

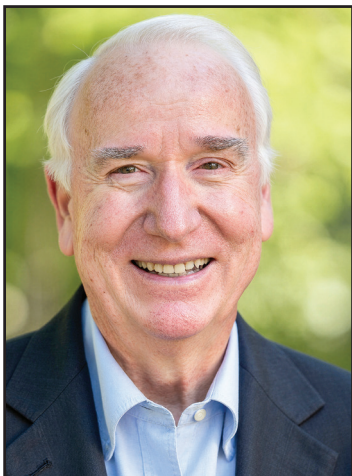
Scott & Molly Special Report

# Two Surprises

## Senior Life Choices



by Scott Peck



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# Two Surprises

**T**wo things have surprised us this month:

1. How many homes are not selling – despite significant price reductions.
2. That prices in coastal North County have continued to rise – now up 6.1% from last year’s median price.

**In West Solana Beach**, there have been 21 home sales & 15 condo sales this year. The average days on the market for ACTIVE homes is 80 days & 60 days for SOLD homes. That’s slow motion. The market time for ACTIVE condos is 53 days & a just 15 days for SOLD condos.

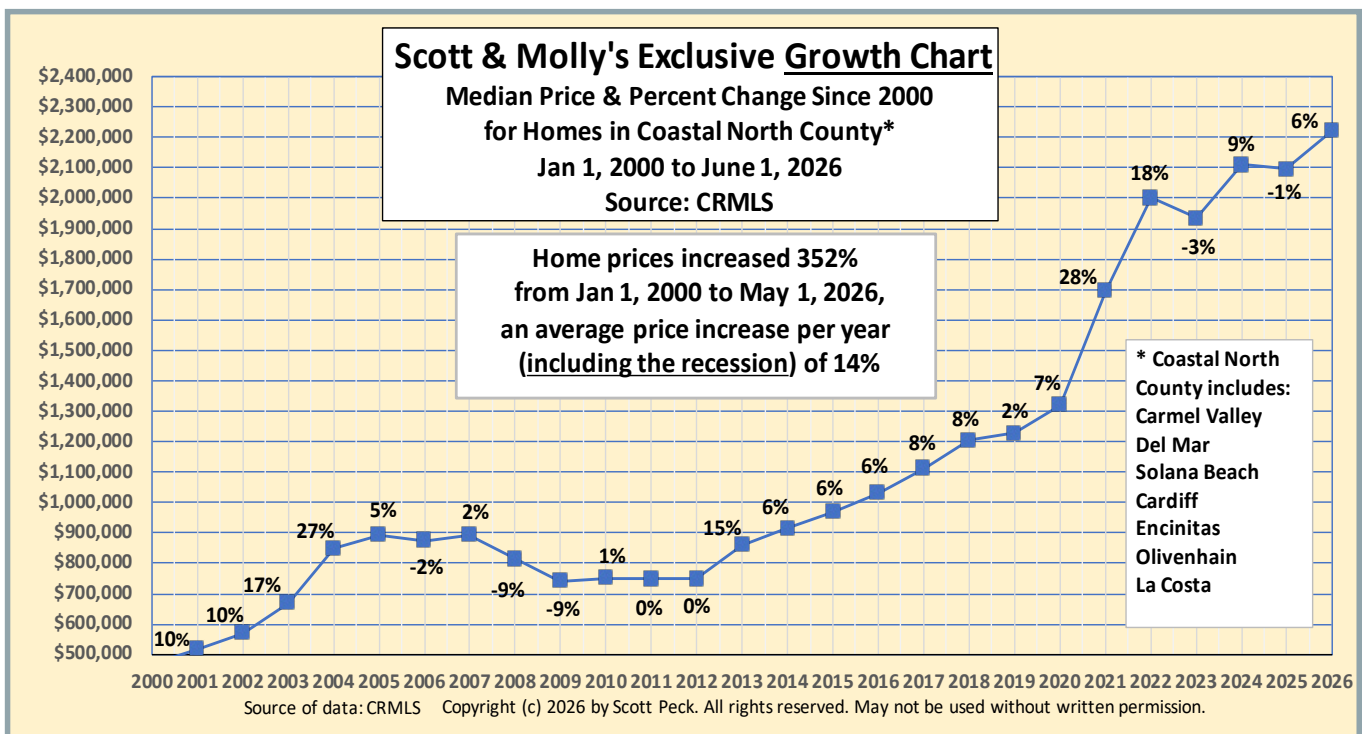
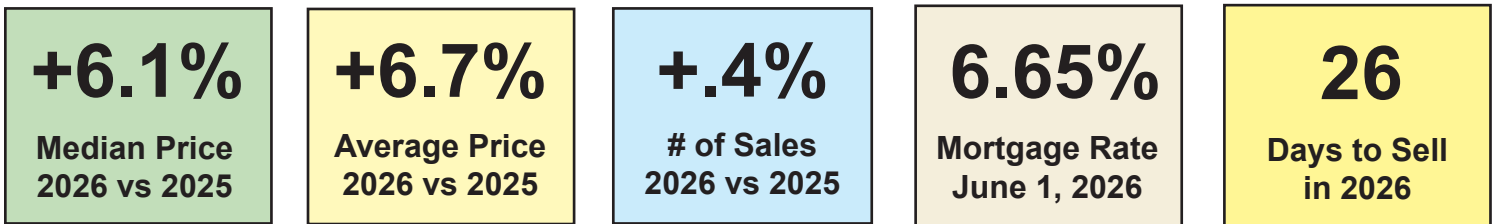
**In East Solana Beach**, there have only been 5 home sales & 7 condo sales this year. That’s not much action. The average days on the market for ACTIVE homes is 60 days but only 19 days for SOLD homes. The market time for ACTIVE condos is 40 days but just 18 days for SOLD condos.

