

# SAN DIEGO - NORTH COUNTY

## SECOND QUARTER REPORT

### 2023

PRESENTED BY

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ANDERSON COASTAL  
GROUP

COMPASS

# OVERVIEW

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There is a lot of confusion about our real estate market in the news. When it comes to residential real estate, it's hyperlocal—down to the specific neighborhood and street. What you hear in the national news isn't necessarily what's happening right here in San Diego County.

Last quarter, we spoke of how bank collapses like Silicon Valley Bank hadn't had the extreme ripple effect we might have expected, and that has remained true. In fact, as other banking and lending giants release their second quarter earnings, it's clear that Wall Street had a good quarter overall. This, combined with a drastically lower inflation rate of 3% at the end of June—compared to 9% last year—is great news for home buyers and investors as their portfolios continue to restabilize and even grow.

In other news, California has been faced with insurance struggles as two major private homeowner insurance companies—Allstate and State Farm—have stopped issuing new policies. Price hikes, elevated construction costs and wildfire risks are contributing factors, and other companies are working to adjust their business to account for these costs. While current Allstate and State Farm customers will not lose their insurance, this decision has made it more important for all homebuyers entering the market to be proactive when it comes to obtaining insurance.

Inventory shortages continue with only two months supply at the end of the second quarter—a small 5% increase from this time last year. While unemployment has stayed relatively stable nationwide over the last year, San Diego's unemployment rate has been on the rise over the past quarter. If unemployment continues to rise, we may see this impact buyer demand, inventory and other aspects of the sales cycle.

Current homeowners, many of whom are locked in mortgage rates several percentage points below today's current rates, are also delaying the decision to sell until market conditions improve. In fact, the US home turnover rate in the first half of 2023 has fallen to the lowest in at least a decade as high mortgage rates compel owners to stay put. About 14 out of every 1,000 US homes changed hands during this period, down from 19 in the same period during 2019. New listings in San Diego County were down almost half (42.7%) from a year ago at the end of the quarter.

As we focus further into North County specifically, we did see a significant rebound from Q4 2022 and even last quarter. The pull between strong demand and tight supply is keeping the market competitive. On average throughout the second quarter, properties in the submarkets we monitor remained on the market for 28 days—right in line with the county average—and 81% of homes sold were on the market for less than a month.

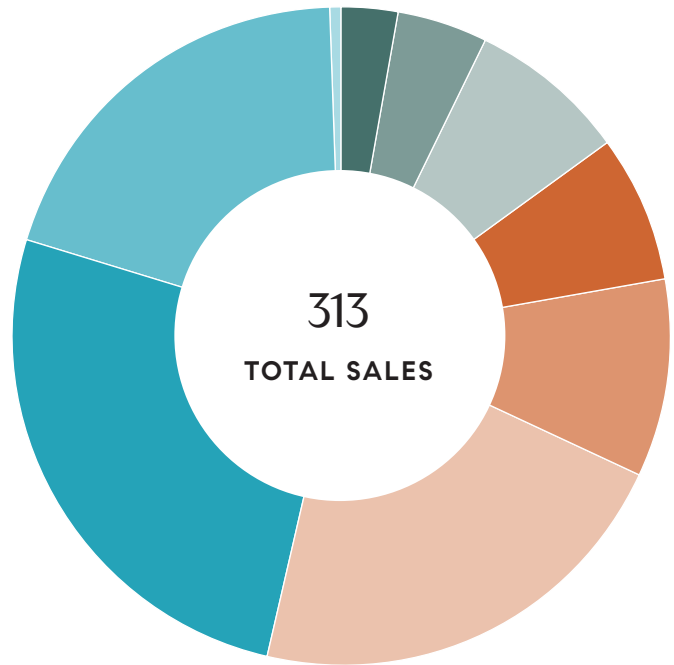
You can read even more about how the North County market performed in Q2 in the following pages, and as always, if you have any questions about your specific market, we're here to help.



# Q1 2023 STATS

## SALES BY PRICE

● \$8M+	9
● \$6M-\$8M	14
● \$4M-\$6M	24
● \$3M-\$4M	23
● \$2.5M-\$3M	30
● \$2M-\$2.5M	68
● \$1.5M-\$2M	82
● \$1M-\$1.5M	62
● <\$1M	1
<b>Total Sales</b>	<b>313</b>



## MEDIAN SALES PRICES (\$M)

AREA	SALES PRICE	YOY% CHANGE
Del Mar	\$2.50M	-31% ▼
Solana Beach	\$2.30M	-17% ▼
Encinitas	\$2.10M	6% ▲
Carlsbad	\$1.60M	-7% ▼
Carmel Valley	\$2.09M	-17% ▼
Rancho Santa Fe	\$4.45M	-7% ▼

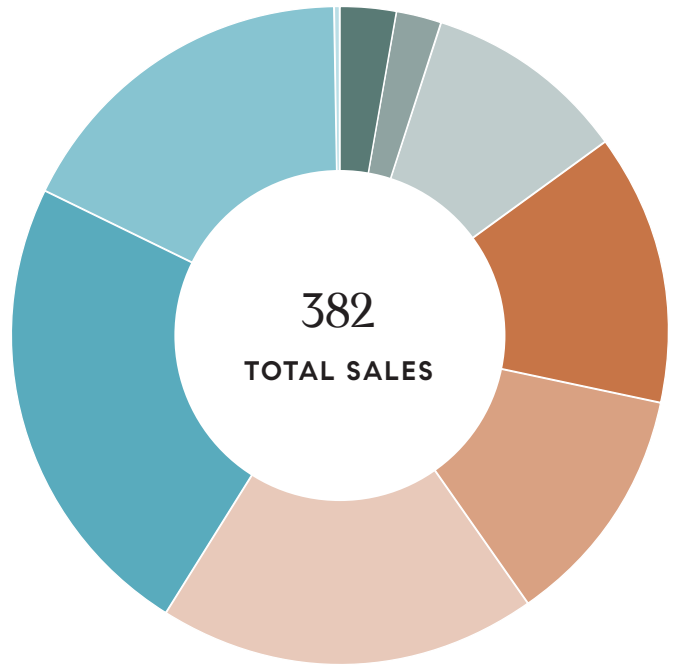
## AVERAGE SALES PRICES (\$M)

