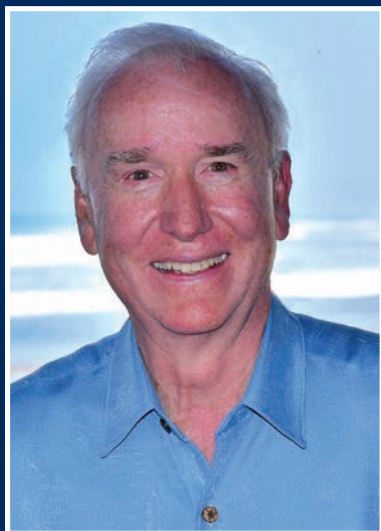


Scott Peck's Special Report

THE 2021 TRANSITION

Moving Lives Forward



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Pacific

Sotheby's
INTERNATIONAL REALTY

VAST CHANGES IN 2020

The real estate landscape vastly changed in 2020. In response to Covid, open houses were prohibited and the way buyers viewed properties shifted. 3D virtual tours (which have been standard in our luxury marketing for several years) became a necessity so buyers could explore safely from their home or phone.

To see a property physically, buyers were required to fill out protective Covid-related forms, to provide proof of financial capability, and then follow safety protocols when visiting a property. This resulted in higher quality showings that brought out the most serious, ready-to-act buyers.

Buyers came out in droves. Low interest rates fueled the surge. So did the capacity to work from home, which inspired a lot of relocation. Fortunately for sellers, these buyers entered a market with historically low inventory. **Prices shot up 7% in coastal North County** and higher in some areas (see back page).

Buyers often faced stiff competition. We had the joy of serving a first-time buyer relocating from the Bay Area, who works with a leading tech company. We showed him over two dozen properties in a week. He finally found “the one.” Would you believe that 20 other buyers also made an offer? Imagine competing with 20 other offers! We did our magic to create the offer that won him the home. See his quote in the following pages along with information on “**How to be a Savvy Buyer.**”

2020 was a good year for sellers, but also challenging. Because of the speed of the market, there were buyers making win-at-all-cost offers that they later regretted, which resulted in a market wide uptick in cancellations. Seeing this trend, we carefully helped our sellers choose the parties who were committed to closing.

Many sellers were also making major life transitions themselves - downsizing, up sizing, or moving out of state. These sellers wanted to get on the market quickly to take advantage of the prime opportunities, but often did not have a replacement property chosen! Our greatest successes this year came from helping clients navigate through these challenges with confidence and ease. See John & Debbie Franks story about their life transition in the following pages, as well as “**How We Help You To Be A Savvy Seller.**”

Coastal North County Home Stats

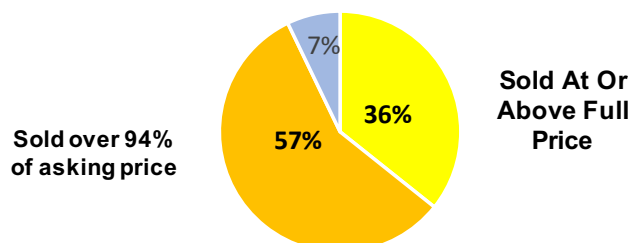
- 7.1% increase in median price
- 9% increase in number of sales
- **\$1,317,287** Median sales price
- **\$1,571,380** Average sales price

For your community, see back page

We are so grateful to have helped our clients close 18 transactions in 2020.
Here's how high and how fast we helped our sellers.

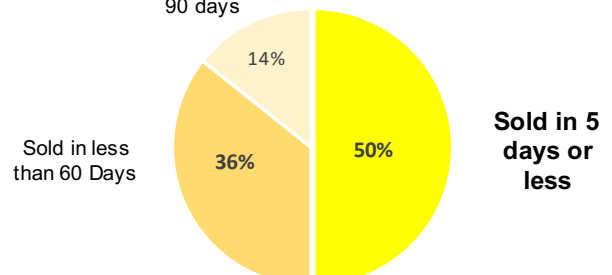
How High Do We Sell Our Listings?

Sold over 91% of
List Price



How Fast Did We Sell Our Listings in 2020?

Sold in over
90 days



THE 2021 TRANSITION

We have a practice of looking closely at statistics and generating our own analysis (see back page) so we can track & share the most accurate information. We also look for excellent outside information.

