

# Scott & Bob's

SOLANA BEACH REAL ESTATE BRIEFING

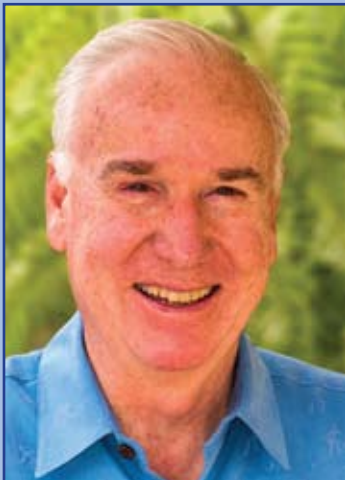
## What Happens in "Winter" in Solana Beach?

NOVEMBER 2014



Photo by Sharon Griswold

From Fletcher Cove Looking South



## Moving Lives Forward!

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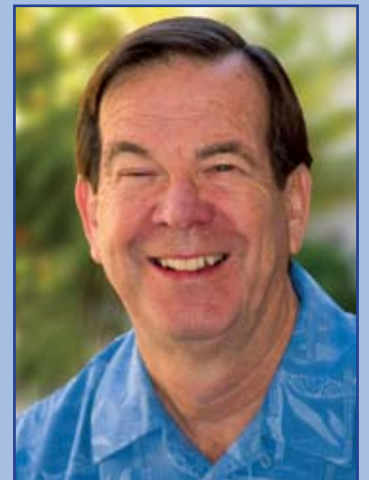
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# “Holding on ~ Even Adding on ~ to the Gains”

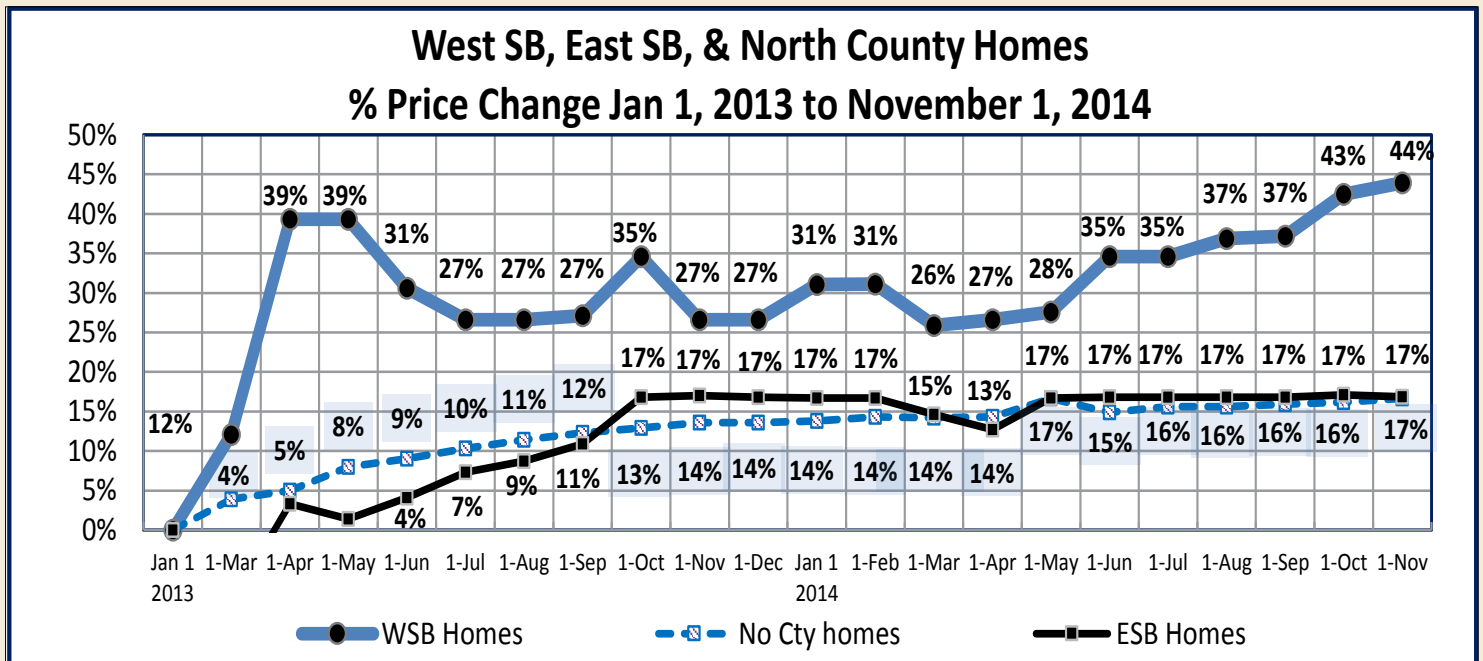
**2014** has been a steady year of holding on to the gains of the recovery for coastal North County & East Solana Beach & adding even more gain for West Solana Beach & condos in both Solana Beach & coastal North County.

