



Two world-class companies partner to transform the world of luxury 2nd-home Ownership
+
Exploration & Expansion: The remarkable potential of real estate co-ownership in activity
interest based destinations, including Golf, Skiing, Sailing, and Surfing



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Introduction

This publication presents a business proposal that will expand the market capture of Pacaso via partnership with Brice Hamilton and additional license partners/advisors of Engel & Völkers Real Estate.

Abstract

- Reaching target markets via experience based activity interest and world-class destinations for Golf, Skiing, Sailing, and Surfing will result in increased market capture for Pacaso. Current market research indicates luxury travel based around sport tourism is a rapidly growing segment in the industry.
- Brice Hamilton has a strategy for developing and executing a market channel for prospective 2nd-home buyers based around preferred activity/sport interest. This will provide very significant market capture for Pacaso and Engel & Völkers.
- Grouping 'like-minded' parties with mutual interest activities together in the co-ownership model has the potential to fulfill desired social Interaction, creating friends and connections that will result in enhanced customer retention and satisfaction for Pacaso owners.
- Conception of flagship Pacaso office location/benefits of a physical shop location. Opening a physical location will allow people to interact with real estate and Pacaso specialists in-person to provide tactile product discovery about the Pacaso business model.

Key Next Steps

Brice Hamilton is seeking partnership with additional real estate brokers/license partners who see the future growth potential of the Pacaso co-ownership model, who share the passion to build a sport+activity based marketing channel, and have interest to launch a flagship Pacaso office in Southern California and/or other key activity destination locations.

Presented to:

Paul Benson, Co-founder and CEO of Engel & Völkers Gestalt Group

Carlina Sarabia, License Partner with Engel & Völkers Costa Rica

Jessica Anawalt Johnson, License Partner with Engel & Völkers Costa Rica

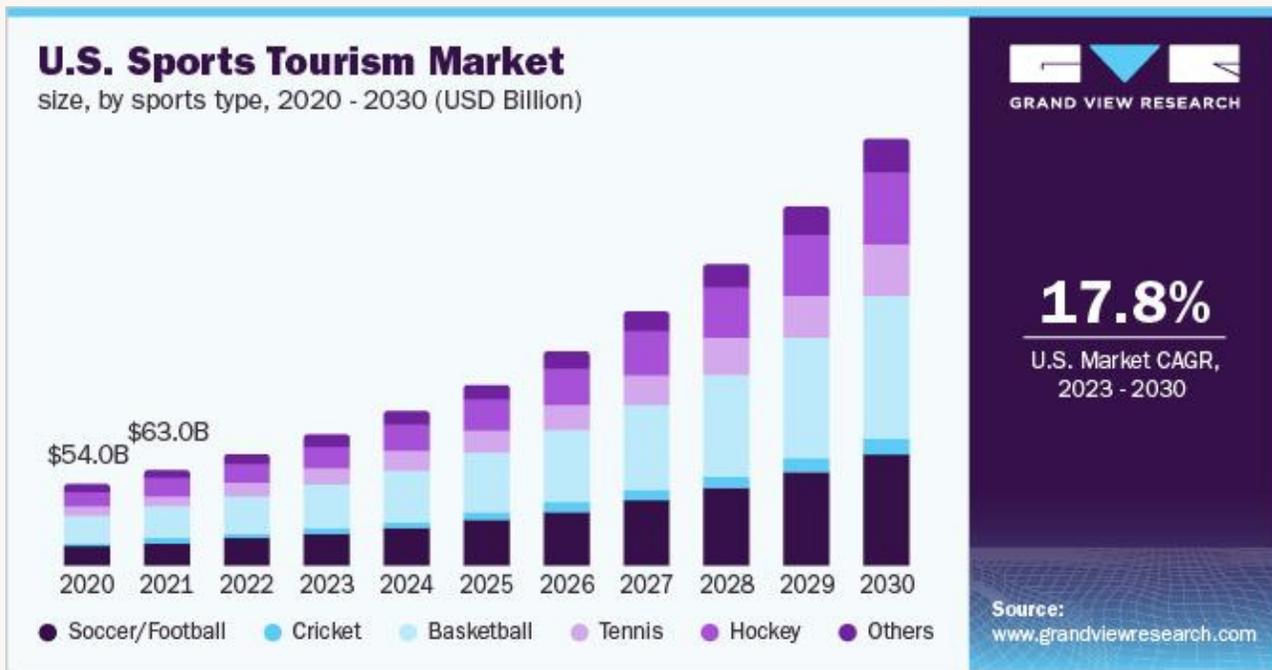
<https://www.paulbensonev.com/about-paul>