As we look to 2021, we wanted to give you a larger perspective on the transition that San Diego County is experiencing. These bullet points from the San Diego Housing Report in December, 2020 are informative:

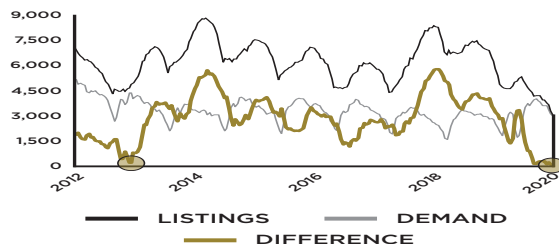
- **The expected market time for all of San Diego County** decreased from 31 to 30 days in the past two weeks, the lowest level of the year and a hot seller's market (less than 60 days). It was at 68 days last year.
- **For homes priced below \$750,000**, the market is a hot seller's market with an expected market time of 22 days. This range represents 47% of the active inventory and 66% of demand.
- **For homes priced between \$750,000 and \$1 million**, the expected market time is 26 days, a hot seller's market. This range represents 14% of the active inventory and 16% of demand.
- **For homes priced between \$1 million to \$1.25 million**, the expected market time is 33 days, a hot seller's market. This range represents 6% of the active inventory and 6% of demand.
- **For luxury homes priced between \$1.25 million and \$1.5 million**, in the past two weeks, the expected market time increased from 50 to 51 days.
- **For homes priced between \$1.5 million and \$2 million**, the expected market time decreased from 57 to 56 days.
- **For luxury homes priced between \$2 million and \$4 million**, the expected market time decreased from 109 to 105 days.
- **For luxury homes priced above \$4 million**, the expected market time decreased from 423 to 262 days.

What does this mean for you? If your life transition in 2021 includes the need or desire to sell your home, you could not have picked a better year!! You are positioned for success by the convergence of historically low inventory, historically high home equity, historically low interest rates for loans, and an energetic market full of ready buyers who are searching for a home like yours!

Insider Intel.

SAN DIEGO COUNTY MARKET UPDATE

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When current inventory and demand are close, homes sell fast and values appreciate.

HISTORICALLY
1.9 HOMES ON THE MARKET FOR EVERY 1 PENDING SALE

TODAY
1 HOME FOR EVERY 1 PENDING SALE

SAN DIEGO COUNTY



In December 2020, there were 30 more active listings than current demand* – the lowest difference since 2012.

* DEMAND IS DEFINED BY A SNAPSHOT OF THE LAST 30-DAYS OF PENDING SALES ACTIVITY, INCLUDING BOTH PENDING AND ACTIVE UNDER CONTRACT.
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How We Help You To Be A Savvy Seller

EASED EMOTIONS

Selling is emotional. It's big step - financially yes, but also emotionally. There are hurdles and stresses. We will guide you through the entire process with wisdom and compassion. We'll be with you to the finish line.

MAXIMUM HOME APPEAL

We excel at preparing your home for maximum appeal to buyers. We'll go through your entire home with you and discuss ways to showcase your home to get the highest possible price.

LUXURY PRESENTATION

We provide a luxury presentation for all our properties, no matter what the listing price. This includes state-of-the-art 3D virtual tours, video, beautiful photography, drone shots, and compelling descriptions.

PRECISION PRICING

Pricing correctly is critical. Our extensive market awareness and over 40 years of experience enables us to accurately set the right list price for a smooth sale at the highest possible sales price.

POWERFUL NEGOTIATING

We have one bottom line - the highest good for you. Our integrity and experience allows us to negotiate with wisdom and strength for your greatest good.

SAFE SHOWINGS

We are present for every showing. This ensures that all safety protocols are followed and that your home is locked up safely. It also enables us to meet potential buyers - the beginning of vetting & negotiations.

CONSTANT COMMUNICATION

Constant communication is what sellers most appreciate & what will define our relationship with you. This includes a weekly report that completely details what has occurred & what's coming up.

ESCROW SUCCESS

This is the hard part. This is where you will most appreciate our expertise, skills, & attitude. We will guide you through seller disclosures, required documents, inspections, and inevitable challenges.

“Recognizing the challenges ahead with multiple house showings at two different locations, eventual offers, two escrows likely unfolding at the same time, we didn't hesitate for one moment reaching out to Scotty and Tanya for their help. We had previously used Scotty to purchase our home 17 years ago and already knew of Scotty's unparalleled knowledge of the local real estate market, work ethic, and integrity. Tanya adds something very special to this duo - her can-do attitude and professional, yet familial and friendly interaction with her clients is truly refreshing. Together, Scotty and Tanya helped us navigate through multiple house showings and offers for both properties, two home inspections with some very demanding buyers, and the entire escrow process. Their communication was superb. On the day of closing, Tanya stepped in, rolled up her sleeves, and helped me paint a few walls to make sure the house was perfect for the buyers, going well above and beyond for us clients. Scotty and Tanya's ability to recognize that this was not merely a transaction of selling two properties, but a means to a better future for our large family, is a testament to their truly living by their mission statement of "Moving lives forward." **Dave & Etta McMahon**



HOW TO BE A SAVVY BUYER

CLARIFY YOUR VISION

The clarity of your vision dramatically improves your capacity to find the right property. With your wish list, we can hone in on just those properties - including “the one” - that will make your dreams come true. Because of our extensive market knowledge, we are in a perfect position to bring your vision to reality.

