

Scott & Bob's

SOLANA BEACH REAL ESTATE BRIEFING

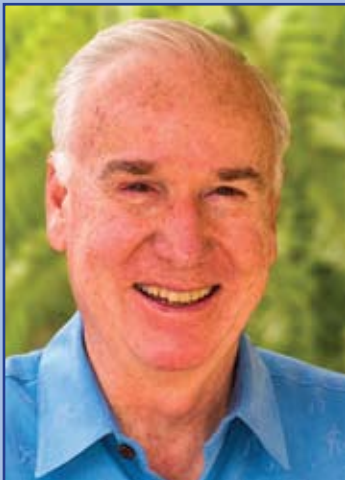
“Million Dollar Wisdom!”

JULY, 2014



Photo by Sharon Griswold

“Dog Beach”



**Moving Lives
Forward!**

Scott Peck

858-967-2604

ScottyPeck@gmail.com

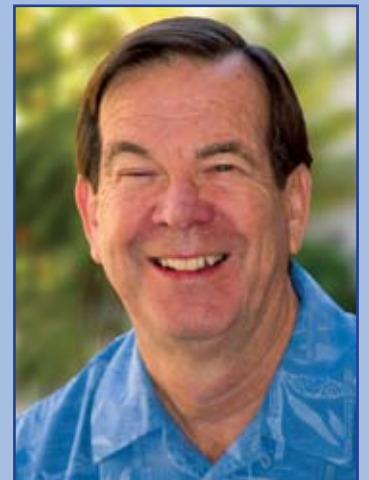
CA BRE 00999920

Bob Griswold

858-967-2608

RbGriswold@gmail.com

CA BRE 01228259



Why Dogs Love Living in Solana Beach!

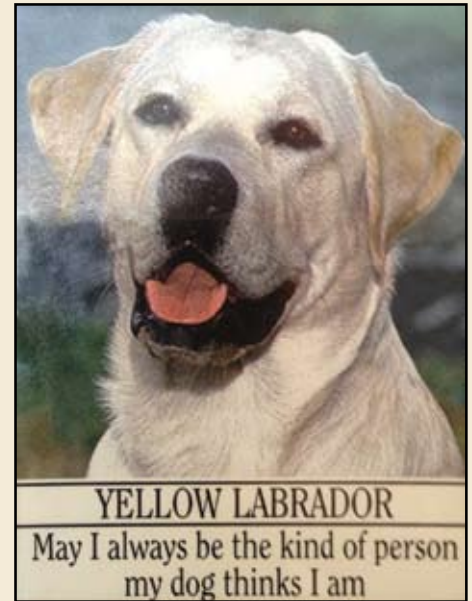
About 70% of our clients have dogs - & they are a very prominent part of Solana Beach families. In fact, one couple (& their dog) interviewed us as well as several other agents. When they selected us, we asked why - expecting it be one of the many reasons we are the #1 agents in Solana Beach. **Surprise!** They said: **“We selected you because of the way you embraced our dog as part of our family.”**

Our conclusion after many years of real estate success: **Dogs in Solana Beach have a good life!** Just look at that cover photo at “Dog Beach!”

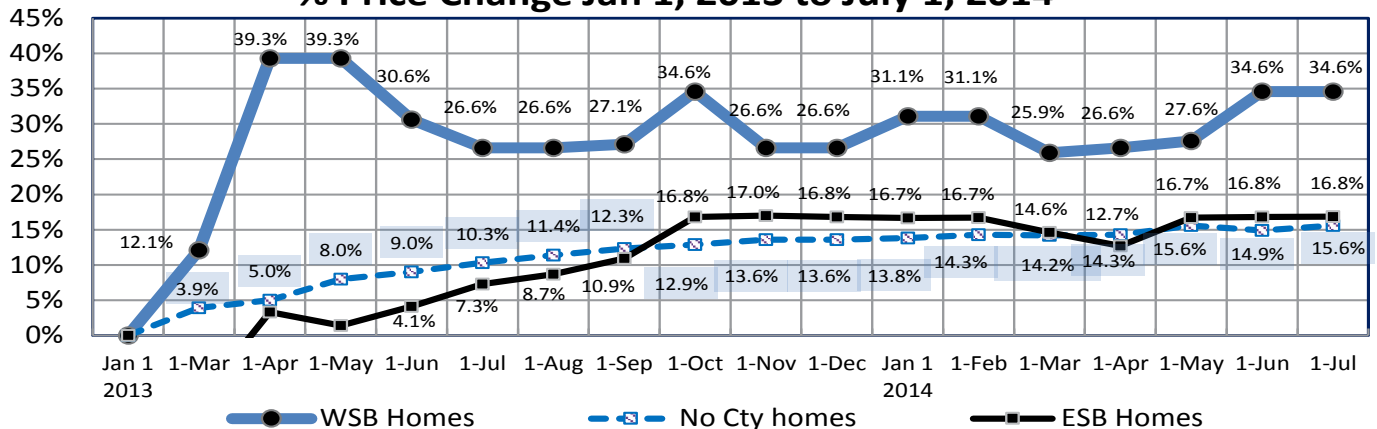
So how are all these Solana Beach dogs viewing the market?