<https://www.evrealstate.com/blog/engel-volkers-launches-in-costa-rica/>

<https://costarica.evrealstate.com/roster/agents>

Sports Tourism Industry Growth

The global sports tourism market was valued at USD 587.87 billion in 2022 and is expected to expand at a compound annual growth rate (CAGR) of 17.5% from 2023 to 2030.



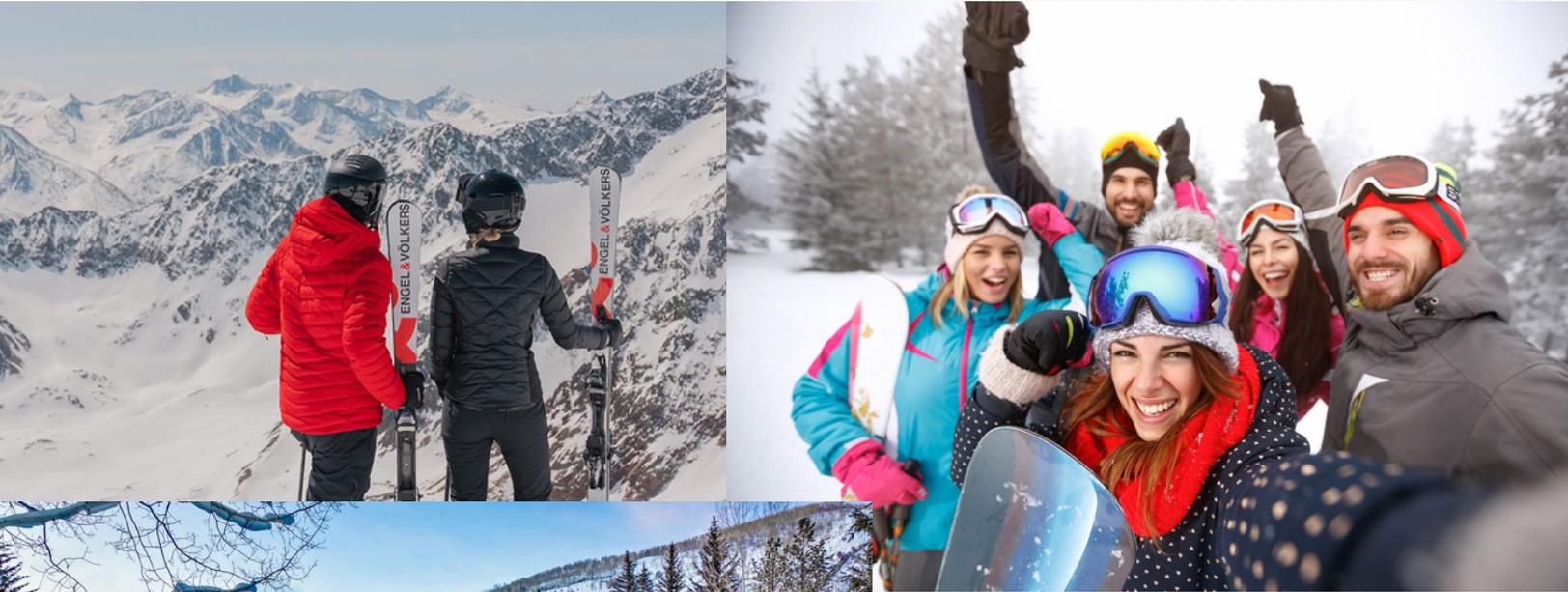
Current statistics reveal a rapidly increasing demand in active sport tourism around the globe and positive correlation to the demographic with financial ability and desire to pursue 2-nd home ownership. The research illustrates that people want new experiences in travel and often pursue travel based around preferred activity interest much more than simply a ‘vacation’ of the past.

