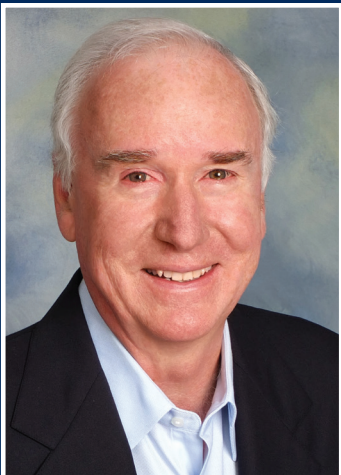


Scott & Molly Special Report

# THE STORY BEHIND THIS PICTURE – BIG CLIENT SUCCESS ALSO, ARE WE IN A BUYER'S OR SELLER'S MARKET?



Photo by Lynda McMillen McMillenImages.com



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**exp**  
REALTY

LUXURY

## Scott Peck

Broker Associate/Senior Advisor

## Molly Fleming-Galvin

Realtor/Associate

Moving Lives Forward

858.967.2604

ScottyPeck@gmail.com

ScottPeck.com



DRE 01462094

**COMPASS**

# OUR SENSE OF THE MARKET

Here's our September 1, 2024 summary:

- **Solana Beach, inventory** remains well below average, especially in East Solana Beach where there are only **4** homes for sale (9/1/2024), only **1** in escrow, & only **13** sold so far this year (42% by Scott). In West Solana Beach, there are only **14** for sale (well below the average amount), **5** in escrow, & **29** sold so far this year (2 by Scott & Molly).
- Although **inventory** is 41% higher in the **US** than last year, it is still way below historical norms. The slowly rising inventory has not been significant enough to create lower prices.
- **Prices have risen 9.8% for the year so far in coastal North County - & that gain is holding month over month, although it slipped a bit in September.** See our chart to the right.
- **Interest rates have DECLINED from about 7% to near 6%.** This hasn't been enough to trigger a wave of sales, but it's an encouraging change, & the Fed will likely reduce rates this month.
- The market is more sluggish but still active, especially for desirable properties. Our listing at 754 West Solana Circle received **6** offers and **sold for \$255,000 over the asking price in 3 days.** The inside story on how we did that is in the centerfold.
- On the other hand, **39% of Solana Beach sellers have reduced their price.**
- **We very grateful for our successful year serving clients.** Each of us, as competitors, has had a solid year of success. See the last 2 pages of our sales success **this year.**
- **We are even more grateful to now be full partners** & combine our many talents for our clients. **Moving Lives Forward** just took a leap upwards for our sellers & buyers.

## ARE WE IN A SELLER'S OR BUYER'S MARKET?

If it's Monday morning about 7 am, we're looking at the new Altos snapshots to see how the market is changing. We study these reports for many zip codes & it's surprising how much variation there is from one zip code to another. **Remember, we serve clients throughout San Diego.** Below are some examples that show the differences. If you would like a report for your zip code, just email us.

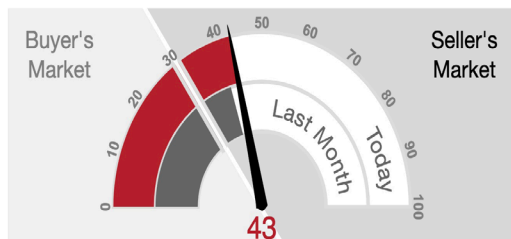
### SOLANA BEACH, CA 92075

Mon Sep 02 2024

This week the median list price for Solana Beach, CA 92075 is \$3,884,950 with the market action index hovering around 43. This is an increase over last month's market action index of 41. Inventory has held steady at or around 18. [Click here to stay informed with the Solana Beach market!](#)

#### MARKET ACTION INDEX

This answers "How's the Market?" by comparing rate of sales versus inventory.



Slight Seller's Advantage

The market has been strong for several consecutive weeks. Reflecting these inventory conditions, with the MAI in the Seller's zone, it is not surprising that prices have recently resumed their climb.

