

Scott & Bob's

SOLANA BEACH REAL ESTATE BRIEFING

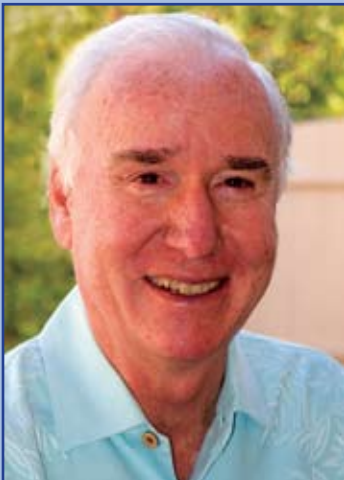
“Chicken or the Egg? Riddle Solved!”

JUNE, 2014



Photo by Sharon Griswold

Lomas Santa Fe Golf Course



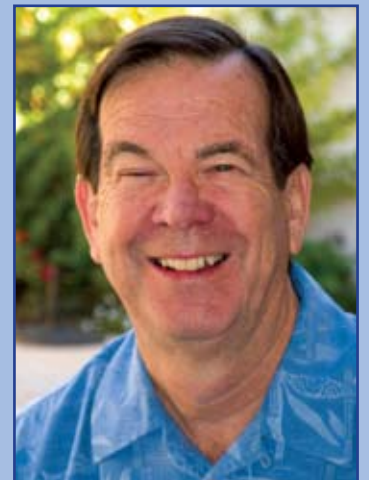
Moving Lives Forward!

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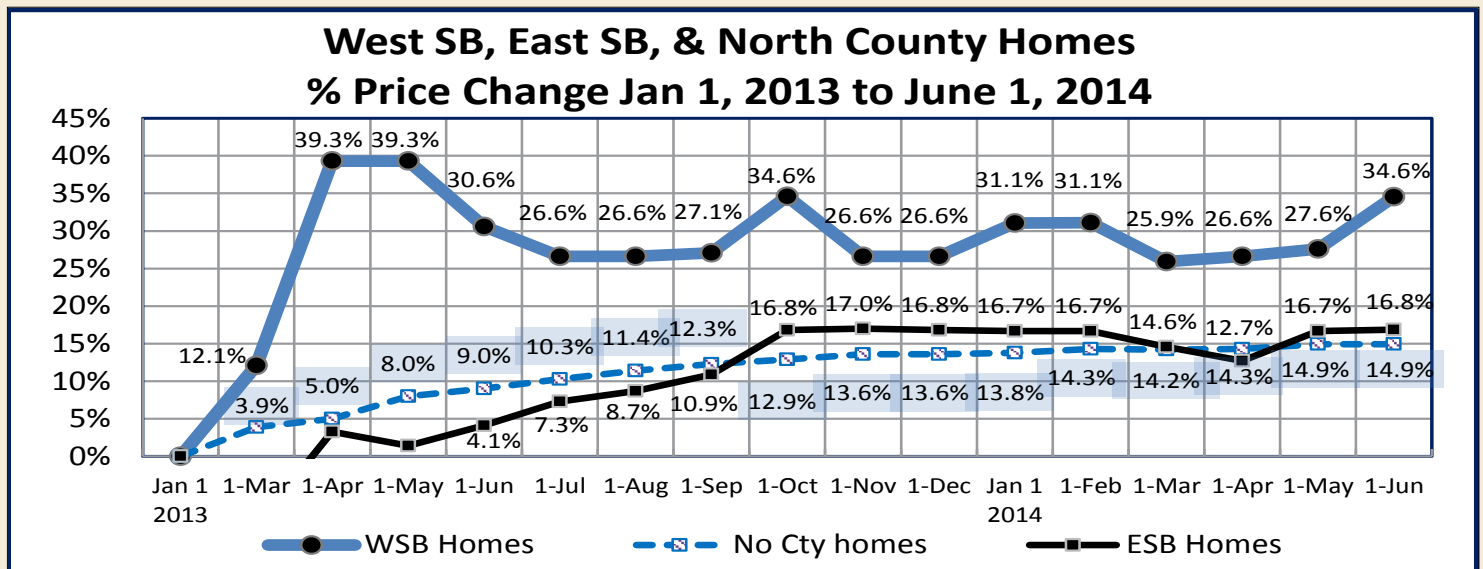
West Solana Beach "Appreciation"

Hard to say this, but in 1988 Scott bought his home on Santa Luisa for a bit over \$200,000. Today its worth about \$900,000. Not bad! Well, yes, until we took a new listing in WSB - a 60's home but with lots of ocean views. They paid under \$300,000, also in 1988, & now it's worth \$1,800,000. That's an example of the remarkable difference in appreciation between WSB & ESB - as the graph below shows. Of course, there is more to "home" than just price. About half of Solana Beach home owners, like Scott & Bob, love living in ESB - for many reasons (including the many expanses of nature, open spaces, & golf views as in the cover photo).

