in second homes was on a steady rise pre-Covid, but the pandemic sent demand soaring to a high of 178% year-over-year in April 2021. Additionally, Redfin economist Taylor Marr predicts that interest in second homes is here to stay: "Demand for second homes remains well above pre-pandemic levels, and we can expect the high level of interest in vacation homes to persist in the new era of remote work."

## How we boost your business

### Expand your buyer pool

Tap into a new group of buyers: second home dreamers who've been priced out of the market or weren't ready to commit to a whole home. Co-ownership can be the perfect option to turn these dreamers into buyers. Second home clients can also be an excellent source of referrals!

### 3% commission + equity

You earn 3% buyer's agent commission, based on the share price. As an added bonus, you'll automatically receive a Pacaso equity award in the form of 500 restricted stock units (RSUs) for each closed buy-side sale!

### More inventory, more sales

One Pacaso = 8 shares and 8 sales opportunities. We create more inventory in desirable markets, and you can sell a home multiple times and earn a commission on each sale. You and your buyers can be located anywhere! We have Pacaso listings in more than 40 destinations, and we work with buyers and agents from across the country. Plus, no more bidding wars: The price your clients see is the price they get.

### Easier than a referral

You arrange the buyer introduction, and we take care of the rest! From scheduling a home tour and answering client questions, to managing inspections, escrow, title and reporting, Pacaso does the legwork.

#### PACASO TIP:

Follow these simple steps over the next two weeks to convert more second home buyers today, while building client relationships for the future!

# Week 1

## Grow your second home ownership expertise

What's better than helping a client close on a home? Helping the same client close on a second home! Second home ownership is on the rise, and it takes many forms, depending on the needs, wishes and budgets of the buyer.

Whether you're working with seniors, parents of college kids, investors or luxury home buyers, understanding the financial, tax and logistical considerations of second home ownership will help you provide the top-level service your clients expect.

Take the **Second Home Ownership: Trends, Options and Opportunities** course to grow your expertise and earn CE credit. Course availability varies by state.

## Course highlights

- The market for second homes: who's buying them, where and why?
- Financial, regulatory and logistical considerations of second home ownership
- Options for co-ownership: from timeshares to DIY to fully managed properties
- Joint ventures, LLCs and LLPs
- Three elective hours



**TAKE THE COURSE**



# Perfect your Pacaso pitch

For many of your second home clients, co-ownership will be a new concept. They're probably familiar with timeshares, and they may know friends or family members who've bought property together. But they're relying on your real estate expertise to help them understand what makes Pacaso's co-ownership model different.

Use this elevator pitch to explain the benefits of Pacaso's fully managed LLC co-ownership offering to your buyer clients.

## The elevator pitch

Pacaso offers a modern way to buy and own a luxury second home for significantly less cost and removes the typical hassles of homeownership. Pacaso buys amazing single-family homes in top locations and creates an LLC for each home. You can purchase the amount of ownership that meets your needs, starting at one-eighth. Each home has a maximum of eight owners, and when the home has been fully sold, Pacaso does not retain any ownership.

Pacaso professionally manages the home, handling home design, cleaning, maintenance, bill payment, repairs, LLC oversight, taxes and more. You can use the company's equitable [SmartStay™](#) scheduling system to book stays in your turnkey home anywhere from two days to two years in advance.

## What makes Pacaso unique?

### Pacaso gives buyers:

- The opportunity to own a second home for **dramatically less cost and management hassle** than whole second home ownership.
- The capacity to **buy a higher-tier second home**, because co-ownership lets them boost their purchasing power, without the worry of a bidding war.
- The flexibility to **own the amount of second home that's right for them**, ranging from 1/8 to 1/2.
- The option to **find and share a listing they would like to co-own** — if it meets our criteria, we may partner with them to buy half!
- **Effortless ownership of a turnkey second home**, with Pacaso taking care of property management, interior design, scheduling and bill payment.
- **Confidence in a streamlined resale**. After 12 months of ownership, any Pacaso owner can choose to sell their ownership interest, at any time. Each owner has independent control over the sale and price of their share.