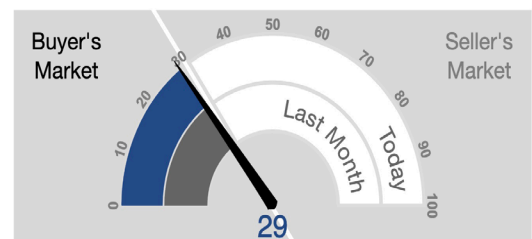
### RANCHO SANTA FE, CA

Mon Sep 02 2024

This week the median list price for Rancho Santa Fe, CA is \$7,269,000 with the market action index hovering around 29. This is less than last month's market action index of 30. Inventory has held steady at or around 101. [Click here to stay informed with the Rancho Santa Fe market!](#)

#### MARKET ACTION INDEX

This answers "How's the Market?" by comparing rate of sales versus inventory.



Slight Buyer's Advantage

The market has shown some evidence of slowing recently. Both prices and inventory levels are relatively unchanged in recent weeks. Watch the Market Action Index for changes as it can be a leading indicator for price changes.

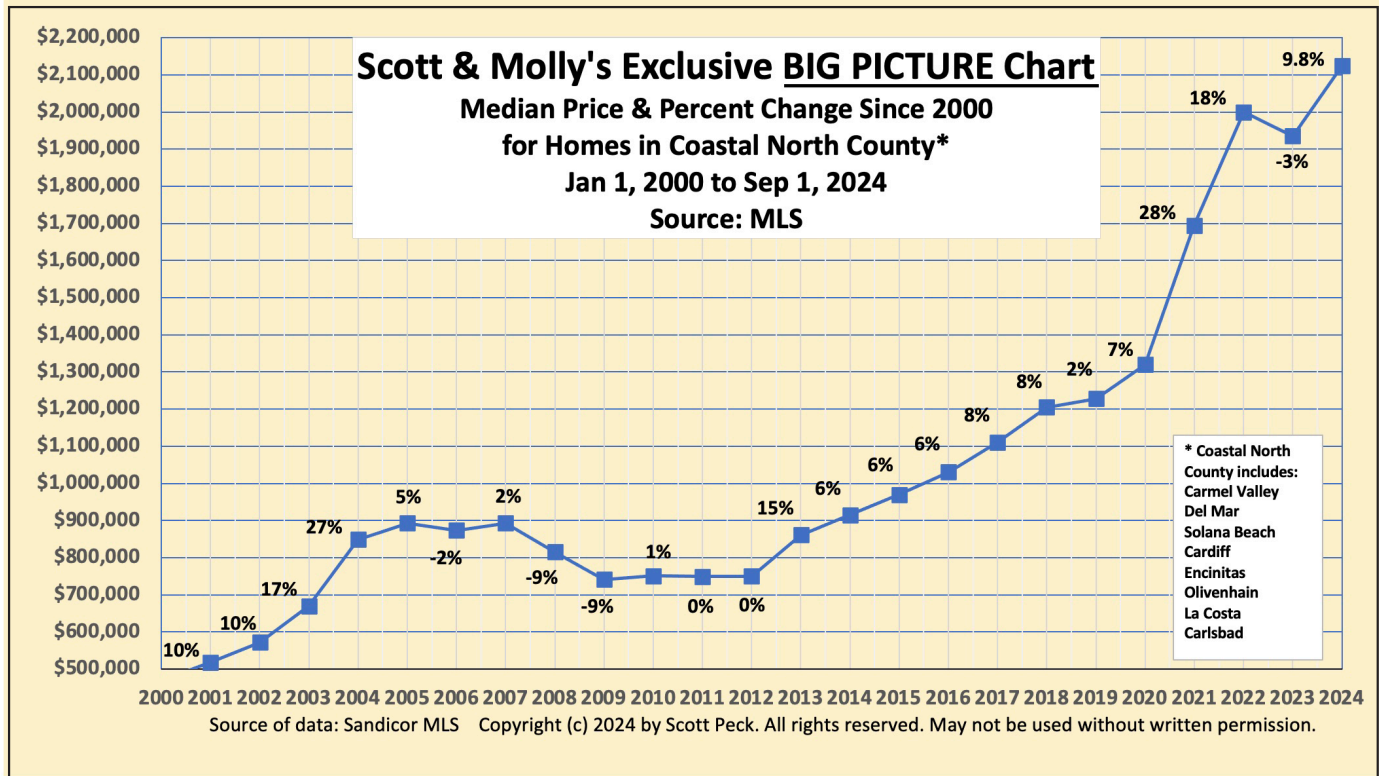


# OUR "GROWTH" CHART

We start our week updating our Growth Chart. Since data for coastal North County is not available in newspapers or anywhere else, Scott created this chart so our market knowledge would be precise & up to the moment for coastal North County. Here's the bottom line:

