

# Scott & Bob's

SOLANA BEACH REAL ESTATE BRIEFING

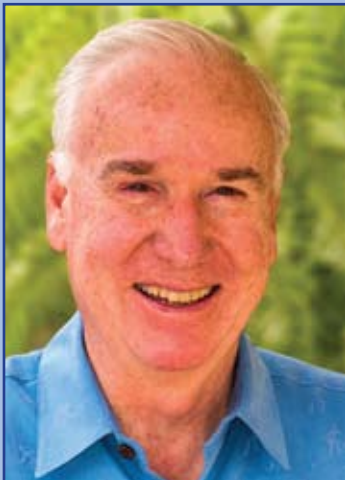
“Riding the Tech Wave”

SEPTEMBER, 2014



Photo by Sharon Griswold

Looking south from Del Mar Bluffs



**Moving Lives  
Forward!**

**Scott Peck**

858-967-2604

ScottyPeck@gmail.com

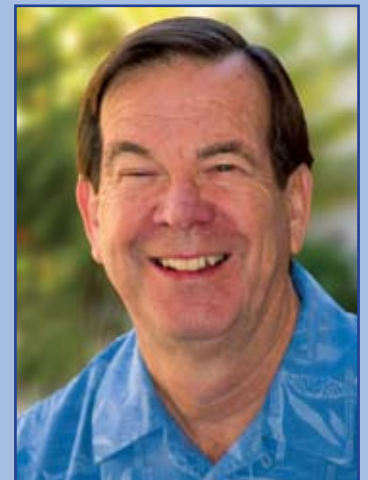
CA BRE 00999920

**Bob Griswold**

858-967-2608

RbGriswold@gmail.com

CA BRE 01228259



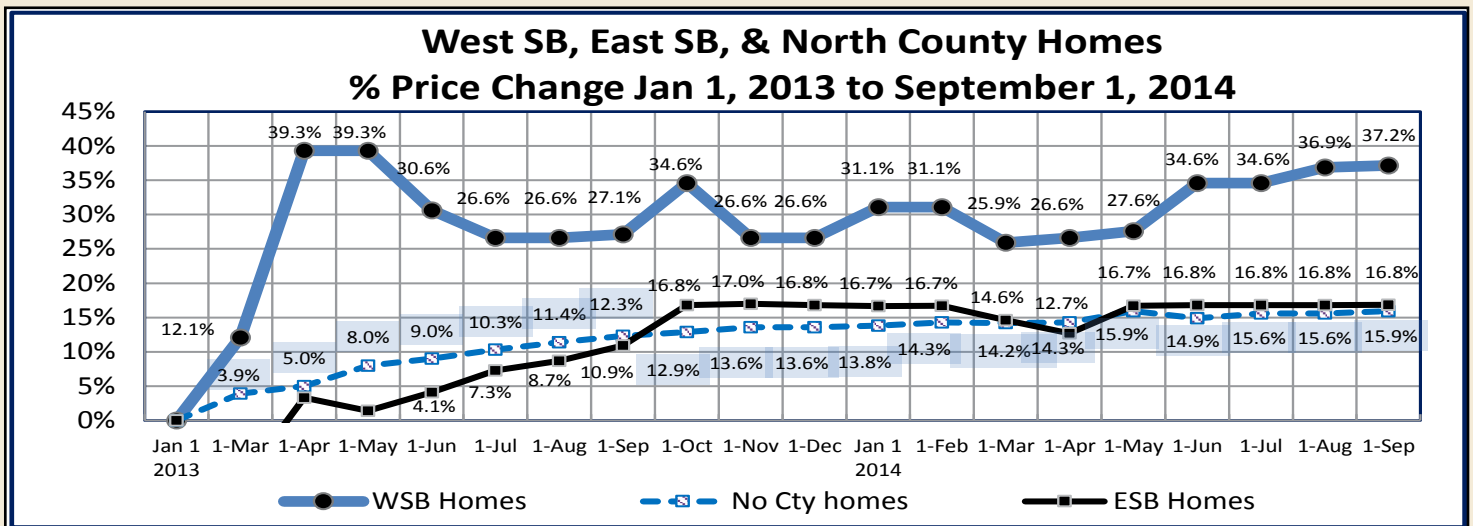
# Is That Really a Palm Tree?