AREA	SALES PRICE	YOY% CHANGE
Del Mar	\$3.42M	-14% ▼
Solana Beach	\$2.80M	-21% ▼
Encinitas	\$2.54M	6% ▲
Carlsbad	\$1.70M	-7% ▼
Carmel Valley	\$2.44M	-8% ▼
Rancho Santa Fe	\$4.83M	-6% ▼

## Q2 2023 STATS

### SALES BY PRICE

● \$8M+	11
● \$6M-\$8M	9
● \$4M-\$6M	38
● \$3M-\$4M	51
● \$2.5M-\$3M	45
● \$2M-\$2.5M	72
● \$1.5M-\$2M	89
● \$1M-\$1.5M	66
● <\$1M	1
<b>Total Sales</b>	<b>382</b>



### MEDIAN SALES PRICES (\$M)

AREA	SALES PRICE	YOY% CHANGE	
Del Mar	\$3.15M	7%	▲
Solana Beach	\$3.20M	19%	▲
Encinitas	\$2.04M	-17%	▼
Carlsbad	\$1.73M	-6%	▼
Carmel Valley	\$2.28M	-6%	▼
Rancho Santa Fe	\$4.20M	-13%	▼

### AVERAGE SALES PRICES (\$M)

AREA	SALES PRICE	YOY% CHANGE	
Del Mar	\$3.90M	-2%	▼
Solana Beach	\$3.78M	4%	▲
Encinitas	\$2.53M	-6%	▼
Carlsbad	\$1.92M	-1%	▼
Carmel Valley	\$2.48M	-5%	▼
Rancho Santa Fe	\$5.40M	-1%	▼

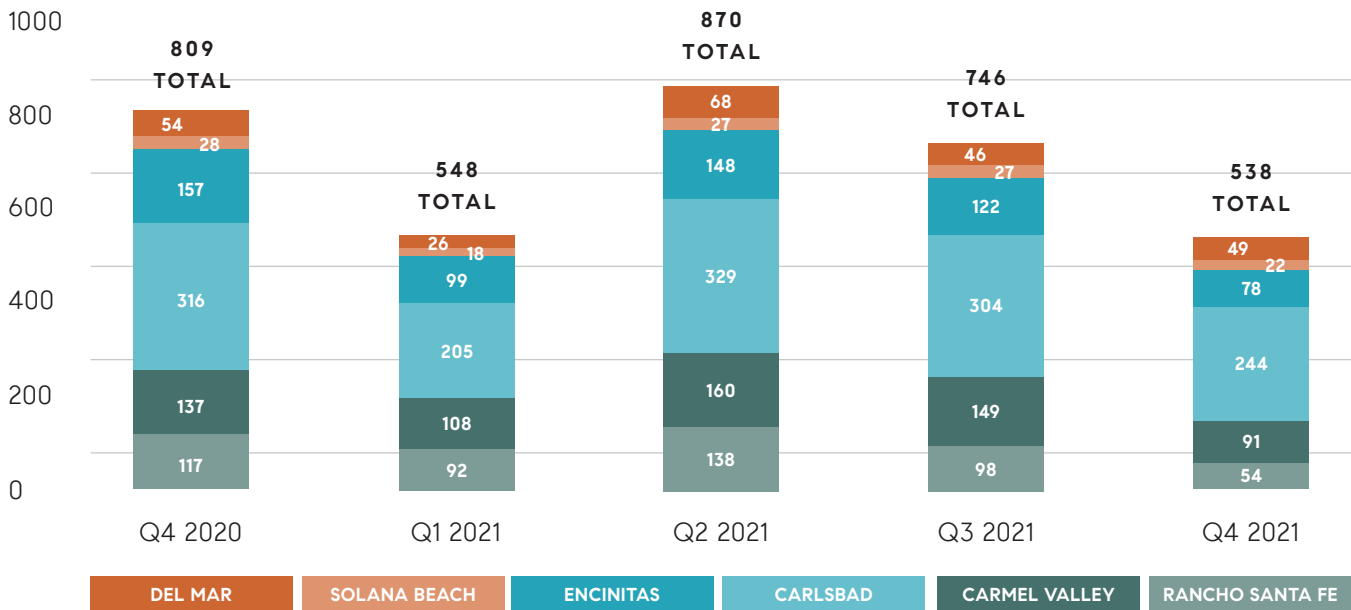
# QUARTERLY SALES

## TOTAL ANNUAL SALES ALL REGIONS

2013	2,833
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 YTD	689



## NUMBER OF SALES BY REGION



# QUARTERLY SALES

## SALES BY PRICE RANGE · ALL REGIONS

RANGE	Q2 2023	Q1 2023	Q2 2022	Q1 2022	10-YEAR AVG Q2 SALES	10-YEAR AVG Q1 SALES
\$8M+	11	9	12	12	5	5
\$6M-\$8M	9	14	19	14	7	5
\$4M-\$6M	38	24	50	43	22	15
\$3M-\$4M	51	23	77	56	35	24
\$2.5M-\$3M	45	30	69	54	33	25
\$2M-\$2.5M	72	68	116	59	63	39
\$1.5M-\$2M	89	82	113	101	116	78
\$1M-\$1.5M	66	62	63	64	204	139
<\$1M	1	1	5	7	202	145
<b>TOTAL</b>	<b>382</b>	<b>313</b>	<b>524</b>	<b>410</b>	<b>687</b>	<b>475</b>