While the rapidly increasing price of real estate has put the dream of 2nd home ownership in these destinations out of reach for most in this demographic when compared to the past, the Pacaso co-ownership model bridges the gap between affordability, practicality, and luxury by allowing its co-purchasers access to a caliber of home far above their previous price point. Key benefits include: reduced carrying costs, home equity, and maximized time enjoyment. <https://www.pacaso.com/blog/pacaso-explained>

As home prices surged to record highs in the years of 2020-2022, current market stats by Redfin reveal that secondary home sales are now down 52% in 2023. The objective of this proposal is to help solve this issue by creating an additional marketing channel for co-ownership sales driven by the rapidly growing sports-tourism industry. The main activity interest markets we will focus on include: Golf, Skiing, Sailing/Yachting, and Surfing in coastal and mountainous destinations, such as:

- | | | |
|----------------|------------------|-------------------|
| Lake Tahoe, CA | Palm Springs, CA | Los Cabos, Mexico |
| Malibu, CA | Jackson Hole, WY | London, England |
| San Diego, CA | Park City, UT | Marbella, Spain |
| Costa Rica | | And more |

Ski/Snow



As per newly released data by Future Market Insights (FMI), the Ski Vacation sector is estimated at US\$5.0 Billion in 2022 and is projected to reach US\$15.0 Billion by 2032, at a CAGR of 8% from 2022 to 2032

Aspen property values are predicted to go up 125% in Aspen in the next five years, according to a report earlier this year from ZRankings and ATTOM Data Solutions, a California-based data company. Home prices in Jackson Hole are expected to rise 138% in the same time period.

Colorado resorts such as Vail and Winter Park see a lot of interest because they are less than two hours from Denver, whereas Aspen is another few hours drive. Prices in those ski towns are set to rise 66% and 120%, respectively, over the next five years, according to the report.

Park City, which could see price growth of up to 61% by 2027, also benefits from its access to the hub of Salt Lake City. Park City Mountain is only about 45 minutes from the airport, allowing outdoor enthusiasts to get to the slopes—and the mountain lifestyle—sooner.

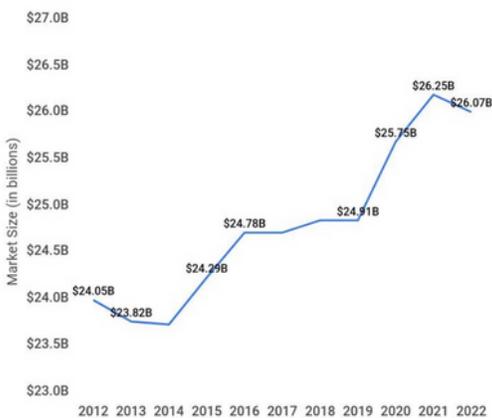


Golf



No matter how you run the numbers, 2020 was a record-breaking year for real estate, and the housing market shows no signs of slowing in 2021. Buyer demand hasn't been limited to primary home purchases — demand for second homes skyrocketed, rising 100% year-over-year in October 2020. One specialized market experiencing a similar trend is golf course real estate. - Amie Fisher, Pacaso

U.S. GOLF COURSE MARKET SIZE OVER TIME



Although the market has shifted from recent peaking years, the market size of Golf course real estate really doesn't need further articulation - it's time to organize these passionate people into co-ownership of their dream homes located at their dream golf course locations!

Sailing/Boating



While the waterfront home market in Florida achieved record growth in years 2020-2022, there has been a steep decline in 2023. According to a recent analysis by Redfin, Demand for second homes — residences that are used for only part of the year — was 52% lower this past March than it was pre-pandemic (in January and February 2020).

As this demand lowers due to market conditions and pricing, it provides Pacaso a unique opportunity to fulfill the desire with tremendously lower costs to the buyer when using the co-ownership model

It's safe to say that while market conditions will always continue to shift over time, the desire for living the waterfront lifestyle is not leaving anytime soon. Pacaso has the unique ability to make this dream more of a reality for a large subset of buyers still very interested in the boating and sailing lifestyle.

Surfing

ReportLinker

Global Surfing Market to Reach \$5.5 Billion by 2030

In the changed post COVID-19 business landscape, the global market for Surfing estimated at US\$4.1 Billion in the year 2022, is projected to reach a revised size of US\$5.5 Billion by 2030, growing at a CAGR of 4.0% over the analysis period 2022-2030.