**Prices are up 9.8% from where they ended in 2023!**

**Prices are Up 53% in only 3.7 years!**



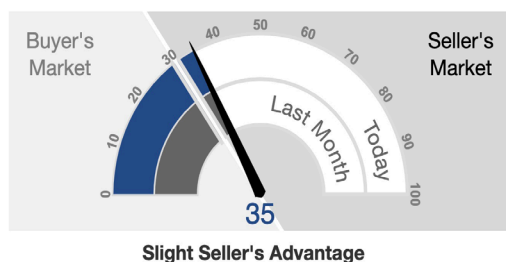
## DEL MAR, CA 92014

Mon Sep 02 2024

This week the median list price for Del Mar, CA 92014 is \$5,172,500 with the market action index hovering around 35. This is about the same as last month's market action index of 35. Inventory has decreased to 36. [Click here to stay informed with the Del Mar market!](#)

### MARKET ACTION INDEX

This answers "How's the Market?" by comparing rate of sales versus inventory.



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.

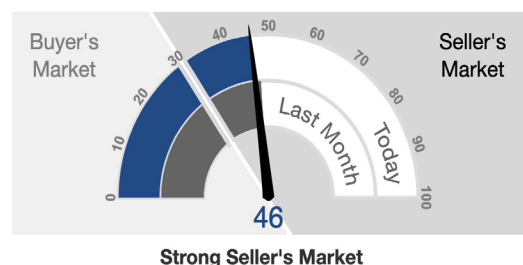
## CARLSBAD, CA

Mon Sep 02 2024

This week the median list price for Carlsbad, CA is \$2,070,000 with the market action index hovering around 46. This is less than last month's market action index of 48. Inventory has held steady at or around 111. [Click here to stay informed with the Carlsbad market!](#)

### MARKET ACTION INDEX

This answers "How's the Market?" by comparing rate of sales versus inventory.



The market has been cooling over time and prices plateaued for a while. Despite the consistent decrease in MAI, we're in the Seller's zone. Watch for changes in MAI. If the MAI resumes its climb, prices will likely follow suit. If the MAI drops consistently or falls into the Buyer's zone, watch for downward pressure on prices.

# The Inside Story Behind Our Success

How we Sold 754 West Solana Circle for \$255,00 Above the Asking Price

**L**yndra called us after her Mom passed on. She was now the executor of her Mom's estate. Her Mom, owner of 754 West Solana Circle, had recommended us as the best agents to sell her home.

It was a delight to meet Lyndra. She has a wonderful sense of humor & kept us laughing throughout our meeting. She's also a passionate adventure photographer. That's her fabulous picture on the cover. We couldn't wait to serve her.

**We knew this home was a winner** because of the beautiful ocean view & location in Park Del Mar, a very friendly & sought-after neighborhood. However, the home needed some refreshing.

**12 days later, with Lyndra's permission, we arranged for new carpeting to be installed** in the bedrooms & primary bath.



**4 days later, the home was beautifully staged.** We completely filled the garage with the existing furniture & paintings. Then our favorite staging company swept in with showcase furniture - inside & on the patio - including beautiful art for the walls.

**Now it was time for our luxury marketing.** We always start with a dedicated web page for the property we are selling, in this case **754wsolanacircle.com** - with beautiful photos, drone shots, a 3D walk-through-the-house visit for people out of town, & our signature "Top 10 Reasons to Love this Home!" You can still go to that link to see our luxury presentation.

**And, finally, the right price.** The three of us discussed & debated the best pricing strategy & decided that \$2,495,000 would be the "sweet spot" to attract buyers & possibly multiple offers.

**Now, just 18 days from our first meeting, we were ready to launch in the MLS.** All our ducks were lined up - price, new carpeting, staging, photography, & our "Top 10 Reasons to Love this Home."