EXPLORE WITH ZERO PRESSURE

We have a superb way for our buyers to have exactly the information they need at their fingertips with absolutely no pressure. We connect our buyers with a personalized app that allows you to accurately search listings & keeps you updated on all changes in your niche. Then we leave you alone to enjoy the process & call us only when you need information or wish to see a property.

COLLABORATE FOR SUCCESS WITH SCOTTY & TANYA

The power of collaboration is extraordinary. We treat our buyers with the same core values we would want if our roles were reversed, namely: **Do what's best for the buyer!** If you're ready to collaborate for success, call us. Leverage our 40-years of market knowledge & success so you can make wise decisions.

LET US BE YOUR ADVOCATE

You need a strong advocate to give you the competitive edge & stand firm for what is best for you as a buyer. Because we know the market so intimately, & have so many years in the business, we negotiate from strength to enable you to purchase at the lowest possible price. Let us be your advocate to empower you through the complexities of negotiations, inspections, & the closing process in one of the biggest business transactions & investments of your life.

GET PRE-APPROVED

Many buyers underestimate how significant it is to get pre-approved. This means you have provided a lender the documents needed for actual loan approval. Then, when you find the home you love, you'll be ready to act with proof of financial capability. You'll be positioned to compete, have your offer accepted, & be living in the home of your dreams. We can connect you to top mortgage experts.

“I knew nothing about home-buying or the San Diego areas when I reached out to Tanya & Scotty after an overwhelmingly positive recommendation from a friend, and I was truly blown away by the experience - my friend was absolutely right. Tanya and Scotty truly went out of their way to give me first-hand knowledge of the perks and considerations of each neighborhood we visited, and I felt empowered to make my decisions as if I'd lived there all along!

When we identified my ideal home, the buying process was surprisingly frictionless - I quickly realized this was because Tanya excelled in the perfect style of communication needed between us and sellers, to keep the process moving forwards towards our common goal.

I'm so grateful for Tanya and Scotty taking their time to walk me through the home-buying process for the first time, showing me around, and making it a fun lasting memory for me, and I'm thrilled to retell my story to my friends!”

Alex Karapetian



MAJOR TRANSITION! MAJOR SUCCESS!

We felt safe! We felt secure! We felt ecstatic!

“Scott Peck and Tanya Parks sold our home as quickly as promised and for a price we didn’t expect to get and for an amount greater than the asking price within a week after it was advertised. Through their phenomenal, outstanding digital presentation and professional expertise, our home sold within record breaking time.

But then the moving part arrived. We had second thoughts: We were so frightened to even think of unloading 34 years of accumulation!!!!!! After researching that “moving, buying, selling a home is in the top 5 categories of the most stressful, destructive endeavors a couple could undertake,” we had 2nd thoughts, many of them.

However, Scott Peck and Tanya Parks’ expertise, leadership, and outstanding organizational skills reduced this monumental, gargantuan, huge, stressful undertaking to a pleasurable, exciting experience. There were times, many times, that we felt overwhelmed, but they were there constantly to guide us step by step on every critical detail.

We were often amazed at how hard they worked just to make it comfortable for us. They simplified a very complex endeavor so that we could understand and even enjoy the process.

With them, We felt safe! We felt secure! We felt ECSTATIC to embark on a whole new adventure!

Thank you Scotty and Tanya a million times over!”



John & Debbie Frank, 2020



“What Could Have Been a Terrifying Experience...

“**W**hen I finally realized it was difficult for me to continue to live in my house in Del Mar with an acre of land to care for, I called Scott. I had heard marvelous things about him and Tanya, both very capable and caring people.

I told them I wanted them to handle my property when I was ready to sell. My children wanted me to rent it for a while, which I did. Then a convenient thing happened, the renters wanted to buy it themselves.

So Scott & Tanya got right to work & I had no more worries. They handled everything for me, calling often to see how I was. During all of this, my husband passed away, so the care & love they showed me was so appreciated.

“**They made what could have been a terrifying experience for me a very easy one.**” I have been praising them whenever I am asked about my move.”

Joan Grine, 2020

LUXURY IS AN EXPERIENCE

This is the significant difference we bring to our clients. We treat every single property and every single client as a luxury sale, regardless of the price point. For every listing we sell, we showcase your home as if it were a \$10,000,000 sale.

