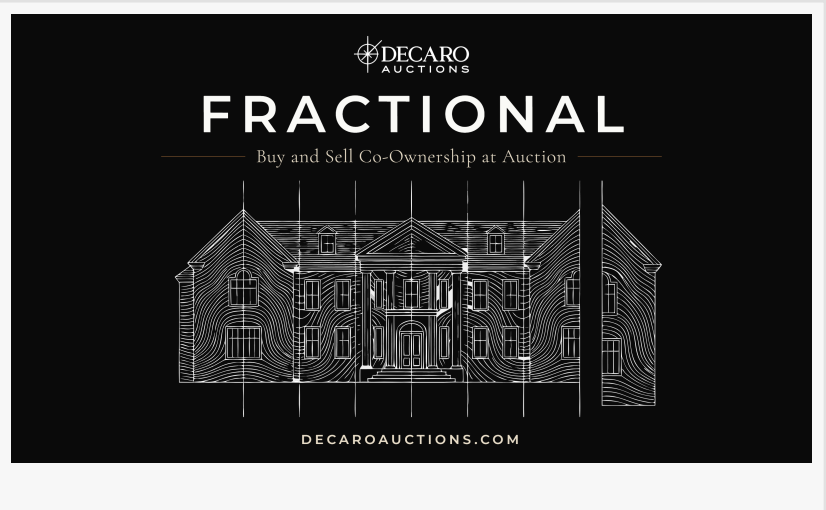


DeCaro Auctions Introduces New Fractional Bidding to its Auction Platform

First-of-its-kind dual-track format allows sellers to offer whole or fractional deeded co-ownership of a luxury home in a single bidding event

NAPLES, FL, UNITED STATES, September 2, 2026 /EINPresswire.com/ -- [DeCaro Auctions](#), a global leader in the marketing and sale of luxury real estate, today announced the launch of its [new dual-track fractional auction format](#), introducing a new way to buy and sell deeded co-ownership in exceptional luxury homes.



The new format gives property owners three ways to go to market. Sellers can offer their home as a whole property, open it to eight deeded co-owners, or sell selected fractions while keeping

one or more for their own use. Bidding determines the optimal market outcome in a single auction event. By combining fractional (co-ownership) with DeCaro's established auction process, the company is expanding the potential buyer pool to create greater competition and establish a more accessible entry point into luxury property ownership.

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This isn't simply fractional ownership or a simple auction. It's a seamless combination of deeded co-ownership, global marketing, and transparent competition.”

Mario Vargas, CEO of DeCaro Auctions

"Fractional (co-ownership) has opened new possibilities within luxury real estate. Our dual-track format takes the next step by introducing an open, competitive bidding process designed to create clear transparency for buyers,

increased demand for sellers, and a direct path to market value," said Mario Vargas, Chief Executive Officer of DeCaro Auctions. "This isn't simply fractional ownership or a simple auction. It's a seamless combination of deeded co-ownership, global marketing, and transparent competition."

The process is available to qualifying residential properties across premier luxury resort and lifestyle markets, including: Aspen and Snowmass, Vail and Beaver Creek, Telluride, Park City and Deer Valley, Jackson Hole, Big Sky, Palm Beach, Naples, 30A and South Walton, the Hamptons, Nantucket, Martha's Vineyard, Kiawah Island, Montecito and Santa Barbara, Carmel and Pebble Beach, Scottsdale and Paradise Valley, Napa Valley, Maui, the Big Island, Whistler, Los Cabos, Tulum, Turks and Caicos, St. Barts, the French Riviera, Lake Como and other markets worldwide.

In a traditional luxury auction, a small number of qualified bidders may compete to purchase the entire property. Under DeCaro's fractional format, eight co-ownership opportunities and a lower individual entry point attract a substantially larger pool of qualified participants. Buyers are free to bid on more than one fraction. That expanded participation brings more competition and a clear read on what buyers will pay for homes like this.

"For sellers, this creates a powerful new path to market," said Matthew Rollins, Chief Marketing Officer of DeCaro Auctions. "Instead of searching solely for one buyer prepared to acquire the entire property, we present multiple co-ownership options to a much broader audience, generating greater active competition for world-class real estate."

DeCaro collaborates directly with a seller's existing real estate agent, offering full co-brokerage compensation on all fractional and whole property sales. Each participating property is evaluated individually, with its deeded co-ownership structure, usage rights, management, operating expenses, and resale provisions established and fully disclosed before bidding begins.

DeCaro's technology team has developed its proprietary bidding platform to make the fractional format clear, efficient and transparent. Registered bidders will be able to view the current bid, monitor the level of competition and understand the amount required to remain active in the auction. Multiple qualified buyers will be able to compete simultaneously for the available co-ownership interests, with each successful bidder acquiring a defined co-ownership share of the home under the auction's published terms and conditions.

The platform will be supported by DeCaro's already established bidder qualification procedures, including identity verification, proof of funds, auction registration and acceptance of the property's ownership and bidding documents.

The company's fractional auction services will also be supported by its global luxury property marketing capabilities, private client outreach, agent and broker relationships, targeted digital advertising, professionally produced video campaigns and proprietary buyer network.

Additional details regarding qualifying standards, auction procedures and the platform's inaugural property will be announced at a later date.

To learn more, visit <https://www.decaroauctions.com/fractional>

About DeCaro Auctions

DeCaro Auctions is a global luxury auction firm specializing in the marketing and sale of high-value real estate, yachts and aviation, through strategic auction campaigns. Founded more than four decades ago, the firm combines disciplined auction execution with immersive marketing and private client advisory services to deliver certainty, global reach, and competitive outcomes for extraordinary properties.

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