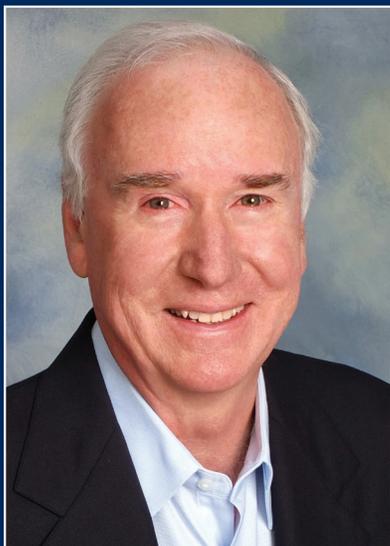


# Scott Peck's Special Report

## What will Change in 2018?



Photo by Scott Peck



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## Scott Peck

### *Moving Lives Forward!*

*Wisdom Integrity*  
*Enthusiasm Solutions Vision*  
*Leadership Masterful Negotiating*  
*Persuasive Marketing Grateful Clients*

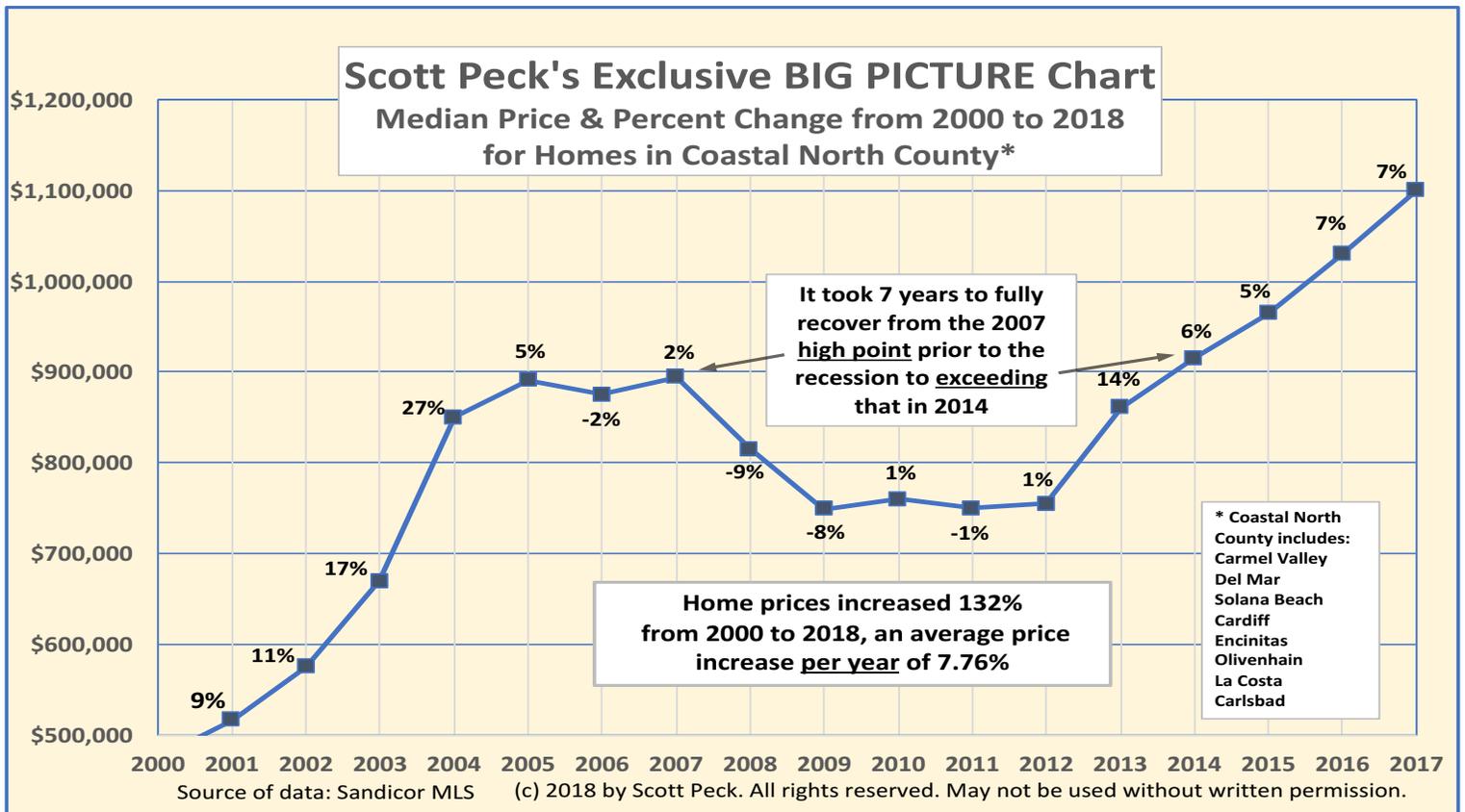
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# 2018: A YEAR OF CHANGES ALREADY