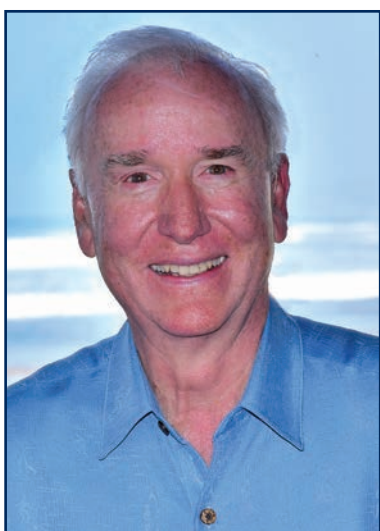
So what does that mean? It means we provide the most state-of-the-art presentation of your property to buyers. This includes an amazing 3D virtual tour that allows a buyer to intimately explore your home on their computer or smart phone. It also includes the highest quality photography. We are experts at crafting copy that sizzles and sells. We can't tell you about all of our unique offerings in this mailing. We have to keep a few top secrets of success. If you want to know about them, we would love to have an informal talk.

Luxury doesn't just mean we utilize the highest level marketing, it means our clients experience having their needs anticipated and met at the highest degree. As you read our testimonials, you can see the depth of emotional happiness, not just gratitude for a sale at the highest possible price. We take great pleasure in treating our clients with the highest service imaginable.

Luxury service is about client care. This means that we listen deeply to your desires and needs. It means we communicate openly and frequently. It means that we are at your side during every phase of selling and every phase of the escrow. It means that we work together as an intimate team with you to solve the inevitable challenges that come up in most sales and cause anxiety. It means we are constantly available to you - and tuned in to your needs.

Your life transition should be a luxurious experience! This is what we love to do for our clients. Luxury marketing, luxury results, and luxury service is who we are.

To Experience Success, Call, Text, or Email Us



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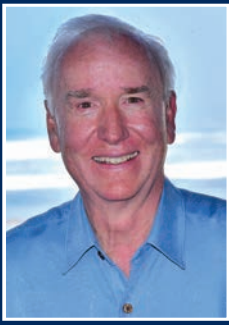


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MOVING LIVES FORWARD!



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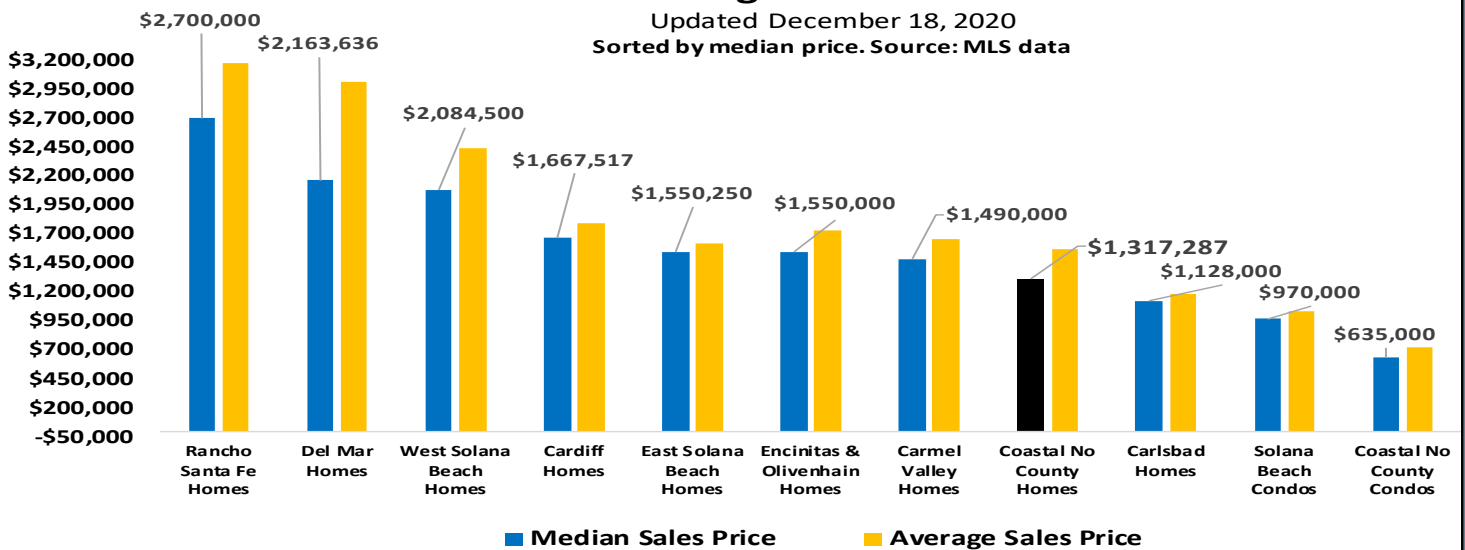
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ScottPeck.com

NORTH COUNTY COASTAL – WE'RE RIGHT HERE FOR YOU

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

Updated December 18, 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 in Last 12 months

Updated December 18, 2020
Sorted by median price. Source: MLS data