**W**ell, to begin, do you know where that palm tree to the right is located in Solana Beach? Or perhaps, a better question: Is that really a palm tree? The answer: It's a cell tower! (corner of Highland & LSF) So now that we know we have a good connection, let's talk about the market.

Coastal North County homes ticked up slightly & are now up 15.9% for the past 20 months (chart below). West Solana Beach homes also ticked up slightly - & are up 37.2% for the past 20 months. East Solana Beach homes remained flat - up 16.8% for the past 20 months. Lomas Santa Fe homes dipped slightly - up 12.6% for the past 20 months (chart on back page). Coastal North County condos stayed flat - up 26.7% since January 1, 2013 (chart on back page). Solana Beach condos were up a tad - up 21.7% for the past 20 months (chart on back page).

On September 1, there were 21 homes for sale in WSB & 7 in escrow. In ESB, there were 11 for sale & 5 in escrow. **Our sense of the market** is that prices are rising ever so gently in a few areas & have leveled off in many communities. We're definitely in a slower more "balanced" market (vs a "sellers" market or "buyers" market). Homes priced in the "sweet spot" (what buyers perceive as the value vs what sellers might want to get) are moving. Those priced above the sweet spot are simply not selling.

**This is why we put so much time & skill into knowing the "highest sweet spot."** We know every home for sale & our estimates of sales price are amazingly accurate (see our Synopsis on the last page). **This is the expertise that creates success!**



**"Scott & Bob are so far ahead of the curve that they ARE the curve!"**

Paula & Scott Benson

**Scott 858-967-2604**

**Moving Lives Forward!**

**Bob 858-967-2608**



# “Riding the Tech Wave”

The tech revolution in real estate is creating gigantic waves of change for sellers, buyers, & real estate agents. To surf this wave, rather than drown, requires immense savvy & quantum reality shifts.

About 97% of buyers now use the internet to help find their home. That’s an astounding tech leap. They use Zillow.com & Realtor.com the most & there are tons of other sites too.

**Showing homes is a whole new world.** When we started real estate, we often got lost trying to find homes all over coastal North County. Today (see picture), Scott attaches his iPad mini to his steering wheel & uses a very sophisticated GPS program (Motion X GPS) to guide him. Even though his car has GPS, it’s not nearly as smart.

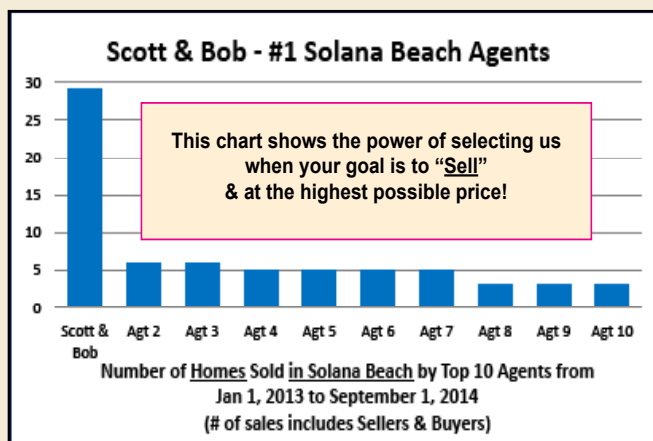


**Selling our listings requires massive internet know how.** From the moment we put a new home or condo for sale in the MLS, our TOP 10 REASONS TO BUY ME! signature copy, 25 beautiful pictures, & a compelling video tour immediately saturate the internet. Within minutes, we often get text messages on our iPhones from interested buyers or agents who receive instant updates from the MLS. And these buyers expect rapid answers - by text, email, or cell phone.

**We use 17 different software programs to bring our listings to “Sold!”** Can you imagine what it takes to stay on top of all those sophisticated programs! This is what you get when you select the #1 agents!

**Our goal is to stay one year ahead of others in the use of technology** to help our clients succeed. That’s a ridiculous goal, but it keeps us on our toes - & riding the wave way ahead of the curve!

**The iPhone (introduced just 7 years ago) has reshaped the way we all live our lives.** This month, you are likely to hear about the new, much larger iPhone & perhaps the new iWatch too. This will once again have an enormous impact on sellers & buyers & the way we serve our clients. How? Stay tuned!



