

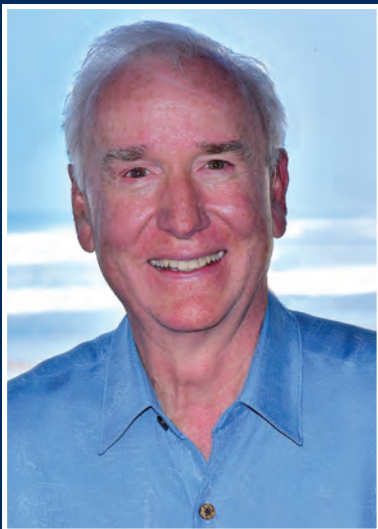
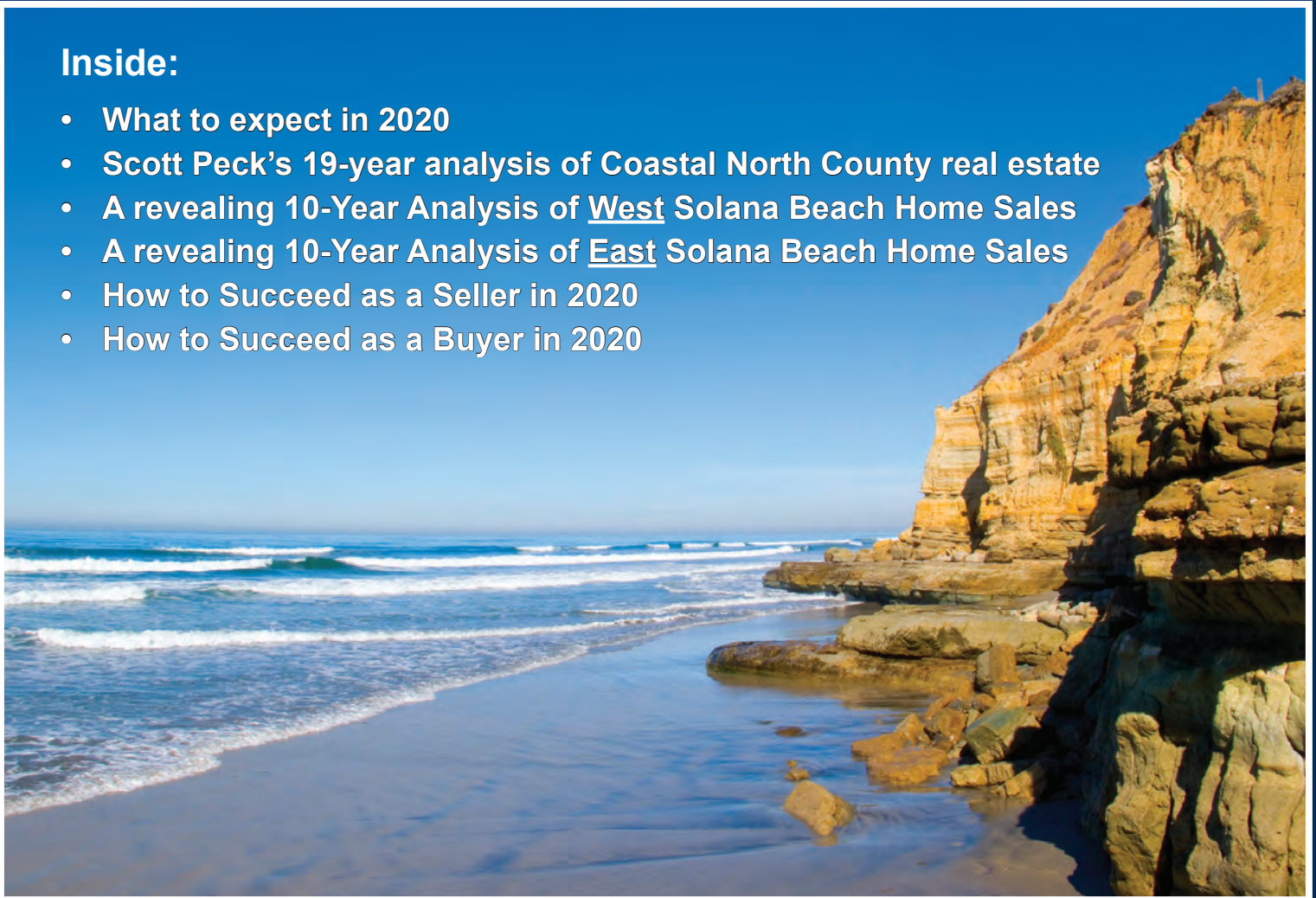
# Scott Peck's Special Report

