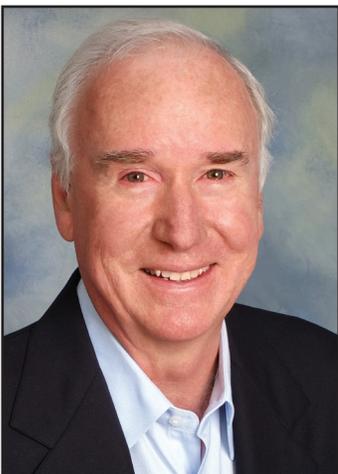


Scott & Molly Special Report

“INSIDE” SECRETS TO SELLING SUCCESS AN EXTRAORDINARY PLACE TO LIVE

by Scott Peck



DRE 00999920

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Forward!**

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exp
REALTY

LUXURY

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COMPASS

AN EXTRAORDINARY PLACE TO LIVE

Solana Beach is an extraordinary place to live. Molly lives in WSB & I live in ESB. We both serve all of Solana Beach & beyond - & we love calling this home. There's so much to appreciate here. My cover picture captures the expansive beauty of the ocean that embraces us.

Real estate is kicking off the year in slow mode. Coastal North County home prices are up just .2%. The # of sales is down 11%. Interest rates fell below 6% for the first time in several years.

- There have only been 6 sales so far in WSB. 5 of those sales were above \$4 million. The average sales price of the 6 sales was \$5.9 million. This will change with more sales.
- In ESB, there was only 1 home & 2 condos for sale as of March 1. Only 3 homes & 2 condos have sold this year. The average sales price of the 3 homes sold was \$2.98 million. This is a perfect moment for sellers to take advantage of the low inventory here.

If you're thinking of selling, sit down with us. You'll experience the clarity, depth, & strategic guidance we bring to this life transition. We deeply enjoy helping Solana Beach sellers succeed - & succeed well.

Market at a Glance - Coastal North County Homes

+.2%

Prices
2026 vs 2025

-11%

of Sales
2026 vs 2025

5.99%

Mortgage Rate
March 1, 2026

34

Days to Sell
in 2026

Follow Your Passion

Well, I happily do. I'm passionate about photography & recently traded in my older Nikon gear for the new Nikon Z5II mirrorless camera & 2 great lenses.

The debate for this Special Report was between 3 pictures. Which one should get the cover position?

The first candidate was the top picture to the right. At lunch at PCG, I saw this delightful picture of a young girl at play at the edge of the ocean & 2 surfers on the threshold of their surfing day.

The second candidate was the bottom picture. I witnessed a tribe of women surfers entering the ocean as one. It felt like a bond of grace & strength.

The third candidate won the cover spot. I went to dog beach to capture happy running dogs. I ended up climbing up the bluff for this expansive view.

I used ChatGPT to help me master my new Nikon settings & help me refine my images. In the last 30 days - with "Luma" (my nickname for my AI photo mentor) - I've learned more than in the last 30 years.

Mastery requires focus, patience, & the courage to refine. This same discipline is what Molly & I bring to pricing, positioning, & presenting your home for success.



INSIDE SECRETS OF SELLING SUCCESS

BY SCOTT PECK

Molly & I have helped hundreds of sellers succeed – and we’ve learned a lot! Here is our inside view of what brings sellers the greatest possible success.

