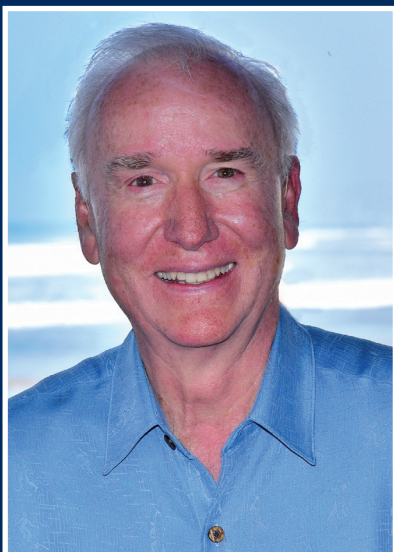


Scott Peck's Special Report
FORECAST: SUNNY WITH CLOUDS
Moving Lives Forward



Photo by Dan Grider (www.dangriderphoto.com)

Sunrise



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SUNNY WITH SOME CLOUDS

For the first half of 2019, the real estate market in Coastal North County could be described as sunny with some clouds. Here's what that means:

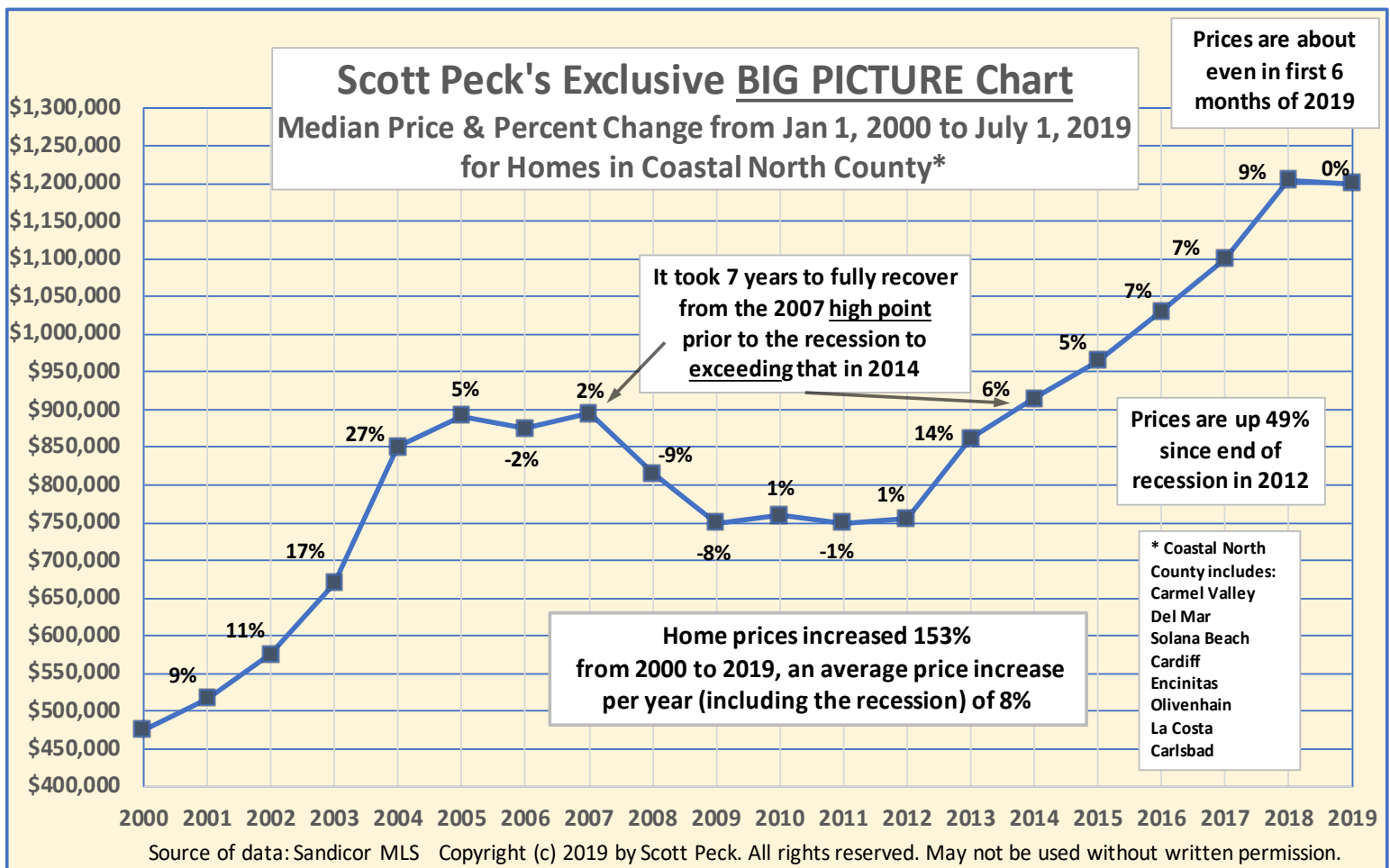
- Sunny because sales momentum has been steady.
- Sunny because interest rates have stayed very low & attractive.
- Sunny because prices have gone up 153% since 2000 - that's 8% per year (including the recession).
- Sunny because prices are up 49% in the past 8 years (since the recession). That's 6% per year.
- Cloudy because prices for the first half of 2019 are even. To be precise, prices in coastal North County are down .3% from last year (that's just 1/3 of 1 percent).
- Cloudy for sellers because inventory (the number of properties for sale) is slowly expanding.
- Cloudy because of the murmurings of a slowdown in 2020.

