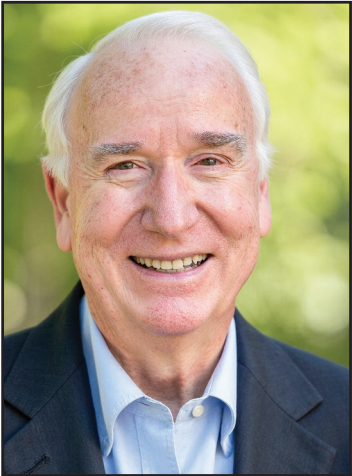


Prices Steadily Rising – But ... The Power of Seasoned



by Scott Peck



DRE 00999920

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Prices Steadily Rising – But ...

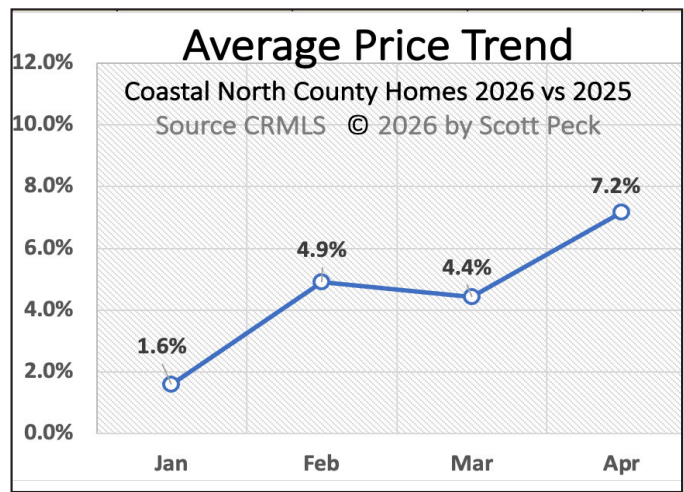
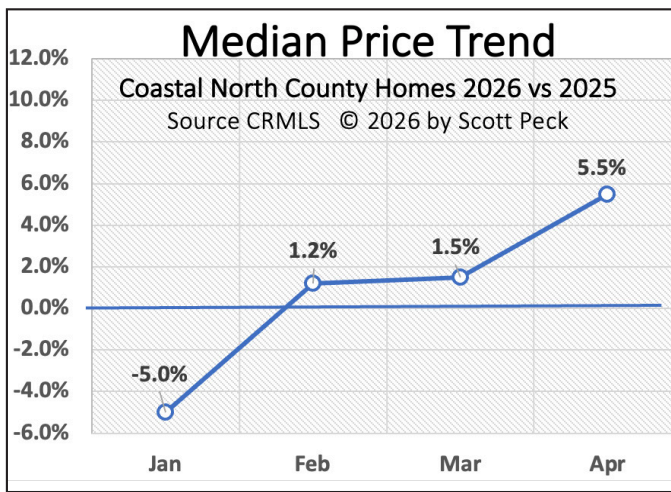
There is a big shift taking place. The median price in Coastal North County has risen steadily since January – now up 5.5%. The average price is up 7.2%. See charts below.

We generally report the median price in these reports, but we privately track the average price. The fact that the average price has increased so much tells us that there are strong high-end sales.

But ... there are contrasting energies in today's market. Although prices are up, there are many properties NOT selling. Why? Mostly, because they are priced too high.

In Solana Beach, for example, almost 70% of the homes now for sale have had at least one price reduction. Buyers are sensitive to price. Attractive, remodeled properties in good locations & priced well – sell fast. Other properties – especially those priced too high – linger.

If you're wondering what your home is worth in this shifting market — let's talk. We'll give you our best estimate without it being a sales call. We enjoy helping our sellers succeed – & succeed well.