# THE 2020 BIG PICTURE

*Moving Lives Forward*

## Inside:

- What to expect in 2020
- Scott Peck's 19-year analysis of Coastal North County real estate
- A revealing 10-Year Analysis of West Solana Beach Home Sales
- A revealing 10-Year Analysis of East Solana Beach Home Sales
- How to Succeed as a Seller in 2020
- How to Succeed as a Buyer in 2020



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# THE 2020 BIG PICTURE

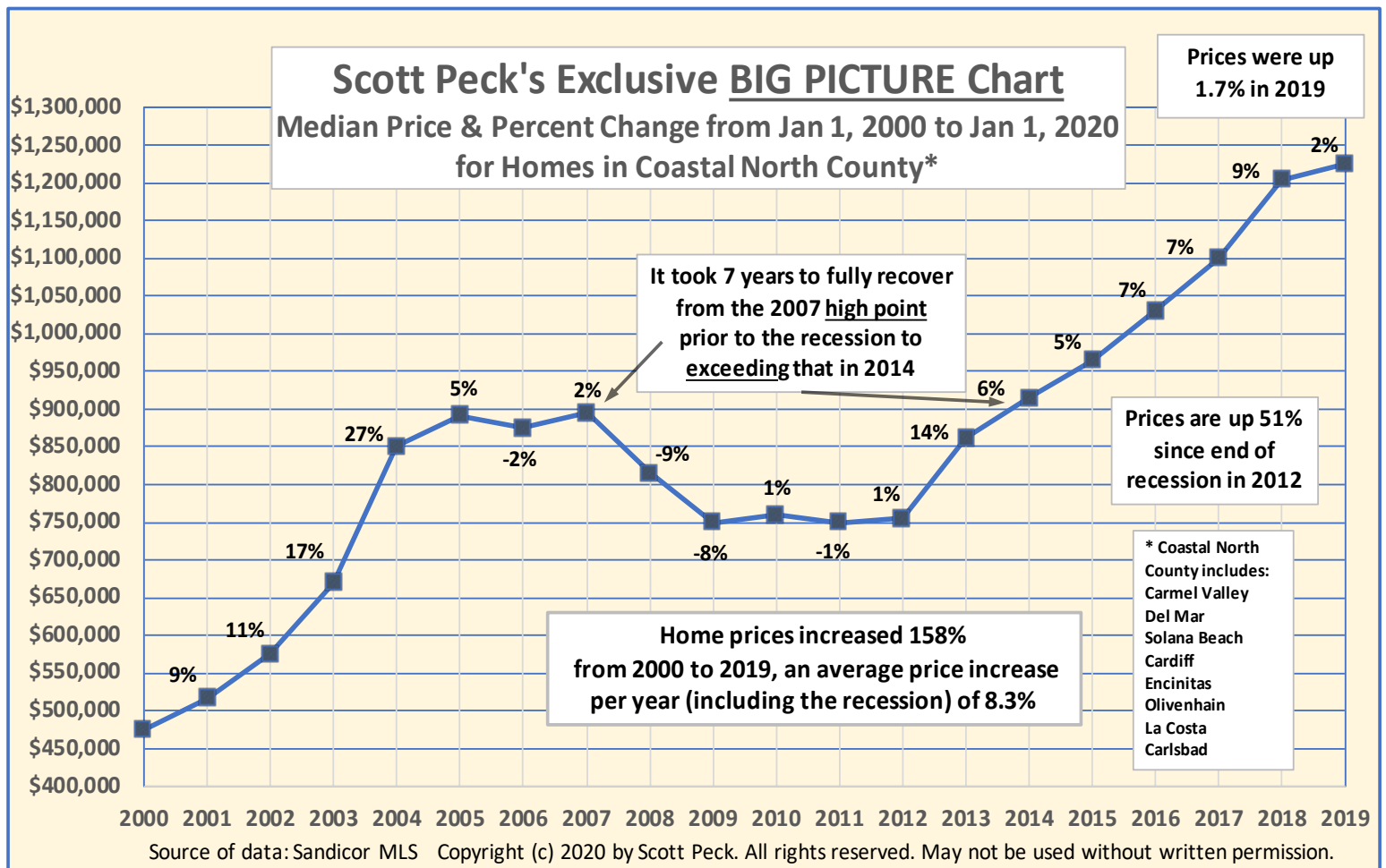
Here we go. A decade has ended. A new decade begins. Here's the big picture:

- We ended the decade with prices in coastal North County up 1.7% for the year, a slower pace than last year, but still rising. Buyers are still pouncing on well-priced properties.
- **Taking a 19-year view, the results are astounding.** Home prices in coastal North County have increased by 158% since 2000 - an average of 8.3% per year (including the recession years).
- With our sunny California environment, sales keep happening all year. Even the two slowest months for sales - January & February - account for 12% of all sales. See chart on next page.
- When we look into 2020, the economic fundamentals remain strong. Interest rates are at historic lows. Inventory is still tight - which is good for sellers but tougher on buyers. Talk of recession seems more distant. Prices may rise more slowly. See "Big Picture" chart below.

## An in-depth look at Solana Beach

As leading agents in Solana Beach, we keep close tabs on what's happening in both West & East Solana Beach. Here are some facts:

- West Solana Beach home median prices rose \$76,250 per year, on average, for the past decade. That's an average annual increase of 7% (including the recession). The median price rose from \$1,162,500 in 2010 to \$1,925,000 in 2019. See chart on back cover.
- East Solana Beach home median prices rose \$46,500 per year, on average, for the past decade. That's an average annual increase of 6% (including the recession). The median price rose from \$915,000 in 2000 to \$1,380,000 in 2019. See chart on back cover.
- Solana Beach condo prices rose \$19,875 per year, on average, for the past decade. That's an average annual increase of 5% (including the recession).



# BEST PRICE. LOW STRESS. PEACE OF MIND.

On the surface, it looks like “real estate” is simply the sale or purchase of a physical home or condo. The truth is much deeper & far more significant.

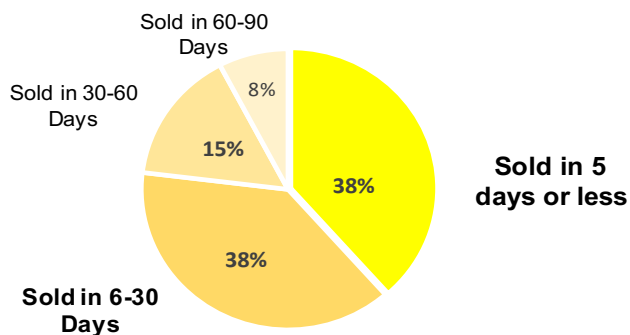
Every real estate “sale” represents **a life that is shifting**, often dramatically - senior citizens leaving a long-enjoyed home for a retirement community, younger families expanding to a larger home, people downsizing, upsizing, or relocating to sunny southern California. When life changes, peoples housing needs change.

This is where we excel. We are experts at negotiating for the best possible price. **We also excel at helping our clients through the entire process with low stress & peace of mind.** You can see that in the deep-felt testimonials from our clients. They appreciate our skill in solving the many problems that come up during a sale & our attitude of deep caring, kindness, & compassion. We can be tough when needed.

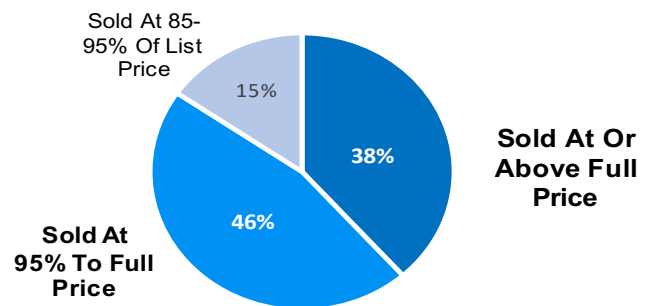
**We are both Brokers** - the highest designation for real estate agents in California. That means we could each own & run a real estate company ourselves. However, because of the power & prestige of **Pacific Sotheby's International Realty**, we have happily associated with them as Broker Associates. This gives our clients the unparalleled marketing Sotheby's is noted for worldwide.

