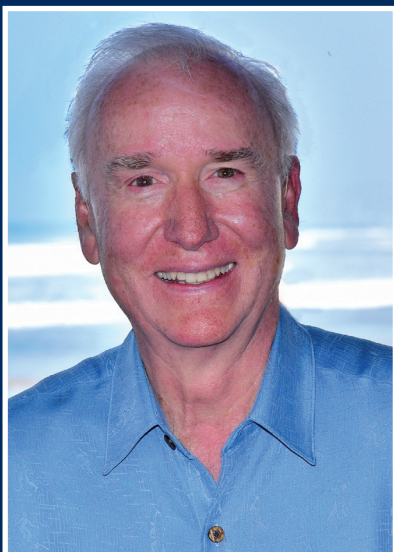


# Scott Peck's Special Report **CONFIDENCE IN SELLING**

*Moving Lives Forward*



Photo by Dan Grider ([www.dangriderphoto.com](http://www.dangriderphoto.com))



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# REASONS TO FEEL CONFIDENT

As we head into Spring, there's room for confidence. Here are some confidence-inspiring facts:

- The fed is now holding steady on raising rates - & interest rates are still at historical low levels.
- There have been 254 home sales in coastal North County as of March 1, 2019 & the median sales price is down about half a percent from the 2018 median sales price (see the chart below). No surprise. We expected prices to be more flat in 2019 - but here is some good news.