1. **Get out all your desires, hopes, & fears.** You deserve to be listened to so you feel heard. Expressing your hopes & fears creates clarity – for you & for us as your advocates.
2. **Function as a team.** This allows you the sellers & we your agents to each have a strong, clear, open role in the sales process. This just feels good - & brings the highest outcomes.
3. **Look at all presentation possibilities with an open mind.** Many sellers want to sell “as is” just to get it over with. We understand. And we support that decision. But it’s smart to explore all options. We are experts at guiding our sellers - if they wish - through modest updates such as painting & possible new flooring that result in a much higher net profit.
4. **Price in the “Sweet Spot.”** This is critical. Price too low & you lose money. Price too high & you get stuck in a long market time. We are experts at pricing in the “sweet spot” to bring in the highest possible net profit. We lay out the choices, pros & cons, & you make the call.
5. **Let us do the heavy lifting.** When you decide to go for the highest possible price by making modest improvements, you can sit back, relax, & let us take the lead.
6. **Stay calm in the chaos.** Selling is stressful. After hundreds of sales & more than 58 combined years of success, we have learned how to stay cool when the heat rises. We bring this presence & attitude to our sellers so they can experience maximum ease & peace.
7. **Communicate with an open flow - and joy.** This is huge. The biggest complaint most sellers have with their agents is poor communication. We keep the flow open & full of joy. Humor & goodwill have an enormous effect on feelings - & success.

If all this rings true, we are the right team for you. Yes, we are the #1 agents in Solana Beach – & we are deeply grateful for that trust. And **yes,** we get the highest possible price for our listings. And also Yes - this truth:

You deserve all the above!

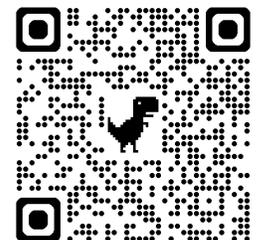
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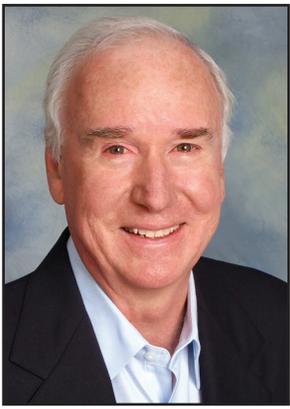


OUR MISSION is to act as advocates to support unhoused youth ages 17-24 & provide access to the resources they need to improve their quality of life.

We aim to get them off the streets into safe housing & help them attain self-sufficiency. We have helped thousands of youth find shelter and safe housing!

Please click the QR code to learn more & support these youth.





March, 2026

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Consider an Exploration Conversation

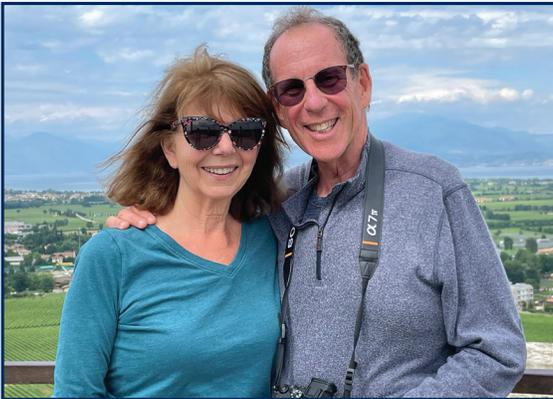
Many of you are quietly wondering whether selling might make sense — someday. There's often no urgency. Just curiosity. And thoughtful questions.

Our motto is **"Moving Lives Forward!"** & we genuinely enjoy meeting well before a decision is required. You're welcome to ask anything — about value, timing, preparation, or simply what the landscape looks like right now. We'll offer candid guidance, strategic insight, & honest perspective. No pressure. Just thoughtful conversation & clarity.

If this feels helpful, call us to schedule a talk. We won't stay longer than you want us to stay!

Scott 858.967.2604 Molly 760.994.9047

A True Advocate



"Scotty has over 35 years of experience as a real estate agent. That experience came through when we sold our home & then again when we bought another. **We always felt that Scotty was a true advocate for us.** He held our hands through every twist & turn in both sales. It became obvious in a short amount of time that we were not only in the hands of an experienced real estate agent, but also in the hands of a beautiful, loving, and caring soul."

Barbara & Eric Emont

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!** We also thrive in serving clients **throughout San Diego.** And we help clients find the **perfect agent when selling or buying outside San Diego** — anywhere in the world.

**Scott & Molly
Moving Lives Forward!**

