

Naya Homes Announces \$3.1M Financing

Client News

May 7, 2024

Gunderson Dettmer represented client Naya Homes, a vacation rental management company, in its \$3.1 million financing led by Primary Venture Partners with significant backing from BBG Ventures. Naya Homes provides services such as revenue optimization through data science and technology, multi-channel listing and marketing to empower real estate investors, developers and small property managers to maximize their returns through the short-term rental model. The new capital will help bring Naya Homes' vacation rental management services to 10 new markets in Mexico.

In the [announcement of the transaction](#), Naya Homes CEO and Co-founder Humberto Pacheco said, "At Naya Homes, we are not just a company; we are a team united by a shared mission to empower real estate owners, investors, developers, and small property managers to unlock the full potential of their investments. Through cutting-edge technology, data science, and a relentless commitment to transparency and excellence, we are reshaping the future of the short-term rental industry."

The Gunderson Dettmer deal team was led by Brad Krack and included Daniel Gallo and Juan Pablo Guzman Zaldua.

Companies

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[Primary Venture Partners](#)

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