If your life in 2020 calls for the **Best Price, Low Stress, & Peace of Mind,**  
we can't wait to serve you!

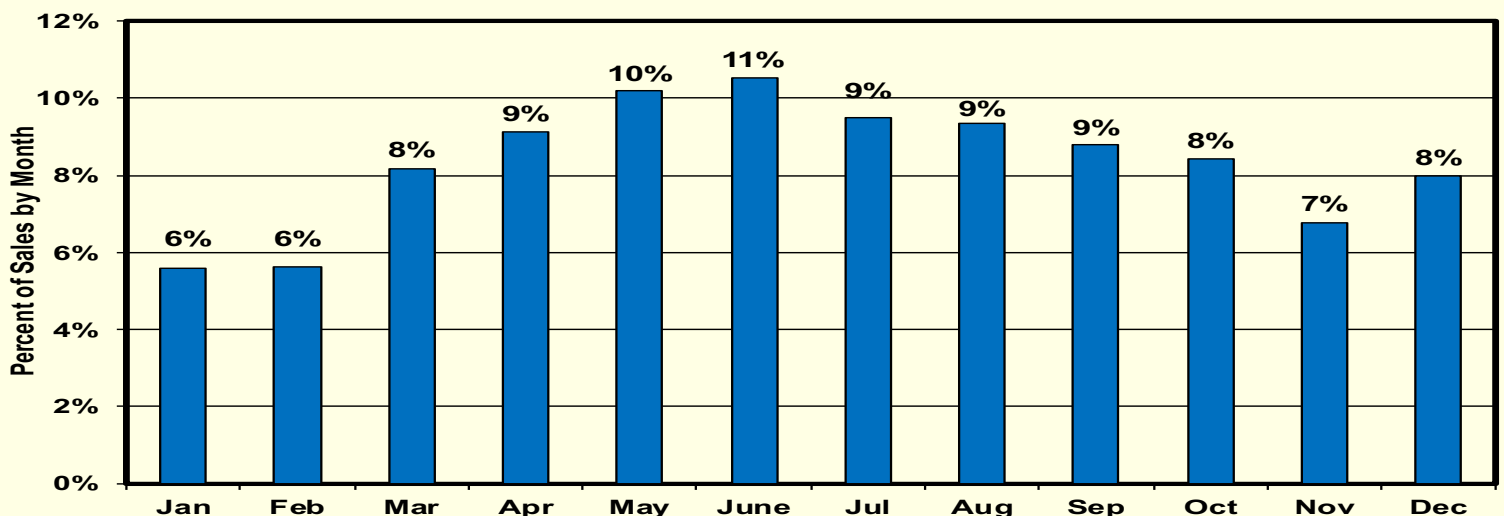
## How Fast Do We Sell Our Listings?



## How High Do We Sell Our Listings?



## Average Percent of Home Sales Per Month in Coastal North County - a 10-year analysis A Scott Peck Exclusive Report





# HOW TO SUCCEED AS A SELLER

## 1. PREPARE YOUR HOME FOR MAXIMUM APPEAL

We excel at preparing your home for maximum appeal. We consult with you & help manage home improvements such as painting, updating flooring, landscaping, & decluttering. We provide a consultation with one of San Diego's premiere interior designers (at our expense) to discuss the possibility of partial or full staging to showcase your home. Whether you decide to stage is up to you, but you'll have the best insights for creating a fresh & contemporary feel that will engage buyers.

## 2. PRESENT YOUR HOME AS A SHOWCASE WINNER

We provide state-of-the-art photography that is used in all print & online advertising. We personally design a customized 4-page brochure showing the unique features of your home. Additionally, we provide an amazing 3D virtual tour of your home. This allows buyers to experience your home, floor plan, & special finishes right from their computer or smart phone. Currently employed by few professionals in the industry, homes advertised with 3D virtual reality tours are at the cutting edge of real estate marketing & are boosted to the top of online real estate searches.

## 3. PRICE YOUR HOME TO GET THE HIGHEST POSSIBLE PRICE

Pricing correctly is critical. Some sellers know their approximate value but we excel at pinpointing a property's true value in today's market. Our 40 years of combined experience, deep property knowledge, & years of success in pin-point pricing has created the refined skill of "Sweet Spot Pricing" where you have maximum potential for selling success. And then comes the power of our negotiating! We hold the line for the highest possible price. Our deep expertise & experience gives us a significant edge to advocate for you with tact, deep market knowledge, & wisdom.