## NUMBER OF SALES BY REGION (CONT.)

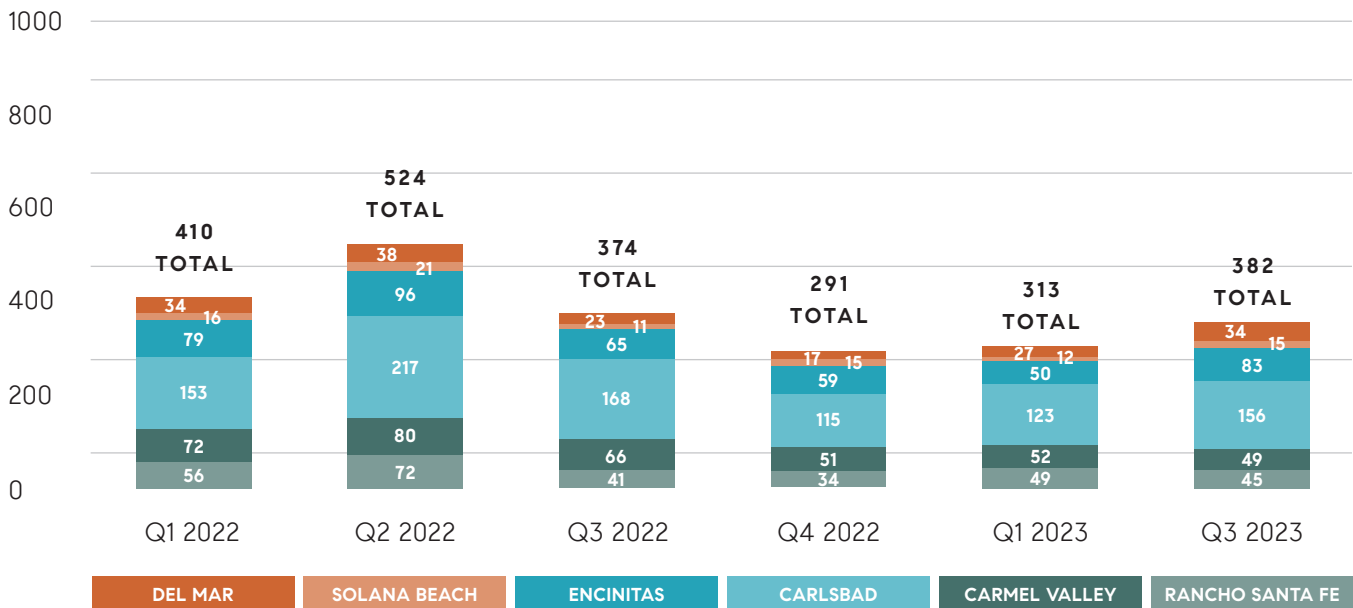


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Current as of July 2023. "All Regions" are represented by Del Mar, Solana Beach, Encinitas, Carlsbad, Carmel Valley and Rancho Santa Fe. Data reflects detached homes only. All data from San Diego MLS®

# DEL MAR

## MARKET OVERVIEW

We have a lot of great news to report in Del Mar! With 34 home sales, total sales volume increased an incredible 44% from the first quarter volume and more than doubled (112%) from Q4 2022. In fact, the submarket is almost back to where it was this time last year with only a 12% gap.

The median and average sales prices also saw a substantial increase from quarter-to-quarter, with not a single sale under \$2M compared to eight in Q1. The pricing range for the top ten sales this quarter were between \$4M-\$13.5M compared to \$2.6M-9.75M last quarter. That combined with only 6 out of 34 homes sold using a price reduction, we're confident Del Mar is continuing to prove not just a wonderful place to live, but a strong place to invest.

### MEDIAN SALES PRICES (\$M)

QUARTER	MEDIAN	YOY% CHANGE	
Q1 to Q2	-	26%	▲
Q2 2023	\$3.15M	7%	▲
Q1 2023	\$2.50M	-31%	▼
Q4 2022	\$2.95M	-11%	▼
Q3 2022	\$3.13M	21%	▲
Q2 2022	\$2.95M	13%	▲
Q2 2021	\$2.62M	63%	▲
Q2 2020	\$1.60M	-17%	▼

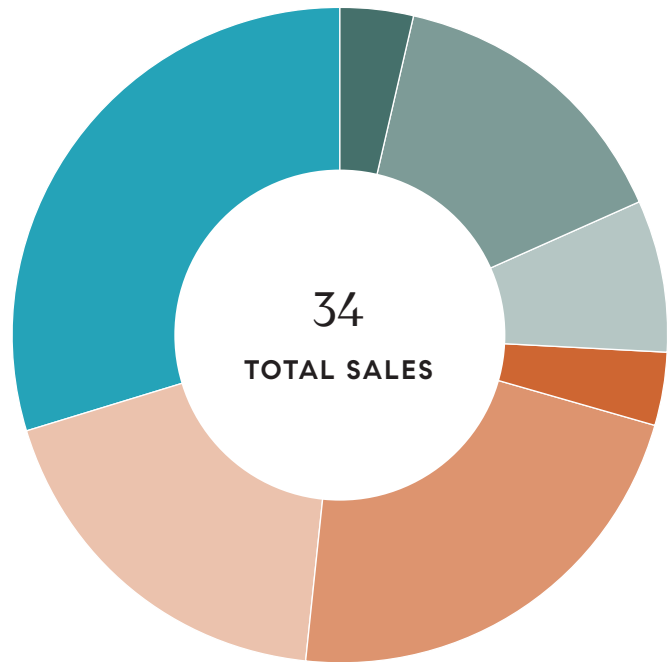
### AVERAGE SALES PRICES (\$M)