**A** lot is changing:

- Preparation for the expansion of I-5 is underway & visible to all of us.
- Solana Beach's Skyline Elementary School is gone & being totally rebuilt.
- The new federal tax package is law & may have a negative impact on real estate.
- Interest rates, still hovering above 4%, are poised to keep slowly rising.
- **The boom following the past recession still has energy, but there are signs of slowing. 2018 may be a transition year.**
- Coastal North County home prices are up 6.8% for the year. Homes below \$1,000,000 are still in demand & selling fast - if not overpriced.
- Home appreciation is lower in the three priciest communities. In Rancho Santa Fe, prices are down 1%. In Del Mar, up only 1.4%. In West Solana Beach, up 4.1%. Homes above \$2,000,000 are losing some steam - especially if overpriced. See charts on back page.
- The California Association of Realtors predicts a continuing tight supply of homes & condos for sale in 2018 & a more moderate appreciation in prices of 4.2%. That's still up!
- The BIG PICTURE (chart below) shows that Coastal North County home prices have increased 7.76% each year from 2000 to 2018 - including the 5 recession years!



# Embrace Change

**C**hange is the constant in all our lives. We can resist it & fight it, but change keeps happening. The status quo is always shifting no matter how much we resist. In my 30 years of real estate experience as a broker & agent, **I've learned to not only accept change, but to embrace change.** It's not easy. When we have a good thing, who wants the apple cart to fall off a cliff?

Change is usually unexpected & often emotionally challenging. Yet even difficult changes often lead to advances in our lives – even when we resist the “advance” part (because we can't yet see it).

**So I practice embracing change – becoming a friend to changing circumstances.** This creates stability within my heart & enables me to serve my clients with a much happier attitude towards life (not to mention loving my wife well). So here comes 2018. Do you think there will be changes? Here's one in my life...

## A Win-Win Change for Our Clients

**2**018 marks my 30th year as a real estate broker & resident of Solana Beach. Twenty years ago, Bob asked if he could join me & things changed. Our journey in real estate together launched us into being the #1 agents in Solana Beach – even though we have many sales outside Solana Beach, throughout coastal North County. **We treasure our clients! And we treasure our friendship.**

Several years ago, Bob's two kids began their careers as residential real estate agents. They joined us (change again) & I added their pictures to the front page of these reports. I thought that would be the future. Then change occurred. In mid 2017, they decided to go off on their own.

