

Scott Peck's Special Report

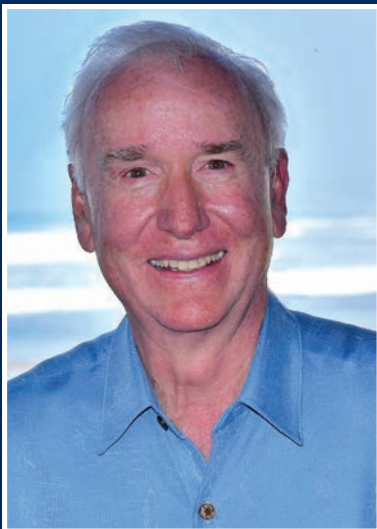
ARE YOU READY TO BLOOM?

4 STEPS TO SUCCESS

Moving Lives Forward



Photo by Dan Grider (www.dangriderphoto.com)



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HOT MARKET – HOT RESULTS

We're moving into Spring with a hot market. What does that mean to you as a seller or buyer? Interest rates are incredibly low (below 3.5%) so buyers are ready to snatch up properties. Inventory is also low. This is resulting in quick sales & multiple offers on well-priced homes below \$1,000,000. Homes priced higher but still in the "sweet spot" are also moving. As usual, over-priced homes have stalled. As a result of all this, prices are still rising so it's a great time to be a seller.

Some sellers will still fail to sell at the highest possible price because these sellers will stumble in implementing the **4 Steps to Success** (next page). Sellers who want maximum results with minimal hassle will select Scott & Tanya & these sellers will experience complete success.

Buyers are facing a shortage of choices, but there's still great opportunity for success. Those buyers who want to find that desired & special property will discover that we **will** actually find it for them.

Some revealing facts from the chart below & charts on the back page:

- West Solana Beach has pulled ahead of Rancho Santa Fe with the highest median sales price so far in 2020 - \$2,527,500
- Notice how few homes are for sale in Solana Beach. 13 in WSB. Only 5 in ESB.
- For coastal North County as a whole, the median sales price is within 1% of the list price.
- In just two months of 2020, 266 homes in coastal North County have sold at an average of 48 days on the market.
- There a lot of homes for sale in Rancho Santa Fe - 180. Based on price per square foot, you get a lot for your money.
- The median price for coastal North County homes has gone up 2.5% in the last 12 months (back page). Just under 1% appreciation for coastal North Country condos.
- The median sales price for coastal North County is now \$1,368,535 (back page)

An Exclusive Overview of Home Sales in coastal North County by Scott Peck - Sorted by Median Sales Price												
Homes	For Sale (March 1)			Pending		Sold so Far in 2020 (January & February)						
Community	# for sale	Avg # of Days	Median List Price	# Pending	Avg # of Days	# Sold	Avg # of Days	Sq Feet	Median List Price	Median Sales Price	Sales Price vs List Price	Sales Price per Sq Ft
West Solana Beach	13	87	\$ 2,595,000	11	97	10	107	2867	\$ 2,749,000	\$ 2,527,500	-8%	\$ 882
Rancho Santa Fe	180	127	\$ 3,590,000	25	127	37	119	5068	\$ 2,599,000	\$ 2,500,000	-4%	\$ 493
Del Mar	48	93	\$ 2,920,000	18	277	19	95	2530	\$ 2,195,000	\$ 2,180,000	-1%	\$ 862
Encinitas & Olivenhain	63	74	\$ 1,949,000	58	39	43	43	2855	\$ 1,500,000	\$ 1,405,000	-6%	\$ 492
East Solana Beach	5	31	\$ 1,790,000	1	52	6	36	2645	\$ 1,467,625	\$ 1,455,125	-1%	\$ 550
Carmel Valley	46	67	\$ 2,273,496	51	34	53	41	3405	\$ 1,399,000	\$ 1,380,000	-1%	\$ 405
Cardiff	14	75	\$ 2,487,500	5	93	16	56	2107	\$ 1,337,000	\$ 1,317,004	-1%	\$ 625
La Costa & Carlsbad	114	48	\$ 1,357,500	97	31	119	39	2904	\$ 1,149,950	\$ 1,135,000	-1%	\$ 391
Coastal North County*	303	66	\$ 1,849,450	241	56	266	48	2926	\$ 1,299,500	\$ 1,290,000	-1%	\$ 441
* Coastal North County totals do not include Rancho Santa Fe												
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ARE YOU READY TO BLOOM? 4 STEPS TO SUCCESS

Spring is here! If you're about to sell your home or condo, what can you do for maximum results? We've helped hundreds of sellers succeed. Here are the Top 4 Steps that create maximum success:

Step 1

Acknowledge What's Truly Going on Inside of You

Are you reluctant to move forward, but know it's probably wise? Are you waffling on when and whether to sell? Or are you fully committed to selling? There is no right or wrong. It's helpful to face these questions because, once you make the mental/emotional decision to fully commit to selling, you open the door to the strongest, best decisions and you're ready to seize the moment. You're emotionally ready to bloom!

