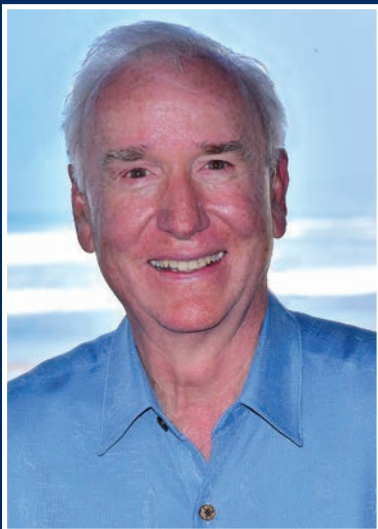


Scott Peck's Special Report

PROTECT YOURSELF IN A COMPLEX MARKET

Moving Lives Forward



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CAUTION: IT'S A COMPLEX MARKET

When people hear news of the current “hot” market, the narrative is often “*It must be so easy to be a seller right now!*” The lack of inventory and historically low interest rates are creating a climate of heavily competitive buyers often willing to pay far over the list price.

Seems like all a seller would have to do is to hire a discount broker, stick a sign in the yard, and wait for the buyer battle to begin... Right?

The real story for sellers right now is that the conditions of this hyper-competitive market are much more complex than one would realize.

We are seeing multiple offers, escalation clauses - both capped and uncapped - as well as offers well over the list price - and possibly over the appraisal value. Note: An escalation clause is where a buyer offers to exceed any other offer by a set amount, e.g. \$5,000.

All this puts a seller in a vulnerable place in terms of legality, liability, and safety.

This is the time when you need expert guidance.

Lets say you are a seller who has received four offers. Two have uncapped escalation clauses - meaning two buyers have offered to pay a given amount in excess of any other offer - and with no limit. That creates a complex legal issue.

Also, what if all 4 of your offers are over the amount the home is likely to appraise for. Do you just accept the highest offer and hope for the best when its time for the lender to appraise the property and approve the buyers loan? This creates big risks for a seller counting on a sale to go smoothly for their own life transition.

All this adds up to big caution signs for sellers. Selling in a hot market is complex. We have the experience to guide our clients through the complexities. See how on the next page.

An Exclusive "OVERVIEW" of Homes For Sale, Pending, & Sold in Coastal North County

by Scott Peck

Homes	For Sale on 2/4/2021			Pending			Sold so Far in 2021 (through 2/4/2021)				
Community	# for sale	Avg # of Days	Median List Price	# in Escrow	Avg # of Days	Median List Price	# Sold	Avg # of Days	Square Feet	Median Sales Price	Sales Price per Sq Ft
Rancho Santa Fe	104	119	\$ 5,424,500	42	130	\$ 3,172,500	26	120	6326	\$ 3,675,000	\$ 581
West Solana Beach	8	81	\$ 5,074,999	6	42	\$ 5,287,500	7	33	2582	\$ 2,660,000	\$ 1,030
Cardiff	13	68	\$ 2,895,000	15	30	\$ 1,799,000	7	6	2297	\$ 2,270,000	\$ 988
Del Mar	44	57	\$ 4,974,000	12	41	\$ 2,297,000	8	49	1781	\$ 1,925,000	\$ 1,081
Encinitas & Olivenhain	35	70	\$ 2,679,000	52	67	\$ 1,797,000	38	40	2672	\$ 1,767,500	\$ 661
Carmel Valley	27	80	\$ 2,600,000	40	23	\$ 1,849,750	49	30	3293	\$ 1,652,000	\$ 502
East Solana Beach	2	13	\$ 1,642,000	2	11	\$ 1,580,000	0	N/A	N/A	N/A	N/A
La Costa & Carlsbad	46	47	\$ 1,504,500	75	19	\$ 1,350,000	67	22	2391	\$ 1,250,000	\$ 523
Coastal North County*	175	102	\$ 2,600,000	202	25	\$ 1,649,000	164	22	2724	\$ 1,550,000	\$ 569

Source: MLS. Sorted by Median Sales Price for sold properties. *Coastal North County totals do not include Rancho Santa Fe

STAYING SAFE & SUCCESSFUL

It takes years of experience & successfully-closed transactions to have the enormously wide lens needed to create a safe & profitable path to success for a seller in this hot but complex market.

Our sellers get the benefit of 40+ combined years of our wisdom and experience negotiating complex real estate issues - and we're both brokers, not just agents.

Multiple offers are great news for a seller, but also create challenges. Comparing offers and strategizing on how to counter multiple parties is one of the most intricate things that happens in a real estate transaction. There is an expert process to getting your sale closed right the first time. We vet prospective buyers very carefully so our escrows will "stick."

Moving successfully through escrow in this fast, competitive market takes enormous experience. It takes 30% of our time & talent to get a property into escrow. **It takes 70% of our time & talent to make it through escrow successfully** to the finish line. Why is the escrow process so complex?

It's complex for many reasons. Sellers submit "disclosures" to a buyer once in escrow. Then, inspectors always find things to be corrected. Buyers, who may be more fickle because of the higher prices, have both of these as an opportunity to back out. It takes finesse to solve this dilemma.

Because of the historically low interest rates on purchase and refi lending programs, the lending industry is inundated and loan approval times have greatly shifted. You need an expert who understands this & can create strategic time lines to keep your escrow intact and close on time.

Sellers need enormous support during the escrow period in this complex market. They need expert communication, wise advice, and the knowledge that we are with them at every step.

John & Debbie's story below is a good example of the depth of our support to our sellers. Selling a home is not just a huge financial event. It is also a huge emotional time as well.

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.

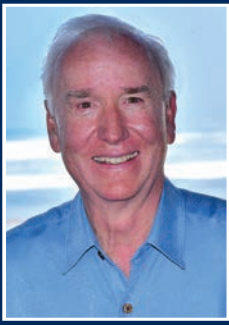
We were often amazed at how hard they worked just to make it comfortable for us. They simplified a very complex endeavor so that we could understand and even enjoy the process.

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





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ScottPeck.com

Our Sellers Already Succeeding In 2021

Sold in 2021 - Full Price



In Escrow in 2021



Sold in 2021



In Escrow in 2021



For Sale

**Elegant single level remodeled
gem in St. Francis Court in Solana
Beach.**

**3 BRs 1864 square feet
\$1,425,000**