**"We Can't Think Of A Better Decision  
than selecting Scotty & Tanya"**

**S**cotty & 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 Scotty & 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 them before we moved away!



**Dr. Frank & Helen Shu**

# AND ENJOY THE PROCESS & THE RESULTS!

## 4. ENJOY FABULOUS COMMUNICATION & SUPPORT

We will be present for **every showing** of your home by agents, buyers, & service providers. This ensures that your home is opened & locked up properly and is safe. It also means that we are present to answer questions that potential buyers & their agents have about your home or the neighborhood.

Constant communication is what sellers most appreciate & what will define our relationship with you. We send you a weekly report that completely details what has occurred during each week so you will be aware of any issues & their resolution. We remain available by phone, email, & text any time you have a question or concern. We truly are “right here for you.”

## 5. MOVE THROUGH THE ESCROW PROCESS WITH MINIMUM STRESS

Our goal is a streamlined & easy escrow process for minimum stress. This is where you will most appreciate our expertise, skills, & attitude. We will guide you through price negotiation, seller disclosures, required documents, the buyer's inspections, & the close of sale requirements.

Only decades of experience can build the broad skill set needed to mitigate issues before they arise & negotiate you smoothly to the finish line. The sale of a home is a complex process. Our experience & genuine care will help you move through that process with success. We will personally be with you every step.

We are sensitive to how big a transition it is to sell your home - both financially & emotionally. We will support you on all levels with zero pressure. Our goal is for you end up with a great desire to write a testimonial like those below.

**Let's talk. Call us to set a time for a zero-pressure, relaxed talk to  
discover your highest possible sales price**

## “You are a Magnificent Team”

**E**ighteen years ago, we sold our home on Santa Luisa & 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 new partner Tanya. 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 and 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**

# HOW TO SUCCEED AS A BUYER

## 1. CLARIFY YOUR VISION

The clarity of your vision dramatically improves your capacity to find the right property.

Most buyers have a general idea of what they want in terms of location, size, and features - and this rather hazy vision is constantly changing as buyers digest the market, change their minds 300 times, & even have different ideas within the family. All that is totally natural. The buying process is an evolution. We find that it's extremely powerful when we ask our buyers:

**“What is your highest vision of your perfect home?”**

Here's why that is so helpful. We see over 500 homes & condos each year & that causes us to be intimately tuned into the pulse of the market. When we start with your wish list, we can hone in on just those properties - including “the one” - that will make your dreams come true. We are in a perfect position to bring your vision to reality.

## 2. EXPLORE WITH ZERO PRESSURE

Many buyers naturally want to avoid agents. No buyer wants to be “sold” or “pushed” - especially during the early exploration stage. But you also want to be super savvy so you don't miss “the one.” Buyers can use many sources - Zillow, Redfin, Trulia, or Realtor.com. However, we have found 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.

## “SCOTTY & TANYA TREATED US LIKE FAMILY”

**“W**hen we found our perfect home, you were with us every step of the way, beginning with negotiating a successful purchase in a multiple offer situation!

**Scotty & Tanya are an extremely professional & caring team. We've never met agents before who cared so much for our interests.**

*They kept us completely organized & managed the inspections & services before, during, and after the purchase. It was such a relief to receive such thorough care.*

*Scotty & Tanya treated us like family & we are very grateful. I wish we had the fortune of knowing Scotty & Tanya years ago.”*



Michael & Janette Prior



# AND LOVE THE RESULTS!

## 3. COLLABORATE WITH SCOTTY & TANYA

The power of collaboration is extraordinary - especially when you remove the one ingredient that all buyers hate - a salesy, pushy agent! 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 & test our commitment to let you roam the world with freedom but with savvy information, call us today.

## 4. 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. **As leading agents, we often acquire or know properties that never show up in the MLS** - & often sell before they ever hit the market. 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.