- For all 254 coastal North County home sales in 2019, the median sales price was almost equal to the median asking price. The historical difference is 3-5%. So that's pretty amazing & continues to show a strong coastal North County "seller's market."
- Inventory (the number of homes for sale) continues to remain at lower-than-historical levels. In addition, the number of actual sales is down 10% for the last 12 months. These two factors support a "seller's market" that keeps prices steady or moving upwards.

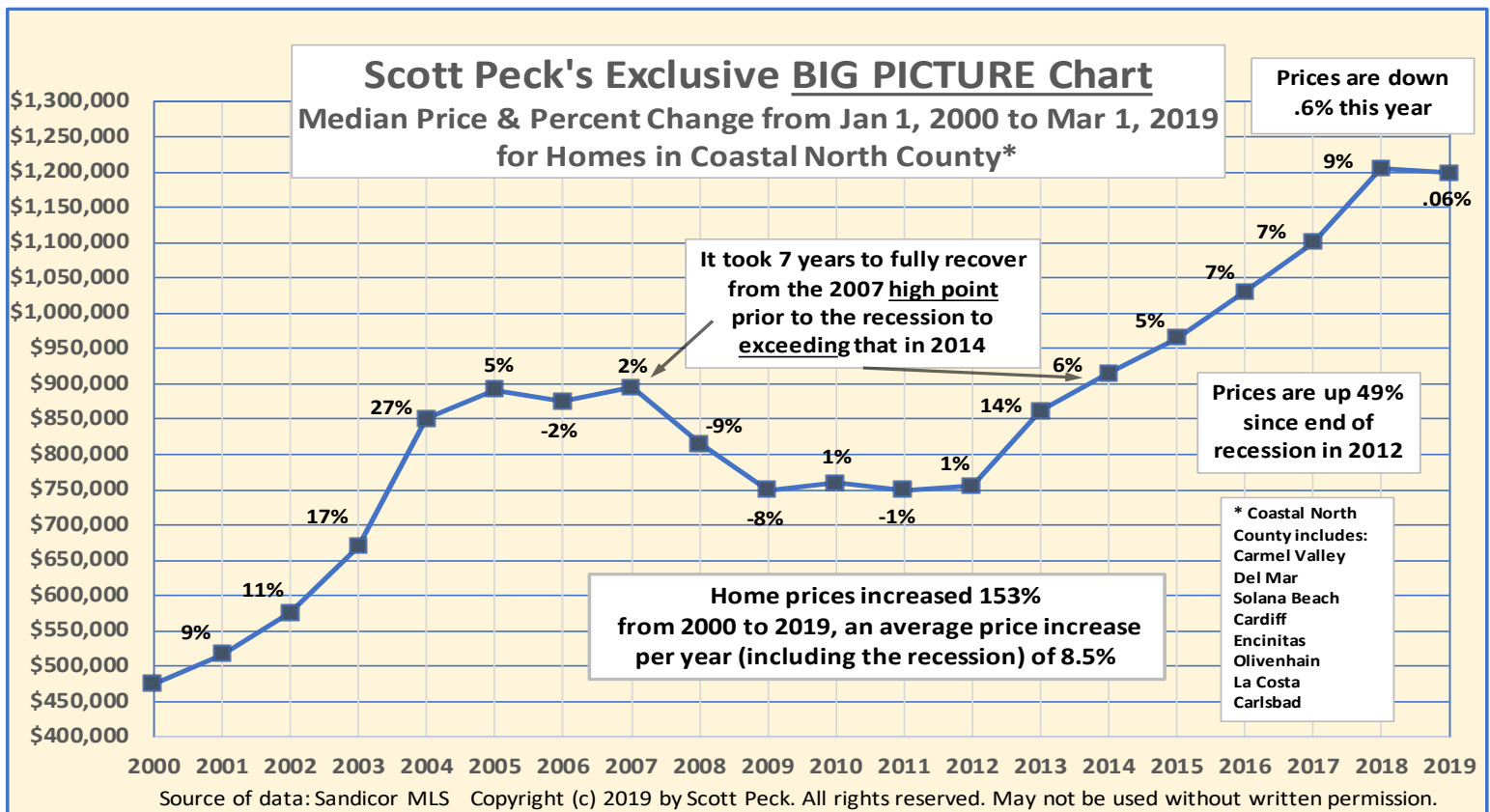
We've added a new chart (bottom right) which answers the question "**How's the market?**" from a different point of view. The chart looks at all active homes for sale & how quickly they are sold or remain for sale in a particular ZIP code.