July 07, 2023 08:08 ET | Source: [ReportLinker](#) [Follow](#)

Data Highlights

In 2020, the overall surfing population was approximately 3.8-million participants.

From 2019 to 2020, the surfing population grew and astounding 28 percent.

Passionate surfers are going surfing more often.

The core surfing population grew by a whopping 34 percent from 2019 to 2020.

Of the 3.8 million surfers, 65 percent are male, 35 percent female.

The 25- to 34-year-old age bracket is the largest, with 24 percent of the total surf population.

Surfing is dominated by youth - as 71 percent of the total surfing participants are in the 6- to 34-year-old age range.

In fact, 87 percent of all surfers are younger than 44 years old.

Surfers are affluent: more than 44 percent have a household income of \$100,000 or more. Surfers are well educated.

Just over 56 percent of the total surfing population has some college education, while 41 percent are college graduates and almost 15 percent have post graduate studies.



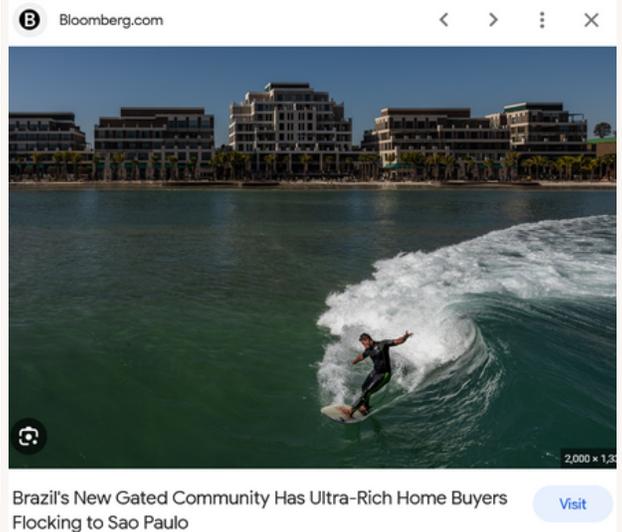
Surf & Sport Fishing Properties in Costa Rica



- 8/10 Surfers interviewed have a desire for a 2nd home located in a surfing destination
- As noted in the data above, many surfers are affluent and have the financial ability to pursue 2nd home ownership
- Pacaso can bring together surfers from around the globe who are in pursuit of their dream 2nd home
- Engel & Völkers Costa Rica can provide exclusive knowledge and brokerage in the region
- There is a large correlation in the market between surfing and sport-fishing
- Sport-fishing tourism attracts a very affluent clientele

“A famed haven for international ex-pats, Costa Rica is increasingly popular among retirees, students, digital nomads, and families looking for safe, stable living and investment opportunities in a tropical locale,” said Anthony Hitt, president and CEO, Engel & Völkers Americas. “In recent years it has been the second most popular market for Canadian buyers seeking relief from high domestic real estate prices, while also gaining popularity among buyers from America, France, Germany, the United Kingdom, Australia, Israel, and beyond. As a global brand, it makes sense for Engel & Völkers to establish operations here, connecting Costa Rica’s luxury real estate market with our buyers and sellers from around the globe under the seasoned leadership of Carlina, Jessica and Jorge.”

Man Made Surf Park Developments



Emerging Trends

Mixed-Use Developments: Most surf lagoons are being built as part of larger development projects, that include hotels/resorts, sports parks, golf resorts, entertainment venues, mixed-use retail centers, and other attractions. The goal of these mixed-use developments is to create as many diversified revenue streams as possible. These types of projects also help dilute the risk in the surf element and allow for developers and investors to work with more familiar value propositions such as hotels, residential units, office, leisure, and retail components. Control of the land also allows for investment vehicles like sales and leaseback.