QUARTER	AVERAGE	YOY% CHANGE	
Q1 to Q2	-	14%	▲
Q2 2023	\$3.90M	-2%	▼
Q1 2023	\$3.42M	-14%	▼
Q4 2022	\$3.68M	-17%	▼
Q3 2022	\$3.93M	6%	▲
Q2 2022	\$3.99M	21%	▲
Q2 2021	\$3.29M	81%	▲
Q2 2020	\$1.82M	-29%	▼



## SALES BY PRICE

● \$8M+	2
● \$6M-\$8M	1
● \$4M-\$6M	8
● \$3M-\$4M	8
● \$2.5M-\$3M	6
● \$2M-\$2.5M	9
● \$1.5M-\$2M	0
● \$1M-\$1.5M	0
● <\$1M	0
<b>Total Sales</b>	<b>34</b>



## COMPARING NUMBERS

	Q2 2023	Q1 2023	Q2 2022
<b>TOTAL \$ VOLUME</b>	\$132.63M	\$92.38M	\$151.63M
<b>UNITS SOLD</b>	34	27	38
<b>AVG DOM</b>	34	44	31

**39**  
DAYS ON MARKET  
Average for Q2 + Q1

## Q2 SALES

2048 Ocean Front	\$13.50M	4820 Sunny Acres Ln	\$4.80M
117 6th St	\$13.00M	14910 Via De La Valle	\$4.29M
145 22nd St	\$7.25M	469 W Ocean View Ave	\$4.25M
414 7th St	\$5.70M	145 13th St	\$4.20M
2255 El Amigo Rd	\$5.20M	299 Stratford Park Cir	\$4.05M

# SOLANA BEACH

## MARKET OVERVIEW

Pricing in Solana Beach is getting stronger and stronger, with 3 sales over \$6M (zero in Q1) and 86% of sales over \$2.5M compared to 41% last quarter and 61% in Q2 2022. This was also the only submarket to experience an increase in median and average sales prices, QOQ and YOY.

Total sales volume increased 69%, the highest of all submarkets. Eight of those 15 homes were all cash purchases, seven sold at or over asking price and only four reduced their price before selling. Market time has also quickened with more buyers waiting in the wings to snatch up a home in this coveted coastal community.

### MEDIAN SALES PRICES (\$M)

QUARTER	MEDIAN	YOY% CHANGE	
Q1 to Q2	-	39%	▲
Q2 2023	\$3.20M	19%	▲
Q1 2023	\$2.30M	-17%	▲
Q4 2022	\$2.10M	-3%	▲
Q3 2022	\$2.97M	42%	▲
Q2 2022	\$2.70M	15%	▲
Q2 2021	\$2.35M	20%	▲
Q2 2020	\$1.96M	36%	▲

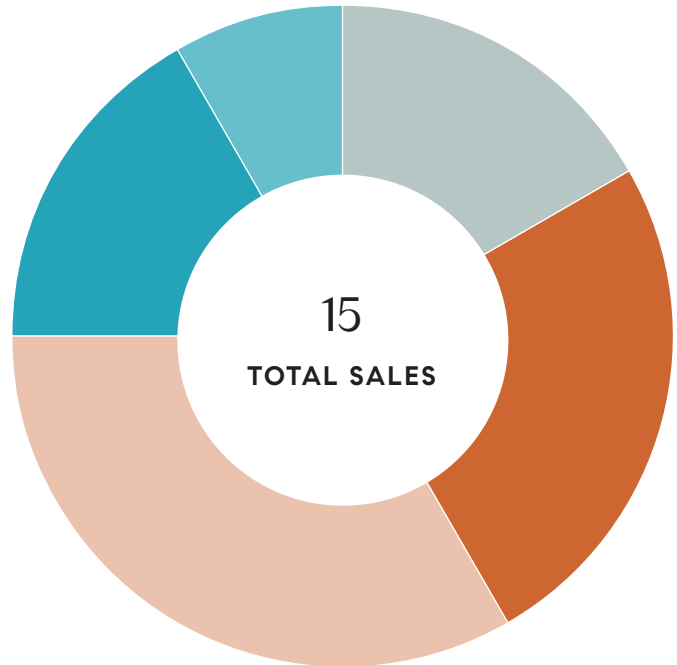
### AVERAGE SALES PRICES (\$M)

QUARTER	AVERAGE	YOY% CHANGE	
Q1 to Q2	-	35%	▲
Q2 2023	\$3.78M	4%	▲
Q1 2023	\$2.80M	-21%	▼
Q4 2022	\$2.30M	-15%	▼
Q3 2022	\$2.85M	19%	▲
Q2 2022	\$3.63M	23%	▲
Q2 2021	\$2.94M	42%	▲
Q2 2020	\$2.07M	10%	▲

## SOLANA BEACH

### SALES BY PRICE

● \$8M+	0
● \$6M-\$8M	3
● \$4M-\$6M	1
● \$3M-\$4M	4
● \$2.5M-\$3M	5
● \$2M-\$2.5M	1
● \$1.5M-\$2M	1
● \$1M-\$1.5M	0
● <\$1M	0
<b>Total Sales</b>	<b>15</b>



### COMPARING NUMBERS

	Q2 2023	Q1 2023	Q2 2022
<b>TOTAL \$ VOLUME</b>	\$56.63M	\$33.59M	\$76.26M
<b>UNITS SOLD</b>	15	12	21
<b>AVG DOM</b>	29	39	21

# 34

**DAYS ON MARKET**

Average for Q2 + Q1

### Q2 SALES

141 S Granados Ave	<b>\$7.35M</b>	1048 Via Mil Cumbres	<b>\$3.48M</b>
371 Pacific Ave	<b>\$7.10M</b>	522 S Rios Ave	<b>\$3.35M</b>
566 Canyon Dr	<b>\$6.00M</b>	914 Santa Florencia	<b>\$3.20M</b>
431 Marview Ln	<b>\$4.97M</b>	1347 San Lucas Ct	<b>\$2.93M</b>
506 Pacific Ave	<b>\$3.90M</b>	635 Dell St	<b>\$2.71M</b>

# ENCINITAS

## MARKET OVERVIEW

This quarter, the housing market continued to experience impressive growth since last quarter— a whopping 66% increase in units sold and 65% increase in total sales volume—although there was a leveling out in both average (\$2.53M) and median (\$2.04M) sales prices.