A score of "30" shows a market almost perfectly balanced between sellers & buyers. A score above 30 shows a "seller's market." A score below "30" shows a "buyer's market." Notice that Solana Beach is right at 32 - a slight seller's market. We are delicately balanced between a seller's & buyer's market.

If you don't live in Solana Beach, go to [www.ScottPeck.com](http://www.ScottPeck.com) and click on "**How's the Market in Your ZIP?**" & you can get the same chart. We've carefully studied ALL the ZIPS in coastal North County.

As you can see from all these charts & data, we like to be on the cutting-edge of real estate information. That's our strong "**high tech**" side. Take a look at our insightful "**Inside View**" chart to the upper right.

We also have a strong "**high heart**" side in case you've had enough statistics. We love serving our clients with an exceptional depth of service - as you'll see in the next pages. Thanks for all your support - & for calling us when it's time to sell or buy. You'll be mighty happy with the results!



## An Exclusive "INSIDE VIEW" of Home Sales in coastal North County by Scott Peck - Sorted by Median Sales Price

Homes	For Sale on Mar 1, 2019			Pending		Sold in 2019 (January 1, 2019 to March 1, 2019)							
Community	# for sale	Avg # of Days	Median List Price	# Pending	Avg # of Days	# Sold	Avg # of Days	# BRs	Avg Sq Ft	Median List Price	Median Sales Price	Sales Price vs List Price	Sales Price per Sq Ft
Rancho Santa Fe	175	126	\$ 3,800,000	24	137	18	124	4	6242	\$ 2,745,000	\$ 2,537,500	-8%	\$ 407
Del Mar	81	91	\$ 3,150,000	18	242	17	67	3	3057	\$ 2,799,999	\$ 2,250,000	-20%	\$ 736
West Solana Beach	18	58	\$ 2,412,000	3	1	5	96	3	2863	\$ 1,800,000	\$ 1,800,000	0%	\$ 629
Cardiff	21	55	\$ 1,825,000	11	45	9	35	3	2395	\$ 1,550,000	\$ 1,450,000	-6%	\$ 605
Encinitas & Olivenhein	74	59	\$ 1,859,450	43	41	42	39	3	2916	\$ 1,437,000	\$ 1,422,721	-1%	\$ 488
East Solana Beach	7	65	\$ 1,730,000	3	11	3	99	4	3162	\$ 1,399,900	\$ 1,375,000	-2%	\$ 435
Carmel Valley	86	45	\$ 1,797,500	37	36	52	51	4	3484	\$ 1,294,000	\$ 1,263,500	-2%	\$ 363
Coastal North County*	454	55	\$ 1,582,450	206	60	254	48	3	2918	\$ 1,200,000	\$ 1,198,000	0%	\$ 411
La Costa & Carlsbad	176	42	\$ 1,177,000	91	48	126	44	3	2700	\$ 949,000	\$ 955,000	1%	\$ 354

\* Does not include Rancho Santa Fe

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### SCOTT PECK & TANYA PARKS

Scott & Tanya | Moving Lives Forward | Pacific Sotheby's International Realty



### SOLANA BEACH, CA 92075

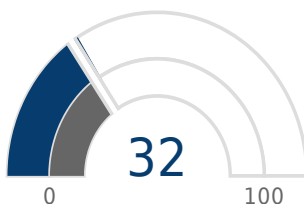
Single-Family Homes

This week the median list price for Solana Beach, CA 92075 is \$1,800,000 with the market action index hovering around 32. This is about the same as last month's market action index of 32. Inventory has held steady at or around 27.

#### MARKET ACTION INDEX

The Market Action Index answers the question "How's the Market?" by measuring the current rate of sale versus the amount of the inventory. Index above 30 implies Seller's Market conditions. Below 30, conditions favor the buyer.

- Today
- Last Month



#### Slight Seller's Advantage

Home sales continue to outstrip supply and the Market Action Index has been moving higher for several weeks. This is a Seller's market so watch for upward pricing pressure in the near future if the trend continues.

#### REAL-TIME MARKET PROFILE

Median List Price	\$1,800,000
Per Square Foot	\$799
Days on Market	76
Price Decreased	37%
Price Increased	7%
Relisted	30%
Inventory	27
Median House Rent	\$4,000
Most Expensive	\$5,950,000
Least Expensive	\$1,195,000
Market Action Index	<b>32</b>

**Slight Seller's Advantage**

Source: Altos Research, inc.

Note: You can see this same report, for any ZIP code, at [www.ScottPeck.com](http://www.ScottPeck.com)

# TUNING UP FOR CONFIDENT SELLING

**W**hen we have our first consultation with clients who are beginning to consider selling, the focus of the conversation is often on the seller questions about how to prepare their home for sale. What investments in updating the home will generate the most return & make the home stand out to potential buyers?

## Update Systems:

If it has been years since you updated the major systems of your home, you might consider using your budget to address roof issues, furnace & air conditioning systems, installing a new water heater, or upgrading an old electrical panel. Improvements that address the health & safety systems of the home go a long way with buyers - & appraisers - & will always give you a full return on investment.

## Consider Cosmetics:

If the systems of the home are up to date, you might consider the next type of basic cosmetic remodeling - what we consider a “tune up.” This approach gives the house a fresh feel but provides the new buyers with space & vision to make it their own.

Recently, we were tasked with managing a tune up project on a condo at Sea Point in Del Mar that had been used as a rental for many years. We noted things that “dated” the home & made it feel stale: popcorn ceilings, rough texture on the walls, old track lighting, worn carpet, & lackluster paint. The idea was to freshen all the spaces, with no major remodeling - for as little money as possible!

