



SAN DIEGO - NORTH COUNTY
FIRST QUARTER REPORT
2024

PRESENTED BY
JENNIFER ANDERSON



JENNIFER ANDERSON

COMPASS

OVERVIEW

Whether you're analyzing the real estate market nationally or closer to home here in San Diego, there's one trend you can always count on—the market is constantly in flux. Another common thread is seeing how the media responds to an ever-changing market. In many cases, what gets printed in newspapers is not always the same as what's happening on the ground.

2023 was a landmark year in real estate for many reasons, while the Federal Reserve began its rate-hiking campaign to battle inflation, homebuyers dealt with inventory shortages and affordability issues. Industry experts and the average homeowner alike anticipated what 2024 would bring.

The first quarter of the year saw a shift in the narrative. For example, while most news sites were reporting on Americans increasingly forgoing buying a home in favor of renting, census data from January proved the exact opposite. Homeownership is rising and the number of 'home-owning households' increased by 10 million since 2015.

Similarly, market results for the first few months of the year paint a slightly different picture than what you might see on the average news site. The results are fairly positive and experts see things only improving as inflation decelerates and we get closer to interest rate cuts.

As a whole, we are seeing year-over-year appreciation this quarter. As we progress through the Spring Market, traditionally the busiest time in real estate, most San Diego submarkets saw an uptick in sales and prices, as well as increases in pending sales and new listings toward the end of the quarter.

While we can't ignore the affordability struggle that many Americans are facing, recent data from this quarter suggests that the percentage of cash buyers is at an all-time high. The US now also has a record 550 'Million Dollar Cities,' where the typical home is valued at \$1 million or more. Furthermore, it's important to remember that the current market is far from the volatile conditions seen in the 1980s. In fact, the majority of borrowers today have mortgages below 6%, which is still lower than other points in history.

First-time buyers have also re-entered the market, reaching pre-pandemic levels at the end of last year. Millennials are famous for achieving milestones later in life, and as the elder Millennials begin to have kids and advance in their careers, they are looking to upsize and upgrade their homes. Concurrently, Baby Boomers are aging and seeking a different type of home to suit their needs, resulting in less competition for Millennials and giving a different demographic of buyer the chance to dominate the market and grow personal wealth through real estate.

Last year, San Diego was the fifth most expensive metropolitan area in the US. In March, the S&P Case-Schiller Index reported that San Diego had the biggest increase in home prices in the nation with year-over-year growth of 11.2%. This, coupled with a low statewide move-out rate of about 1% shows persisting value and demand for the area. Simply put—people love living here!

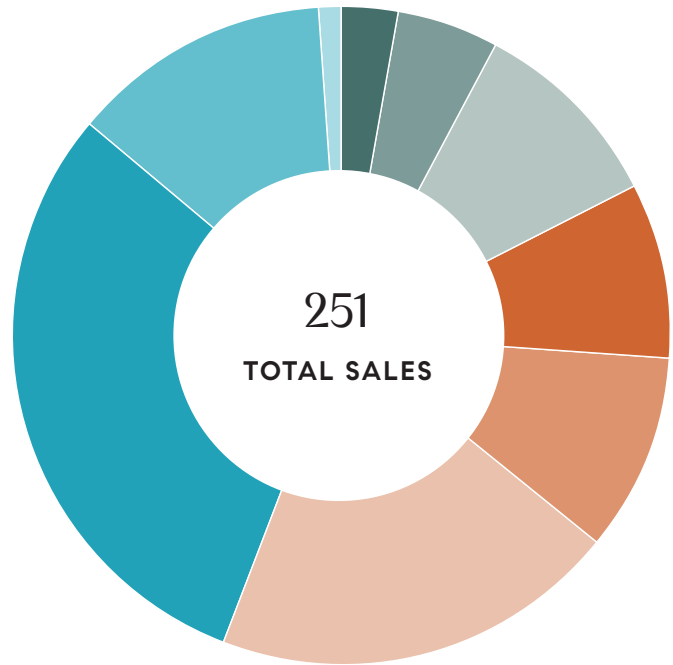
As we enter the second quarter of 2024, we can expect continued market appreciation with more new listings, rising prices, and fewer days on the market. Conditions are accelerating, making now an ideal time to make your move.