The average days on market decreased 38% from quarter-to-quarter, and is now right in line with the same quarter last year. Pending sales are decreasing since the start of the quarter but in June they were still 20% higher than Q2 2022. That's a great sign that the Encinitas market is rebounding swiftly and strongly.

### MEDIAN SALES PRICES (\$M)

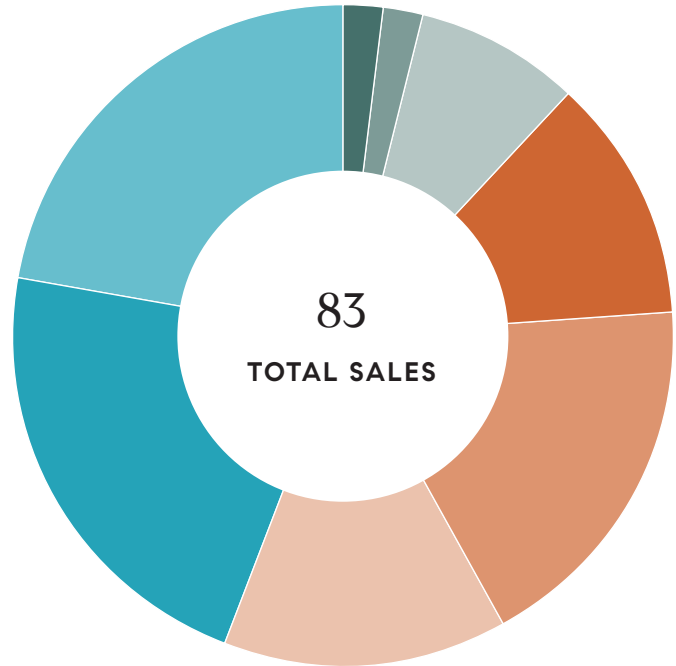
QUARTER	MEDIAN	YOY% CHANGE	
Q1 to Q2	-	-3%	▼
Q2 2023	\$2.04M	-17%	▼
Q1 2023	\$2.10M	6%	▲
Q4 2022	\$1.90M	-7%	▼
Q3 2022	\$2.17M	15%	▲
Q2 2022	\$2.47M	36%	▲
Q2 2021	\$1.82M	31%	▲
Q2 2020	\$1.39M	-1%	▼

### AVERAGE SALES PRICES (\$M)

QUARTER	AVERAGE	YOY% CHANGE	
Q1 to Q2	-	0.60%	▲
Q2 2023	\$2.53M	-6%	▼
Q1 2023	\$2.54M	6%	▲
Q4 2022	\$2.30M	-7%	▼
Q3 2022	\$2.62M	13%	▲
Q2 2022	\$2.68M	29%	▲
Q2 2021	\$2.09M	24%	▲
Q2 2020	\$1.68M	7%	▲

## SALES BY PRICE

● \$8M+	1
● \$6M-\$8M	0
● \$4M-\$6M	9
● \$3M-\$4M	13
● \$2.5M-\$3M	12
● \$2M-\$2.5M	9
● \$1.5M-\$2M	25
● \$1M-\$1.5M	14
● <\$1M	0
<b>Total Sales</b>	<b>83</b>



## COMPARING NUMBERS

	Q2 2023	Q1 2023	Q2 2022
<b>TOTAL \$ VOLUME</b>	\$209.74M	\$127.14M	\$257.97M
<b>UNITS SOLD</b>	83	50	96
<b>AVG DOM</b>	26	42	19

34

DAYS ON MARKET

Average for Q2 + Q1

## Q2 SALES

1376 S Coast Highway 101	<b>\$11.90M</b>	1112 Crest Dr	<b>\$4.75M</b>
936 Eolus Ave	<b>\$5.25M</b>	3056 Wildflower Dr	<b>\$4.74M</b>
3355 Dove Hollow Rd	<b>\$5.23M</b>	664 Cornish Dr	<b>\$4.35M</b>
2920 Lone Jack Rd	<b>\$5.20M</b>	490 Latigo Row	<b>\$4.10M</b>
363 Andrew Ave	<b>\$4.85M</b>	1423 Neptune Ave	<b>\$4.00M</b>

# CARLSBAD

## MARKET OVERVIEW

Carlsbad continues to benefit from strong demand below \$3M which is driving up average and median sales prices alongside a notable surge in total sales volume (43%) and units sold (27%) quarter-over-quarter. The submarket experienced its third highest sale (\$11.48M) in Carlsbad history, with only three homes ever selling over \$1M. It was the only submarket of those we monitor with a single family home sale under \$1M, but with some thoughtful negotiations, the percentage of list price received rose back to over 100% and stayed that way the entire quarter.

Once again, Carlsbad is the fastest moving submarket which is surprising given that inventory increased dramatically from 1.1 months in January to 2.7 in June. It will be interesting to see how this will affect the Carlsbad market in months to come.

