



SAN DIEGO - NORTH COUNTY

FOURTH QUARTER REPORT

2024

PRESENTED BY

JENNIFER ANDERSON



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COMPASS



OVERVIEW

In 2024, the U.S. housing market faced challenges due to high mortgage rates, limited inventory, and affordability issues. Mortgage rates remained elevated, averaging around 7%, deterring both buyers and sellers. This led to a stagnation in home sales, with projections indicating the lowest levels since 1995. Despite these obstacles, home prices continued to rise, driven by persistent demand and a shortage of available homes.

Notably, pending home sales increased by 2.2% in November, marking the fourth consecutive month of gains and reaching the highest level since February 2023. As 2025 approaches, the market is expected to remain tight, with affordability challenges persisting for many prospective buyers.

Fed Rate Cuts vs. Mortgage Rates

In late 2024, the Federal Reserve cut its benchmark interest rate three times, reducing it from 5.25%-5.50% to 4.25%-4.50%. These moves aimed to combat slowing inflation and a softening labor market, sparking opportunities for borrowers and influencing the housing market. However, the actual impact on mortgage rates was less straightforward.

The largest cut, a 0.50% reduction in September, briefly lowered mortgage rates from nearly 8% to 6.2%, prompting a wave of refinancing and buyer interest. Yet by November, despite another 0.25% cut, mortgage rates rebounded to 6.72% due to volatile bond markets and persistent demand. December's final 0.25% cut had minimal additional impact, leaving 30-year fixed mortgage rates hovering around 7% by year-end.

Why didn't mortgage rates fall further? The answer lies in how they're determined. While Fed rate cuts directly affect short-term loans like credit cards and adjustable-rate mortgages, fixed mortgage rates are driven by the bond market, specifically the 10-year Treasury yield. When investors expect economic uncertainty, bond yields—and mortgage rates—drop. However, strong housing demand or inflation fears can keep rates elevated despite Fed actions.

Even with over a 1% reduction in the federal funds rate in 2024, mortgage rates barely moved due to these broader forces. Understanding this distinction helps borrowers navigate the market, showing that Fed rate cuts are only part of the equation in determining mortgage affordability.

NAR Real Estate Forecast Summit: The Year Ahead

On December 12, NAR (National Association of REALTORS®) held a virtual economic and real estate summit that provided a year-end review of 2024 and outlook on the real estate market and the economy for 2025.

NAR Chief Economist Dr. Lawrence Yun and a panel of experts provided valuable insights into the market's trajectory for 2025, emphasizing both challenges and opportunities. Mortgage rates are expected to hover around 6.5%, with slight decreases potentially bringing them below this level by



the end of the year. The Federal Reserve is anticipated to implement rate cuts next year, fostering optimism for a gradual improvement in affordability.

Mortgage origination volumes are projected to grow by 20% in 2025, rebounding from historically low levels. Home sales are also expected to rise, with a 5% increase in existing home sales and a 10% jump in new home sales. National home prices may see modest growth of 1.5%, down from 4% this year, while multifamily rent growth is expected to remain flat.

Affordability remains a key issue, particularly for first-time buyers. Builders and sellers are leveraging incentives, like rate buy-downs, to attract buyers. Inventory shortages persist, especially for entry-level homes, but regions like Florida and Austin are seeing improvement due to favorable policies. Regulatory reforms, such as easing zoning for medium-density housing, are seen as critical to addressing supply challenges in markets like Virginia and California.

Experts remain cautiously optimistic for 2025, citing inventory growth, job market stability, and policy-driven changes as positive indicators. However, concerns about affordability, seasonal disruptions, and structural supply-demand imbalances underscore the need for strategic actions across the industry.

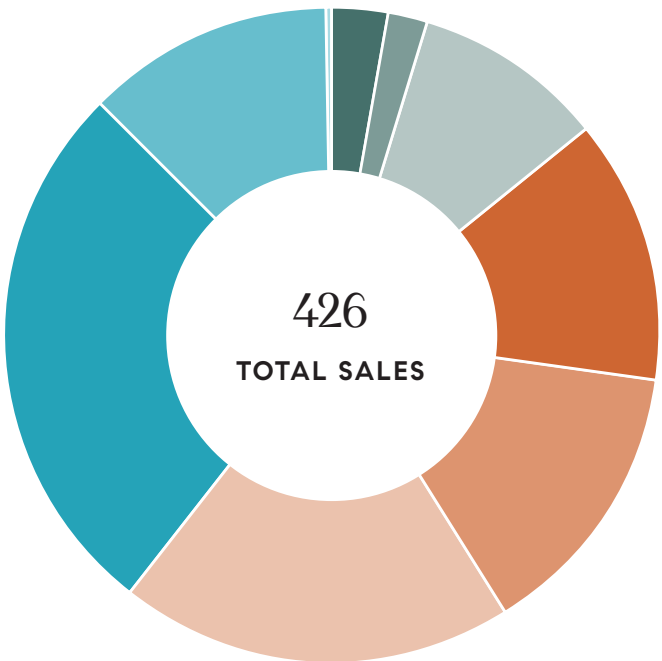
While the real estate market faces headwinds, 2025 is shaping up to be a year of recovery and growth, particularly in home sales and mortgage activity.



Q3 2024 STATS

SALES BY PRICE RANGE

● \$8M+	12
● \$6M-\$8M	9
● \$4M-\$6M	40
● \$3M-\$4M	56
● \$2.5M-\$3M	59
● \$2M-\$2.5M	83
● \$1.5M-\$2M	114
● \$1M-\$1.5M	52
● <\$1M	1
Total Sales	426



MEDIAN SALES PRICES (\$M)