**Within 3 days, 100 people had come through the home and we had 6 offers.** The highest offer was from a woman who was out of town & had not seen the home in person. Should we accept that? Her agent, a pro we knew from past experience, assured us that her client had seen the home thoroughly through our marketing & the 3D tour. So Lyndra accepted her offer & put another buyer in backup position.

**21 days later, the home was sold - for \$255,000 over the asking price** - to the woman who hadn't seen it at the time of the offer. Lyndra was thrilled. That's what we call **Moving Lives Forward!**





# “Scotty & Molly Were The Angels I Needed”

“**S**cotty & Molly were the angels I needed after my mother’s unexpected passing. During the most stressful, emotional, & challenging time of my life they said “We got you!” AND THEY DID!

My mother, a realtor herself, recommended Scotty, telling me “he won’t low-ball you on listing price.” Scotty brought Molly, his new partner, another real estate star in Solana Beach.

Together they brought extraordinary experience & contagious enthusiasm. I needed all of it. Besides being charming, Scotty & Molly are genuine, responsive, detailed, beyond competent, confident professionals.

Their marketing plan was inspired. I emailed them, saying **WOW! WOW! WOW!** Then, through strategic restraint, they generated a competitive environment through which I received multiple offers, all above the asking price.

When I explained that I was not emotionally prepared to keep stepping into my Mom’s house to meet vendors completing various tasks, their “**We got you**” turned from words into action. They spent HOURS taking care of details that ordinarily would fall to me.

**They walk their talk. They get results.** A week before closing, I emailed them: “**Have I mentioned how much I love you? Pending, of course, the deal going through.**” We all laughed. And it did! THANK YOU SCOTTY & MOLLY.