This was a huge dilemma for Bob. He's always dreamed of being in business with his kids, yet Bob & I have a very successful & friendly partnership. What to do? **So I came up with a win-win solution.**

**I suggested that Bob and I continue serving all our past & mutual clients together – forever – just as we have for 20 years,** but simultaneously giving my full support to Bob beginning a new journey with his kids. Bob immediately said yes, with great relief. **What good news for our clients!**

So that's why Bob's picture is missing from the front page. I'm delighted that Bob & I have each wholeheartedly agreed to continue serving our past



clients & future mutual clients together – for as long as we're each in real estate (we both have young hearts) and for as long as clients ask for us as a team. **It's a win-win for everyone – especially our many treasured clients.**



In fact, at Thanksgiving, as we've done for the past 20 years, Bob & I delivered 100 Julian apple pies to our past clients who live in the “Pie Zone” (coastal North County) & anyone who has referred a client to us. Bob & I will continue delivering those pies in the years ahead. That's a small but tasty reason to select us as your

agents, or refer clients to us – a Thanksgiving Julian apple pie for life (well, as long as we're in business). This year, Lynn & Dennis Bohlman humorously met us at their door with forks in hand.

# MY EVOLUTION IN REAL ESTATE

**M**any of you have watched my evolution as a real estate broker through my mailings to you. They started as little postcards & evolved over years into these 8-page Special Reports. I love writing them. They are expensive, but I'm an educator at heart (with a masters in Adult Education) & I love empowering my clients. As a past copywriter, journalist, photographer, & nationwide advertising manager, I bring a lot of talent to promoting properties with unusual expertise.

**More than anything, I've tried to openly share my values in these Special Reports so clients who are seeking wisdom, integrity, enthusiasm, highest-possible-price negotiating, persuasive marketing, fabulous communication, empowering solutions, selling success, & deep satisfaction will know that's exactly what they'll get with me.**

Jim & Barbara Jenkins are good examples. For fourteen years, they considered us part of their family, because of our mailings - but we had never actually met them. In late 2017, they called us to sell their gorgeous home (below) on North Rios & we did – in 2 days!

Jim & Barbara are starting their 2018 as happy owners of a brand new home in Santa Fe, New Mexico. I asked why they were moving from such a lovely home here. Their answer: ***“We were ready for a new adventure.”*** That's a good example of embracing change. Their words on the next page tell the whole story of how I approach real estate.



# “We knew when we sold our home it would be Scotty & Bob”

“**W**e knew when we sold our home it would be Scotty & Bob. They had been in our home so long that they seemed like members of our family.

We got to know Scotty & Bob over the fourteen years we owned our Solana Beach home through their newsletter & neighbors who used them to sell. They stood out from other Realtors by their consistency & dedication to Solana Beach - & their wealth of information. **We never saw other Realtors work so hard to keep us up to date on the housing market & demonstrating so clearly that their motto ‘Moving Lives Forward’ is real.**

After making an unplanned purchase of a new home out of California, we knew Scott & Bob were going to be the team who could get our house sold fast. Little did we know how fast. They got our house listed & sold within a few days of our first meeting, with multiple offers above asking price!

**What we experienced during the 30 days it took to close our sale confirmed our choice of Scott & Bob. We had no idea how much of their work occurred AFTER the offer was signed by sellers & buyers. They said 70%, but it felt more like 80%.**

Scott & Bob have a long list of highly qualified resources that helped with all aspects of our sale, including drone shots & beautiful pictures of our home, inspections, termite repairs, financing, title, & escrow. And Scott & Bob were physically with us every step of the way, including every showing, all visits of the home by our buyers during escrow, during repairs, & all the way to the final signing of documents. **Their hard work & dedication to our satisfaction was amazing.**

Our initial feeling that Scotty & Bob were already members of our family proved true! Scott & Bob are the Realtors for you if you care about quality of service, superb communications, & integrity. They will get you the best price for your home, but also personally take you to the finish line. And you’ll end up friends. We sure did.”