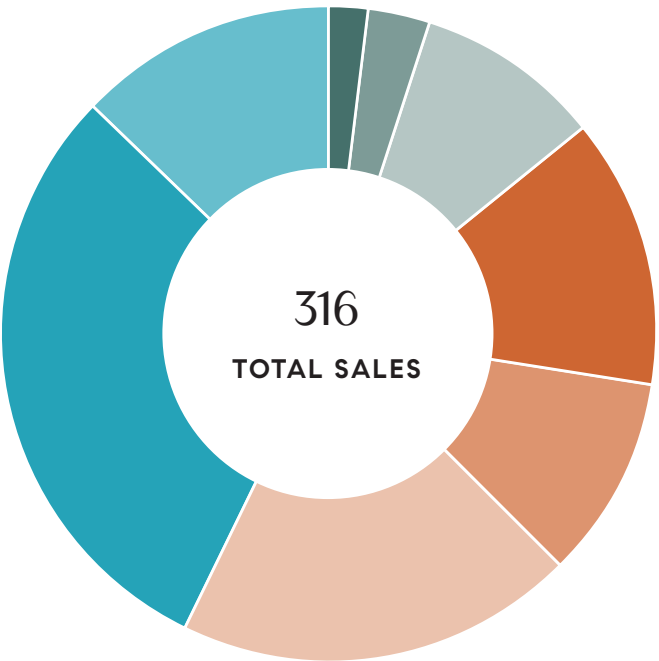
AREA	SALES PRICE	YOY% CHANGE
Del Mar	\$3.28M	-11% ▼
Solana Beach	\$2.75M	-16% ▼
Encinitas	\$2.15M	5% ▲
Carlsbad	\$1.86M	17% ▲
Carmel Valley	\$2.82M	15% ▲
Rancho Santa Fe	\$4.95M	4% ▲

AVERAGE SALES PRICES (\$M)

AREA	SALES PRICE	YOY% CHANGE
Del Mar	\$4.46M	4% ▲
Solana Beach	\$3.06M	-24% ▼
Encinitas	\$2.53M	-12% ▼
Carlsbad	\$1.95M	10% ▲
Carmel Valley	\$2.84M	1% ▲
Rancho Santa Fe	\$5.82M	13% ▲

Q4 2024 STATS

SALES BY PRICE RANGE		
●	\$8M+	7
●	\$6M-\$8M	9
●	\$4M-\$6M	29
●	\$3M-\$4M	42
●	\$2.5M-\$3M	32
●	\$2M-\$2.5M	62
●	\$1.5M-\$2M	95
●	\$1M-\$1.5M	40
●	<\$1M	0
Total Sales		316



MEDIAN SALES PRICES (\$M)			
AREA	SALES PRICE	YOY% CHANGE	
Del Mar	\$4.14M	31%	▲
Solana Beach	\$2.80M	6%	▲
Encinitas	\$2.36M	19%	▲
Carlsbad	\$1.78M	3%	▲
Carmel Valley	\$2.45M	8%	▲
Rancho Santa Fe	\$5.23M	18%	▲

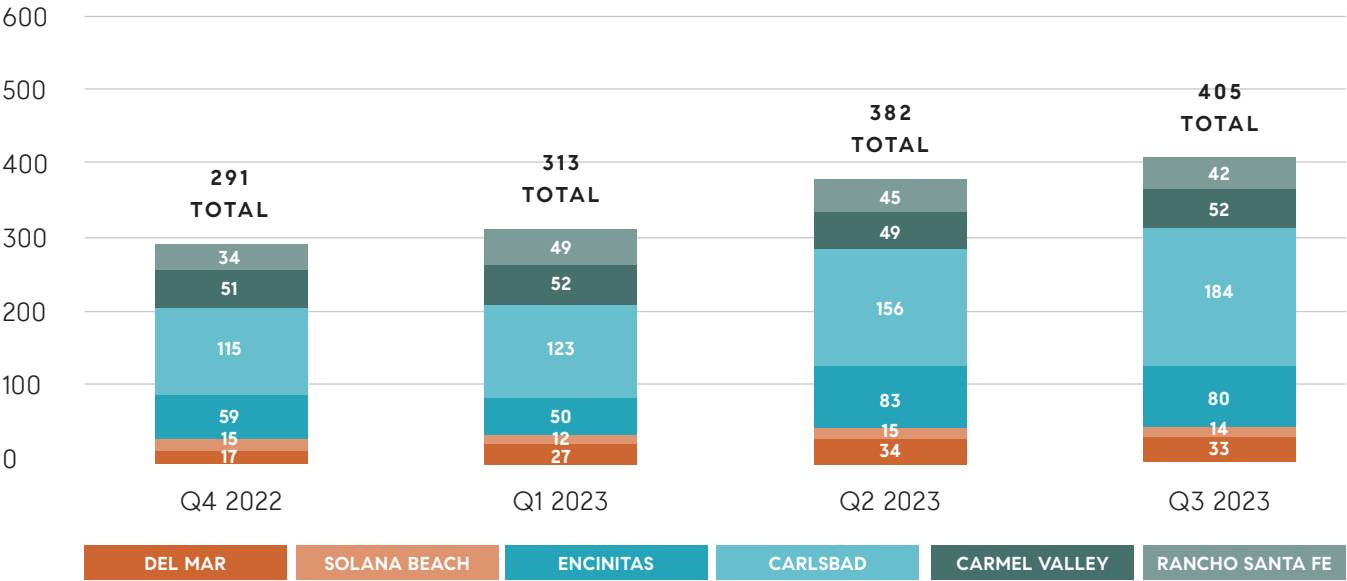
AVERAGE SALES PRICES (\$M)			
AREA	SALES PRICE	YOY% CHANGE	
Del Mar	\$4.53M	33%	▲
Solana Beach	\$3.28M	-3%	▼
Encinitas	\$2.63M	3%	▲
Carlsbad	\$1.89M	-7%	▼
Carmel Valley	\$2.53M	5%	▲
Rancho Santa Fe	\$6.56M	13%	▲

QUARTERLY SALES

TOTAL ANNUAL SALES ALL REGIONS	
2014	2,498
2015	2,637
2016	2,673
2017	2,678
2018	2,395
2019	2,390
2020	2,681
2021	2,702
2022	1,608
2023	1,349
2024	1,398



NUMBER OF SALES BY REGION



QUARTERLY SALES

SALES BY PRICE RANGE • ALL REGIONS

RANGE	Q4 2024	Q3 2024	Q4 2023	Q3 2023	10 YEAR AVE. Q4 SALES	10 YEAR AVE. Q3 SALES
\$8M+	7	12	7	14	5	7
\$6M-\$8M	9	9	13	14	7	7
\$4M-\$6M	29	40	24	41	19	24
\$3M-\$4M	42	56	22	39	27	34
\$2.5M-\$3M	32	59	25	39	29	36
\$2M-\$2.5M	62	83	50	62	50	60
\$1.5M-\$2M	95	114	76	109	99	112
\$1M-\$1.5M	40	52	32	83	151	200
<\$1M	0	1	2	4	119	146
TOTAL SALES	316	426	251	405	506	626

NUMBER OF SALES BY REGION (CONT.)