- Over a dozen \$100m+ Surf Park Developments Under Construction in United States
- Brice Hamilton is directly involved with surfpark developer in Tampa, Florida
- Developers believe there will be significant opportunity for co-ownership of residences being incorporated into these developments

Below are a few examples of surf park developments announced in recent months:

- In October 2022, Surf Lakes Holdings Ltd. announced plans for "the biggest surf park development on the planet" to be built on 400 acres in the Austin area, south of Austin-Bergstrom International Airport. The 12-acre surf park will be at the center of a future \$1.3 billion "high adventure" community called Pura Vida.
- Myrtle Beach City Council approved the purchase of around 21 acres of land for a surf and adventure park in September 2022. Powered by Wavegarden, the five-acre surf park will generate up to 1,000 waves per hour and accommodate up to 84 surfers at a time. The project will also feature a 10,000-seat amphitheater, restaurant, surf shop, lodging, and a skate park.
- The Board of Supervisors in Chesterfield, Virginia approved a \$20 million tax break agreement in August 2022, clearing the way for a 105-acre mixed-use project that will feature a six-acre surf park, a 13-acre water sports lake, and an amphitheater. The \$323 million development will also include 1,190 multifamily residences, a 170-room hotel, and 150,000 square feet of retail and office space.

Planned Surf Parks by World Region

Africa	0
Asia	2
Europe	20
Middle East	1
North America	29
Oceania	6
South America	5
Total	63

Source: Hotel & Leisure Advisors, December 2022

Source: Hotel & Leisure Advisors

Europe and North America lead the way in terms of properties in planning or construction phase.

<https://www.bloomberg.com/features/2023-boa-vista-brazil-luxury-community/#xj4y7vzkg>

<https://www.hospitalitynet.org/opinion/4114684.html>

Key Benefits of a Physical Shop Location



Physical Stores Are Still King: Diving Into the Demographics of In-Store Enjoyment

Experience: Tactile Product Discovery and the Real Estate purchase decision

Sales environment involving targeted passion/sport activity interest and providing visual media and representation of the Pacaso experience. This will convey how simple and streamlined the path to 2nd home ownership via Pacaso is.

Vision

To open a physical shop location that can serve as the flagship Pacaso storefront in a world class retail location such as in La Jolla, CA or another gateway to world-class sport based destinations. Clients will be able to walk in and visualize themselves at their favorite destination, doing the activity they enjoy the most, at a property that can be purchased at a fraction of the normal price.

Current Pacaso stats show that approximately 87% of Pacaso owners are first-time second home owners who purchased 1/8 to 1/2 ownership in high-end second homes. With recent stats from Redfin revealing that secondary home sales are down 52% in 2023 - there will need to be alternative marketing channels explored and deployed to address this market shift.

First-time second home buyers will often require more hand-holding and guidance than other luxury 2nd home buyers such as UHNWIs - by providing physical Pacaso offices in key locations, we will enhance conversion by sharing just how approachable the business model is. We can walk them through a physical display of their favorite activity taking place in their favorite location and how we can help get them there, turn-key, 100% stress-free, and at a fraction of the normal price.

Conclusion

If you are interested in becoming a partner, reach out to Brice Hamilton and he will then share the executive business plan and marketing strategy for this development with you.

I've included the individuals Paul Benson, Carlina Sarabia, and Jessica Johnson as I see incredible cross-marketing potential between the ski-destinations of Utah and the tropical locales of Costa Rica, and the ability to help clients gain access to co-ownership of their dream homes between these two fantastic regions.

About Brice Hamilton



I first entered real estate as a project management professional for Engel & Völkers in St. Petersburg, Florida. During this time I was responsible for the full buildout of a new commercial brokerage office and several other key expansion developments for the company. After performing this role and successfully getting to a grand opening of Engel & Völkers St. Pete Beach office location, I became very passionate about real estate sales and had the opportunity to become a licensed advisor and join a top performing team and brokerage with the Leisa Erickson Group (Top 10 Engel & Volkers teams in the US). For the next two years I was a top performer in residential sales where I achieved several sales target including over \$5M volume in my first quarter of business and achieved a top producer award from Engel & Völkers. I hold additional professional insurance licensing and hold a B.S. degree from the University of South Florida. More info at www.bricehamilton.com

After discovering Pacaso at the Engel & Völkers EVX conference in Las Vegas in 2022, I became very interested in the business model and future projection of the company. Fast forward another year and I am now a firm believer in the future growth of the co-ownership model and would like to dedicate my professional career to it. I've made this business proposal to convey the market channel I see immense potential in developing. I am most excited about this development as it will merge my passions for people, sport, and real state into a fulfilling career with two world-class companies.

Thank you for your consideration and I look forward to collaborating with you!

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