

REAL ESTATE

## Inspirato grows vacation residence portfolio with real estate initiative

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*Inspirato introduced a real estate platform to bring home buyers into top vacation destinations. Image credit: Inspirato Real Estate*

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By LUXURY DAILY NEWS SERVICE

Luxury travel subscription company Inspirato is taking a major step to accelerate the growth of its branded luxury vacation residences portfolio with the launch of its new [Inspirato Real Estate](#) platform.

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Launched as a consumer-facing brand, Inspirato Real Estate offers consumers a way to find, buy, own and enjoy a luxury vacation home. With this platform, Inspirato is hoping to strengthen its supply by renting luxury vacation homes from buyers who are looking to leverage the company's expertise.

"Over the past ten years, we have developed a highly effective methodology for adding new inventory to the Inspirato portfolio," said Brent Handler, founder/CEO of Inspirato, in a statement. "Inspirato Real Estate strengthens our approach as we pursue our vision of revolutionizing luxury travel with our innovative Inspirato Pass and Club subscriptions."

Vacation real estate

Using Inspirato Real Estate, prospective buyers can explore a vetted collection of properties in dozens of top vacation destinations.

Once they decide where to buy, Inspirato Real Estate's team assists them in selecting their ideal home, including connecting them to a local real estate professional.



*Inspirato Real Estate features homes in top vacation destinations, such as Aspen, Colorado. Image credit: Inspirato Real Estate*

Prior to closing, buyers receive a personalized lease overview and financial return profile including a net income projection for their chosen property.

Through its proprietary subscription model, Inspirato delivers luxury travel experiences and service to affluent travelers in destinations around the world. As a benefit, the company's subscribers have exclusive access to 385 branded luxury vacation homes in the U.S., Mexico, the Caribbean and Europe.

At its launch, Inspirato Real Estate presented a selection of luxury properties in more than fifty vacation destinations including Vail, California wine country, Park City, Scottsdale, Rosemary Beach and Los Cabos.

In May, Inspirato extended its partnership with private aviation firm Wheels Up and announced new benefits for clients.

All clients at each company, regardless of membership or subscription tier, now have access to at least some level of benefits ([see story](#)).

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