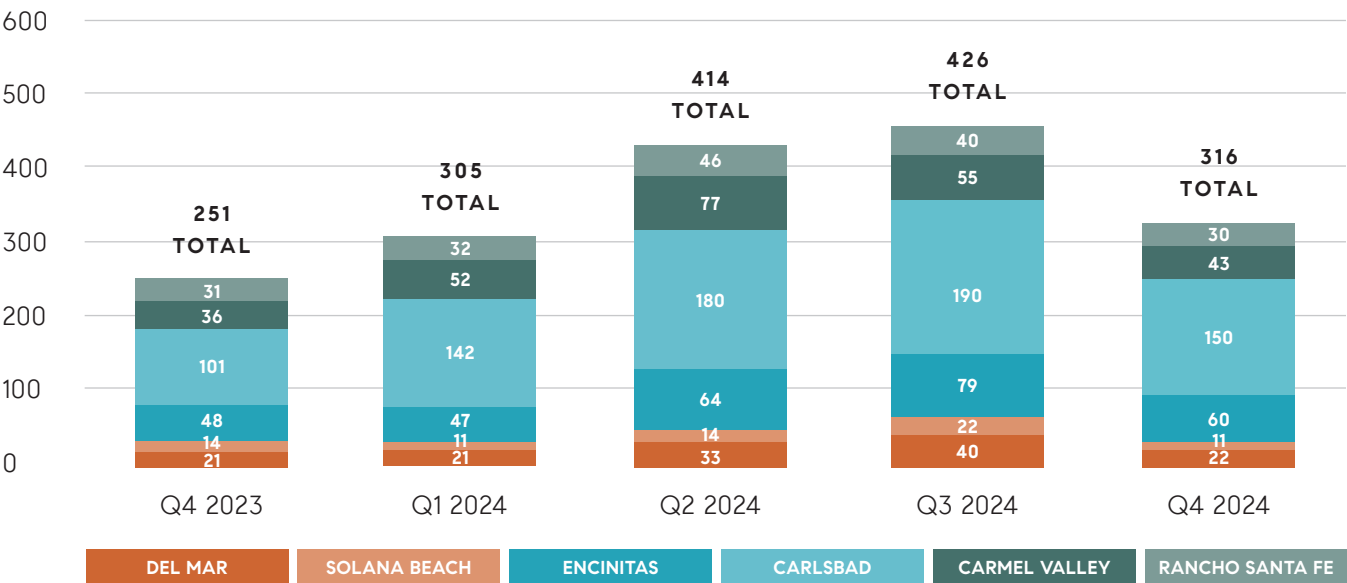


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Current as of January 06, 2025. "All Regions" are represented by Del Mar, Solana Beach, Encinitas, Carlsbad, Carmel Valley and Rancho Santa Fe. Data reflects detached homes only. All data from San Diego MLS®

DEL MAR

MARKET OVERVIEW

Del Mar saw steady demand in Q4 2024, with total sales volume reaching \$99.57M, a significant increase from Q4 2023's \$71.39M. The number of units sold rose slightly to 22, and the market remained stable with an average market time of 41 days. Median sales prices jumped by 31% year-over-year to \$4.14M, while average sales prices also climbed, reaching \$4.53M—a 33% YoY increase. These figures indicate strong buyer interest, especially in the \$4M–\$6M price range, which accounted for the largest share of transactions.

Despite fewer units sold compared to Q3 2024, the 26% increase in the median sales price from Q3 to Q4 highlights an upward shift in market activity. The blend of high-value sales and shorter market times sets an optimistic tone for the upcoming year.

MEDIAN SALES PRICES (\$M)

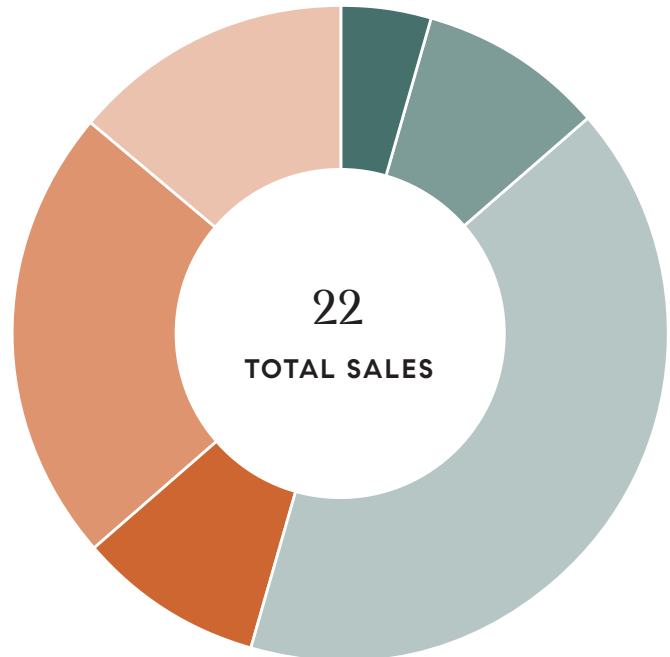
QUARTER	MEDIAN	YOY% CHANGE	
Q3 to Q4	-	26%	▲
Q4 2024	\$4.14M	31%	▲
Q3 2024	\$3.28M	-11%	▼
Q2 2024	\$3.75M	19%	▲
Q1 2024	\$2.55M	2%	▲
Q4 2023	\$3.17M	8%	▲
Q4 2022	\$2.95M	-11%	▼
Q4 2021	\$3.32M	47%	▲

AVERAGE SALES PRICES (\$M)

QUARTER	AVERAGE	YOY% CHANGE	
Q3 to Q4	-	2%	▲
Q4 2024	\$4.53M	33%	▲
Q3 2024	\$4.46M	4%	▲
Q2 2024	\$4.31M	10%	▲
Q1 2024	\$3.79M	11%	▲
Q4 2023	\$3.40M	-8%	▼
Q4 2022	\$3.68M	-18%	▼
Q4 2021	\$4.47M	61%	▲

SALES BY PRICE RANGE

● \$8M+	1
● \$6M-\$8M	2
● \$4M-\$6M	9
● \$3M-\$4M	2
● \$2.5M-\$3M	5
● \$2M-\$2.5M	3
● \$1.5M-\$2M	0
● \$1M-\$1.5M	0
● <\$1M	0
Total Sales	22



COMPARING NUMBERS

	Q4 2024	Q3 2024	Q4 2023
TOTAL \$ VOLUME	\$99.57M	\$178.33M	\$71.39M
UNITS SOLD	22	40	21
AVG DOM	41	42	30

41.5

DAYS ON MARKET

Average for Q3 + Q4

Q4 SALES

111 Sea Cliff Way	\$15.00M	2002 Cordero Rd	\$5.00M
215 10th St	\$7.37M	627 15th St	\$4.90M
4954 Sun Valley Rd	\$6.25M	1823-25 Coast Blvd	\$4.85M
320-322 11th St	\$5.20M	120 12th St	\$4.80M
432 Carolina Rd	\$5.15M	4939 Rancho Viejo Dr	\$4.75M

SOLANA BEACH

MARKET OVERVIEW

The Solana Beach real estate market in 2024 showcased a notable shift, with a total sales volume of \$36.12M in Q4, reflecting a decrease compared to both Q3 2024 (\$67.39M) and Q4 2023 (\$47.26M). Despite this decline in volume, the market maintained a steady pace with 11 homes sold in Q4.