## 5. 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 who will give you this strong advantage.

**Connect with us.**

**We're right here ready to serve you with excellence, experience, & compassion**

**“Tanya & Scotty gave us first-class service. We have never met such a warm, caring team of Realtors.”**

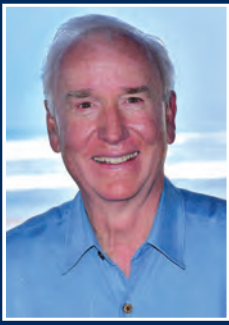
**“Tanya and Scotty helped our family find and obtain our dream home!** We have owned several homes in the past & **we have never met such a warm, caring team of realtors.**”

They were amazing to work with and lead the way through the entire process. They ensured we paid a fair price for the property and were bullish during negotiations. They found inspectors for the home and made sure to address all of our concerns (and some we didn't even know about). We felt protected on every level and found no hidden surprises after moving in.

Our family, like most families, has a hectic schedule. On several occasions, we couldn't find time to handle things that are typically the buyers responsibility, but they found time to make sure everything happened perfectly and on time. They are very communicative and we never felt left out of any process. Tanya & Scotty gave us first class service & made our lives very easy.”

**Samantha Bamber, M.D. & Danny Bamber, M.D.  
& kids**





**Scott**  
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**Tanya**  
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*We're Right Here for You*

## West Solana Beach Homes: A 10-Year Analysis by Scott Peck

Year	# of Sales	Avg BRs	Avg SqFt	Average Sale Price	Median Sale Price	% Median Price Change from Previous Year	Days on Market	Sales Price/Sq Foot
2010	54	3	2428	\$ 1,472,628	\$ 1,162,500	N/A	98	\$ 607
2011	42	3	2174	\$ 1,268,648	\$ 1,150,000	-1%	103	\$ 584
2012	51	3	2536	\$ 1,241,634	\$ 1,070,000	-7%	91	\$ 490
2013	60	3	2405	\$ 1,534,225	\$ 1,402,500	31%	68	\$ 638
2014	56	3	2339	\$ 1,783,519	\$ 1,557,500	11%	54	\$ 763
2015	53	3	2630	\$ 1,981,897	\$ 1,725,000	11%	53	\$ 754
2016	46	3	2420	\$ 1,958,159	\$ 1,600,000	-7%	61	\$ 809
2017	64	3	2297	\$ 2,043,400	\$ 1,665,000	4%	55	\$ 890
2018	50	3	2131	\$ 2,072,470	\$ 1,872,500	12%	49	\$ 973
2019	46	3	2375	\$ 2,452,043	\$ 1,925,000	3%	42	\$ 1,032
<b>Average</b>	<b>52</b>	<b>3</b>	<b>2374</b>				<b>67</b>	
<b>10-year Price Increase</b>				<b>\$ 979,415</b>	<b>\$ 762,500</b>	<b>67%</b>		
<b>Avg Price Increase/Year</b>				<b>\$ 97,942</b>	<b>\$ 76,250</b>	<b>7%</b>		

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## East Solana Beach Homes: A 10-Year Analysis by Scott Peck

Year	# of Sales	Avg BRs	Avg SqFt	Average Sale Price	Median Sale Price	% Median Price Change from Previous Year	Days on Market	Sales Price/Sq Foot
2010	35	3	2381	\$ 924,742	\$ 915,000	N/A	73	\$ 388
2011	33	3	2443	\$ 951,363	\$ 900,000	-2%	67	\$ 389
2012	45	3	2822	\$ 1,027,799	\$ 920,000	2%	94	\$ 364
2013	54	3	2387	\$ 1,050,802	\$ 1,073,500	17%	51	\$ 440
2014	26	3	2528	\$ 1,189,136	\$ 1,130,500	5%	44	\$ 470
2015	35	3	2536	\$ 1,286,408	\$ 1,235,000	9%	25	\$ 507
2016	40	3	2396	\$ 1,305,212	\$ 1,142,500	-7%	40	\$ 545
2017	34	4	2704	\$ 1,353,320	\$ 1,336,750	17%	29	\$ 500
2018	37	4	2683	\$ 1,528,558	\$ 1,355,000	1%	38	\$ 570
2019	34	3	2558	\$ 1,509,232	\$ 1,380,000	2%	44	\$ 590
<b>Average</b>	<b>37</b>	<b>3</b>	<b>2544</b>				<b>51</b>	
<b>10-year Price Increase</b>				<b>\$ 584,490</b>	<b>\$ 465,000</b>	<b>63%</b>		
<b>Avg Price Increase/Year</b>				<b>\$ 58,449</b>	<b>\$ 46,500</b>	<b>6%</b>		

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