### MEDIAN SALES PRICES (\$M)

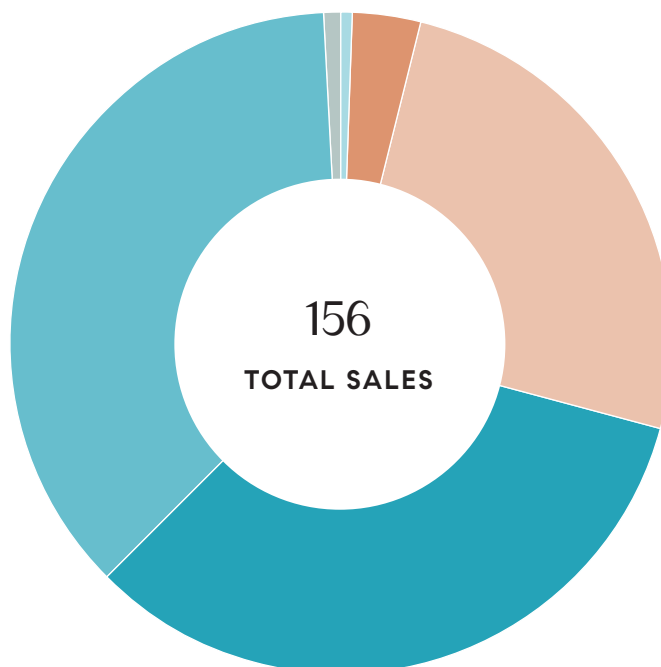
QUARTER	MEDIAN	YOY% CHANGE	
Q1 to Q2	-	8%	▲
Q2 2023	\$1.73M	-6%	▼
Q1 2023	\$1.60M	-7%	▼
Q4 2022	\$1.65M	9%	▲
Q3 2022	\$1.70M	17%	▲
Q2 2022	\$1.83M	26%	▲
Q2 2021	\$1.45M	32%	▲
Q2 2020	\$1.10M	7%	▲

### AVERAGE SALES PRICES (\$M)

QUARTER	AVERAGE	YOY% CHANGE	
Q1 to Q2	-	13%	▲
Q2 2023	\$1.92M	-1%	▼
Q1 2023	\$1.70M	-7%	▼
Q4 2022	\$1.75M	6%	▲
Q3 2022	\$1.82M	15%	▲
Q2 2022	\$1.94M	28%	▲
Q2 2021	\$1.52M	32%	▲
Q2 2020	\$1.15M	6%	▲

## SALES BY PRICE

● \$8M+	1
● \$6M-\$8M	1
● \$4M-\$6M	0
● \$3M-\$4M	5
● \$2.5M-\$3M	13
● \$2M-\$2.5M	32
● \$1.5M-\$2M	53
● \$1M-\$1.5M	50
● <\$1M	1
<b>Total Sales</b>	<b>156</b>



## COMPARING NUMBERS

	Q2 2023	Q1 2023	Q2 2022
<b>TOTAL \$ VOLUME</b>	\$299.95M	\$209.67M	\$421.51M
<b>UNITS SOLD</b>	156	123	217
<b>AVG DOM</b>	20	36	16

28

DAYS ON MARKET

Average for Q2 + Q1

## Q2 SALES

2641 Ocean St	\$11.48M	7121 Aviara Dr	\$3.00M
2681 Ocean St	\$6.38M	6575 Halite Pl	\$3.00M
7164 Aviara Dr	\$4.00M	3542 Avenida Pantera	\$2.98M
7358 Corte Tomillo	\$3.30M	6779 Malachite Pl	\$2.93M
6817 Tanzanite Dr	\$3.15M	3193 Sitio Sendero	\$2.91M

# CARMEL VALLEY

## MARKET OVERVIEW

Unlike some of our other submarkets, Carmel Valley struggled to build momentum in the second quarter. It was the only one to experience a decrease in number of sales (-6%) and units sold (-4%). This could be because new listings were down significantly all three months when compared to 2022.

Market time cut in half from last quarter, showing high demand, yet inventory has nearly doubled from June 2022 to June 2023 (2.2 months to 4 months). The pricing does seem to continue creeping up with 32% of sales over \$2.5M in Q2 compared to 27% in Q1 and the percentage of list price received rising from 98.4% in April to 100.7% in June.

### MEDIAN SALES PRICES (\$M)

QUARTER	MEDIAN	YOY% CHANGE	
Q1 to Q2	-	9%	▲
Q2 2023	\$2.28M	-6%	▼
Q1 2023	\$2.09M	-17%	▼
Q4 2022	\$2.07M	-2%	▼
Q3 2022	\$2.20M	16%	▲
Q2 2022	\$2.41M	31%	▲
Q2 2021	\$1.85M	21%	▲
Q2 2020	\$1.53M	16%	▲

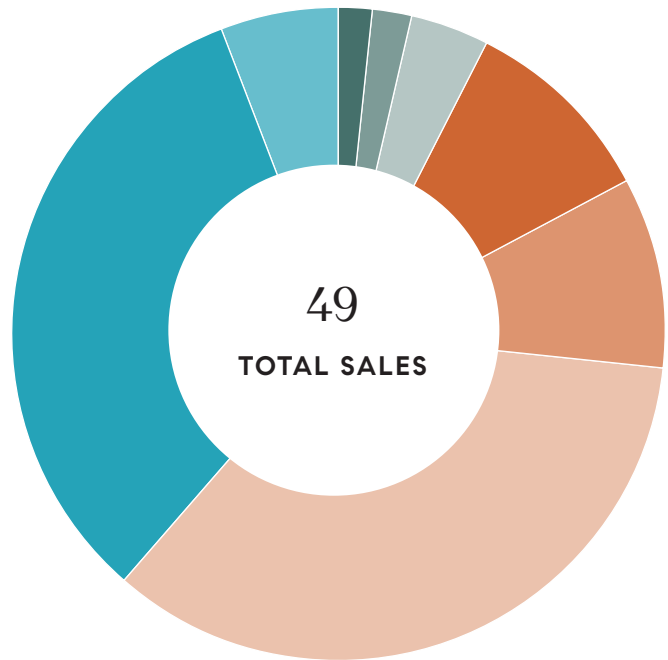
### AVERAGE SALES PRICES (\$M)