The median sales price in Solana Beach rose to \$2.80M in Q4, a modest 2% increase from Q3, demonstrating a positive trajectory amidst fluctuating market conditions. Year-over-year, this marks a significant 6% growth from Q4 2023. The average sales price, however, saw a slight decline to \$3.28M, down 3% year-over-year, suggesting some market adjustments in the higher price segments. The Days on market (DOM) for Q4 2024 averaged 38 days, slightly longer than Q3's 30 days but still reflecting a healthy turnover rate for homes. Sales by price range revealed a balanced distribution, with the majority of transactions occurring in the \$2M–\$3M ranges, accounting for six of the eleven total sales. High-end sales were present but limited, with only one property exceeding the \$6M mark, signaling a more restrained luxury market in Q4.

MEDIAN SALES PRICES (\$M)

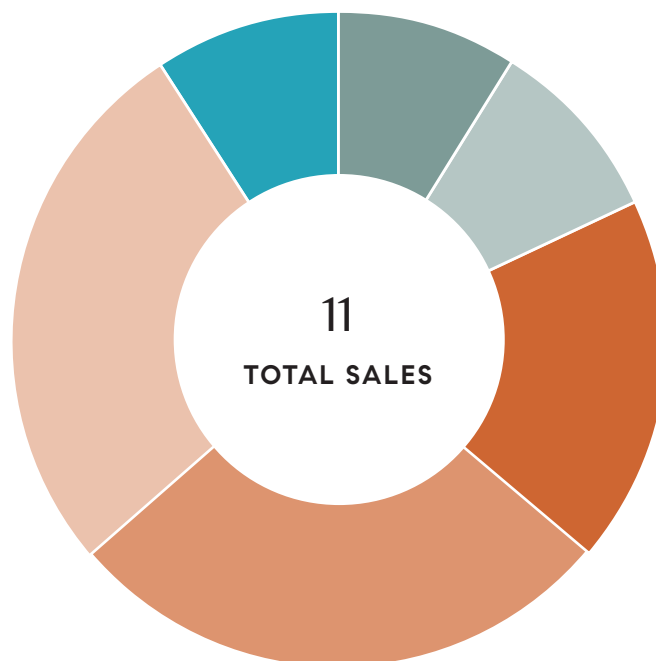
QUARTER	MEDIAN	YOY% CHANGE	
Q3 to Q4	-	2%	▲
Q4 2024	\$2.80M	6%	▲
Q3 2024	\$2.75M	-16%	▼
Q2 2024	\$2.97M	-7%	▼
Q1 2024	\$2.68M	16%	▲
Q4 2023	\$2.65M	26%	▲
Q4 2022	\$2.10M	-3%	▼
Q4 2021	\$2.17M	19%	▲

AVERAGE SALES PRICES (\$M)

QUARTER	AVERAGE	YOY% CHANGE	
Q3 to Q4	-	7%	▲
Q4 2024	\$3.28M	-3%	▼
Q3 2024	\$3.06M	-24%	▼
Q2 2024	\$3.25M	-14%	▼
Q1 2024	\$3.31M	18%	▲
Q4 2023	\$3.38M	47%	▲
Q4 2022	\$2.30M	-15%	▼
Q4 2021	\$2.71M	17%	▲

SALES BY PRICE RANGE

● \$8M+	0
● \$6M-\$8M	1
● \$4M-\$6M	1
● \$3M-\$4M	2
● \$2.5M-\$3M	3
● \$2M-\$2.5M	3
● \$1.5M-\$2M	1
● \$1M-\$1.5M	0
● <\$1M	0
Total Sales	11



COMPARING NUMBERS

	Q4 2024	Q3 2024	Q4 2023
TOTAL \$ VOLUME	\$36.12M	\$67.39M	\$47.26M
UNITS SOLD	11	22	14
AVG DOM	38	30	98

34

DAYS ON MARKET

Average for Q3 + Q4

Q4 SALES

538 Canyon Dr	\$6.50M	229 N Granados	\$2.80M
522 S Rios Ave	\$5.40M	417 Loma Larga Dr	\$2.70M
739 N Rios Ave	\$3.97M	1011 Santa Queta	\$2.11M
438 S Nardo Ave	\$3.80M	417 Santa Victoria	\$2.06M
210 Estrella St	\$2.84M	687 Dell Street	\$2.04M

ENCINITAS

MARKET OVERVIEW

Encinitas demonstrated resilience in 2024, with increased activity and stable pricing trends despite ongoing market challenges. The total sales volume in Q4 2024 reached \$157.58M, reflecting a substantial 28% increase compared to Q4 2023. Units sold rose to 60, a 25% jump year-over-year, although average days on market (DOM) climbed slightly to 48, indicating a more measured pace of transactions.

Encinitas experienced a 10% quarter-over-quarter rise in median sales prices, closing Q4 2024 at \$2.36M—a remarkable 19% year-over-year increase. Average sales prices followed a similar upward trajectory, reaching \$2.63M, a modest 3% increase compared to Q4 2023. Looking ahead, the market's stability is further supported by a balanced mix of transactions across price ranges. While average days on market for Q3 and Q4 2024 combined sits at 41 days, the strong year-over-year price appreciation and steady volume highlight Encinitas' enduring appeal.