Q4 2023 STATS

SALES BY PRICE

● \$8M+	7
● \$6M-\$8M	13
● \$4M-\$6M	24
● \$3M-\$4M	22
● \$2.5M-\$3M	25
● \$2M-\$2.5M	50
● \$1.5M-\$2M	76
● \$1M-\$1.5M	32
● <\$1M	2
Total Sales	251



MEDIAN SALES PRICES (\$M)

AREA	SALES PRICE	YOY% CHANGE
Del Mar	\$3.17M	8% ▲
Solana Beach	\$2.65M	26% ▲
Encinitas	\$1.99M	5% ▲
Carlsbad	\$1.72M	4% ▲
Carmel Valley	\$2.26M	9% ▲
Rancho Santa Fe	\$4.43M	-2% ▼

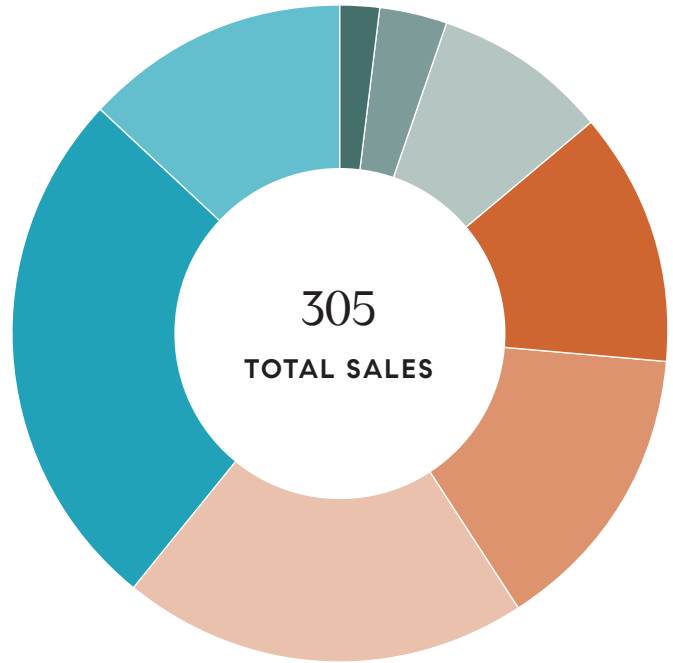
AVERAGE SALES PRICES (\$M)

AREA	SALES PRICE	YOY% CHANGE
Del Mar	\$3.40M	-8% ▼
Solana Beach	\$3.38M	47% ▲
Encinitas	\$2.56M	11% ▲
Carlsbad	\$2.02M	15% ▲
Carmel Valley	\$2.40M	-2% ▼
Rancho Santa Fe	\$5.81M	23% ▲

Q1 2024 STATS

SALES BY PRICE

● \$8M+	6
● \$6M-\$8M	10
● \$4M-\$6M	27
● \$3M-\$4M	38
● \$2.5M-\$3M	44
● \$2M-\$2.5M	60
● \$1.5M-\$2M	79
● \$1M-\$1.5M	41
● <\$1M	0
Total Sales	305



MEDIAN SALES PRICES (\$M)

AREA	SALES PRICE	YOY% CHANGE	
Del Mar	\$2.55M	2%	▲
Solana Beach	\$2.68M	16%	▲
Encinitas	\$2.55M	21%	▲
Carlsbad	\$1.80M	13%	▲
Carmel Valley	\$2.54M	22%	▲
Rancho Santa Fe	\$4.37M	-2%	▼

AVERAGE SALES PRICES (\$M)

