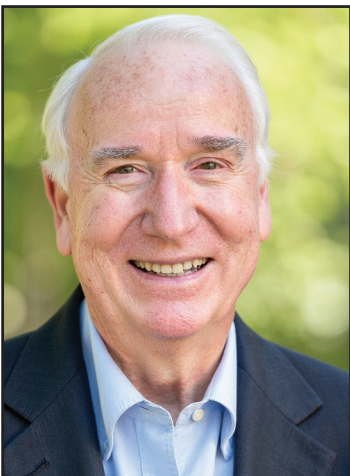


How to be a Real Estate Expert Now

The Top 5 Things We've Learned



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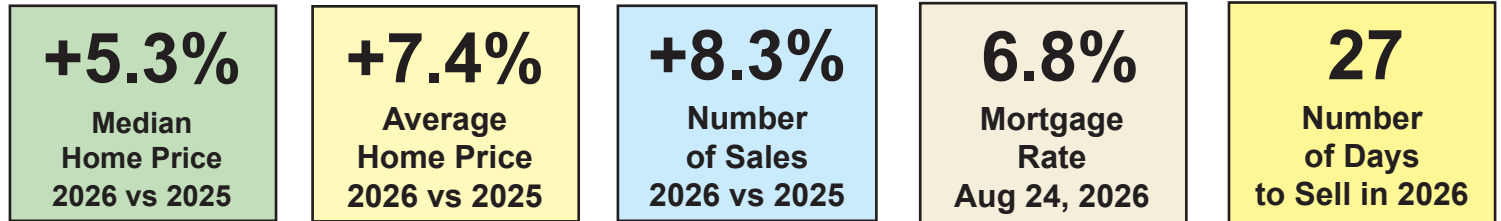
COMPASS

How to be a Real Estate Expert Now?

We don't want to be an expert at what happened in real estate a month or two ago. We have to be experts at what's happening now. That's what makes Molly & me most valuable to you.

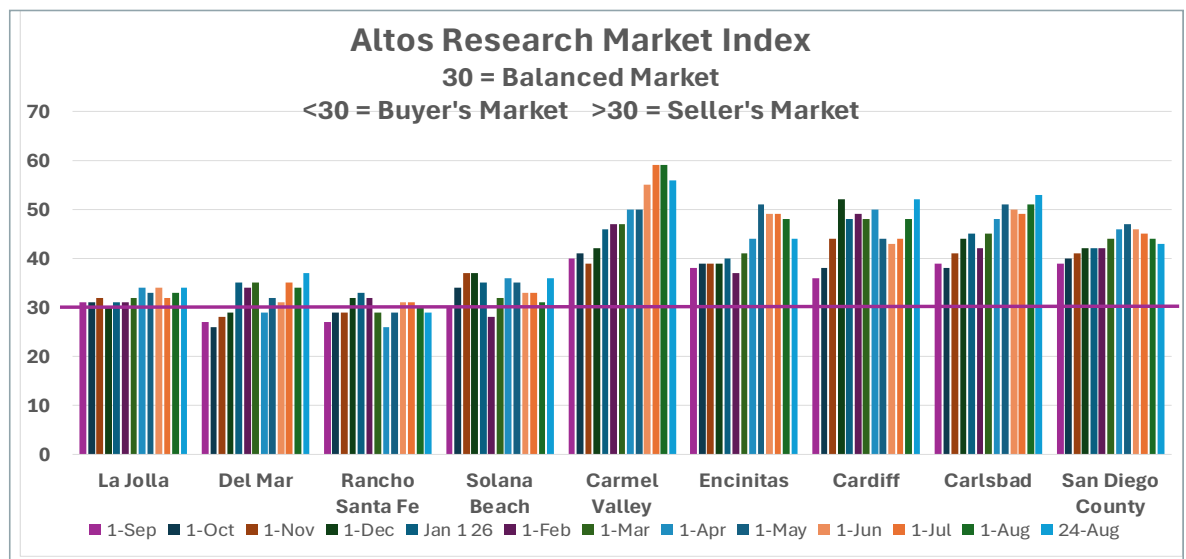
What you read about real estate is usually 30-60 days old information. To know what's happening right now, I created **5 tools** that give Molly & me maximum expertise in serving you NOW:

1. **Our “Market at a Glance” for Coastal North County.** I update these numbers for our Monday morning strategy session where Molly & I review all 5 tools below – so we can give you our best.