MEDIAN SALES PRICES (\$M)

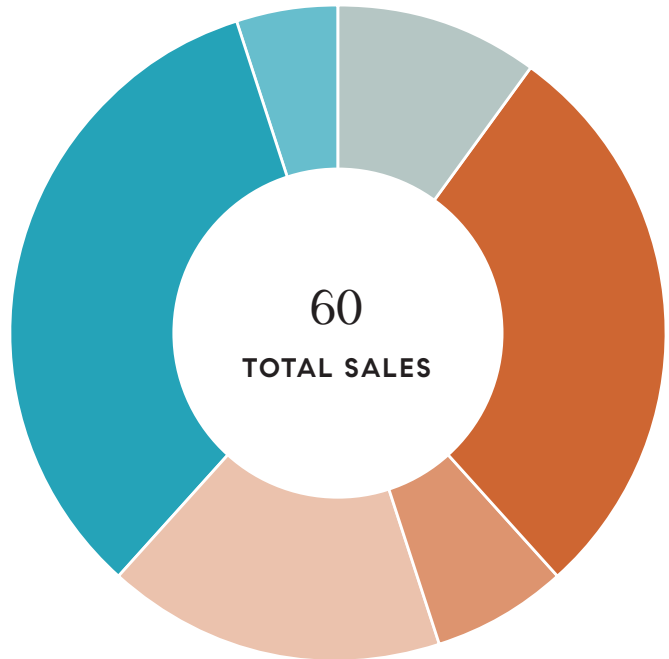
QUARTER	MEDIAN	YOY% CHANGE	
Q3 to Q4	-	10%	▲
Q4 2024	\$2.36M	19%	▲
Q3 2024	\$2.15M	5%	▲
Q2 2024	\$2.11M	3%	▲
Q1 2024	\$2.55M	21%	▲
Q4 2023	\$1.99M	5%	▲
Q4 2022	\$1.90M	-7%	▼
Q4 2021	\$2.05M	28%	▲

AVERAGE SALES PRICES (\$M)

QUARTER	AVERAGE	YOY% CHANGE	
Q3 to Q4	-	4%	▲
Q4 2024	\$2.63M	3%	▲
Q3 2024	\$2.53M	-12%	▼
Q2 2024	\$2.75M	9%	▲
Q1 2024	\$2.68M	6%	▲
Q4 2023	\$2.56M	11%	▲
Q4 2022	\$2.30M	-7%	▼
Q4 2021	\$2.47M	37%	▲

SALES BY PRICE RANGE

● \$8M+	0
● \$6M-\$8M	0
● \$4M-\$6M	6
● \$3M-\$4M	17
● \$2.5M-\$3M	4
● \$2M-\$2.5M	10
● \$1.5M-\$2M	20
● \$1M-\$1.5M	3
● <\$1M	0
Total Sales	60



COMPARING NUMBERS

	Q4 2024	Q3 2024	Q4 2023
TOTAL \$ VOLUME	\$157.58M	\$200.17M	\$122.86M
UNITS SOLD	60	79	48
AVG DOM	48	34	47

41

DAYS ON MARKET

Average for Q3 + Q4

Q4 SALES

651 Quail Gardens Ln	\$5.28M	2133 Woodward Dr	\$4.08M
1070 Hymettus Ave	\$5.20M	820 Hymettus Ave	\$3.95M
1159 Larksong Ln	\$4.90M	676 Corona Way	\$3.80M
1102 Double LL Ranch Rd	\$4.59M	540 Park Ln	\$3.76M
340 Seeman Dr	\$4.58M	590 Camino El Dorado	\$3.76M

CARLSBAD

MARKET OVERVIEW

Carlsbad's real estate market showcased its adaptability in Q4 2024, driven by a surge in transactions and a dynamic pricing landscape. With 150 homes sold—a sharp increase from last year's 101—the market demonstrated heightened activity, even as buyers took slightly more time to close deals, with average days on market rising to 41.

Pricing trends were nuanced this quarter. The median sales price reached \$1.78M, a slight 3% increase compared to Q4 2023, but a step back from Q3 levels. Meanwhile, the average sales price dipped to \$1.89M, reflecting a 7% year-over-year decrease. These shifts highlight a balancing act as buyers navigate affordability while sellers adjust expectations. The majority of activity remained concentrated in the \$1M-\$2.5M range, where 135 of the 150 sales occurred. The upper end of the market, however, saw no activity above the \$4M mark this quarter—a stark contrast to the high-end energy seen in prior years.

MEDIAN SALES PRICES (\$M)

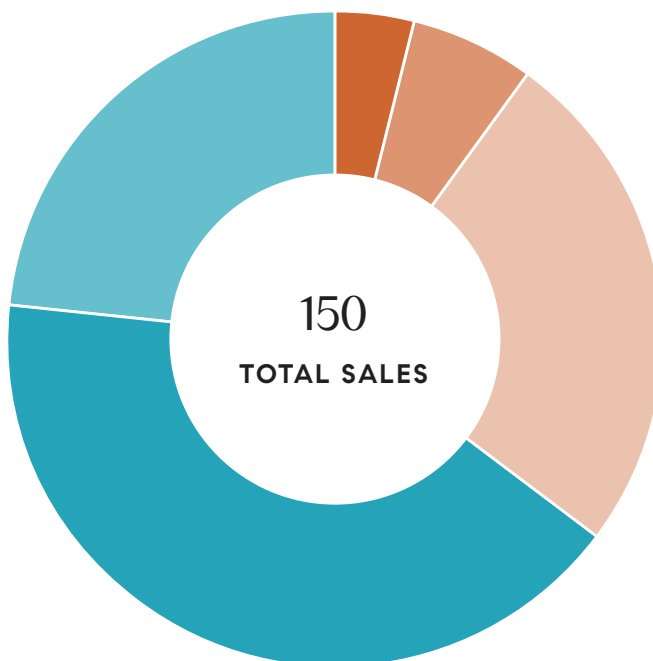
QUARTER	MEDIAN	YOY% CHANGE	
Q3 to Q4	-	-4%	▼
Q4 2024	\$1.78M	3%	▲
Q3 2024	\$1.86M	17%	▲
Q2 2024	\$1.86M	8%	▲
Q1 2024	\$1.80M	13%	▲
Q4 2023	\$1.72M	4%	▲
Q4 2022	\$1.65M	9%	▲
Q4 2021	\$1.51M	26%	▲

AVERAGE SALES PRICES (\$M)

QUARTER	AVERAGE	YOY% CHANGE	
Q3 to Q4	-	-3%	▼
Q4 2024	\$1.89M	-7%	▼
Q3 2024	\$1.95M	10%	▲
Q2 2024	\$2.00M	4%	▲
Q1 2024	\$1.95M	15%	▲
Q4 2023	\$2.02M	15%	▲
Q4 2022	\$1.75M	6%	▲
Q4 2021	\$1.65M	32%	▲

