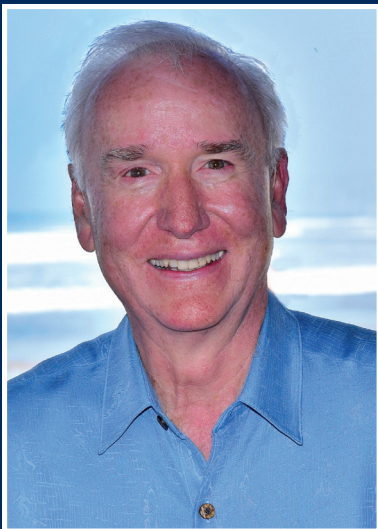


Scott Peck's Special Report

# THE SURPRISING MOMENTUM OF SUCCESS

*Moving Lives Forward*



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# THE SURPRISING MOMENTUM OF SUCCESS

**C**hallenges bring new solutions. We salute everyone reading this Special Report because we know you have been adapting, growing, & finding new ways to keep your life momentum moving forward.

As Broker Associates serving coastal North County, we've been surprised at the momentum of success in the real estate market. In coastal North County, almost 1400 properties have come on the market since the March 19 stay-at-home order and over 900 properties have gone into escrow, and over 800 have sold.

The surprising momentum is not just in the number of properties going into escrow & closing. **Prices are also holding steady**. In coastal North County, properties in 2020 have sold for over 97% of their list price. That's quite amazing! And average market time is under 30 days - fast!

What is driving this success? Three things really - low inventory, low interest rates, & continued readiness of buyers. Although we've had to adapt in the way we serve clients, we have been grateful that real estate was deemed an essential service. We have been fully engaged in serving our clients.

## Spring/Summer Surge is On!

### Surprising Momentum of the San Diego Real Estate Market

Real Estate Activity Since California Stay-at-Home Order March 19, 2020

Special Analysis by Scott Peck & Tanya Parks

Solana Beach, Del Mar, & Encinitas Homes & Condos	3/19 to 3/25	3/26 to 4/1	4/2 to 4/8	4/9 to 4/15	4/16 to 4/22	4/23 to 4/29	4/30 to 5/6	5/7 to 5/13	5/14 to 5/20	Total
<b>Week</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>9</b>
New Homes & Condos for Sale	13	10	17	10	20	15	29	30	29	173
Total homes & Condos for Sale	139	149	166	176	196	211	240	266	268	268
Homes & Condos that went into Escrow	0	4	2	3	15	15	11	13	14	77
Total Homes & Condos in Escrow	13	17	19	22	37	52	63	76	76	76
Homes & Condos Sold	17	15	14	12	14	10	6	9	12	109
Median Sale Price as % of List Price	99%	89%	97%	101%	95%	99%	105%	102%	97%	98%
Average Sale Price as % of List Price	99%	97%	98%	97%	96%	96%	98%	99%	99%	98%
Average Days on Market to Sell	27	65	48	26	39	44	25	8	16	33
Coastal North County Homes & Condos	3/19 to 3/25	3/26 to 4/1	4/2 to 4/8	4/9 to 4/15	4/16 to 4/22	4/23 to 4/29	4/30 to 5/6	5/7 to 5/13	5/14 to 5/20	Total
New Homes & Condos for Sale	249	130	113	112	136	135	178	154	185	1392
Total homes & Condos for Sale	990	1099	1209	1290	1298	1303	1334	1351	1348	1348
Homes & Condos that went into Escrow	65	74	65	66	100	108	137	127	163	905
Total Homes & Condos in Escrow	327	399	468	540	529	541	590	626	720	720
Homes & Condos Sold	142	116	103	69	86	74	79	74	78	821
Median Sale Price as % of List Price	100%	100%	102%	101%	100%	97%	100%	98%	96%	99%
Average Sale Price as % of List Price	99%	98%	99%	94%	97%	97%	97%	98%	98%	97%
Average Days on Market to Sell	22	36	32	26	26	33	19	20	33	27
San Diego County Homes & Condos	3/19 to 3/25	3/26 to 4/1	4/2 to 4/8	4/9 to 4/15	4/16 to 4/22	4/23 to 4/29	4/30 to 5/6	5/7 to 5/13	5/14 to 5/20	Total
New Homes & Condos for Sale	438	475	524	470	567	587	774	647	776	5258
Total Homes & Condos for Sale	3555	4012	4503	4820	4832	4803	4923	4932	4940	4940
Homes & Condos that went into Escrow	413	417	366	351	498	574	635	625	755	4634
Total Homes & Condos in Escrow	2031	2448	2814	2865	2770	2829	3000	3205	3519	3519
Homes & Condos Sold	686	599	502	383	430	388	370	322	368	4048
Median Sale Price as % of List Price	99%	100%	99%	100%	99%	99%	100%	98%	99%	99%
Average Sale Price as % of List Price	99%	99%	99%	98%	98%	98%	99%	98%	98%	98%
Average Days on Market to Sell	24	29	26	23	21	27	21	23	26	24