AREA	SALES PRICE	YOY% CHANGE	
Del Mar	\$3.79M	11%	▲
Solana Beach	\$3.31M	18%	▲
Encinitas	\$2.68M	6%	▲
Carlsbad	\$1.95M	15%	▲
Carmel Valley	\$3.07M	26%	▲
Rancho Santa Fe	\$5.30M	10%	▲

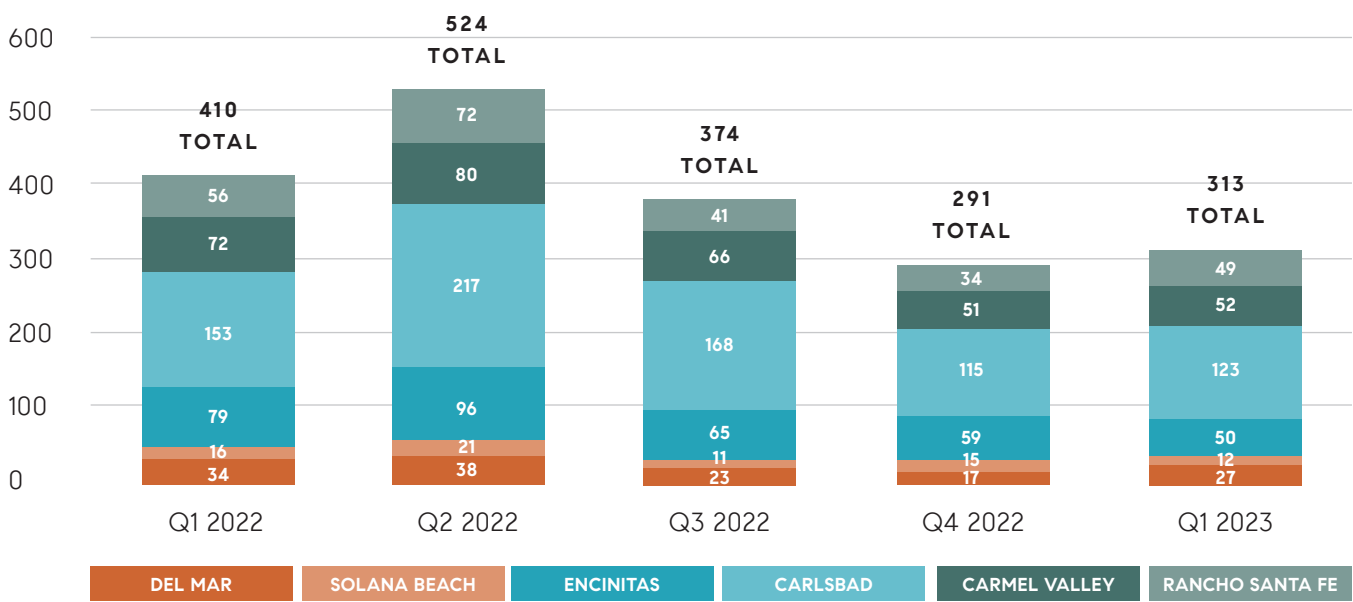
QUARTERLY SALES

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	1,349
2024 YTD	305



NUMBER OF SALES BY REGION



QUARTERLY SALES

SALES BY PRICE RANGE · ALL REGIONS

RANGE	Q1 2024	Q4 2023	Q1 2023	Q4 2022	10-YEAR AVG Q1 SALES	10-YEAR AVG Q4 SALES
\$8M+	6	7	9	5	5	5
\$6M-\$8M	11	13	14	10	6	6
\$4M-\$6M	26	24	24	18	16	17
\$3M-\$4M	38	22	23	22	25	24
\$2.5M-\$3M	44	25	30	32	27	28
\$2M-\$2.5M	60	50	68	53	41	46
\$1.5M-\$2M	79	76	82	88	81	93
\$1M-\$1.5M	41	32	62	61	130	160
<\$1M	0	2	1	2	117	153
TOTAL	305	251	313	291	448	532

NUMBER OF SALES BY REGION (CONT.)