What this means for sellers

Highly desirable home priced in the sweet spot are still selling quickly. **In the last 60 days, we have sold seven properties at either full price or within 2% of full price - all within less than a week.** Most homes, however, are taking longer to sell & the expanding inventory is making market times longer.

What this means for buyers

Although we are in a more balanced market, highly desirable properties are still commanding top dollar. So if buyers like a home, they have to ask: "Is this going to sell quickly or can I wait for the price to soften?" It's a hard call. It usually takes 30-90 days for sellers to "soften up" enough on their prices to the point where buyers will jump in. Many buyers are standing more firm on what they are willing to pay.



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

Homes	For Sale on July 1, 2019			Pending		Sold in 2019 (January 1, 2019 to July 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	237	113	\$ 3,499,999	23	104	91	114	4	5820	\$ 2,695,000	\$ 2,500,000	-7%	\$ 430
West Solana Beach	23	71	\$ 1,850,000	9	60	20	34	3	2315	\$ 2,024,500	\$ 2,102,500	4%	\$ 908
Del Mar	76	87	\$ 2,495,000	22	202	79	59	3	3033	\$ 2,000,000	\$ 1,925,000	-4%	\$ 635
Encinitas & Olivenhain	74	59	\$ 1,859,450	43	41	198	34	4	2586	\$ 1,482,450	\$ 1,444,952	-3%	\$ 559
East Solana Beach	7	65	\$ 1,730,000	3	11	16	45	3	2687	\$ 1,425,000	\$ 1,418,500	0%	\$ 528
Cardiff	29	49	\$ 1,899,000	11	45	39	32	3	2277	\$ 1,419,900	\$ 1,367,000	-4%	\$ 600
Carmel Valley	86	45	\$ 1,797,500	37	36	225	32	4	3403	\$ 1,300,000	\$ 1,300,000	0%	\$ 382
Coastal North County*	568	58	\$ 1,619,500	276	49	1087	36	4	2876	\$ 1,220,000	\$ 1,200,000	-2%	\$ 417
La Costa & Carlsbad	176	42	\$ 1,177,000	91	48	510	36	3	2707	\$ 1,024,500	\$ 999,999	-2%	\$ 369

* Coastal North County total does not include Rancho Santa Fe

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What we learned from compiling the above "Inside View"

- There is only a 2% difference in the final sales price vs the list price for coastal North County (although there are often price drops along the way). That tells us the market is still strong for sellers.
- The average market time to sell is only 36 days. That's fast - another sign that the market is still sunny. Note, however, that Rancho Santa Fe market time is 114 days.
- As usual, Rancho Santa Fe, West Solana Beach, & Del Mar take the top 3 spots for highest prices.
- Inventory is still low, though gently expanding. Look how many homes are for sale in RSF.
- Days on the market for homes for sale is 58. That's a sign to us that a few clouds are rolling in.

Here's what we sold or put into escrow in the last 60 days!

2 properties in West Solana Beach
5 properties in East Solana Beach
2 multi-unit investment properties Downtown
1 property in Del Mar
1 property in Oceanside

The most important statistic is that all 11 of these clients are deeply satisfied with the results AND how we treated them

Their stories - & words - are on the next pages

A STORY OF PATIENCE & PERSISTENCE

Here's the real story behind the sale of 954 Santa Hidalgo.