# Answers to clients' commonly asked questions

WEEK 1

## Is Pacaso a timeshare or fractional company?

Pacaso helps people buy, own and enjoy a true real estate asset. Most timeshares, in contrast, sell the right to use a fixed amount of time in a condo or hotel shared by dozens of people. These units are notoriously hard to sell due to a supply and demand imbalance. Pacaso brings together a small group of co-owners to purchase a share of a fully furnished, single-family home and enjoy ongoing access.

## Does this work like a regular real estate transaction?

Yes. The legal forms and closing process will be largely the same as a standard home purchase. Local agents (like me) partner with Pacaso and receive commission when our buyers close on a sale of a Pacaso.

## Can I get help to finance my Pacaso?

Yes. Pacaso offers buyers access to a competitive-rate mortgage for up to 70% of their home's purchase price. Buyers can also use other funding sources such as a HELOC, credit line or cash.

## How do I schedule time to use the home?

Pacaso's innovative SmartStay™ system lets owners easily book stays from 2 days to 24 months out, in real time, using the [Pacaso app](#). SmartStay is designed to give all owners equitable access to their home throughout the year. SmartStay supports general, short-notice, peak and special date stays. Owners of a 1/8 share stay at their Pacaso, on average, 6-7 times per year, including 2 stays during peak summer and peak winter.

If your clients have additional questions, you can direct them to our [Buyer FAQs](#).





## Mine your database

Our Second Home Sentiment Report found that 56% of people want to own a second home – more than half your contacts could be potential buyers! You don't have to wait 5-7+ years for a former client to re-engage. They may be ready to buy a second home today, and now you can help them find a spectacular second home in over 40 world-class destinations

Organize your database to determine who to contact and how you should contact them.

### List A:

**Who:** Contacts who have expressed interest or are actively shopping for a second home

**How:** Reach out via phone (share your Pacaso pitch!) and email to share a Pacaso listing with them.

### List B:

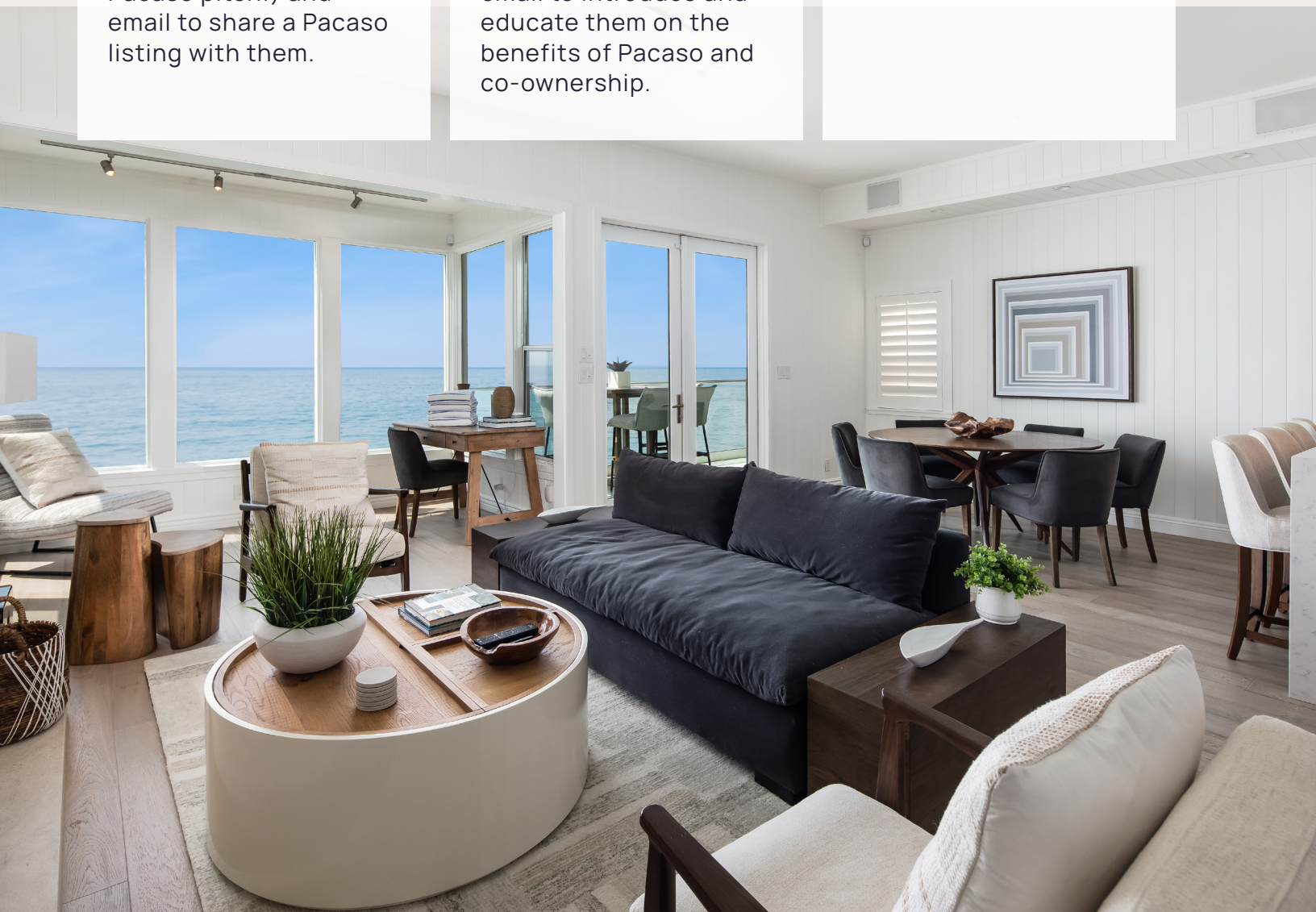
**Who:** Contacts who currently or previously owned a second home