#### Observations

1. There is surprising momentum in real estate activity. The Spring/Summer Buying & Selling Season is On!
2. Buyers are actively purchasing properties.
3. The number of properties in escrow is expanding.
4. Inventory is low. Buyers need new choices. Are you ready to sell?
5. Prices are holding. Properties in coastal North County are selling at an average of 98% of their asking price
6. Market time is fast - less than 30 days for coastal North County

Updated: 5/21/2020 Source of data: MLS © 2020 by Scott Peck

# 5 REASONS TO SELL NOW

As seasoned Broker Associates with over 40 years of combined experience, we are actively tuned in to today's market & we're working full-time to support the success of our sellers. Here's our best thinking:

## **Why You Can Succeed as a Seller Right Now**

1. Inventory is tight. There is tight inventory for buyers to choose from which means you are facing less competition for your home right now. Buyers need more choices. It is a fantastic moment to list your property.
2. Buyers are still buying. There are still plenty of buyers searching for the right home & they are ready to act.
3. Prices are holding. Homes and condos are selling for 97% or more of their asking price.
4. Market time is fast - on average less than 30 days, unless you are priced too high. Pricing intelligently is essential for success.
5. Buyers are qualified. In line with new guidelines, we are asking buyers who make appointments to see your home to show financial qualification for the purchase. Prior to this, many showings were by buyers who were either not pre-qualified, in the exploration stage, or just kicking tires.

## Nothing is Stopping Our Client Success

**We continue to sell our listings & find the right properties for our buyers.**

Success depends, more than ever, on seasoned guidance that will create a powerful strategy for the best results.

For those sellers who want to take the **opportunity to succeed**, we are providing powerful, technology-based marketing with a local, national, & global reach, including 3D Virtual Reality tours, cinematic video tours, beautiful digital & print brochures, our very best price assessments, & showings conducted with the highest safety standards.

Plus the values our clients deeply appreciate - integrity, compassion, enthusiasm, wisdom, tenacity in solving problems, & professionalism.

**It's a great moment to succeed with Scott & Tanya.** Call us for a relaxed & informative conversation about how we will take you to the finish line!

### **For Success, Call Us Anytime**

**Scott Peck** 858.967.2604  
ScottyPeck@gmail.com

**Tanya Parks** 619.550.8887  
Tanyaparksre@gmail.com

# THE STEPS WE TAKE FOR YOUR SUCCESS

In this time of social distancing, here are specific steps we help our sellers take for success when they make the decision to sell - or contemplate that decision.

First, we meet together at your home, being safety conscious. This allows us to look at the features of your home and tune into your desires and needs. We discuss together the best ways of presenting your home, the possibilities of any improvements or staging, the ideal timing for you to go on the market & successfully close escrow, and the most intelligent price for attracting the highest possible offer.

Then we hit the launch button - and we go all out investing in your success!

- We begin our service to your home by providing an incredible professional **deep cleaning**.
- We produce a cutting-edge **3D virtual tour** so the public can experience walking through your home from their computer or smart phone. Homes with 3D tours get top priority on online searches.
- Our videographer creates a **cinematic 2-minute video** that captures the essence & setting of your home and has a powerful impact in online & social media advertising.
- We personally design a beautiful **customized 8-page brochure** in both a print & digital version. This information-rich brochure includes the “Top 10 Reasons to Love this Home!” which helps buyers understand the unique upgrades & features that create the highest value for your home.
- We create a **unique QR code** which instantly takes buyers to **your own property showcase page** where they can experience the 3D reality tour, video, floor plan, photos, & custom brochure.

That's just the start. As agents & buyers call to see your property, we show up personally for every showing & we give you a weekly feedback report. We guide & support you as we move together through the many disclosure documents, repair requests, termite inspections, and escrow paperwork - all the way to the finish line of “**Sold**” - together.

Then we celebrate - just like Bob & Nancy below. Right in the middle of the stay-at-home period, they made their planned transition to a retirement home where they are now safe & happy. They left their home and never looked back. We took it from there - preparation, showings, negotiations, problem solving, and paperwork - all the time briefing them by phone.