Step 2

Create the HGTV magic!

Most buyers have watched the home improvement shows on HGTV. These shows have raised the bar for sellers. Buyers now expect a home to look up-to-date, be clean, uncluttered, and attractively staged. The idea of making cosmetic updates and modernizing may seem like a huge undertaking and disruption. This points back to that first idea – your level of commitment. Those sellers who commit to letting us advise and help manage this process achieve higher prices and sell faster. And we do it with minimal life disruption.

Step 3

Price Right!

Everyone wants to get top dollar for their home and condo. We do too! In fact, we have consistently broken through price ceilings for our sellers. Pricing right will make you considerably more money than pricing too high. Last year, we broke a price ceiling with one of our sales. Once we did this, others came on the market higher than they would have otherwise – and several of these homes didn't sell. Why? Because, even though inventory is lean and buyers are out there ready to buy, especially with the low interest rates, these buyers just won't bite at an over-priced home. That's the truth to digest if you're a seller. Once a home hits 2 months on the market, it gets stale. Buyers wonder, what's wrong? If sellers have done #2 well, then all that's left to create doubt in buyers is a price that's too aggressive. Far better to price right & let us hold the line with our negotiating talent. Pricing right takes lots of experience and that leads to step 4.

Step 4

Don't Choose a Friend, Rookie, Non-Local Expert, or Discount Commission Hopeful as Your Agent

We've seen this over and over. Sellers attempt to do #2 above (create HGTV magic), but their agent doesn't have the experience, talent, & resources to pull it off at the level needed for success. And these agents also often miss the mark on #3 (price right) because of their lack of proven local expertise. Just as HGTV has transformed the presentation of homes, the world of marketing to today's buyers has become dramatically more sophisticated. It takes a tech-centric, highly-skilled, tuned-in agent to use the most cutting-edge real estate marketing resources in this digital age with the power to reach and attract buyers not only locally, but nationwide, & internationally. We stay inspired and dedicated to investing the time, money, and energy to expanding, learning new technologies, and staying at the absolute top of real estate marketing.

These 4 steps are not a sales pitch. They are truly what we have learned in 40 years of combined experience and success with our clients. As you read about our “**Signature Service**” (next page) & the results this creates for our clients, imagine how much we have had to grow as broker/agents to provide this level of talent and service. We're growing every single day & our clients experience the powerful results.

THE CUTTING-EDGE OF “SOLD!” & SERVICE

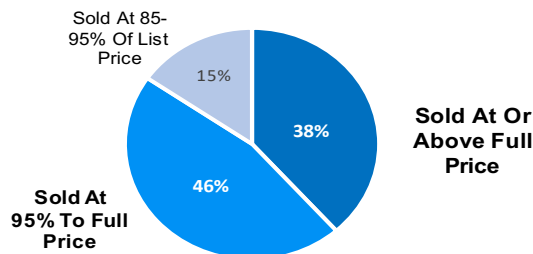
We thrive on the cutting-edge of “Sold” & Service. There are two things in common with all our sellers. One, they really like the result of “Sold!” Two, they like when it happens smoothly - so their lives can move forward.

Those are our two goals in serving our sellers. One, get to “Sold” at the highest possible price. Two, provide a level of service so high that are clients are equally thrilled with how the sale occurred.

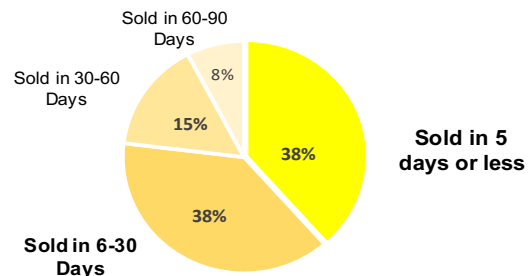
Here’s how we do it:

- We are experts at bringing in the highest possible price because we are so tuned into the market & what we feel is possible for our clients. We’re always stretching the limits. We do this through high-tech digital & print marketing that saturates buyer awareness with the quality and value of your home. Then we hold the line in negotiating. We never go for the quick commission. We always go for the highest outcome for our sellers.
- As much as we delight in getting our sellers to “Sold!” we also know this: selling a home or condo is usually a life-changing event more than a sales event. We want our clients to have the highest possible experience as well as sale. So we tune in. We listen. We answer every question. We advocate for our sellers, but we don’t push. We move at our clients’ pace. And then we deliver our unparalleled “**Signature Service**” which has taken 40 years of success to refine.