QUARTER	AVERAGE	YOY% CHANGE	
Q1 to Q2	-	1%	▲
Q2 2023	\$2.48M	-5%	▼
Q1 2023	\$2.44M	-8%	▼
Q4 2022	\$2.45M	8%	▲
Q3 2022	\$2.62M	23%	▲
Q2 2022	\$2.59M	24%	▲
Q2 2021	\$2.09M	24%	▲
Q2 2020	\$1.68M	11%	▲



SALES BY PRICE

● \$8M+	0
● \$6M-\$8M	0
● \$4M-\$6M	4
● \$3M-\$4M	5
● \$2.5M-\$3M	7
● \$2M-\$2.5M	21
● \$1.5M-\$2M	10
● \$1M-\$1.5M	2
● <\$1M	0
<b>Total Sales</b>	<b>49</b>



COMPARING NUMBERS

	Q2 2023	Q1 2023	Q2 2022
<b>TOTAL \$ VOLUME</b>	\$121.30M	\$126.88M	\$207.62M
<b>UNITS SOLD</b>	49	52	80
<b>AVG DOM</b>	23	46	13

34.5

DAYS ON MARKET

Average for Q2 + Q1

Q2 SALES

12335 Aquitaine Ct	\$5.20M	14203 Caminito Vistana	\$3.32M
10883 Cadence Isle Ct	\$4.60M	5327 Morning Sage Way	\$3.31M
5298 Meadows Del Mar	\$4.40M	3905 Arroyo Sorrento Rd	\$3.15M
12824 Silver Acacia Pl	\$4.30M	5271 Birch Hill Pt	\$3.08M
6105 Gallop Heights Ct	\$3.90M	13253 Evening Sky Ct	\$2.90M

# RANCHO SANTA FE

## MARKET OVERVIEW

Deal flow in the upper price points remains subdued throughout the entire county, and that's illustrated in Rancho Santa Fe, where the number of homes sales decreased 8% since last quarter. However, there was a 3% increase in sales volume which points to rising average prices. In fact, the highest sale was \$3.5M higher than last quarter.

This submarket continues to have a larger percentage of cash buyers (53%) and the highest average market time. Buyer profiles and behaviors in these higher price points remain more cautious and thoughtful before purchasing, so accurate pricing will be increasingly important for Rancho Santa Fe sellers.

### MEDIAN SALES PRICES (\$M)

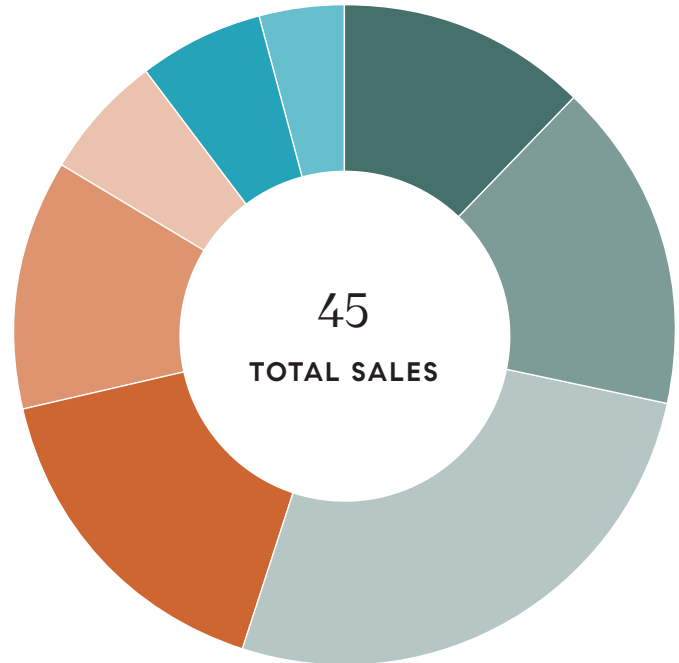
QUARTER	MEDIAN	YOY% CHANGE	
Q1 to Q2	-	-6%	▼
Q2 2023	\$4.20M	-13%	▼
Q1 2023	\$4.45M	-7%	▼
Q4 2022	\$4.50M	5%	▲
Q3 2022	\$4.00M	8%	▲
Q2 2022	\$4.81M	33%	▲
Q2 2021	\$3.63M	48%	▲
Q2 2020	\$2.44M	-14%	▼

### AVERAGE SALES PRICES (\$M)

QUARTER	AVERAGE	YOY% CHANGE	
Q1 to Q2	-	12%	▲
Q2 2023	\$5.40M	-1%	▼
Q1 2023	\$4.83M	-6%	▼
Q4 2022	\$4.73M	2%	▲
Q3 2022	\$4.77M	11%	▲
Q2 2022	\$5.46M	34%	▲
Q2 2021	\$4.08M	36%	▲
Q2 2020	\$3.01M	-4%	▼

SALES BY PRICE

● \$8M+	7
● \$6M-\$8M	4
● \$4M-\$6M	16
● \$3M-\$4M	16
● \$2.5M-\$3M	2
● \$2M-\$2.5M	0
● \$1.5M-\$2M	0
● \$1M-\$1.5M	0
● <\$1M	0
<b>Total Sales</b>	<b>45</b>



COMPARING NUMBERS

	Q2 2023	Q1 2023	Q2 2022
<b>TOTAL \$ VOLUME</b>	\$243.22M	\$236.46M	\$393.15M
<b>UNITS SOLD</b>	45	49	71
<b>AVG DOM</b>	54	75	46