As you can see in our “Synopsis” on the back page, the NUMBER of sales in West Solana Beach (WSB) is on track for a repeat of 2013 but the NUMBER of sales in East Solana Beach (ESB) is a lot less than last year.

As we entered November, there were 23 homes for sale & 6 in escrow in WSB. In ESB, there were only 6 for sale & 3 in escrow. This is obviously a good time to list your home for sale in East Solana Beach - little competition!

Happily (for our sellers), we have sold every property that listed with us that stayed the course with patience. In fact, as of November 1, **We Were SOLD OUT** in Solana Beach. That’s a rare occurrence for us, but it’s helpful to remember that our goal is not to “list” a home for sale but to actually “SELL” it. **We’re mighty good at that!**

As you can see from the chart on the next page, **we sell 333% more homes than our nearest colleague or colleague team. We’re obviously doing a lot of things right!** If you’re debating whether to sell during the “winter,” you’ll appreciate our thoughts on the next page.



## “The best home for me to raise my girls”

“Throughout our journey of finding our dream home, Bob & Scott could not have been more knowledgeable about fulfilling our housing needs & more accommodating at helping us get into the perfect home. In an ever-changing local real estate environment, it was a real pleasure to work with two realtors who were extremely knowledgeable - as well as honest, trustworthy, & made us feel that their primary interest was to find the best home for me to raise my girls in. As a busy, working single mom, I could not have asked for two of the best realtors to work with & was blown away with the ease of my home purchase. I highly recommend Scott & Bob to anyone looking for a home.”

Casey Marquand, Ashlyn, & Addison



# What Happens in “Winter” in Solana Beach?

As we head towards “winter” in Solana Beach - the months of November, December, January, & February - just how much does Solana Beach real estate slow down?

Well, before we answer that question, let’s take a look at what we Solana Beach residents truly face during these “challenging” months:

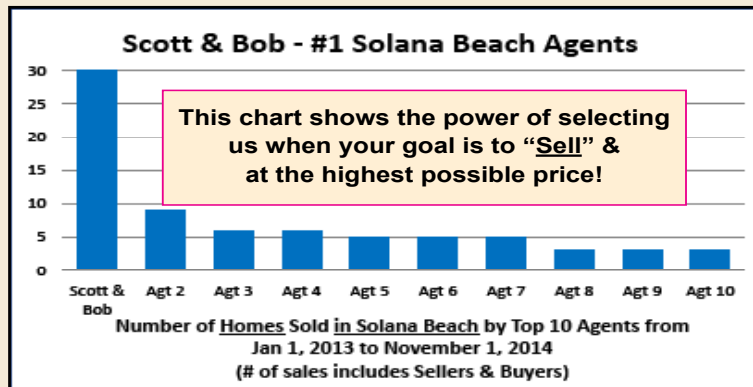
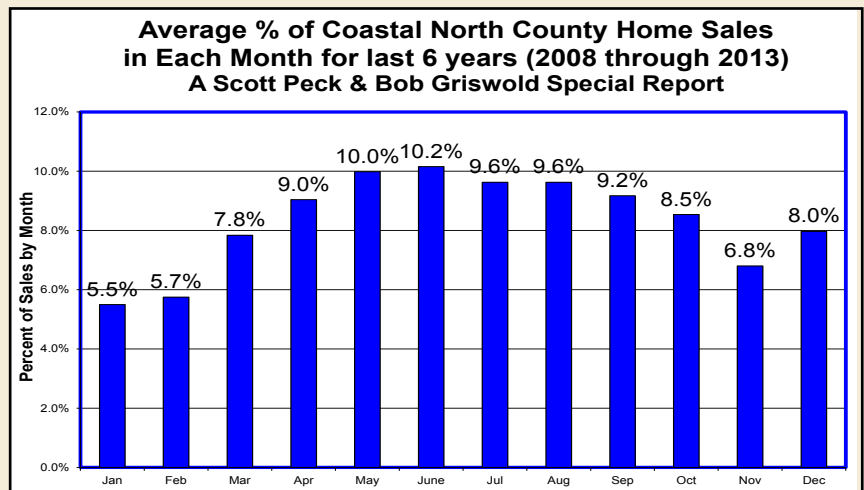
- We have to survive daytime temperatures dropping from the 70’s into the 60”s. Scott’s two sisters, who live in Wisconsin (where Scott was raised) feel bad for us about this. Bob’s brother in Chicago also feels terrible for us during these “winter” months. :)
- We have to find our light-weight, even leather jackets - while visitors wear shorts.
- We have to once again figure out our filter size to replace the heater filter.
- Surfers need to shift to wet suits to keep warmer - but they don’t stop surfing!
- Solana Beach dogs keep walking their owners in all the same outdoor places.
- The sun still shines about 90% of the time.