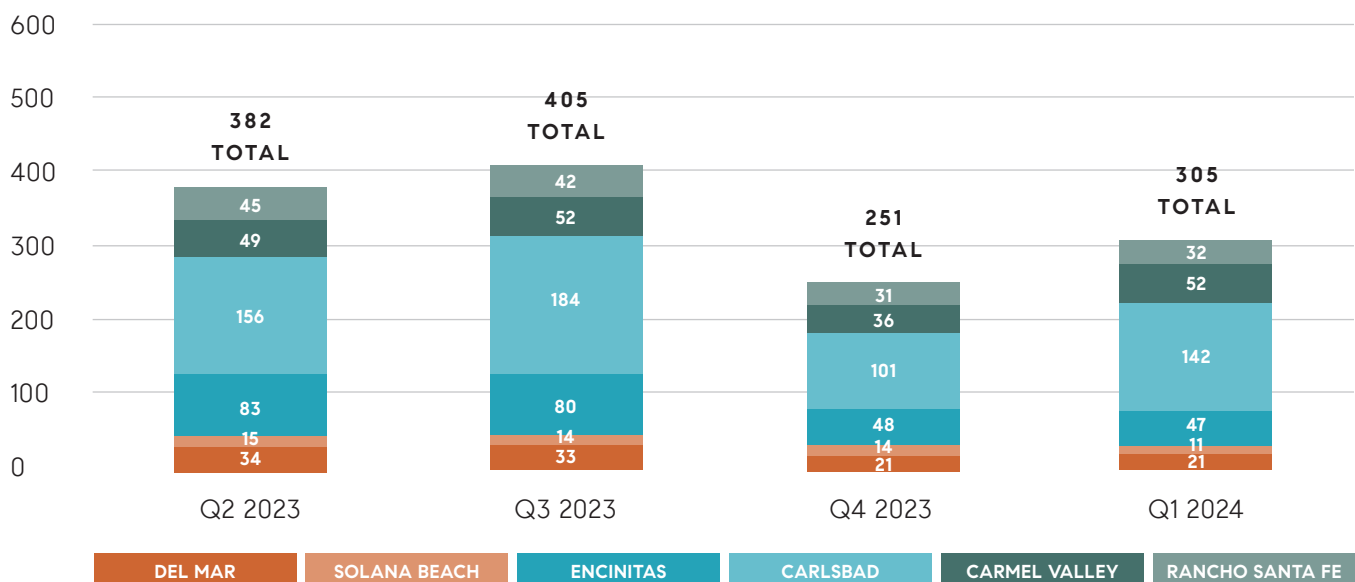


CHART CONTINUATION FROM PREVIOUS PAGE

Current as of March 31, 2024. *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

DEL MAR

MARKET OVERVIEW

Stability was the name of the game in Del Mar, where the number of units sold and the average days on market were identical between the last two quarters. Out of 21 total sales in the area, homes in the \$2-4 million range sold the most, unlike last quarter when sales were spread more evenly across price ranges. The average sales price was \$3.79 million, up about 11% year-over-year. Notably, the listing at 2016 Ocean Front achieved the 11th highest sale recorded for the area at \$18.5 million.

Higher-priced homes were more likely to have undergone renovations and sold at or above the original list price most frequently. Out of the six sales that underwent price reductions in Del Mar, five of them fell in the lowest sale price range. At the end of Q1, months of inventory was at 4.5, compared to the 7.3 months seen at the end of 2023.