Jim & Barbara Jenkins  
708 North Rios  
West Solana Beach



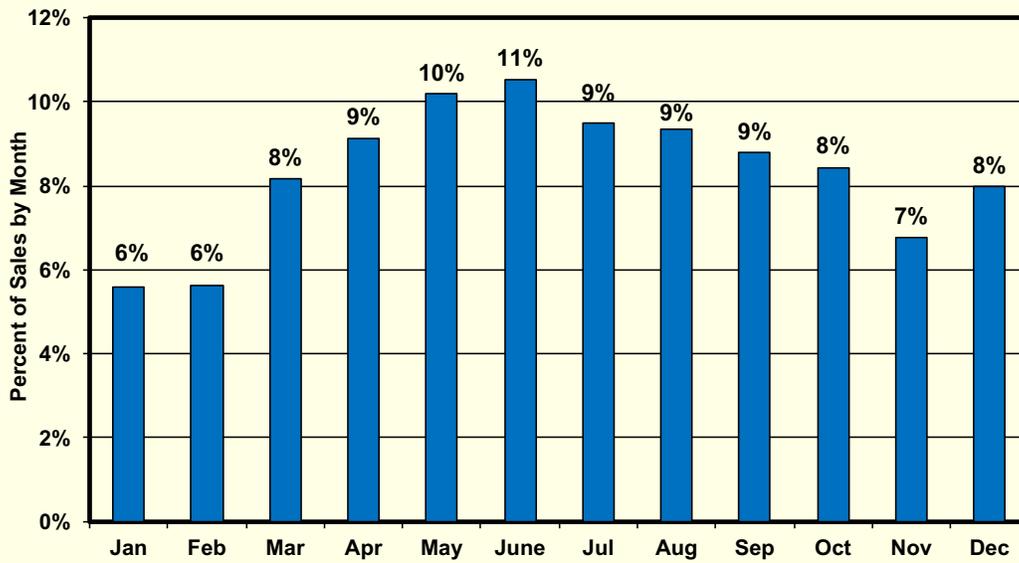
# “We are very happy sellers”

“What a fabulous team! Thank you so much for your professionalism & super competence in selling our home. Working with you was a pleasure. You know your business & that’s what we needed, since we weren’t living near the house when it sold. You were always in contact with us & kept us up-to-date on every detail affecting the sale. You made sure that anything that needed to be done got done immediately & properly. Finding good neighbors for our neighbors was very important to us. **We are very happy sellers.** We wish you continued success & highly recommend you to anyone wanting to sell their house.”

Steve & Lynda Fox



Average Percent of Home Sales in Coastal North County  
by Month for the Last 10 Years (2008 through 2017)  
A Scott Peck Exclusive Report



## Our Real Estate Market Never Sleeps

The first three months of 2018 will account for 20% of all sales for the year. That’s a lot. Real estate never sleeps.

One advantage of selling early in the year is that you beat the Spring surge of new listings. Less competition.

So, do you think I take these months off? You bet I don’t. I’ll be helping my clients succeed in the first 3 months of 2018.

What’s the highest price your property will sell for? Call me for a zero-pressure assessment.

So what will change in your life in 2018?

Well, one thing is for sure. Life unfolds. Change will definitely occur.

So my kernel of wisdom from 30 years of real estate: **Embrace change!**

I wish you an enriching year of growth, resilience, joy, & love. I hope to have the joy of serving you if real estate change is part of your life this year. Thanks in advance for choosing me.

With gratitude,

*Scotty*

# SOLD IN 2017\* BY SCOTT & BOB



**SOLD!**

708 North Rios - West Solana Beach  
Sold for \$2,525,000



**SOLD!**

18394 Via Ambiente - RSF (El Cielo)  
Sold for \$2,740,000



**SOLD!**

828 Santa Rufina - East Solana Beach  
Sold for \$1,225,000



**SOLD!**

624 Ridgeline Place - W Solana Beach  
Sold for \$2,037,500



**SOLD!**

105 Rios Ct - West Solana Beach  
Sold for \$1,600,000



Sold by  
Scott & Bob

727 Sonrisa - West Solana Beach  
Sold for \$1,235,000

\* This is just a portion of our 2017 sales. In 2017, 67% of our sales were in Solana Beach & 33% outside.

Whether you're a seller or a buyer, I look forward to serving you with all my wisdom, experience, talents, values, & proven success. Call anytime. You'll appreciate my zero-pressure, open approach - & my expertise at taking my clients to the finish line with a smile on their face.