And real estate in Solana Beach & coastal North County does surprisingly well during these months as well. In fact, if you think of the four months of Nov, Dec, Jan, & Feb as a “quarter of a year,” **the percent of sales for that quarter is over 25%!** That’s a lot of real estate activity. Even January, the slowest month of the year for real estate, has over 5% of annual sales.

## **So what does this mean for sellers & buyers?**

It means that many sellers who (1) stay on the market or (2) come on the market during the “winter” **are going to sell.**

However, who they choose as their agent is going to have a big impact on their success (see chart below). Since our



last mailing to you 30 days ago, we’ve put five properties into escrow - three sellers & two buyers (3 in Solana Beach & 2 in Encinitas). The graph to the left shows only SB home sales but we also have many condo sales - & 25% of our sales are outside Solana Beach in coastal North County.

**Here’s some very good news for our clients: We’ve sold all our listings in Solana Beach! So if you’re thinking of selling, you’ll have our full attention! Call us anytime.**

## “These two guys are experts at their craft...”

“I would like to express my gratitude for the excellent service I received working with Bob Griswold & Scott Peck. They made my first purchase a very easy & flawless experience. These two guys are experts at their craft & found me just what I was looking for. I will recommend them to all my friends & family.”

Kevin Noar





**Solana Beach's  
# 1 Agents**

**Scott Peck  
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**Bob Griswold  
858-967-2608**



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Visit our website. See what our clients say about us

[www.ScottandBob.com](http://www.ScottandBob.com)

## Scott Peck & Bob Griswold Exclusive 2014 Price Report

Solana Beach & Coastal North County Sales Overview (to November 1, 2014)

| Community                      | # Sold      | Median Sale Price 2007 (high point) | # Sold      | Median Sale Price 2012 | # Sold      | Median Sale Price 2013 | % Change 2013 vs 2012 | # Sold in 2014 | Median Sale Price 1/1/13 to 11/1/14 (last 22 mo) | % Change 1/1/13 to 11/1/14 (last 22 mo) |
|--------------------------------|-------------|-------------------------------------|-------------|------------------------|-------------|------------------------|-----------------------|----------------|--|---|
| All SB Homes (92075)           | 72          | \$1,237,500                         | 96          | \$955,000              | 114         | \$1,100,000            | 15%                   | 66             | \$1,180,500                                      | 24%                                     |
| WSB Homes (W of I-5)           | 39          | \$1,450,000                         | 51          | \$1,070,000            | 60          | \$1,402,500            | 31%                   | 45             | \$1,540,000                                      | 44%                                     |
| ESB Homes (E of I-5)           | 33          | \$1,020,000                         | 45          | \$920,000              | 54          | \$1,073,500            | 17%                   | 21             | \$1,075,000                                      | 17%                                     |
| LSF Homes (Santas)             | 18          | \$880,000                           | 29          | \$875,000              | 43          | \$999,000              | 14%                   | 12             | \$999,000  | 14%                                     |
| Solana Beach Condos            | 82          | \$642,500                           | 128         | \$545,000              | 140         | \$622,500              | 14%                   | 117            | \$670,000  | 23%                                     |
| Carlsbad 92008 & 92010         | 262         | \$675,000                           | 354         | \$547,474              | 355         | \$635,000              | 16%                   | 286            | \$661,000  | 21%                                     |
| Carlsbad 92009 & 92011         | 629         | \$843,900                           | 893         | \$705,000              | 847         | \$785,000              | 11%                   | 624            | \$805,000  | 14%                                     |
| Cardiff Homes                  | 64          | \$929,000                           | 70          | \$887,000              | 88          | \$961,250              | 8%                    | 68             | \$1,005,000                                      | 13%                                     |
| Encinitas Homes                | 389         | \$879,000                           | 474         | \$822,500              | 466         | \$870,000              | 6%                    | 337            | \$899,000  | 9%                                      |
| Carmel Valley Homes            | 438         | \$1,000,000                         | 489         | \$875,500              | 515         | \$1,015,000            | 16%                   | 401            | \$1,050,000                                      | 20%                                     |
| Del Mar Homes                  | 136         | \$1,525,000                         | 174         | \$1,325,000            | 188         | \$1,495,645            | 13%                   | 164            | \$1,550,000                                      | 17%                                     |
| <b>All Coastal N Cty Homes</b> | <b>1990</b> | <b>\$ 894,500</b>                   | <b>2549</b> | <b>\$ 757,000</b>      | <b>2573</b> | <b>\$ 861,450</b>      | <b>14%</b>            | <b>1946</b>    | <b>\$ 883,000</b>                                | <b>17%</b>                              |
| All Coastal N Cty Condos       | 1132        | \$470,000                           | 1321        | \$359,000              | 1454        | \$433,884              | 21%                   | 1168           | \$459,500  | 28%                                     |