So far in 2014, WSB is a lot more active than ESB. On June 1, in WSB, there were 17 homes sold in 2014 & 11 in escrow. In ESB, there were only 11 sold & none in escrow. The Lomas Santa Fe community (San & Santa streets) is remarkably quiet compared to most years. There have only been 6 sales in 2014.

Our professional assessment is that homes with views, or in great locations, or in great condition that are priced wisely sell quickly. Yet even nice homes, when over priced, sell very slowly - or not at all.

We take enormous care in pricing our listings correctly - to get the highest possible price but also to prevent stagnation. **It's a very refined call which draws on all our expertise of knowing every single home for sale & sold in Solana Beach.** On May 1, just 30 days ago, we were sold out! In May, three more sellers selected us, two in WSB & one in ESB. **All three are now in escrow - two at full price & one very close to full price!**



"Scott & Bob Gave us Enormous Peace of Mind"

"**S**cott & Bob are amazing! We faced a difficult situation with our sale & Scott & Bob gave us enormous peace of mind. They are fabulous communicators - and listeners. And we were astounded at their marketing & negotiating skills. They brought us a purchase price above our highest expectation. We can't thank you two enough. You have given a big lift to our lives."



Frank & Ellie Sullivan

Scott 858-967-2604

Moving Lives Forward!

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“Chicken or the Egg?”

Scott & Bob Have Solved the Riddle!

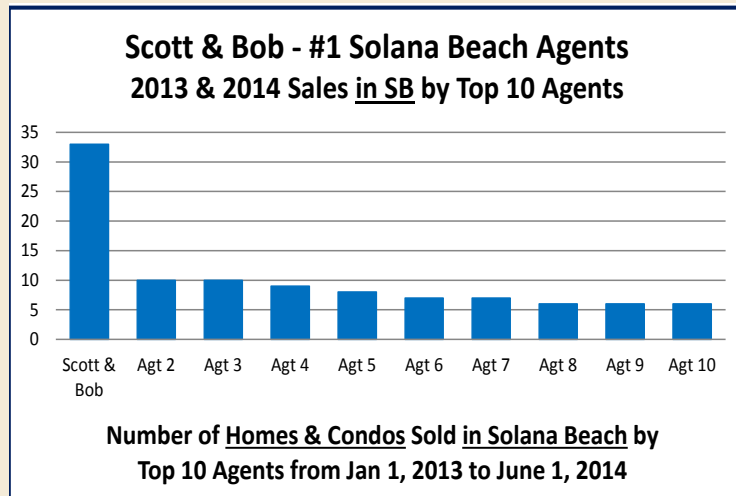
Which came first - the chicken or the egg? This debate has gone on for centuries.

In real estate, it's a big dilemma. Many sellers want to sell, but they first want to have a place to go. But if they find a place to buy, most still need the money from the sale of their home to purchase - so this doesn't work. On the other hand, if they sell first with a normal 30-day escrow, they probably won't have time to find a place to buy. Plus, many sellers won't accept offers “contingent” on the sale of a home because it's too much risk. This is the “Chicken or the Egg” dilemma for many sellers - & we've solved the riddle!



An example speaks most loudly. Since our last mailing, when we we're sold out, three new sellers listed their properties with us. One was on Marvista in West Solana Beach - an older home but with great ocean views. Within a few days, we had competing offers & went into escrow, over full price, for a 30-day close. **Yikes! 30 days! Where will the sellers go?**

As part of our negotiations with these buyers, we requested that the sellers (if needed) have the ability to rent back after the 30-day close for up to 60 days. That was a relief window to give our sellers time to find something and hopefully close concurrently - so they could move only once.



Knowing the strength of our marketing & in anticipation of their home selling quickly, we took the sellers out to look at homes just days before the offer - & they found several they liked.

So, with our full-price sale in hand, we made an offer on our clients' favorite home, but our offer had to be “contingent” on the sale of our sellers' home because our sellers needed those funds to buy the other home. That's often a problem.