Well, coastal North County home prices are up 15.6% for the last 18 months, WSB home prices are up 34.6%, ESB homes prices are up 16.8%, & SB condos are up 20.2%. **But the overall trend is a leveling off of prices** as you can see from the graph below & on the last page. The number of sales in WSB is steady, but quite slow in ESB. SB condo sales are steady.

This is a market that calls for an amazing refinement of **wisdom** (see next page) in pricing, negotiating, & moving properties to “sold” in an increasingly challenging environment. Take a look at our new **“Scott & Bob Quick Synopsis of Solana Beach Home Sales”** on the back. Refined insights!



**West SB, East SB, & North County Homes
% Price Change Jan 1, 2013 to July 1, 2014**



Karen (4 sales) & Oakey (2 Sales) with Us

“I don’t know what I would have done without the help, guidance, & sincere caring that came from Scott & Bob as I was moving forward in my life while facing so many unexpected challenges. They were instrumental in helping me sell my home of sixteen years & finding a perfect new place to call my own. They always made me feel as though every question I asked was important & every issue I had was resolved. What a wonderful transition I experienced & I owe it to Scott & Bob who made this year so much better than I thought it would be. I will always be grateful!”

Karen Hanson, Ed. D. & Oakey, TD (Top dog)



“Million Dollar Wisdom”

The average sales price of a home this year in Solana Beach is \$1,542,673. Compared with just about anywhere in the United States, that’s an amazingly high number!

So when the moment comes to sell - whether relocating, divorcing, or downsizing - it’s going to be a million dollar (or more) decision for most home owners in Solana Beach. **That calls for million dollar wisdom!** And for quite a few Solana Beach sellers, it’s a multi-million decision.

Wisdom begins with the agent you select.

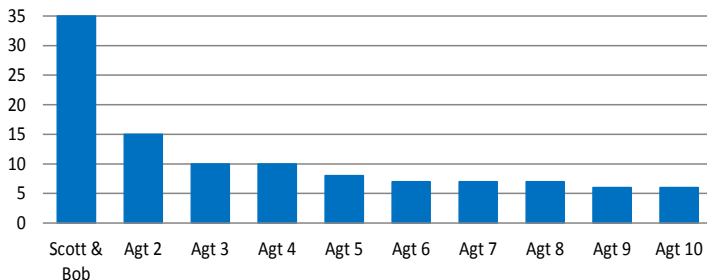
We will get you the highest possible sales price, take the stress out of showings, negotiate with finesse & power, solve problems during escrow, & cause you to feel cared for & in good hands. Why is that so important?

Because the wrong agent will undercut your price in private conversations with other agents (the beginning of real negotiating), create stress in the showing & sales process, cave in on negotiations, fail to anticipate & solve escrow problems, & cause you to feel stressed, underserved, & frustrated.

There’s no reason to compromise. For example, Scott recently had eye surgery to remove a complex cataract. Do you think Scott was thinking: “Now who is the second or third best eye surgeon available?” Or, “Which one of my friends or relatives is an eye surgeon?”



Scott & Bob - #1 Solana Beach Agents
2013 & 2014 Sales in SB by Top 10 Agents



**Number of Homes & Condos Sold in Solana Beach by
Top 10 Agents from Jan 1, 2013 to July 1, 2014**

Just because you know friends or relatives who are real estate agents doesn’t mean they can get you the highest possible price. **“How many sales have they had in Solana Beach this year?”** Imagine if Scott’s surgeon had only 5 operations per year. Not so good! Not the right choice!