## What We Did:

In the space of two weeks, we supervised a crew who transformed the condo:



- All walls were scrapped & retextured & painted in a luminous & modern shade.
- Track lighting became energy efficient recessed lighting.
- Old soffits over the bathroom sinks were removed & gorgeous contemporary satin-finished nickel light fixtures took their place over the vanities.
- Kitchen cabinets were improved with paint & installation of satin finish hinges & pulls - and turned out looking as good as an expensive refacing or replacement.
- New closet doors were hung, & a floor-to-ceiling mirror was installed in the entry to create a feeling of depth & space.



- A beautifully stained rustic cut of wood was shaped to create a striking mantle over the fireplace.
- The stain was repeated in a refinishing of the stairway handrail which brought a new sense of style to the entryway.
- New carpet was replaced in a rich driftwood color to match the coastal environment of the unit.



### The Results:

Each improvement was calculated, simple, & profound. Work was completed in two weeks. We came in under budget at 7K. The property went on the market & had an accepted offer within 48 hours. It closed within 30 days & is now the treasure of its new owner. We believe the 7k investment captured about 50K in return.

Often, in preparing your home for sale, you don't have to do much - but it's important to do what matters. Lets talk about the best plan of action to get your home or condo tuned up & ready for sale - the easy way with maximum effect & return on investment! This is just one reason sellers happily select Scott & Tanya. Give us a call & experience the "unbelievable."

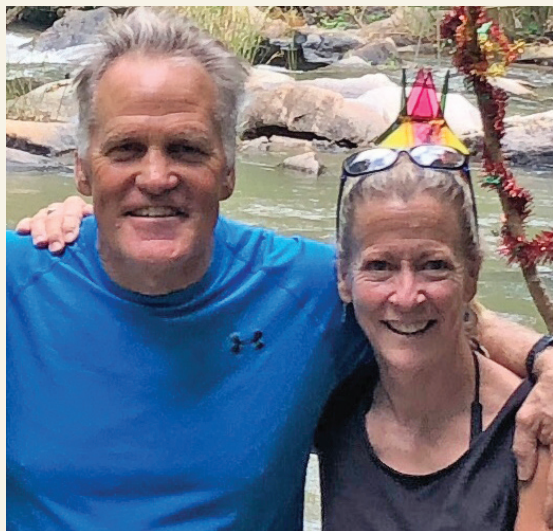
## UNBELIEVABLE!

**“W**e were out-of-town sellers & we authorized Scott & Tanya to fix up our condo to be as ready for sale as possible with a limited budget. Wow! When we saw the pictures of what you had done, we had only one thought. Unbelievable!! It truly looked like a different home. And we had an outstanding offer within 24 hours of listing &, within one month, the sale was finalized.

Never in our wildest dreams did we think that this entire process would be completed so rapidly & so successfully. (And to think that neither of us had to fly down to Del Mar even once!).

You both have done a tremendous job & we can't imagine any realty team being more professional than you two. We can't thank you enough. We sincerely hope that Sotheby's recognizes just how fortunate they are to have such an AMAZING pair within their midst. We will recommend you to everyone we know in Southern California!”

Kevin & Teri Graves



# SECRETS FOR INNER CONFIDENCE

Selling a home can be very stressful. Will my home sell? Will I get the price I hope for? What will the home inspection find wrong? What if the buyers back out? Where am I going to go when my home sells? How will I ever get through this stressful life transition?

As agents with a lot of compassion for our clients, we guide our clients through these stressful waters to solutions & greater peace. Here are some of the principles we use to create more calm & solutions in the midst of so much uncertainty.

## RELAX, IT'S JUST UNCERTAINTY

We laughed when we saw this book at an open house. The title “Relax It's Just Uncertainty” sums up what it's like to be a seller – & an agent. Uncertainty is a fact in real estate sales. You can't speed up a sale - or make it happen. You have to wait – for the buyer, the inspection, the repair request, the buyers hopefully to remain in love with your home & not back out, & the loan to be approved. You really have only two choices: One, go crazy every single day until it's over! Or two, go with the flow & relax. Is that even possible? Yes!