It’s as if the world of buyers is saying, *“Hold on, we are not willing to pay that much – not with interest rates this high.”*

So it’s not a simple, tidy picture of real estate. There is complexity. That’s why we keep our noses so close to the ground. We track – and feel – real estate almost every waking hour of our lives so we can give our clients the most accurate information & the smartest advice.

If you’re thinking of selling, you deserve a session with us to see what we bring to the table for your success. We enjoy helping our sellers succeed – & succeed well.

## Market at a Glance - Coastal North County Homes



# Senior Life Choices

By Scott Peck

I'm a senior. I've lived in my home in Solana Beach since 1988. That's 38 years. It's worth a lot more today than when I purchased it – but the equity is hard to access if I don't sell.

**You know who else in Solana Beach is like me?** About **40%** of the homeowners in Solana Beach who are also seniors. Being a senior brings a whole new world of life choices:

- **Should we stay in our home until we die? Is that even possible?**
- **Should we move to a retirement facility with customized care for health security – in return for an entrance fee that would eat up most of our home equity? And then, do we have enough financial reserve to then pay for the monthly fee?**
- **Should we move to a retirement facility without an entrance fee but less options?**
- **Should we move closer to our daughter or son?**

It's not just a **financial** choice. It's also an **emotional** choice.

**How many seniors actually want to leave their homes?** Not many. I asked a recent client, who is 99 and lost his wife, if he has anyone to look after him. "No, but I can always call 911." That's senior grit.

Another senior called me to sell his home & his top question was not about price. It was **"How in the world am I going to get rid of all this stuff?"** We did it for him.

**This is why we love serving seniors.** We love helping seniors think through their life choices & move forward with the least possible stress. Selling for a senior is a HUGE transition. Molly knows this too. Her parents are seniors with the same choices.

It's essential to us that seniors never feel taken advantage of. We include their families in the planning – if our clients wish – so they can see the integrity of our values & actions & be part of the success.

Just this month, we met with a senior whose husband had passed. It was time for her to move to a retirement community – but the transition was daunting. We reviewed the steps & our ability to help & to carry the load. She texted: **"Wow is all I can say. Thanks to you, I am on a new journey & new beginning. It's about time I got a break! Forever grateful."**

That's how Molly & I serve seniors.

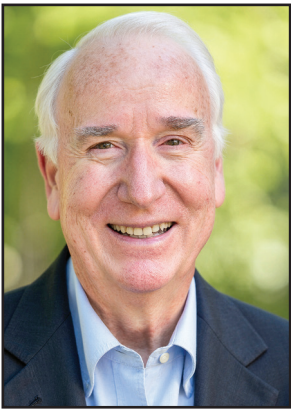
**If you are a senior reading this,** consider a conversation with Molly & me to think through your choices. We want what's best **for you.** Some seniors – after talking with us – decide to stay put. That's the freedom of choice you deserve.

## How I See the World

**Cover image:** I love the fast tempo of real estate. To keep a steady life balance, my wife & I have lunch together almost every day. It's soul-refreshing & deeply connecting. As I looked out the restaurant window during a recent lunch, I saw the sweeping view that is this month's cover image.

**Image to right:** It was early morning at Fletcher Cove. I marvelled at this person's close-up relationship with the ocean & breaking waves. To sit alone in front of so much majesty is the joy we have living here.





June, 2026

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## Consider an Exploration Conversation

**M**any 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 well 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**

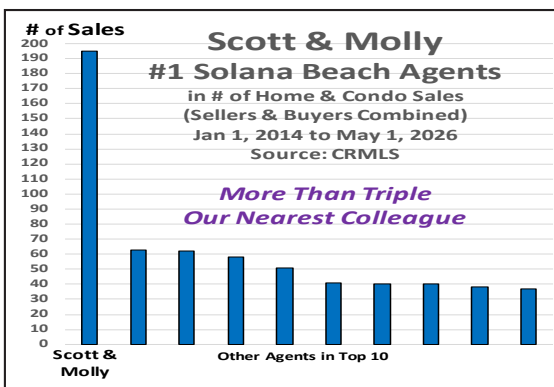
## Individually Impressive, Together this Duo is Dynamite

**S**cott and Molly were wonderful to work with: energetic, efficient, knowledgeable, savvy, positive, and well connected with essential local resources. **They guided us expertly** on how to prepare and present the property & overcome every challenge for the best possible result.

**This outstanding support was a big relief, a joy, & a blessing** after my mom's passing. They made it easy to accomplish a successful sale from a great distance away, **going 'above & beyond' expectations of what realtors could possibly contribute.** At a stressful time, they truly moved our lives forward.

**Individually impressive, together this duo is dynamite.** We felt totally comfortable that **we were in the hands of real estate superstars.**

Lewis Collins (with his Mom, Nancy)



**S**olana 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!*