How High Do We Sell Our Listings?



How Fast Do We Sell Our Listings?



“You are 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 & his previous partner as both the selling & buying agent.

This year it was time to move on to a retirement community. We chose Scott again with his partner Tanya. Scott has 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 video shoot for marketing. This proved to be what ultimately made the sale.

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

Their advice on negotiations was right on. Scott & Tanya couldn’t be more responsive to our telephone calls and requests.

You are a magnificent team that knows how to give a seller help & confidence in a stressful time!

Sandy & Ed Butler



Scott & Tanya's Signature Service for Maximum Results

Our **Signature Service** combines the highest level of home preparation and comprehensive marketing to achieve the best possible price in the shortest time.

Our Signature Service Includes:

- Consultation, at our expense, with a premier stager/designer to maximize appeal.
- Project management of possible home improvements & our "Resource Guide."
- Professional deep cleaning so your home is shining & ready for photography & showings.
- A cutting-edge 3D Virtual tour presentation so buyers can intimately connect with your home from their own home or mobile device. Homes with 3D tours are prioritized to the top of online home buying platforms.
- An architectural floor plan with room dimensions.
- Internet saturation to showcase your home to qualified buyers locally, statewide, nationwide, and internationally.
- Drone photography to show buyers your unique views & surroundings.
- Elegant photos that captivate buyer interest & beautifully showcase your home.
- Our powerful 8-page custom brochure with beautiful images and the "Top 10 Reasons to Love This Home!" which highlights the features & upgrades that set your home apart.
- Brochures available at all times on your for sale sign post since many buyers drive the areas that have the most interest to them.
- An MLS ad (the most important ad) that is written with clarity & depth because these are the words, along with the images, that will flow out to the entire internet.
- Broker Open House to present your home to other top agents & their eager clients.
- Open Houses every weekend (unless not desired by you) to maximize exposure.
- All showings accompanied by one of us for maximum sales advantage & security.

"Scotty and Tanya are a Dream Team!! Their expertise, knowledge, & care are unparalleled. I was so fortunate to have them for my realtors. They provided first-class service from selling my home to finding my new dream home!

It was apparent from the first time I met them they were sincere, kind, and dedicated. I trusted them immediately knowing they had my best interest at heart and I never felt pressured.

I cannot thank them enough for making my dream come true! The home they found for me is even more than what I had hoped for! I would highly recommend Scotty and Tanya as I know they will provide you with the best possible service!"

Julie Ustin



DESIGN TRENDS: RETURN TO COLOR

By Tanya Parks

When I first cut my teeth in real estate in the early 2000's, builders & designers seemed to be taking their cue for paint & textile palettes right from the fashion runways that were dressing the dot com era - it was all about downplay and neutrality. Camel, beiges, Berber, and travertine were the order of the day.

In the past decade, the trends have favored weathered driftwood tones, marine layer greys, silvery veined marble & granite, and subway tiles laced with graphite and charcoal patterns. While this has been a refreshing departure from planet beige, we really never got out of the neutral palette and into a space where we could surround ourselves with the colors that inspire us and define our individuality.

At the beginning of 2020, Pantone, the world's leading creator and trade marker of colors, elected as its "Color Of The Year" a dense and deep sapphire blue named "Classic Blue". This heady choice heralded a change in design trends and let us know we are experiencing a welcome return to color.

The new colors we are seeing in design aren't ironic or corny. They are saturated and serious. Rich, tertiary peacock blues, lightly matted caviar black, regal aubergine with a touch of warm rose madder, and emerald hued viridian jungle leaf greens are all at the top of designers palettes.

And while these particular colors may be leading the march, the overall sentiment is that it's time to bring out and express the colors you love with total freedom, no apologies, and as boldly as you would like.



HOW TO EXPLORE THE TREND

Small areas or accents

Marry the color you want and love symbiotically into the architecture you already have. Be mindful that a large royal violet accent wall might have the room it needs in a home with high coffered ceilings and tall bay windows, but the color might overtake and suck the light and life out of some of our classic ranch style or mid century style homes here in So Cal. If the architecture isn't quite right for the colors you want to explore, introduce the color in your furnishings instead with a turquoise sofa, goldenrod pillows, or ruby red rug. Try a matte black or deep emerald hutch instead of painting the entire wall.

Future proof

If you plan on selling the home in the next 5-10 years, future proof your exploration into color by choosing more muted and classic hues or by using the color in smaller spaces such as alcoves, powder baths, and hallways.