## THE PROCESS IS THE OUTCOME

That statement has guided our real estate careers & lives & brought great relief to our clients. Yes, the “outcome” is the successful sale of your home. But the “process” of selling is even more important.

The “outcome” is the future. The “process” is the present moment. Yes, we look ahead with our clients to envision solutions. But we also help them enjoy a life transition that is unfolding naturally. It's relaxing & encouraging to enjoy the process – to lighten up, laugh at the uncertainty, enjoy time together, trust each other, have faith in the unfoldment, & work through problems more with ease than with stress. It's a choice.

## GOODWILL IS POWERFUL

Real estate provides daily opportunities to get mad - at another agent, at your agent, at a repair request, or at something taking too long. Goodwill is powerful. If there's is a hidden reason why so many clients say so many kind things about us, it's goodwill. They have experienced our powerful energy field of goodwill which treats them with dignity, patience, integrity, & joy. Goodwill produces powerful solutions.

## MOVE AT PEACE SPEED

Rather than pushing for something to happen, let it more naturally unfold where tempers don't flare & hearts don't pound. Sometimes things happen slowly. Sometimes fast. Thinking in terms of peace speed moves you outside the dimension of “time” & “calendar” to a more natural rhythm of unfoldment.

## Practice “Reframing”

The power of “reframing” is extraordinary. “Will my house ever sell?” Reframe: “It's going to be so interesting to see who falls in love with my house.” “How will I ever find the right house to replace this one?” Reframe: “I'm envisioning the perfect new home coming into our lives with happy surprise. “I have a right to be stressed & angry!” Reframe: “This transition is a perfect time to develop the skill of adapting to change gracefully.” Reframing comes more easily as you practice it. If we didn't reframe every day in real estate, we'd go nuts!

## WE'RE READY TO SERVE YOU WITH ALL THESE PRINCIPLES

## & SO MUCH MORE

If these principles resonate with you, we'll be a good team together when it's time for you to sell or buy. We are experts at getting you the highest possible price using cutting-edge, persuasive marketing, & powerful negotiating, but helping you move through the entire sales process with maximum peace & happiness is our specialty. We can't wait to serve you!



# FOR SALE & SOLD!



**For Sale**

**335 Hilmen in West Solana Beach**  
Spacious Single Level. Ocean View.  
Home: 3BR 3279 Sq Ft **Casita:** 1 BR 600 Sq Ft  
\$2,795,000



**For Sale**

**425 San Lucas Drive in Isla Verde**  
Spacious. Elegant. Chef's kitchen.  
Expansive yard. Ocean view.  
4 BR 3 BA 3986 Sq Ft \$2,399,000



**For Sale**

**954 Santa Hidalgo in Lomas Santa Fe**  
Single Level Gem. Panoramic Views!  
3 BR 2 BA 1608 Sq Ft \$1,395,000



**For Sale**

**1434 Sun Valley in St. Francis Court**  
Spacious. Full of Light.  
Feels like a Home.  
4 BR 3 BA 2470 Sq Ft \$1,099,000



**For Sale**

**190 Del Mar Shores #84 (Solana Bch)**  
White-water & panoramic ocean views.  
Charming, updated single-level condo.  
2 BR 2 BA 1322 Sq Ft \$1,299,000

## Already Sold in 2019

- 663 Dell Street (West Solana Beach)
- 101 Cozumel Ct (Country Club Villas)
- 12851 Camto Del Canto (Sea Point, Del Mar)

**Note:** Indicated "Sq Ft" values on the properties above are approximate numbers.

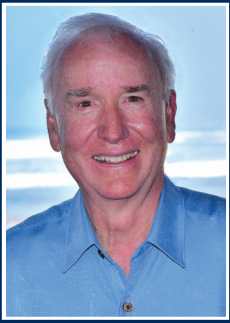
**In my life, this is the 6th home I have sold and by a landslide,  
Scotty Peck wins my 'Best Realtor Award'!**