We went on the market & felt we had a real winner - a beautiful, panoramic San Elijo Reserve view & a cute, although small, single-level home. We priced the home at \$1,395,000. Our goal, as always, was to get the highest possible price for our sellers.

Our marketing, as usual, was all over the internet & the response to our open houses was astounding. We had more than 200 visitors in the first 30 days. But no offer! That surprised us.

So we recommended dropping the price by \$50,000 to create momentum. The sellers trusted us & agreed.

Several offers then came in but were well below the asking price. Some agents might have encouraged the sellers to take the best offer & run. We didn't.

Being experts in this community & intuiting what was possible, we encouraged our sellers to wait for a better offer. We kept holding open houses & another 100 people came through. We kept supporting our clients & their home & persisting.



Surprise! After almost 2 months of solid persistence, we received four offers all at once. We asked those buyers to submit their "final & best offer." The highest & best offer, however, was from someone who had never seen the home! Should we go with that offer? Would you?

Well, our 3D Matterport virtual tour (which we provide for all sellers) saved the day. The 3D tour lets a buyer move around in the home & explore every nook - all from their home computer or mobile phone. That's just what this buyer did! So the sellers decided to trust that buyer's experience with the 3D tour & were right. That buyer moved forward & we ended up selling at well over the original asking price of \$1,395,000. And the home was well worth it!

There are many reasons that sellers choose us. It's not just that we are consistent sales leaders. It's also because we bring a wealth of experience, talent, & intuition to our sellers - plus never-ending persistence, an expectant, uplifting attitude, & assured success!

This was not just another "sale" to us. It was about our deeply-felt commitment: **Moving Lives Forward.** That's our trademark because that's what happens to our clients.

Sandy & Ed Butler were the sellers in this story & they are now happy residents at La Costa Glen. See their words to the right on this amazing story.

What we Learned from this Sale

- Real estate is constantly surprising us - even though we have almost 40 years as real estate pros. That's a lot of experience with a lot of surprises!
- We thought we had a "winner," brought all our marketing savvy to the table, got 200 people to the property, & then it didn't sell. What do we as pros do then?
- We called on our deep reserves of patience. Then we helped our clients dig deeply for their own increased patience too. It's usually harder for them. We're used to this challenge, but Sandy & Ed were right with us. This is the real story of serving clients with excellence that doesn't show on the surface.
- We didn't give up or cave in to a low price. We know there is ONE perfect buyer for every property. Our job is find that ONE buyer - & we did!

A Magnificent Team!

Eighteen years ago, we sold our home on Santa Luisa and bought our home on Santa Hidalgo. Back then, we used Scott and his previous partner as both the selling and buying agent.

This year it was time to move on to a retirement community. We chose Scott again with his new partner Tanya.

Over the years, Scott kept us up to date on the Solana Beach market via his excellent & informative newsletter.

After we signed the sales agreement, the first thing Scott & Tanya did was to arrange a 3D virtual tour for marketing. This proved to be what ultimately made the sale.

Scott and Tanya took every opportunity to show the house & hold open houses. Their marketing was widespread and compelling and the home had a record number of visitors.

Their advice on negotiations was right on. Tanya and Scott couldn't have been more responsive to our telephone calls and requests. **They are a magnificent team** that knows how to give a seller help and confidence in a stressful time!



Sandy & Ed Butler
Lomas Santa Fe

THE POWER OF STAGING & TEAMWORK

Here's the real story behind the sale of another sale - on San Mario.

We knew this house had the potential to bring in a high price. It was spacious inside compared to other homes in the community. It had a fabulous family floor plan & a large, inviting yard for entertaining & kids. Some of the walls, however, were scuffed up, the furniture was older, & the carpet in the living room not so great. The rest of the home had beautiful wood floors.

At our suggestion, we brought in our most talented stager for a free consultation. She recommended new carpet, painting, & almost full staging. The price tag for the painting & carpet was \$5,000 - & another \$5,000 for staging.

The sellers were a bit reluctant, so we gave them time to think it through. It's been our experience that every dollar spent on improvements & staging brings a return of between 3 to 10 times that amount in a sales price.

The sellers gave us the green light and, within 5 days, the home was painted, new carpet was installed, the home was fully staged & deep cleaned, professional pictures were taken, including a 3D Matterport virtual tour & drone shots, & we were live in the MLS (multiple listing service) & internet.



We felt the sellers had hit a home run & had added at least \$100,000 to their value. Turns out we were right. We received a full-price offer on day 1 and a full-price back-up offer the next day. **The sale set a record for price in the community.** Here's what Samantha had to say when it was all sold & done.