As gorgeous as an entire kohlr black kitchen is looking on Pinterest and Instagram currently, we have all been around long enough to know that the people buying your home 10 years from now won't find it as exciting as you do today, and they may penalize you by offering a lower price knowing they will have to re do it to their current taste. If you want to explore the fully colorized kitchen trend, opt to use accents of the intense color on top of classic finishes.



Art

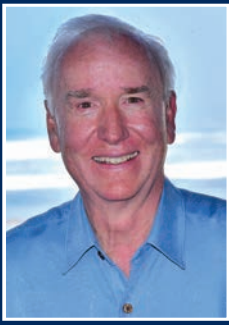
Bring art in to share the colors that speak to you. This is the era of accessible and inexpensive art. With the options available on the internet and local up and coming galleries, anyone can build a collection of art they love that resonates with the colors that speak to their passion. Get on Etsy, visit some local art fairs, and you will find incredible art that is completely affordable.



If you want to level up a bit with creating an art collection, I highly suggest supporting the Ocean-side Museum of Art and purchasing at their auction nights. The OMA is an upcoming force to be reckoned with in the world of curating, presenting, and selling the works of artists on the brink of being superstars.

The best thing about art is that you can create enormous feeling, and when that feeling or the trend changes, you can switch it out readily for things that suit your new feel.

If you would like a consultation about updating the finishes and furnishings in your home, contact us and we will introduce you to some of our favorite designers. As a service for all listings, we always provide a free designer consultation. If you are ready to enjoy bringing color back into your environment and know just what you want, we can also connect you with our resource list of painters, contractors, and home improvement specialists.



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Postal Customer

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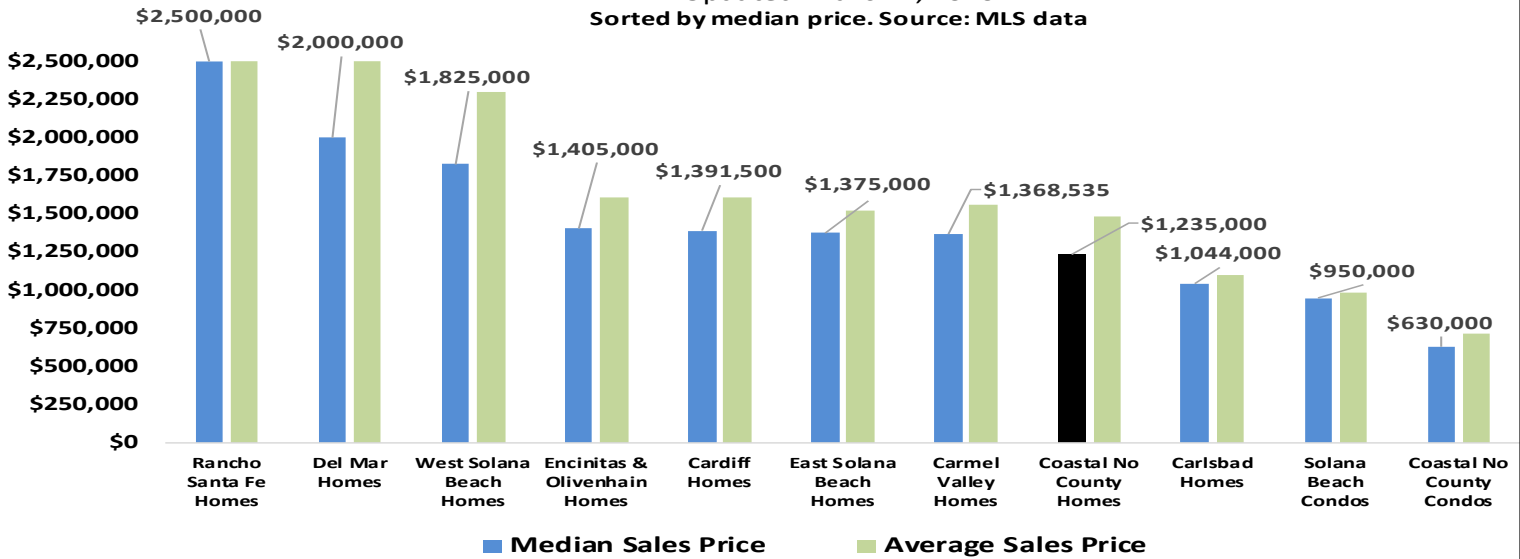
We're Right Here for You

Scott Peck's Exclusive PRICE Chart

Median & Average Prices - Last 12 months

Updated March 1, 2020

Sorted by median price. Source: MLS data



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

Scott Peck's Exclusive PERCENT Chart

Percent Change in Prices - Last 12 months

Updated March 1, 2020

Sorted by median percent growth. Source: MLS data