*Kathy Constantine, West Solana Beach*

To read more client testimonials & learn how we serve sellers & buyers, visit

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





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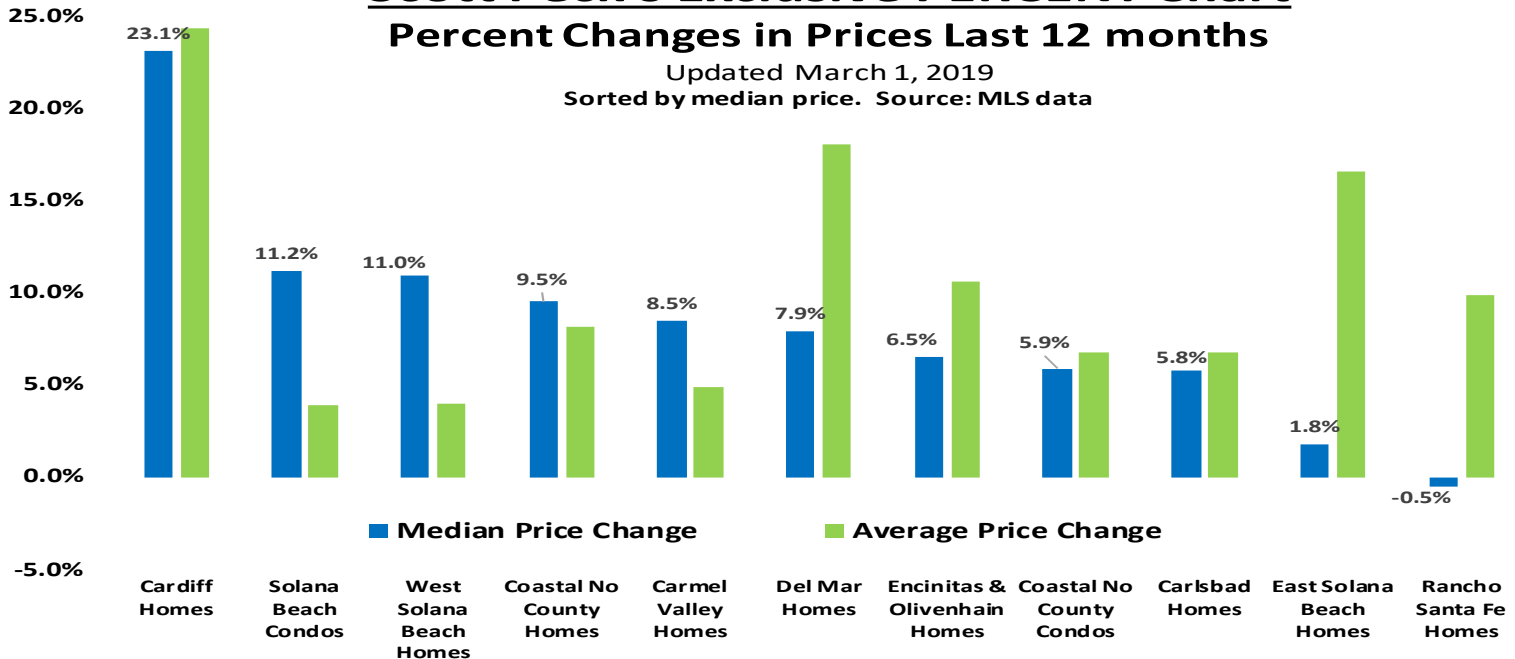
**Postal Customer**

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*We're Right Here for You*

## Scott Peck's Exclusive PERCENT Chart Percent Changes in Prices Last 12 months

Updated March 1, 2019  
Sorted by median price. Source: MLS data



**Scott & Tanya: Wisdom & Clarity in the Deluge of Data**

## Scott Peck's Exclusive PRICE Chart Median & Average Prices - Last 12 months

Updated March 1, 2019  
Sorted by median price. Source: MLS data