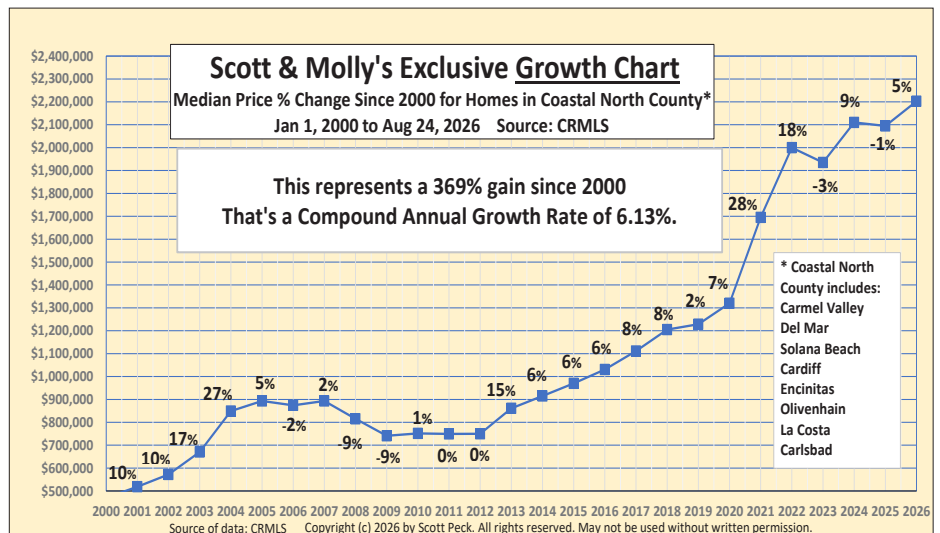
2. **Our Altos** **Overview Chart**

This chart shows weekly shifts in real estate. Note that all communities (except RSF) are still in a “Sellers” market, but some, like Solana Beach, La Jolla, & Del Mar are closer to a “Balanced” market.



3. **Our Big Picture Chart**

I love this chart because it shows the BIG picture over the years & where we are TODAY in comparison. We update this year's percent number every single Monday. **It's now 5.3%.**



4. **Our Prediction Spreadsheet**

At each Monday morning strategy session, Molly & I review every single property for sale in Solana Beach – & update our sales price prediction for each property. Then we review all new closed sales & check the accuracy of our predictions. On average, we're off by less than 1%.

5. **Our Boots-on-the-Ground Expertise**

Nothing beats being fully engaged in the market. As the #1 agents in Solana Beach, we are fully immersed with sellers & buyers every day. Nothing tops the expertise this provides to you. When you see the strength of **all 5 tools together**, isn't this **the expertise you deserve?**

The Top 5 Things We've Learned

Here are the top 5 things we've learned after 60 years of combined success as the #1 agents in Solana Beach – with 47% of our sales outside Solana Beach:

1. **Don't Sell.** Did you ever think you'd hear a real estate agent say "Don't sell?" Many sellers have regretted selling as prices continued to rise after they sold. Since 2000, the value of real estate has increased an average of 6.1% per year, including the recession years. That means a \$2,000,000 home would gain roughly \$122,000 in the next 12 months, and even more in following years. Sometimes the best real estate advice is simple. **Stay where you are.**
2. **Follow Your Gut.** When it does come time to sell or buy, follow your gut. Don't worry about the ideal month or whether market conditions are perfect. When your heart tells you it's time to make a move, pay attention. Molly & I successfully sell properties throughout the year & in all kinds of markets. **Your life matters more than the calendar.**
3. **Price to Sell, not Sit.** More than 50% of current sellers in Solana Beach have had at least one price reduction. That's discouraging — and usually means the property started too high. We are advocates for **Smart Pricing** — the strategy most likely to result in the highest success. Price smart & you're more likely to get the best price — sometimes more — **while your life moves forward.**
4. **The ROI (Return on Investment) on Tuning Up/Staging is Enormous.** We've helped many sellers transform their homes with fresh paint, new flooring, & beautiful staging. With our guidance & connections, the cost can be surprisingly modest. Some sellers have used the Compass Concierge program which advances the funds for improvements until closing. We've seen the return on these improvements reach many times their cost. **Presentation pays.**
5. **Hire the Best – Don't Compromise.** There are hundreds of agents seeking your business. When you select the best, you get the best. It's that simple. Here's what the best means: Highest possible price. Proven success. Steadfast integrity. Powerful problem solving (& there will be problems). Zero pressure. Constant communication. **This is the quality – & the results – you deserve. Don't compromise or sell yourself short.**

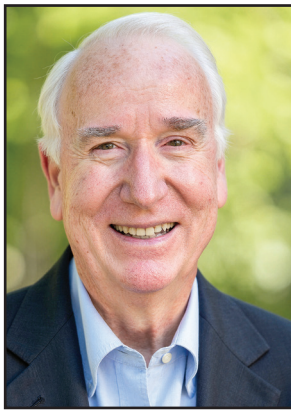
Scott & Molly – *Moving Lives Forward!*

Capturing Soul

Cover shot – I recently stood at the top of the stairs at San Elijo State Beach on 101 – amazed at the beautiful views. My goal was to capture the essence of what I was seeing – the Earth, sand, beach, ocean, surfers, & vista – all woven together.

On another day last month – I came across this relaxed man on the beach at Fletcher Cove. I loved seeing him enjoying the expansiveness of the sand, ocean, & sky. That empty chair to his left is like an invitation to sit with him & take it all in.





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Enjoy an Exploration Conversation

Many homeowners are quietly wondering if selling might make sense. No urgency. Just curiosity. Thoughtful questions.

Our motto is **Moving Lives Forward!** so we genuinely enjoy meeting before a decision is needed. You're welcome to ask anything — about value, timing, preparation, or simply what the landscape looks like now. We offer candid guidance, thoughtful strategy, & honest perspective. No pressure. Easy conversation. Clear guidance.

If this feels helpful, call us & schedule a talk. We'll keep it simple, focused, & on your terms.

Scott 858.967.2604 Molly 760.994.9047

Single Level Gem

633 Camino Ynez

3 BR 2 BA 1864 Sq Ft \$1,999,000

Single-level St. Francis Court gem. Elegant remodel. Beautiful floors. Full of light. Golf View. Corner Unit. Private patio.



Primary Bedroom Down

624 Camino Catalina

3 BR 2.5 BA 1944 Sq Ft \$1,795,000

Spacious St. Francis Court model. Primary BR downstairs. Private. Greenbelt setting. Large patio. New paint & carpet.



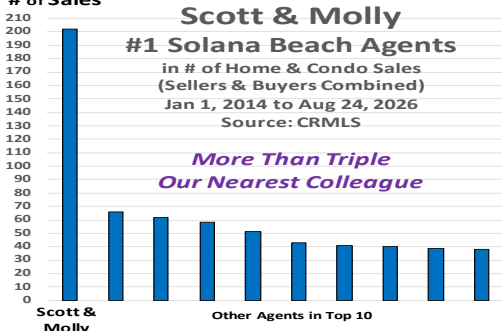
Discover More



of Sales

Scott & Molly
#1 Solana Beach Agents
in # of Home & Condo Sales
(Sellers & Buyers Combined)
Jan 1, 2014 to Aug 24, 2026
Source: CRMLS

*More Than Triple
Our Nearest Colleague*



Solana Beach is where we live & thrive. Scott lives in ESB & Molly in WSB. We are enormously grateful to be the **#1 agents in Solana Beach - by a landslide!**

And – almost half our sales (47%) are outside Solana Beach – throughout San Diego.

Scott & Molly
Moving Lives Forward!