“Scott & Tanya are an amazing team. They helped us orchestrate new carpeting, painting, & beautiful staging that added so much value to our home that it sold at full price in 1 day at a record high price for the neighborhood.

Scott & Tanya were just as amazing during the escrow process where loads of issues came up. They worked closely with me until absolutely everything was resolved.

They are super supportive, have the utmost integrity, know the Solana Beach real estate market inside and out, are savvy negotiators, & great problem solvers.”

Samantha Flather - Lomas Santa Fe

What we Learned from this Sale

- Staging is powerful. It creates an environment of up-to-date beauty that causes a home to sell faster & at the highest possible price.
- Sellers often resist staging. That's natural because who wants to start spending money to sell their house? It feels foreign, but the rewards are immense.
- Making improvements such as strategic painting, carpeting, deep cleaning (a service we provide to all sellers), & repairs can feel like an endless project. With the right team, however, it can be done quickly & painlessly.
- The most valuable ingredient in the sale of any home or condo - in our opinion - is the seller's attitude. When we can talk openly & work as a team, magic occurs. That's what happened in this sale - & that's what we most appreciate in our sellers.

“We can’t think of a better decision than selecting Scott & Tanya”

“Scotty & Tanya listed & sold our Solana Beach house in as professional & helpful a manner as anyone can hope for.

They combine skills that come from years of experience about real estate, insights about people, & dedication to completing the sale.

We can’t think of a better decision than selecting Scott & Tanya to represent us for the sale, & we recommend them without reservation to anyone contemplating a move.

Not the least of the recommendation is that they are delightful people, & we are sorry we did not meet before we moved away!”

**Dr. Frank & Helen Shu
Isle Verde**

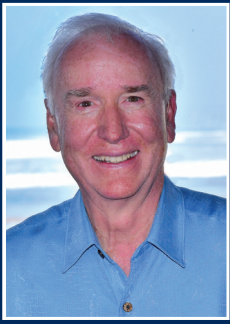


Check the Boxes YOU Personally Want in Your Agent when it’s Time to Sell

- ☐ I like them because they are real, honest, & down to earth
- ☐ They listen to me, hear my needs & desires, & understand my logistics
- ☐ They always put my needs in first place & I feel this genuinely
- ☐ There’s absolutely no pressure or salesyness
- ☐ They are experts at pricing my home or condo
- ☐ They have proven success with a long history of client success
- ☐ Their marketing is remarkable & cutting edge: 4-page brochures, high level photography, 3D virtual tour, & drone shots. Plus full internet saturation
- ☐ They guide me respectfully & intelligently
- ☐ They are expert negotiators for getting the highest possible price
- ☐ They are creative at solving problems along the way
- ☐ Many other sellers say wonderful things about them
- ☐ I feel like I’m receiving five-star service in every moment
- ☐ I’m so happy at the end that I want to write them a testimonial & recommend them

How to Score Yourself

If you checked every single box above, you just selected
Scott & Tanya to be your agents



Scott
858.967.2604



Tanya
619.550.8887

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We're Right Here for You

Here's what's happened for our sellers In the last 60 days:

- Sierra (West Solana Beach) - sold at full price. Private sale
 - Sierra (West Solana Beach) - sold at 95% of list price
- Santa Hidalgo (Lomas Santa Fe) - Sold above list price (see story inside)
 - San Lucas Court (Isle Verde) - Sold at 98% of list price
- San Mario (Lomas Santa Fe) - sold at full price in one day. Highest price ever in LSF. See story inside
 - Santa Luisa (Lomas Santa Fe) - sold at full price in one day
 - Santa Alicia (Lomas Santa Fe) - Sold at 99% of list price
 - South Oceanside - Sold at full price in one week



**FOR SALE. Best Deal in
Solana Beach below 1M**

1434 Sun Valley (St. Francis Court)
Spacious. Full of Light. Like a Home.
4 BR 3 BA 2470 Sq Ft \$970,000

Coming Soon

Be the first to get a look!

**Rare West Solana Beach
home with additional almost
detached income-producing
rental unit**

120 & 130 S Granados (W Solana Beach)
2 BR 1600 sq ft home with permitted 2
BR 900 sq ft unit \$2.2M

To Your Success

We can't wait to bring our
expertise, experience,
goodwill, marketing, problem
solving, negotiating skills,
& uplifting attitude to your
success.

Call us anytime!

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

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