## “We are Forever Grateful...”

**W**e are forever grateful for all that Scotty and Tanya did in selling our home of 46 years during the difficult COVID-19 pandemic.

**Imagine listing it one day and selling it the next.** They were there every step of the way when we were in lock down in our new home and kept us fully informed on every detail whether large or small.

They have become friends as well as agents.

Nancy & Bob Gottfredson





# Community Insights



## West Solana Beach

- Homes for sale: 17
- Number in escrow: 4
- Number sold in 2020: 18
- Average sale price: \$2,441,905
- % of average list price: 94%
- Median sale price: \$2,027,500
- % of median list price: 97%
- Average days to sell: 89



## East Solana Beach

- Homes for sale: 7
- Number in escrow: 1
- Number sold in 2020: 9
- Average sale price: \$1,739,708
- % of average list price: 95%
- Median sale price: \$1,550,250
- % of median list price: 100%
- Average days to sell: 38



## Del Mar

- Homes for sale: 51
- Number in escrow: 12
- Number sold in 2020: 48
- Average sale price: \$3,206,837
- % of average list price: 96%
- Median sale price: \$1,975,000
- % of median list price: 92%
- Average days to sell: 70



## Encinitas

- Homes for sale: 100
- Number in escrow: 33
- Number sold in 2020: 117
- Average sale price: \$1,558,566
- % of average list price: 97%
- Median sale price: \$1,405,000
- % of median list price: 94%
- Average days to sell: 37



# PROPERTIES FOR SALE



**G**rand home in beautiful, quiet, private setting in Midori Shores. Half a block to walking trails. Walk to beach. Gourmet kitchen. Spacious rooms. Sumptuous Master Suite.



## 806 North Rios - Solana Beach

5 BRs + Game Room + Exercise Room 5.5 Baths  
4626 Sq Ft \$3,285,000



**S**erene single level in Old Del Mar offers the very best in modern & natural architecture. Completely remodeled home ready for year-round or retreat living.



## 560 Orchid Lane - Del Mar

3 BRs 2 Baths 2040 Sq Ft  
\$2,695,000



**S**pacious single-level gem on half acre in tranquil, beautiful nature setting in the coveted community of Isle Verde. Living in this home is like being at a retreat.



## 554 San Lucas - Solana Beach

5 BRs 2.5 Baths 2660 Sq Ft .53 acre  
\$1,849,000



**B**eautiful 2-story home with golf view on almost 3/4 of an acre in prestigious Loma Del Cielo West. Custom home, tropical landscaping, & move-in ready to love!



## 1144 Via Mil Cumbres - Solana Beach

4 BRs 3 Baths 2863 Sq Ft .71 acre  
\$1,850,000

Scan each QR code above  
for an intimate 3D Virtual Reality Tour, Slide Show, & Digital Brochure



# PROPERTIES SOLD IN 2020



**R**emodeled single-level gem with panoramic ocean & lagoon view. Solana Beach life style at its best. Moments from beaches, golf, parks, & award-winning schools.



**645 Santa Rosita - Solana Beach**  
4 BRs 2 Baths 1876 Sq Ft  
List Price \$1,495,000



**SOLD in 2020!**

**D**elightful single-level remodeled home on premium street in West Solana Beach. We represented the buyers.



**S****O**LD in 2020!  
Single story with endless views of ocean, San Elijo Reserve, lagoon & mountains. Moments from beaches, golf, parks, & award-winning schools.



**717 Santa Olivia - Solana Beach**  
4 BRs 2 Baths 1771 Sq Ft  
Sale Price \$1,296,420



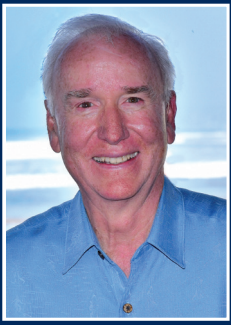
**S****O**LD in 2020!  
Spacious family home with detached studio & pool. Hilltop panoramic and golf views. Moments from beaches, golf, parks, & award-winning schools.



**1048 Via Mil Cumbres - Solana Beach**  
6 BRs 3.5 Baths 3733 Sq Ft  
Sale Price: \$1,978,000

**Over 250 Grateful Clients**





**Scott**  
858.967.2604



**Tanya**  
619.550.8887

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**Postal Customer**

**ScottPeck.com**

## NORTH COUNTY COASTAL WE'RE RIGHT HERE FOR YOU



Scotty & Shannon with their grandson Atti (Atticus). He loves to win at Monopoly!

Scotty & Tanya sharing with a visitor



Scotty & Shannon Peck on vacation in Hana, Maui earlier this year



Tanya about to paddle out for a surf, one of her passions

