Pacaso

Trends, Wealth & Opportunity

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OUR MISSION

Enrich lives by making second homes possible and enjoyable for more people.

LUXURY MARKET TRENDS

01 Smaller homes are becoming more luxurious

02 The luxury market is stabilizing as inventory rises and price growth cools

03 The luxury real estate market is becoming more globalized

04 Luxury price growth is slowing while select markets experience corrections

05 Cash is king, but financing is gaining traction in the luxury market

06 Luxury buyers are adapting to evolving interest rates

07 Luxury second-home market and co-ownership is booming

08 Investors are expanding their portfolios with high-end real estate

09 Smart homes are becoming essential rather than a luxury feature

10 Luxury buyers are prioritizing sustainability

11 Luxury home buyers are prioritizing resiliency features

12 Gen-X and Millennials will influence the luxury market

Sources: Swapped.com, US Census Bureau, Harris poll, Knight Frank Study, Cotality, Redfin, JP Morgan Private Bank

LUXURY SECOND HOME TRENDS

01 Location is still King

Current and aspiring second home owners care most about the property's location, then cost.

02 Drive Markets

64% of people want their second home to be within four hours of their primary residence.

03 Beaches & Lakes

42% want their second home near a beach, and 19% near a lake.

04 Die with Zero

81% of people would rather spend their money on a second home or vacations instead of leaving a larger inheritance behind.

Sources: Co-Ownership Index Report. Conducted by Pollfish.

RISE OF LUXURY CO-OWNERSHIP

MAINSTREAM SHIFT

80%

of adults

are interested in the idea of owning a fraction of a home that comes fully furnished and is professionally managed.

PRICE UNLOCK

64%

would consider buying a second home if they could split the cost of ownership instead of shouldering it alone.

Sources: Co-Ownership Index Report. Conducted by Pollfish.

LUXURY CO-OWNERSHIP

GENERATIONAL DEMAND

92%
Gen Z
(18-28 yrs)

71%
Millennials
(29-44 yrs)

73%
Gen X
(45-60 yrs)

67%
Boomers
(61–79 yrs)

interest in co-ownership by generation.

Sources: Co-Ownership Index Report. Conducted by Pollfish.

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INTERNATIONAL

GROWING TREND

Under-30 buyers are

2.8x

more likely

than Boomers to want European homes — Italy, Greece, and France top the list.

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Thank you