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Data from Sandicor, Inc. to 11/1/2014 & represents properties listed or sold by various brokers. If your property is currently listed, this is not meant as a solicitation.

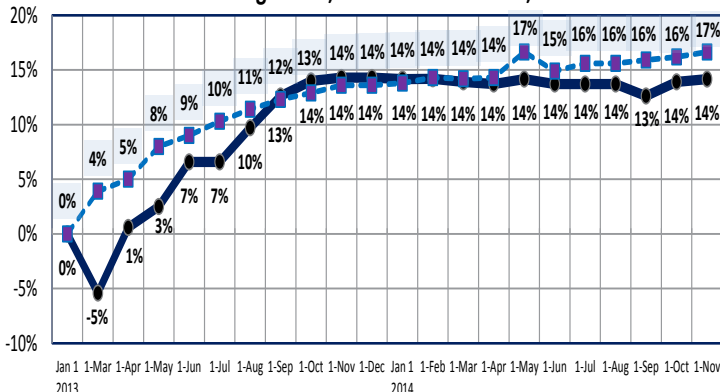
### Scott & Bob Quick SYNOPSIS of Solana Beach & Coastal North County Sales - November 1, 2014

| Community                | # Sales in 2013 | # Sales in 2014 | In Escrow | For Sale | Projected % of Sales vs | AVG List Price of 2014 Sales | AVG Sales Price 2014 | Avg Sq Ft | Sales Price vs List Price | Accuracy of Our Estimates* | Sale Price per Sq Ft | # of days to sell |
|--------------------------|-----------------|-----------------|-----------|----------|-------------------------|------------------------------|----------------------|-----------|---------------------------|----------------------------|----------------------|-------------------|
| West Solana Beach        | 60              | 45              | 6         | 23       | 102%                    | \$ 1,820,323                 | \$ 1,744,824         | 2455      | -4.1%                     | -0.5%                      | \$ 711               | 146               |
| East Solana Beach        | 54              | 21              | 3         | 6        | 53%                     | \$ 1,186,038                 | \$ 1,175,376         | 2524      | -0.9%                     | -0.7%                      | \$ 466               | 51                |
| Lomas Santa Fe           | 43              | 12              | 2         | 2        | 39%                     | \$ 1,047,666                 | \$ 1,027,750         | 2161      | -1.9%                     | -0.7%                      | \$ 476               | 49                |
| Solana Beach Condos      | 140             | 117             | 12        | 18       | 111%                    | \$ 840,868                   | \$ 813,967           | 1438      | -3.2%                     | N/A                        | \$ 566               | 50                |
| Coastal North Cty Homes  | 2573            | 1946            | 230       | 638      | 101%                    | \$ 1,199,372                 | \$ 1,147,998         | 2741      | -4.3%                     | N/A                        | \$ 419               | 42                |
| Coastal North Cty Condos | 1454            | 1169            | 160       | 257      | 110%                    | \$ 556,595                   | \$ 543,415           | 1365      | -2.4%                     | N/A                        | \$ 398               | 40                |

\* We privately estimate the sales price for EVERY home for sale in Solana Beach - by all agents. When it sells, we check to see how well we did so we can be fine-tuned to the market. This column shows how close we come to estimating the actual sales price - we're off by LESS THAN 1%! By comparison, Zillow's computer-driven estimates, strive to be within 10% accuracy. **Just another reason we are the #1 agents in Solana Beach!**

## Scott & Bob: Wisdom & Clarity in the Deluge of Data

Lomas Santa Fe Homes vs North County Homes  
% Price Change Jan 1, 2013 to November 1, 2014



Solana Beach Condos vs North County Condos  
% Price Change Jan 1, 2013 to November 1, 2014