**But here’s a key principle: Technology advance is not the GOAL. Technology is a TOOL** that enables us to give our clients the most advanced advantages. Without our integrity, goodwill, humor, patience, negotiating skills, & deep knowledge of every property, technology is incapable of making us the #1 agents in Solana Beach

**Even if you don’t enjoy technology, you deserve our deep expertise in using technology for your success!**

**If you do love technology,** we will empower you with new & helpful things that you probably don’t know. Buyers & sellers today are deeply tuned in to the market & have torrents of raw information at their hot fingertips. What we add to this raw data is **seasoned intelligence, knowledge of each property, seller & buyer secrets for maximum success, team spirit, & negotiating expertise & strength** learned in more than 43 combined years of real estate success.

**We invite you to join us & experience the success you deserve! with the #1 agents in Solana Beach. Call us anytime to ride the wave of your success together!**

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

## Scott Peck & Bob Griswold Exclusive 2014 Price Report

Solana Beach & Coastal North County Sales Overview (to Sep 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 9/1/14 (last 20 mo)	% Change 1/1/13 to 9/1/14 (last 20 mo)
All SB Homes (92075)	72	\$1,237,500	96	\$955,000	114	\$1,100,000	15.2%	50	\$1,175,000	23.0%
WSB Homes (W of I-5)	39	\$1,450,000	51	\$1,070,000	60	\$1,402,500	31.1%	35	\$1,467,600	37.2%
ESB Homes (E of I-5)	33	\$1,020,000	45	\$920,000	54	\$1,073,500	16.7%	15	\$1,075,000	16.8%
LSF Homes (Santas)	18	\$880,000	29	\$875,000	43	\$999,000	14.2%	7	\$985,000	12.6%
Solana Beach Condos	82	\$642,500	128	\$545,000	140	\$622,500	14.2%	96	\$663,500	21.7%
Carlsbad 92008 & 92010	262	\$675,000	354	\$547,474	355	\$635,000	16.0%	219	\$652,500	19.2%
Carlsbad 92009 & 92011	629	\$843,900	893	\$705,000	847	\$785,000	11.3%	498	\$800,000	13.5%
Cardiff Homes	64	\$929,000	70	\$887,000	88	\$961,250	8.4%	47	\$990,000	11.6%
Encinitas Homes	389	\$879,000	474	\$822,500	466	\$870,000	5.8%	266	\$870,000	5.8%
Carmel Valley Homes	438	\$1,000,000	489	\$875,500	515	\$1,015,000	15.9%	330	\$1,050,000	19.9%
Del Mar Homes	136	\$1,525,000	174	\$1,325,000	188	\$1,495,645	12.9%	133	\$1,550,000	17.0%
<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>13.8%</b>	<b>1543</b>	<b>\$ 877,625</b>	<b>15.9%</b>
All Coastal N Cty Condos	1132	\$470,000	1321	\$359,000	1454	\$433,884	20.9%	913	\$455,000	26.7%

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 9/1/2014 & 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 - September 1, 2014

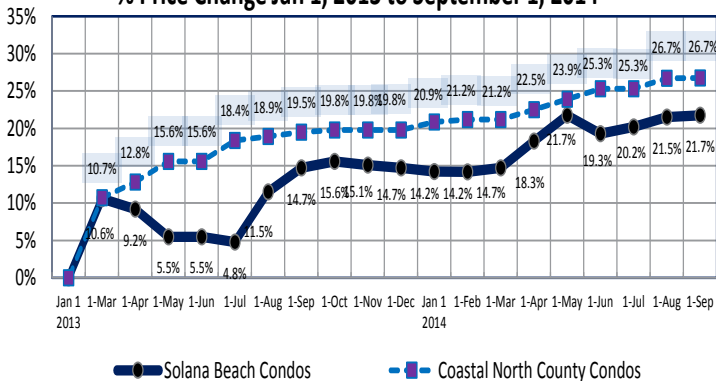
	# Sales in 2013	# Sales in 2014	In Escrow	Avg List Price of Sales*	Avg Sale Price	Sale Price vs List Price	Our Accuracy**	Sale Price per Sq Ft	# of days to sell
WSB	60	35	7	\$ 1,715,486	\$ 1,670,874	-2.6%	-1.2%	\$ 741	108
ESB	54	15	5	\$ 1,221,320	\$ 1,210,393	-0.9%	-1.0%	\$ 467	43

\* 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!**

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

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



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

