Founder's Note November 2026

Wade Shealy, ThirdHome CEO & Founder

To Our Members and Partners,

I've spent 40 years in resort real estate, and the last 16 building something no one had built before: a way for people who already own extraordinary vacation homes to exchange keys instead of cash. That network has grown to 30,000+ members across 103 countries. I haven't studied how the affluent travels from outside, but instead, I've spent four decades building the room they travel within. So, when I tell you something is shifting, I'm not guessing.

This year, nearly 4,000 of you took the time to tell us who you are and how you travel. More than 600 went further, volunteering to share your story publicly. The more we read, the more we're learning about what actually makes this community unique, and one thing stands out above everything else: you are remarkably resilient. Where others pull back when the world feels uncertain, you lean in.

Here's some of what you told us.

72% say access to exceptional homes will matter more than owning one, or that ownership will matter less to the next generation	**7 in 10** say affluent families will share wealth together during their lifetimes, not just pass it on	**76%** value that their home can unlock experiences for themselves and the people they love

TThat's not a trend passing through. That's a verdict.

I've called this giving while living for years, never quite sure if it was something I believed or something true. Now I have the data to back it. Nearly 7 in 10 of you believe affluent families will enjoy their wealth together while they're living, not just pass it on. Only 1 in 9 expect inheritance alone to be the whole story.

Recently, I got to live that idea in a way I didn't expect. I stepped off a mountain in Aspen and paraglided out over the valley.



The hardest part wasn't the flight. It was the one step before it, the moment when you can still talk yourself out of going. Once I was up there, I felt something I hadn't in years: there was no later, only the view in front of me.

People have asked me why I jumped. The honest answer is that the perfect moment rarely comes, and I've watched too many people wait for it.

That's all a jump is: deciding not to wait.

Every meaningful exchange begins with one. Three generations under one roof. A proposal on a ski trip. A father's last trip with his daughter, made possible because a fellow member handed over the keys to a home that became, for one week, family. None of them waited for the perfect moment. They jumped.

The world is moving fast and getting faster still. AI is reshaping how we work, how we're informed, and even how we talk to one another. The faster everything else moves, the more people crave what it can't replace: a table full of people who love them, and a key handed from one member to another on nothing but trust.

I've spent four decades watching how the wealthy actually live, not how they're assumed to live. The 100,000 exchanges you've made together are 100,000 jumps, and the clearest proof I've seen in all that time: trust, not ownership, has become the real currency of luxury.

Thank you for trusting us with that. Keep jumping. The world is big, life is short. Go fly with ThirdHome.

With gratitude,

Wade Shealy

Wade Shealy
Founder & CEO, ThirdHome
40+ years in resort real estate. 16 years building ThirdHome's global exchange network, now 30,000+ members across 103 countries and growing.