**How:** Reach out via phone (share your Pacaso pitch!) and email to introduce and educate them on the benefits of Pacaso and co-ownership.

### List C:

**Who:** All other contacts in your database

**How:** Reach out via email blast or your monthly newsletter.





# Reach out to your contacts

Now that you've organized your database and identified contacts who may be interested in a second home, it's time to reach out! Use these email scripts to explain the benefits of Pacaso and share specific listings with your network.

## Pacaso listing email scripts

### Email template: Sharing a specific listing with a contact

**Subject line:** Second home ownership for 1/8 the cost in <insert city>

**Body copy:** Hi <client name> ,

Have you been discouraged by the lack of quality second homes in your price range? With co-ownership, you can boost your buying power! I wanted to reach out because I found this stunning Pacaso home <insert listing link> I thought you might be interested in.

[Pacaso](#) offers a modern way to own a luxury second home for 1/8 the cost, and their fully managed service means you don't have to worry about upkeep or repairs. It's a win-win!

Buying a Pacaso is similar to a traditional real estate transaction, and the value of your ownership tracks with the local market, just like a whole home.

[Watch](#) how Pacaso is enriching lives by making second home ownership more accessible.

Call me to learn more and schedule a tour of this beautiful home!

### Email template: Following up with contact

**Subject line:** Following up on <insert home name>

**Body copy:** Hi <client name> ,

Great to connect today about <listing link>. As we discussed, [Pacaso](#) is offering a modern, simpler way to own a second home for dramatically less cost. You buy the amount of ownership that's right for you, starting at 1/8, and Pacaso takes care of all the details, like maintenance and bill payment. You get all the benefits of ownership without the hassles.

I've found these resources to be helpful and informative:

[BUYER FAQs](#) | [FLEXIBLE FINANCING](#) | [OWNER TESTIMONIALS](#)

If you have additional questions or want to talk through any of the details, please reach out anytime!





## Pacaso overview email scripts

### Email template: Pacaso overview with FAQs

**Subject line:** Own an epic second home (without the hassle)

**Body copy:** Hi <client name> ,

Your second home is now within reach! I am excited to tell you about [Pacaso](#) – a real estate service that allows you to buy a spectacular second home for 1/8 the cost, while avoiding the hassles of traditional ownership.