64.5

DAYS ON MARKET

Average for Q2 + Q1

Q2 SALES

5940 Ladys Secret Dr	\$15.50M	16168 Valle De Oro	\$10.00M
18104 Via Roswitha	\$11.50M	4855 Linea Del Cielo	\$8.70M
18490 Lago Vista	\$10.85M	4745 La Orilla	\$7.50M
17020 El Vuelo	\$10.70M	5439 Los Mirlitos	\$7.20M
5468 Vista De Fortuna	\$10.58M	15245 El Camino Real	\$6.60M

# RECENT SALES

ADDRESS	CITY	BEDROOMS	BATHS	SQUARE FOOTAGE	PRICE
1145 Crest Rd	Del Mar	4	4.5	2,825	\$5,889,000
2507 Via Merano	Del Mar	4	4.5	3,439	\$4,550,000
562 Shasta Dr	Encinitas	4	4.5	4,294	\$3,525,000
252 Dublin Dr	Cardiff	4	3	2,880	\$3,500,000
696 Cypress Hills Dr	Encinitas	4	3.5	3,501	\$3,500,000
2154 Pinar Pl	Del Mar	3	2.5	3,400	\$2,970,000
13645 Mira Montana Dr	Del Mar	4	2	2,238	\$2,655,000
5249 Marlborough Dr	San Diego	5	3.5	3,159	\$2,350,000
4655 Vereda Luz Del Sol	Carmel Valley	4	2.5	2,638	\$2,110,000
3307 Avenida Anacapa	Carlsbad	4	3	2,915	\$2,055,000
1060 Archer St	San Diego	3	2	2,011	\$1,950,000
3652 Loma Way	San Diego	4	2	2,000	\$1,878,500
1940 Leucadia Scenic Ct	Encinitas	3	3	2,188	\$1,700,000
2665 Loring St	San Diego	3	2	1,656	\$1,635,000



**1145 CREST ROAD**  
Del Mar • \$5,889,000



**2507 VIA MERANO**  
Del Mar • \$4,550,000



**562 SHASTA DRIVE**  
Encinitas • \$3,525,000



**252 DUBLIN DRIVE**  
Cardiff • \$3,500,000

# TESTIMONIALS

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"Jennifer and her team are the dream team! They were super responsive which allowed us to close escrow in a timely manner. The resources and advice that Jennifer provides not only throughout the process, but after as well, are game changing. We never felt pressured to buy and received personalized service. Great experience for home buying."

— CAROL AND PAUL

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"Jennifer was amazing to work with! My husband and I were pursuing a VA loan, and she negotiated a \$8500 credit through a complex repair request. She was our advocate and strong negotiator with a difficult listing agent who didn't understand the contract obligations or process. She helped us navigate a potentially contentious closing experience when the seller wasn't vacating on time. Jennifer and her team always kept things organized and got all of our questions answered. I would highly recommend Jennifer."

— CATHARINE M.

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"In an uncertain and fast moving market, Jennifer created a custom strategy just for us. She helped us formulate a clear path from the get-go, and she tracked every step to inform our next move. For example, she closely monitored the number of inquiries and level of activity prior to going to market through Compass' Private Exclusive tool and while we were in Coming Soon status. She then used that intel to schedule our open houses in a way that channeled the most traffic and created that feeling of competition from the moment buyers walked in the door. After receiving multiple offers, she even verbally negotiated the highest offer to increase their bid \$25K over what they initially submitted. The level of organization and orchestration really impressed us and we couldn't be happier with the results!"

— NATHAN B.



# REALM

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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.

# REALM™

POWERED BY HUMAN CONNECTION

# COMPASS PRIVATE EXCLUSIVES

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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.

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## 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

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Over the past several years, Jennifer has made charitable involvement and contributions a priority as she understands the importance of giving back. Real estate professionals have a unique opportunity to impact their communities positively. By actively participating in philanthropic initiatives, we can contribute to the well-being and development of the neighborhoods we serve. Whether it's supporting local initiatives, or donating to organizations close to our heart we can make a tangible difference in the lives of others. Philanthropy not only allows us to give back but also strengthens our connection to the community we serve.

This quarter, Jennifer focused on the following charities and causes along with others that are important to our clients and community relationships.

## SAN DIEGO FOOD BANK

The Jacobs & Cushman San Diego Food Bank and our North County Food Bank chapter provide nutritious food to people in need, advocate for the hungry, and educate the public about hunger-related issues. Last year, the Food Bank distributed 44 million pounds of food, and the Food Bank serves, on average, 400,000 people per month in San Diego County.

The Food 4 Kids Backpack Program provides weekend food packages to chronically hungry elementary school students from low-income households who are at risk of hunger over the weekend when free school meals are unavailable.

## AMERICAN CANCER SOCIETY

The mission of the American Cancer Society is to improve the lives of people with cancer and their families through advocacy, research, and patient support, to ensure everyone has an opportunity to prevent, detect, treat, and survive cancer.

For nearly 30 years, the Coaches vs. Cancer program, in collaboration with the National Association of Basketball Coaches, has united coaches and fans nationwide to help the American Cancer Society defeat a common enemy – cancer.

## AGENTS VS. CANCER

As further commitment to the goals of the American Cancer Society, we are excited to announce a new branch of the Coaches vs. Cancer initiative. Our new luxury golf tournament and fundraising event will involve coaches and expand the scope of the long established and successful charity events by bringing real estate professionals from all over the country to collaborate and give back to one of our dearest causes. Stay tuned for more details as the event approaches.





# ABOUT JENNIFER

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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



**ANDERSON  
COASTAL  
GROUP**

**JENNIFER ANDERSON**

REALTOR®

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DRE# 01885540

**858.524.3077**

**COMPASS**

\*#1 2022 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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