**Lynda McMillen** (& her Mom, Mary, to far right)  
Adventure photographer  
McMillenImages.com



Lynda in Turkey





# Sold by Scott & Molly

## in 2024



**SOLD by Molly in 2024!**

211 S. Helix #54

Surfsong, West Solana Beach

\$6,100,000

Represented Seller



**SOLD by Scott in 2024!**

343 Loma Larga

Lomas Santa Fe Estates

\$3,850,000

Represented Sellers & Buyers



**SOLD by Scott in 2024!**

321 San Lucas Drive

Isle Verde

\$3,085,000

Represented Sellers



**SOLD by Scott in 2024!**

1563 Santa Sabina Ct

San Elijo Hills 1

\$2,979,505

Represented Sellers



**SOLD by Scott & Molly**

754 West Solana Circle

West Solana Beach

\$2,750,000

Represented Seller



**SOLD by Scott & Molly in 2024!**

656 Canyon Drive

West Solana Beach

\$2,673,000

Represented Sellers



**SOLD by Scott in 2024!**

550 Santa Alicia

Lomas Santa Fe

\$2,450,000

Represented Sellers



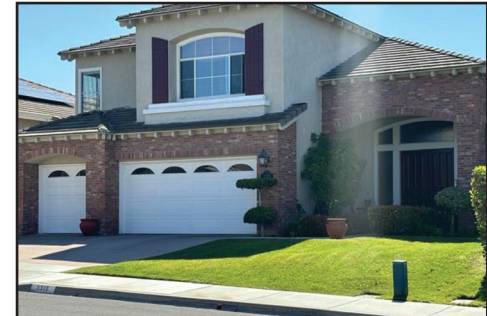
**SOLD by Scott in 2024!**

1265 Santa Luisa

San Elijo Hills 1

\$2,395,000

Represented Sellers & Buyers



**SOLD by Molly in 2024!**

3315 Camino Coronado

Summerwalk in Carlsbad

\$2,000,000

Represented Buyers



# Even More Sold by Scott & Molly

## in 2024



**SOLD by Scott in 2024!**

723 Camino Catalina  
St. Francis Court  
\$1,789,000

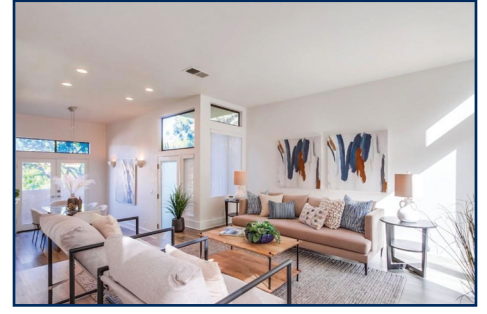
Represented Sellers & Buyers



**SOLD by Scott in 2024!**

622 Camino Santa Barbara  
St. Francis Court  
\$1,625,000

Represented Seller



**SOLD by Molly in 2024!**

538 San Andres  
6th Green Condos  
\$1,250,000

Represented Seller



**SOLD by Molly in 2024!**

16022 Circa De Lindo  
Whispering Palms. RSF  
\$1,042,000

Represented Buyer



**SOLD by Scott in 2024!**

1011 Santa Helena Park Court  
Santa Helena Park Ct  
\$1,020,000

Represented Seller



**SOLD by Molly in 2024!**

930 Via Mil Cumbres #124  
The Villas  
\$645,000

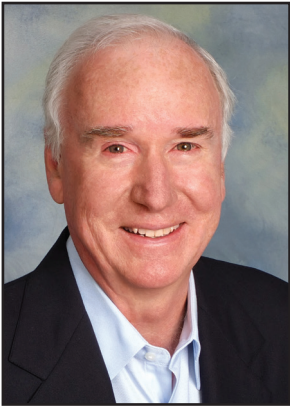
Represented Seller

## Scott & Molly

### *Moving Lives Forward!*

Let's Talk  
1-858-967-2604





**Returns to Scott Peck**  
1127 Santa Luisa Solana Beach, CA 92075

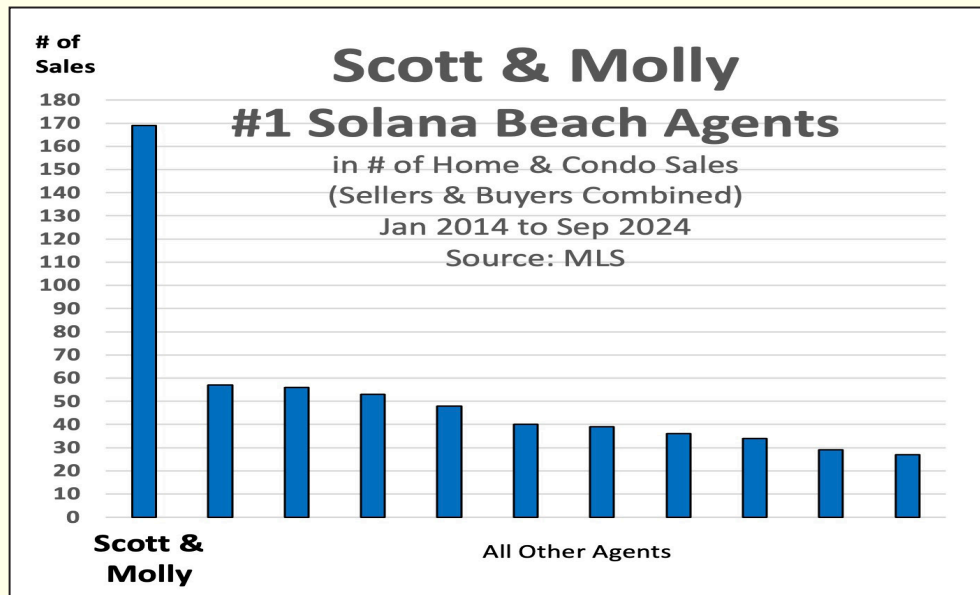
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## *Let's Talk*

It's so valuable to talk - informally and openly! We know you have questions and thoughts as a seller or buyer - but you may not open up because you don't want to be tackled by a real estate agent. We'd feel the same way if our roles were reversed!

We enjoy easy-going, zero-pressure exploratory talks with our clients. For us, it's the beginning of an important relationship. We want what's best for **YOU!** That's why "**Moving Lives Forward!**" is our life mantra and so accurately describes what we do for our sellers and buyers.

### Triple the Sales of our Nearest Competitor In Solana Beach



**40% of our business is  
OUTSIDE Solana Beach, throughout San Diego**

**Scott & Molly - *Moving Lives Forward!***

*Let's Talk 1-858-967-2604*