Most second homes sit vacant 10-11 months per year. Pacaso's fully managed co-ownership program is a smart alternative: Purchase the amount of ownership you'll actually use, and enjoy the benefits of owning a luxury second home at a lower cost and with less hassle.

### Frequently asked questions

- **Is this a timeshare?** No. With Pacaso, you own a true real estate asset, not a block of time. You can book stays throughout the year, and resale is streamlined.
- **Who takes care of the home?** Pacaso makes it simple: You co-own the home, and Pacaso handles the management, including furnishings, repairs and bill payment. No need to worry about maintenance or upkeep – you just show up and relax.
- **How much time do I get in my home?** Each 1/8 share gives you up to 44 nights at your second home, and you can schedule stays throughout the year. Pacaso's fair and flexible system lets you [book time](#) in your home anywhere from two days to two years in advance.

Browse luxury homes in some of the most sought-after locations, and contact me to learn more or tour one of these amazing properties. I can help make your second home dreams a reality today!



**Email template: Short Pacaso overview**

**Subject line:** Pacaso makes second home dreams a reality

**Body copy:** Hi <client name> ,

Have you dreamed of owning a second home, but felt discouraged when the inventory in your price range didn't match your fantasy? Good news! I am excited to tell you about [Pacaso](#) – a real estate service that allows you to buy a spectacular second home for 1/8 the cost, while avoiding the hassles of traditional ownership.

Co-ownership gives you more purchasing power, and Pacaso brings together buyers to co-own a luxury home for 1/8 the cost – and less hassle! Browse [luxury homes](#) in some of the most sought-after locations, and contact me to make your second home dreams a reality!

**Email template: Pacaso overview - How it works**

**Subject line:** Your second home is waiting

**Body copy:** Hi <client name> ,

Your second home is now within reach! I am excited to tell you about [Pacaso](#) – a real estate service that allows you to buy a spectacular second home for 1/8 the cost, while avoiding the hassles of traditional ownership.

**How it works**

- Shop a curated collection of stunning second homes in top markets.
- Choose the amount of ownership that meets your needs, starting at 1/8.
- Close quickly, and start enjoying your new second home.
- Leave the upkeep, management and bill payment to Pacaso.

Browse [luxury homes](#) in some of the most sought-after locations, and contact me to make your second home dreams a reality!





## Week 2

### 3 ways to promote Pacaso to your network

#### Spread the word on social media

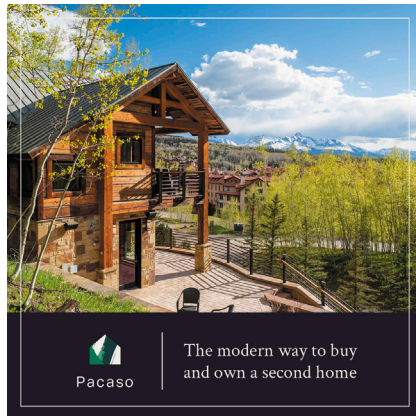
- Share [Pacaso listings](#) and the benefits of co-ownership on your social channels (Facebook, Instagram, Twitter, LinkedIn).
- Incorporate Pacaso into your weekly content calendar (e.g., “Second Home Sundays”).
- Make sure to tag @pacasohomes in yours posts and use these hashtags:  
**#pacaso | #pacasohomes | #secondhomes | #coownership**

Assets: [Second home social assets](#) | [Customizable template](#)



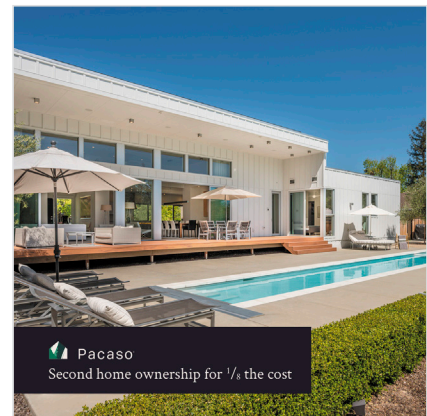
#### Caption 1:

Want to own a second home in a top destination for a fraction of the price? @pacasohomes allows you to buy a spectacular second home for 1/8 the cost, while avoiding the hassles of traditional ownership. With Pacaso, you purchase the amount of ownership you'll actually use, and enjoy the benefits of owning a luxury second home at a lower cost and with less hassle. Contact me to learn more! #pacaso #pacasohomes



#### Caption 2:

Want a second home that feels like one in a million at a more accessible price? Co-ownership with @pacasohomes means you can enjoy all the benefits of a second home without the hassles. Check out their luxury homes and contact me to learn more or tour one of their amazing properties: [pacaso.com/listings](https://pacaso.com/listings) #pacaso #pacasohomes



#### Caption 3:

Less cost, less hassle. With @pacasohomes you can purchase the amount of ownership you'll actually use, and enjoy the benefits of owning a luxury second home at a lower cost and with less hassle. Whether it's Palm Springs or Park City, Aspen or Miami, I can help you make your second home dreams a reality. DM me to learn more! #pacaso #pacasohomes

#### Share Pacaso on your blog

Post one of our ready-made [blog posts](#) to your website and promote it in your monthly newsletter.

#### Create a second home landing page

Use these assets to add a second home landing page to your website to generate leads:  
[Landing page copy](#) | [Landing page assets](#)



## Tour Pacaso listings with your active buyers

Whether you're located in one of our existing markets or hundreds of miles away, we make it easy to tour properties in person or virtually with your clients.

[Contact our team](#) to connect with one of our market principals to schedule a tour.

We operate in more than 40 top second home destinations across the U.S., Spain and U.K.

Lake Tahoe, CA

San Diego, CA

Park City, UT

Breckenridge, CO

Los Angeles, CA

Napa Valley, CA

Miami, FL

Vail, CO

Malibu, CA

Sonoma, CA

Fort Lauderdale, FL

Aspen, CO

Orange County, CA

Palm Springs, CA

Telluride, CO

Marbella, Spain

Explore our collection  
of available homes

[VIEW ALL LISTINGS](#)

Sign up to receive updates  
on our new listings

[DON'T MISS OUT](#)