We went back & forth in negotiations & our offer was finally accepted. Their agent (from a different company than ours) said to us: **“It is only because**

you two are the agents that we are accepting this contingent offer.” That was the sweet outcome of 43 combined years of both of us working graciously & effectively with other agents for closing success.

That story gives a hint at how much is going on beneath the surface to support our sellers. Yes, it was a full-price offer, but just as importantly, our sellers have peace of mind. And this wasn't just a one-time riddle solved. Frank & Ellie (see quote to left) had the same happy experience when we sold their home on Santa Luisa. We've solved the “Chicken or the Egg” riddle for many, many clients.

**This is how we work with all our clients and why our slogan
“Moving Lives Forward!” is so real**

If you'd like to be treated with this much talent, respect, & wisdom, we're ready to serve you beyond your highest expectations. Call anytime for a no-pressure discussion of possibilities.

Solana Beach's # 1 Agents

Scott Peck
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Visit our website. See what our clients say about us
www.ScottandBob.com

Scott Peck & Bob Griswold Exclusive 2014 Price Report

Solana Beach & Coastal North County Sales Overview (to 6/1/2014)

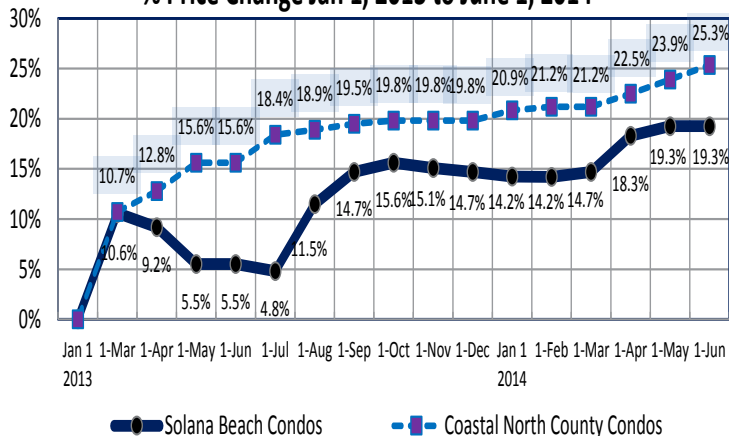
Community	# Sold	Median Sale Price 2007 (high point)	# Sold	Median Sale Price 2012	# Sold	Median Sale Price 2013	% Change 2013 vs 2012	# Sold in 2014	Median Sale Price 1/1/13 to 6/1/14 (last 17 mo)	% Change 1/1/13 to 6/1/14 (last 17 mo)
All SB Homes (92075)	72	\$1,237,500	96	\$955,000	114	\$1,100,000	15.2%	28	\$1,117,000	17.0%
WSB Homes (W of I-5)	39	\$1,450,000	51	\$1,070,000	60	\$1,402,500	31.1%	17	\$1,440,000	34.6%
ESB Homes (E of I-5)	33	\$1,020,000	45	\$920,000	54	\$1,073,500	16.7%	11	\$1,075,000	16.8%
LSF Homes (Santas)	18	\$880,000	29	\$875,000	43	\$999,000	14.2%	6	\$995,000	13.7%
Solana Beach Condos	82	\$642,500	128	\$545,000	140	\$622,500	14.2%	55	\$650,000	19.3%
Carlsbad 92008 & 92010	262	\$675,000	354	\$547,474	355	\$635,000	16.0%	128	\$649,000	18.5%
Carlsbad 92009 & 92011	629	\$843,900	893	\$705,000	847	\$785,000	11.3%	272	\$790,000	12.1%
Cardiff Homes	64	\$929,000	70	\$887,000	88	\$961,250	8.4%	29	\$990,000	11.6%
Encinitas Homes	389	\$879,000	474	\$822,500	466	\$870,000	5.8%	149	\$870,000	5.8%
Carmel Valley Homes	438	\$1,000,000	489	\$875,500	515	\$1,015,000	15.9%	191	\$1,040,500	18.8%
Del Mar Homes	136	\$1,525,000	174	\$1,325,000	188	\$1,495,645	12.9%	84	\$1,541,625	16.3%
All Coastal N Cty Homes	1990	\$ 894,500	2549	\$ 757,000	2573	\$ 861,450	13.8%	881	\$ 870,000	14.9%
All Coastal N Cty Condos	1132	\$470,000	1321	\$359,000	1454	\$433,884	20.9%	540	\$450,000	25.3%

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Data from Sandicor, Inc. to 6/1/2014 & represents properties listed or sold by various brokers. If your property is currently listed, this is not meant as a solicitation.

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

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



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