Market at a Glance - Coastal North County Homes

+5.5% Median Price 2026 vs 2025	+7.2% Average Price 2026 vs 2025	+6.5% # of Sales 2026 vs 2025	6.38% Mortgage Rate May 1, 2026	26 Days to Sell in 2026
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Solana Beach & Coastal North County Snapshot

May 1, 2026

	For Sale	Days	Pending	Days	Sold '26	Days	Med Sale Price	Avg Sales Price	\$/Sq ft
East Solana Beach Homes	7	30	1	3	4	23	\$ 2,874,000	\$ 2,912,000	\$ 1,145
West Solana Beach Homes	11	86	5	84	16	53	\$ 4,267,500	\$ 4,829,694	\$ 1,546
East Solana Beach Condos	6	41	3	6	4	20	\$ 1,317,500	\$ 1,358,750	\$ 873
West Solana Beach Condos	16	53	5	22	11	11	\$ 2,350,000	\$ 2,373,226	\$ 1,558
Coastal North County Homes	315	52	120	33	489	26	\$ 2,210,000	\$ 2,620,406	\$ 1,001
Coastal North County Condos	229	47	70	29	246	32	\$ 1,037,000	\$ 1,175,496	\$ 827

Coastal North County includes: 92130, 92014, 92075, 92007, 92024, 92008, 92009, 92010, 92011

Source: CRMLS Copyright © 2026 by Scott Peck

The Power of Seasoned

By Scott Peck

When Shannon and I think about the professionals we trust most — our investment advisor, primary care physician, CPA, dentist, even our go-to handyman — they all share one quality: **They are seasoned.**

Seasoned isn't just experience.

It's composure, judgment, & earned confidence. It's also aligned values. It takes years to build that kind of trusted circle. When you find it, you feel it.

When I invited Molly to partner with me in serving my clients — and as my long-term successor — we didn't just combine businesses.

We merged **strengths, standards, & trusted relationships** our clients rely on every day.

My clients now have two seasoned leaders – working as one.

When someone decides to buy or sell, they want the very best.

After 36 years in real estate, I've never felt more capable of guiding clients with calm confidence. Molly's 22 years of success have brought her to this same level of seasoned leadership.

Our clients feel the difference.

We think alike. We lead alike. We serve alike.

We're also clear about this: We want what is best for you – even if that means you are guided elsewhere.

Now you know our values & how we serve.

Two Seasoned Professionals. One Shared Standard.

Serving You with Calm, Confident Strength

If seasoned success matters to you, we welcome a conversation.

Scott & Molly
Moving Lives Forward!

How I See the World

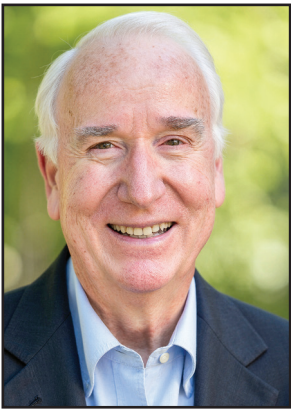
The butterfly on the cover was photographed in the "Butterfly Garden" at lower San Dieguito Park. They move fast. Capturing this one was a treat.

When Shannon & I were at Cardiff Beach at sunset, I noticed a couple sitting quietly on the sand. They felt like all of us – in reverence – as our sun set again on our precious planet.

There's so much to appreciate here in southern California.



by Scott Peck



May, 2026

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Consider an Exploration Conversation

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

Our motto is **Moving Lives Forward!** so 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 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

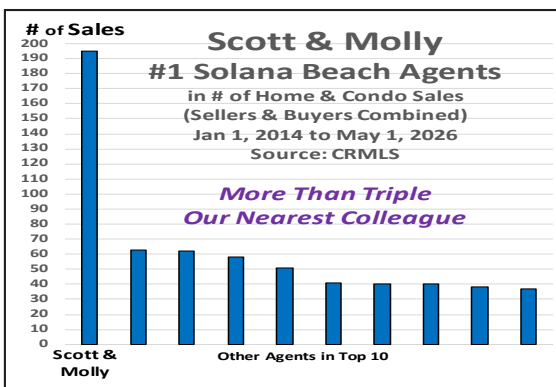
“We Couldn’t Have Done It Without Scotty”

“When we found our home, the escrow process was exceptionally complicated, but Scotty facilitated all parties through it gracefully. Scotty provided sound counsel to us through myriad scenarios and was steadfast and patient as we navigated a challenging market.

His guidance touched everything from negotiations with the seller to working with contractors throughout the closing process. This is where his 35+ years of experience really shined.

In the end, Scotty felt like a part of our family. Which is saying a lot because we had a baby while looking for and buying our house! We are so excited to move into our new dream home and highly recommend Scotty as the best North County has to offer.”

Adam & Kate Karnas & Joey



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!