SALES BY PRICE RANGE

● \$8M+	0
● \$6M-\$8M	0
● \$4M-\$6M	0
● \$3M-\$4M	6
● \$2.5M-\$3M	9
● \$2M-\$2.5M	38
● \$1.5M-\$2M	62
● \$1M-\$1.5M	35
● <\$1M	0
Total Sales	150



COMPARING NUMBERS

	Q4 2024	Q3 2024	Q4 2023
TOTAL \$ VOLUME	\$283.09M	\$369.76M	\$203.99M
UNITS SOLD	150	190	101
AVG DOM	41	37	33

39

DAYS ON MARKET

Average for Q3 + Q4

Q4 SALES

2920 Highland Dr.	\$3.90M	6503 Surfside Lane	\$3.00M
7919 Corte Penca	\$3.70M	3224 Sitio Montecillo	\$2.85M
4190 Sunnyhill Drive	\$3.50M	3255 Donna Drive	\$2.81M
6907 Amber Lane	\$3.30M	2681 Echo Avenue	\$2.80M
1353 Shorebird Lane	\$3.02M	7860 Via Teca	\$2.75M

CARMEL VALLEY

MARKET OVERVIEW

Carmel Valley closed 2024 on a note of recalibration, with the market reflecting a mix of steady price growth and softened transaction volume. Total sales volume in Q4 came in at \$108.58M, a 30% reduction from Q3's \$156.23M. The 43 homes sold represent a slight recovery from prior quarters but fall short of the more active periods seen in past years.

Median sales prices in Q4 2024 stood at \$2.45M, an 8% increase year-over-year, signaling continued demand for Carmel Valley's premium properties. However, the average sales price dropped to \$2.53M, down 11% from Q3, showcasing some variability in higher-end transactions. This dynamic reflects a broadening spectrum of buyers, with strong activity in the \$2M-\$3M range, which accounted for over half of all sales. Homes continue to move swiftly in Carmel Valley, with an average of just 34 days on the market during Q4, aligning closely with the annual trend of 30.5 days across Q3 and Q4. This quick turnover rate reflects the submarket's enduring appeal and efficiency for both buyers and sellers.

MEDIAN SALES PRICES (\$M)

QUARTER	MEDIAN	YOY% CHANGE
Q3 to Q4	-	-13%
Q4 2024	\$2.45M	8%
Q3 2024	\$2.82M	15%
Q2 2024	\$2.65M	18%
Q1 2024	\$2.54M	22%
Q4 2023	\$2.26M	9%
Q4 2022	\$2.07M	-2%
Q4 2021	\$2.11M	28%

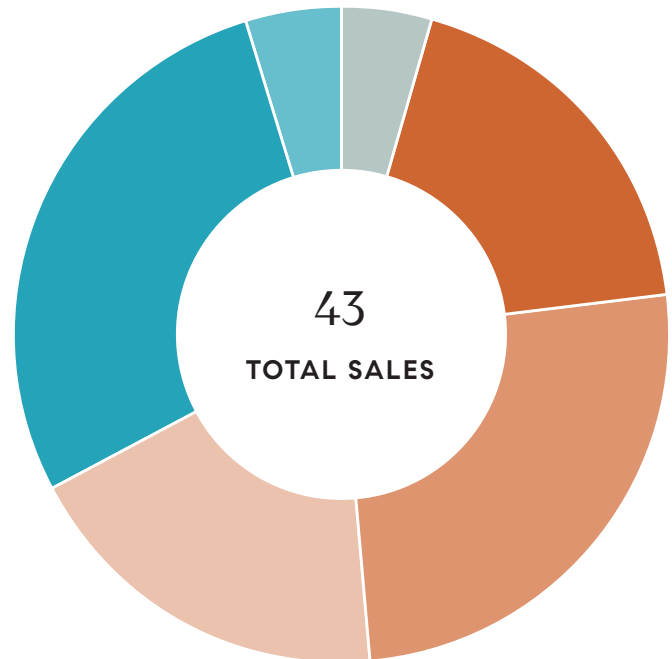
AVERAGE SALES PRICES (\$M)

QUARTER	AVERAGE	YOY% CHANGE
Q3 to Q4	-	-11%
Q4 2024	\$2.53M	5%
Q3 2024	\$2.84M	1%
Q2 2024	\$2.83M	15%
Q1 2024	\$3.07M	26%
Q4 2023	\$2.40M	-2%
Q4 2022	\$2.45M	8%
Q4 2021	\$2.27M	31%

SALES BY PRICE RANGE

● \$8M+	0
● \$6M-\$8M	0
● \$4M-\$6M	2
● \$3M-\$4M	8
● \$2.5M-\$3M	11
● \$2M-\$2.5M	8
● \$1.5M-\$2M	12
● \$1M-\$1.5M	2
● <\$1M	0
Total Sales	43

CARMEL VALLEY



COMPARING NUMBERS

	Q4 2024	Q3 2024	Q4 2023
TOTAL \$ VOLUME	\$108.58M	\$156.23M	\$203.99M
UNITS SOLD	43	55	101
AVG DOM	34	27	33

30.5

DAYS ON MARKET

Average for Q3 + Q4

Q4 SALES

5161 Rancho Del Mar Trail	\$5.31M	5152 Cheltenham Terrace	\$3.22M
14198 Caminito Vistana	\$4.80M	6299 Sagebrush Bend Way	\$3.20M
10781 Cherry Hill Drive	\$3.70M	5033 Pearlman Way	\$3.17M
12468/98 Del Vino Court	\$3.48M	4710 Plummer Ct	\$3.16M
14055 Caminito Vistana	\$3.45M	11294 Corte Belleza	\$3.10M

RANCHO SANTA FE

MARKET OVERVIEW

Rancho Santa Fe's luxury market closed out 2024 with robust pricing trends, even as transaction activity cooled compared to earlier quarters. Total sales volume reached \$196.81M in Q4, reflecting a drop from Q3's \$232.95M, while the number of homes sold declined to 30 from 40 in the previous quarter. Despite this, the area's reputation for exclusivity and high-value properties continues to drive significant demand with nearly half of all transactions occurring in the \$4M-\$8M range.

Median sales prices surged to \$5.23M in Q4, an 18% year-over-year increase, while average sales prices climbed to \$6.56M, marking a 13% annual growth. The average days on market (DOM) reached 67 in Q4, an increase from 48 in Q3. This longer timeline may indicate the selectivity of buyers and the bespoke nature of transactions at this price level.