[www.ScottPeck.com](http://www.ScottPeck.com)

# Scott Peck

858.967.2604

*Moving Lives Forward*



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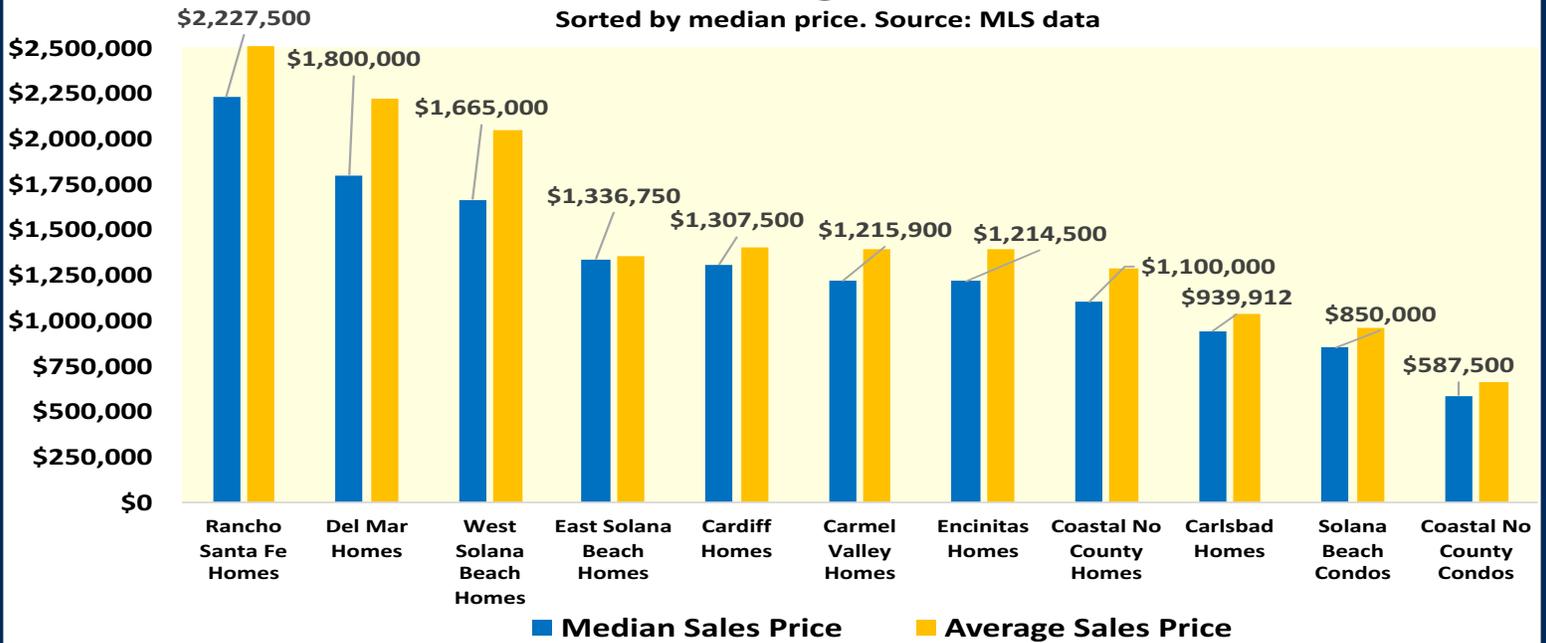
PRESORT STD  
U.S. POSTAGE  
PAID  
San Diego, CA  
Permit No. 2681

## Postal Customer

### Scott Peck's Exclusive PRICE Chart

#### Median & Average Prices for 2017

Sorted by median price. Source: MLS data



### Wisdom & Clarity in the Deluge of Data

### Scott Peck's Exclusive PERCENT Chart

#### Percent Changes in Prices in 2017

Sorted by median price. Source: MLS data