You don’t just want someone who can do the job. **You want someone who can do the job with excellence & proven success!**

There are a ton of reasons we are the #1 agents in Solana Beach so **it’s just smart to interview us** when it’s time for your **million dollar decision**. Call us anytime for a no-pressure, revealing talk.

Jim & Roxanne - 2 Purchases + 2 Sales with Us

“Roxanne & I have had the pleasure of working with Scott Peck & Bob Griswold four times including two home purchases & two sales. They are extremely helpful, thorough, & professional – a pleasure to work with - & they get results!”

Jim Bolt, CEO, FRED Inc.
& Roxanne, TD (Top Dog)



**Solana Beach's
1 Agents**

**Scott Peck
858-967-2604**

**Bob Griswold
858-967-2608**



1312 Camino Del Mar Del Mar, CA 92014

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 7/1/2014)

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 7/1/14 (last 18 mo)	% Change 1/1/13 to 7/1/14 (last 18 mo)
All SB Homes (92075)	72	\$1,237,500	96	\$955,000	114	\$1,100,000	15.2%	34	\$1,125,000	17.8%
WSB Homes (W of I-5)	39	\$1,450,000	51	\$1,070,000	60	\$1,402,500	31.1%	23	\$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%	72	\$655,000	20.2%
Carlsbad 92008 & 92010	262	\$675,000	354	\$547,474	355	\$635,000	16.0%	152	\$650,000	18.7%
Carlsbad 92009 & 92011	629	\$843,900	893	\$705,000	847	\$785,000	11.3%	354	\$792,000	12.3%
Cardiff Homes	64	\$929,000	70	\$887,000	88	\$961,250	8.4%	37	\$1,000,000	12.7%
Encinitas Homes	389	\$879,000	474	\$822,500	466	\$870,000	5.8%	197	\$880,000	7.0%
Carmel Valley Homes	438	\$1,000,000	489	\$875,500	515	\$1,015,000	15.9%	243	\$1,050,000	19.9%
Del Mar Homes	136	\$1,525,000	174	\$1,325,000	188	\$1,495,645	12.9%	100	\$1,550,000	17.0%
All Coastal N Cty Homes	1990	\$ 894,500	2549	\$ 757,000	2573	\$ 861,450	13.8%	1117	\$ 875,000	15.6%
All Coastal N Cty Condos	1132	\$470,000	1321	\$359,000	1454	\$433,884	20.9%	662	\$450,000	25.3%

Copyright © 2014 by Scott Peck No use of any portion of this entire mailing is allowed without written permission from Scott Peck

Data from Sandicor, Inc. to 7/1/2014 & 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 Home Sales - July 1, 2014

	# Sales in 2013	# Sales in 2014	In Escrow	Avg List Price of Sales*	Avg Sale Price	Sale Price vs List Price***	Our Accuracy**	Sale Price per Sq Ft	# of days to sell
WSB	60	23	9	\$ 1,778,304	\$ 1,717,391	-3.4%	-1.3%	\$ 760	112
ESB	54	11	1	\$ 1,164,073	\$ 1,177,355	1.1%	-0.7%	\$ 462	50

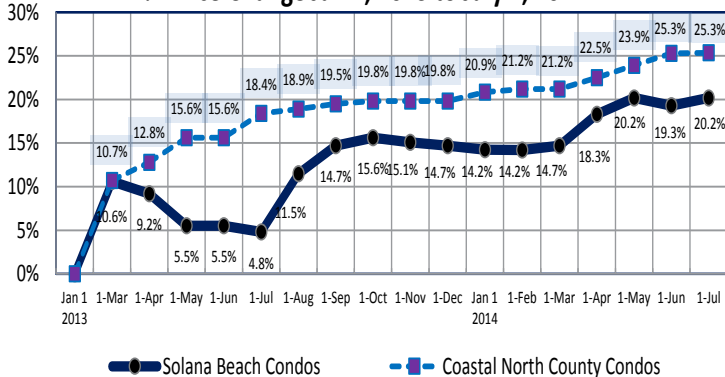
* With value range list prices, we use the lower number in our calculations.

** We privately estimate the sales price of EVERY home for sale in Solana Beach. This shows how close we come to estimating the actual sales price. **Another reason we are the #1 agents in Solana Beach!**

*** You might wonder how, for ESB, the average sales price is MORE than the average list price. We wondered why too. It's because ONE property sold for \$305,000 over the low end of its wide value range.

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

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



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