MEDIAN SALES PRICES (\$M)

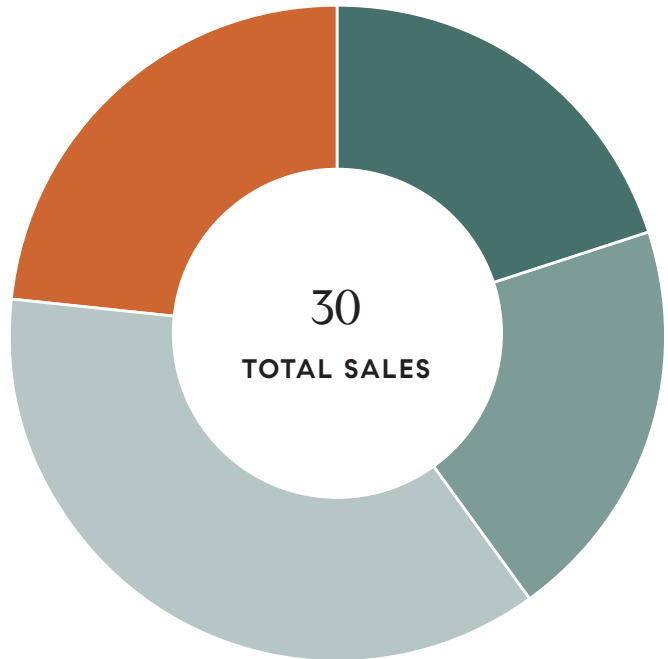
QUARTER	MEDIAN	YOY% CHANGE	
Q3 to Q4	-	6%	▲
Q4 2024	\$5.23M	18%	▲
Q3 2024	\$4.95M	4%	▲
Q2 2024	\$4.60M	10%	▲
Q1 2024	\$4.37M	-2%	▼
Q4 2023	\$4.43M	-2%	▼
Q4 2022	\$4.50M	5%	▲
Q4 2021	\$4.29M	54%	▲

AVERAGE SALES PRICES (\$M)

QUARTER	AVERAGE	YOY% CHANGE	
Q3 to Q4	-	13%	▲
Q4 2024	\$6.56M	13%	▲
Q3 2024	\$5.82M	13%	▲
Q2 2024	\$5.23M	-3%	▼
Q1 2024	\$5.30M	10%	▲
Q4 2023	\$5.81M	23%	▲
Q4 2022	\$4.73M	2%	▲
Q4 2021	\$4.63M	43%	▲

SALES BY PRICE RANGE

● \$8M+	6
● \$6M-\$8M	6
● \$4M-\$6M	11
● \$3M-\$4M	7
● \$2.5M-\$3M	0
● \$2M-\$2.5M	0
● \$1.5M-\$2M	0
● \$1M-\$1.5M	0
● <\$1M	0
Total Sales	30



COMPARING NUMBERS

	Q4 2024	Q3 2024	Q4 2023
TOTAL \$ VOLUME	\$196.81M	\$232.95M	\$86.29M
UNITS SOLD	30	40	36
AVG DOM	67	48	27

57.5

DAYS ON MARKET

Average for Q3 + Q4

Q4 SALES

6720 Las Colinas	\$17.50M	16765 Circa Del Sur	\$10.50M
16634 Los Morros	\$15.00M	17268 El Vuelo	\$7.25M
15815 Las Planideras	\$13.70M	5508 Avenida Maravillas	\$7.25M
16614 El Zorro Vista	\$11.80M	17363 Circa Del Sur	\$6.85M
6883 Alydar Corte	\$10.54M	4543 Via Gaviota	\$6.40M

RECENT SALES



149 WALNUT AVE
Carlsbad • \$3,200,000
7 BD | 5 BA | 3,221 SF



6073 MADRA AVE
San Diego • \$2,115,000
5 BD | 6.5 BA | 5,154 SF



12757 VIA DONADA
Del Mar • \$2,087,500
3 BD | 3 BA | 1,802 SF



3722 MISSISSIPPI
San Diego • \$1,950,000
3 BD | 2.5 BA | 2,173 SF

ADDRESS	CITY	BEDROOMS	BATHS	SQUARE FOOTAGE	PRICE
7707 Via Cortona*	Rancho Bernardo	5	4	3,342	\$2,337,700
11504 Aprica Pl	San Diego	3	3	2,124	\$1,590,000
16763 Alondra Dr	Rancho Bernardo	4	3	1,841	\$1,375,000
555 Crouch St*	Oceanside	4	2	2,258	\$1,355,000
1926 Missouri St*	San Diego	3	3	1,344	\$1,135,000
695 Hatfield Dr*	San Marcos	3	4	1,866	\$835,000
5865 Friars Rd. Unit 3109*	San Diego	2	2	1,176	\$679,000
850 Beech St #213*	San Diego	1	1	791	\$474,900

*Represented buyer.

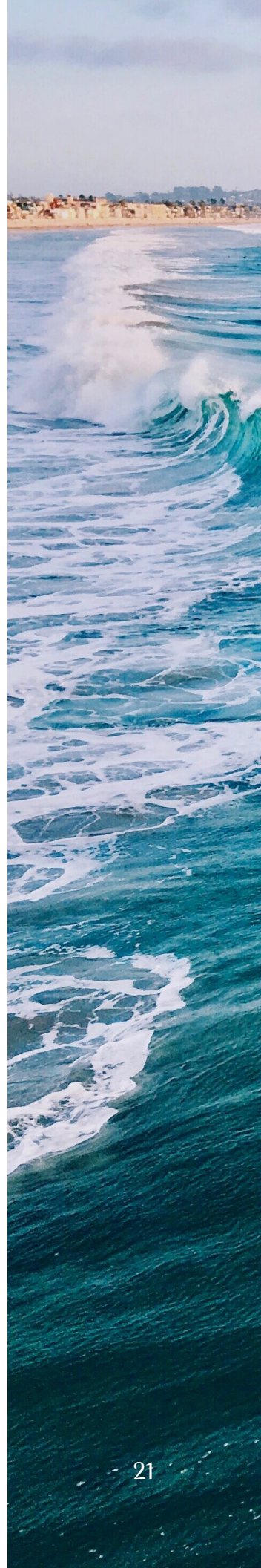
TESTIMONIALS

"Jennifer and her wonderful team helped us sell our San Marcos, CA home while we had already relocated to Florida. She and her assistant, Charles, were patient and conscientious about communication with us and providing feedback regarding potential buyers' needs and concerns where there were any. Jennifer offered her expertise in regard to pricing and negotiation without overstepping. She and Charles sent weekly updates on potential buyers and held regular Open Houses. With their help, we were able to sell for \$200,000 more than a comparable home in the neighborhood. The team was flexible and very responsive to questions and concerns. They went over and above in procuring contractors or cleaning services as needed. I would not hesitate to recommend Team Anderson!"