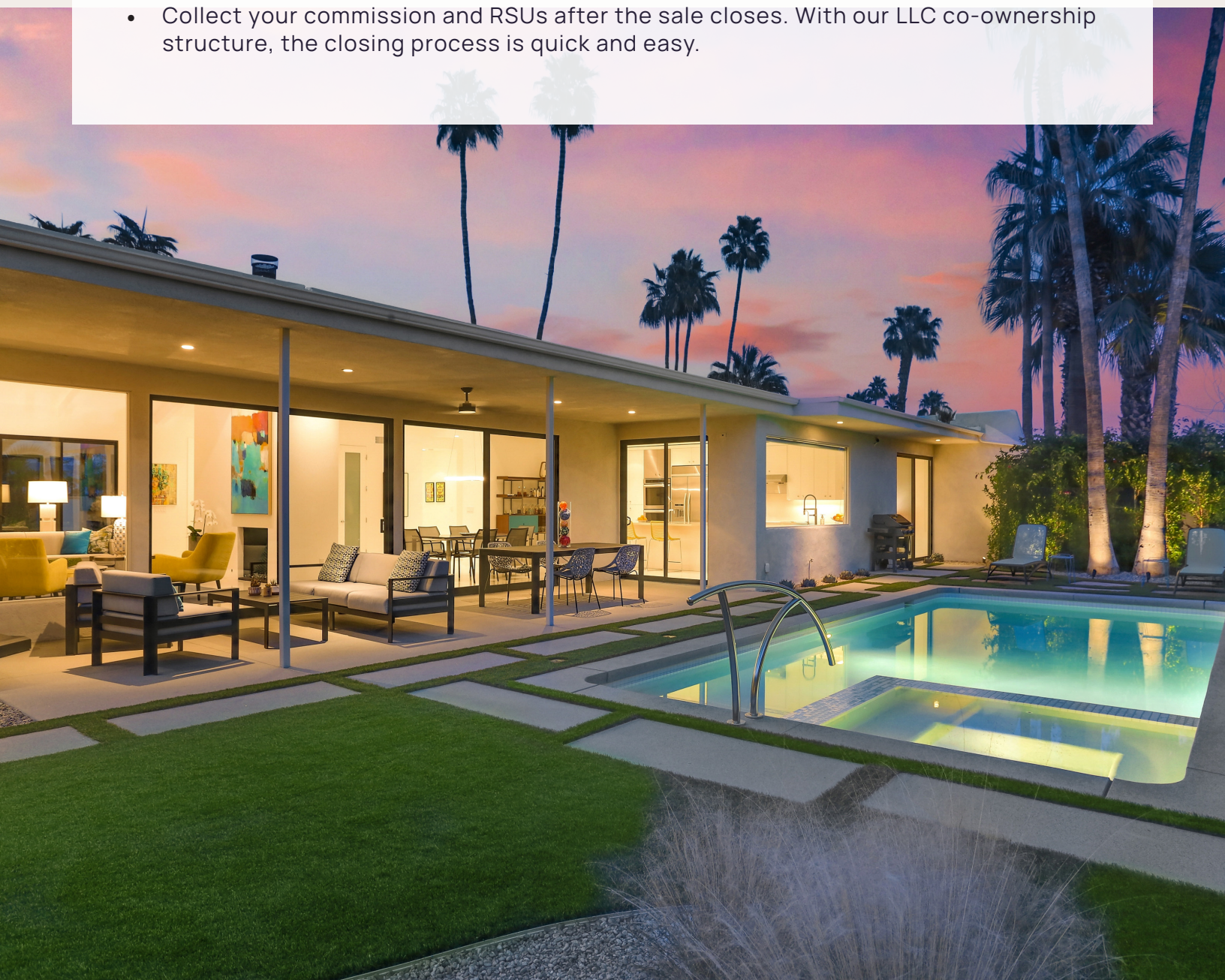


# Refer a buyer

Referring buyers to Pacaso is easy, and you can earn your commission and equity on a closed buy-side Pacaso. The Pacaso team works side by side with you to answer all buyer questions and guide your clients through the simple purchase process. From scheduling a home tour and answering client questions, to managing inspections, escrow, title and reporting, Pacaso does the legwork.

## Get started

- [Contact our team](#) to arrange your buyer introduction.
- Work with our local market principals to decide how involved or hands off you want to be throughout the process.
- Review our [agent referral agreement](#) that you, your broker and Pacaso will sign.
- Collect your commission and RSUs after the sale closes. With our LLC co-ownership structure, the closing process is quick and easy.





## Hear from your peers



“Not only can you sell Pacaso the house, you can then sell it up to eight times to the individual buyers. You get commission on the sale of all those shares. Pacaso looks out for the agent and makes sure they get paid what they deserve.”

—**Josh Altman, The Altman Brothers**



“Some clients have a minimal budget but want a \$5 million estate, so I tell them, ‘Listen, you can be in that \$5 million estate for less,’ and that’s quite desirable, because they can say, ‘I do have a second home that’s \$5 million, but I bought it for a portion of that.’ So that’s the great thing about this model, because these are truly remarkable properties for a fraction of the cost, and it’s a true white glove service.”

—**Brandi Pratt, The Pratt Group**



“The process was great, and my clients were extremely pleased. The Pacaso model was perfect for their second home needs. They live about 1.5 hours away, and Pacaso gives them the flexibility to pop up to Napa when the home is available as well as secure time for themselves and their extended family for important holidays. The shared use and shared expenses fit their budget and allowed them to have a property that exceeded their expectations for both location and luxury.”

—**Kristofer Chun, eXp Realty**



“It was an amazing transaction and experience. My client was looking in Tahoe and actually almost wrote an offer for the house he has a share in. The agent let us know about Pacaso and we looked into the business. We loved the idea of owning a share of a house, and it was a smooth and easy two-week process. As his agent I was hands off, and Pacaso handled everything perfectly!”

—**Zach Wilson, Wilson & Co. Sotheby’s International Realty**

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