— STEVEN AND LESLIE Z.

"Jennifer was wonderful to work with as my wife and I were new to the San Diego area. Prior to even moving to the State, we devised a plan to explore possible locations with a great strategy for evaluating our wants and needs for each neighborhood. There was no pressure. We worked at the pace that was set from the very start. Early in our search, we stumbled upon a property that had everything we wanted. Unfortunately, it moved very quickly off the market. When that same property returned to the market due to a canceled escrow, Jennifer wasted no time. Within hours, she had us at the doorstep, ready to submit an offer. Within a day, Jennifer helped guide us with the negotiations. The sellers were very aggressive from the start, which was a little intimidating, but with Jennifer's counsel, we were able to make informed decisions on short notice. Jennifer pulled off a bit of a 'hat trick' as we went from an unfavorable negotiating position to a very equitable position overnight. She was even able to preserve our inspection contingency and negotiate a substantial \$45,000 price adjustment. We would highly recommend Jennifer and her expertise as she is certainly an agent you can trust to make your dreams a reality!"

— ERIC AND MELINDA H.



REALM

REALM is the first globally collaborative real estate platform that combines real-time data with human experience and networking. REALM is targeted toward the luxury space, and its global membership is comprised of the most accomplished real estate professionals ever assembled.



GLOBAL COMMUNITY

Collaboration with the best real estate professionals in the world



CURATED CONNECTIONS

Weekly calls and in-person events create connections and referrals



PATENTED TECHNOLOGY

Exclusive matching technology to empower human relationships



THE TECHNOLOGY

REALM is a patented technology that combines data from multiple sources to predict purchasing behavior and matches properties with potential clients. REALM has partnered with WealthX, and several other data sources to help our agents not only vet potential buyers, but also expand their buyer profiles.

THE GLOBAL MEMBERSHIP

After Officially launching at the end of Q1 in 2020, the REALM platform has grown quickly among the real estate elite. Our fast-growing membership is made up of nearly 600+ top professions from over 150+ real estate brands which represent over \$13 billion in listings. The word has spread among top producers, and the demand for REALM is so tremendous that we have begun our expansion a year earlier than expected. We are now in 40 states, 12 countries, and counting.

THE CLIENTELE

The over 325,000 clients represented by our network include HNWI, UHNWI, investors and celebrities. As our agent network expands, their client data represents buyers and sellers interested in luxury properties for their personal use, as well as their investment portfolios.

COMPASS PRIVATE EXCLUSIVES

Listing your home as a Private Exclusive allows you to control what information is shared about you and your most personal asset - your home — while still getting exposure to over 28,000 top agents across the country.



WHAT IS A PRIVATE EXCLUSIVE?

Compass agents market these properties directly with their colleagues and their buyers. Property details aren't disseminated widely and won't appear on public home search websites.

WHAT TO EXPECT

DISCRETION

Privacy is the ultimate commodity and the decision to sell your home is a personal one.

FLEXIBILITY

Decide when to share details about your home, including price, more broadly on your own timing.

QUALITY

Retain exposure to over 15,000 top agents nationwide, including premium placement on our agent facing platform.

VALUE

Get the best offer by testing the market privately to gather key insights without your listing getting stale.



GIVING BACK

In 2024, Jennifer contributed to the development and support of essential programs, by supporting critical community needs, organizing events and launching initiatives that significantly benefited local causes.

SAN DIEGO FOOD BANK

As a committee member and sponsor of the Jacobs & Cushman San Diego Food Bank, the largest hunger-relief organization in San Diego County, she helped organize the 12th annual SDFB Gala, raising more than \$1.1 million for critical hunger relief programs, including the Food 4 Kids Backpack Program. This achievement provided over 2,090 backpacks of food for local elementary school children experiencing food insecurity.

This year, Jennifer will co-chair the 13th Annual San Diego Food Bank Gala, an event dedicated to surpassing past fundraising milestones and supporting vital hunger-relief programs, highlighting her unwavering commitment to serving the San Diego community.

AGENTS AGAINST CANCER

Jennifer founded Agents Against Cancer, which held its first Golf Classic and Symposium in April of 2024, raising over \$170K for the American Cancer Society! This event offered a fun way for Residential Real Estate Agents to support cancer research, education, advocacy, and patient service programs that make a difference every day in the lives of people touched by cancer.

This year, the event will expand to include golf, tennis, and pickleball, and will be held at The Nelson in Dallas on September 17, 2025. All proceeds will continue to go to the American Cancer Society, and participants can elect to support various types of cancer, ensuring those funds are placed where it has the most meaning to them! For more details, visit <https://www.agentsagainstcancer.com/>

ABOUT JENNIFER

Jennifer has simplified and systematized the entire home buying and selling process with the goal of making each real estate transaction approachable and easy to understand. Her business is built upon the belief of educating and empowering her clients to ultimately assist them in achieving their residential real estate goals. She has continued her family's 40-year tradition of real estate service, committed to offering the same unparalleled customer service and professionalism to the Del Mar and surrounding San Diego residential market.

Most recently Jennifer was rated 18th of 24,000 individual agents in San Diego and in the top 700 of 315,000 agents statewide. In 2021, Jennifer was also recognized in the San Diego Business Journal as one of the top 25 real estate agents in the county, won the Gold Recognition of Excellence award from San Diego Association of Realtors, and she was named one of America's Best in the top 1.5% of residential real estate agents in the country in 2020-2023. She is also a member of REALM, the first and only globally connected luxury real estate community that provides a collaborative matching platform, client research and curated content to help deepen relationships with clients around the world. Her combined expertise and drive to empower the community with knowledge about real estate led to her invitation to the former Forbes Real Estate Council. Jennifer is also a member of the Residential Real Estate Council and has obtained her CRS designation.



AWARDS*

- REALTOR Magazine's 30 Under 30
- San Diego Business Journal Top 25
- SDAR Circle of Excellence
- Forbes Real Estate Council
- SDAR 40 Under 40
- Real Trends America's Best

#1

Brokerage in
San Diego
and Nationwide



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ANDERSON

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COMPASS

*#1 2023 Closed Sales Volume in Real Trends. Based on closed residential sales transactions from 1/1/22-12/31/22 in San Diego MLS and CRMLS.

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