MEDIAN SALES PRICES (\$M)

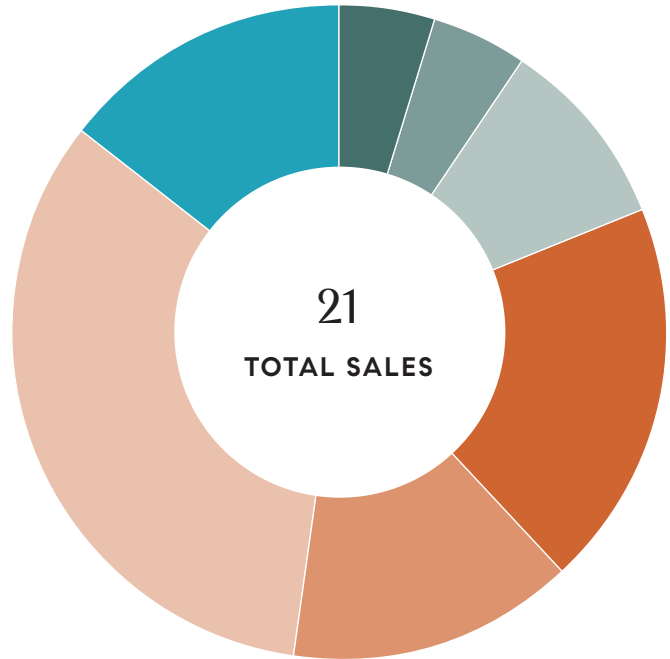
QUARTER	MEDIAN	YOY% CHANGE	
Q4 to Q1	-	-20%	▼
Q1 2024	\$2.55M	2%	▲
Q4 2023	\$3.17M	8%	▲
Q3 2023	\$3.68M	18%	▲
Q2 2023	\$3.15M	7%	▲
Q1 2023	\$2.50M	-31%	▼
Q1 2022	\$3.60M	58%	▲
Q1 2021	\$2.28M	4%	▲

AVERAGE SALES PRICES (\$M)

QUARTER	AVERAGE	YOY% CHANGE	
Q4 to Q1	-	11%	▲
Q1 2024	\$3.79M	11%	▲
Q4 2023	\$3.40M	-8%	▼
Q3 2023	\$4.30M	9%	▼
Q2 2023	\$3.90M	-2%	▼
Q1 2023	\$3.42M	-14%	▲
Q1 2022	\$4.75M	68%	▲
Q1 2021	\$2.83M	-27%	▼

SALES BY PRICE

● \$8M+	1
● \$6M-\$8M	1
● \$4M-\$6M	2
● \$3M-\$4M	4
● \$2.5M-\$3M	3
● \$2M-\$2.5M	7
● \$1.5M-\$2M	3
● \$1M-\$1.5M	0
● <\$1M	0
Total Sales	21



COMPARING NUMBERS

	Q1 2024	Q4 2023	Q1 2023
TOTAL \$ VOLUME	\$79.59M	\$71.39M	\$92.38M
UNITS SOLD	21	21	27
AVG DOM	30	30	44



Q1 SALES

2016 Ocean Front	\$18.50M	1745 Grand Ave	\$3.75M
280 Torrey Pines Ter	\$6.55M	14256 Minorca Cv	\$3.30M
2144 Pinar Pl	\$5.90M	1986 Zapo St	\$3.25M
13622 Nogales Dr	\$4.85M	13751 Mercado Dr	\$2.90M
4335 Vista De La Tierra	\$3.85M	13913 Recuerdo Dr	\$2.71M

SOLANA BEACH

MARKET OVERVIEW

Despite seeing a very minimal change in the average and median sales prices, Solana Beach had the most drastic decrease in average days on market this quarter out of all the submarkets, down to 28 this quarter from 98 in Q4 2023. However, there was a slight decline in overall sales volume and units sold. This quarter there were 11 units sold compared to 14 units last quarter.

Sales were still strong in Solana Beach with only one price adjustment, one withdrawn listing, and zero cancelled listings. Over half of the homes sold this quarter sold at or above listing price. Solana Beach ended the quarter strong, reporting 101.5% of list price achieved and 3.4 months of inventory.

MEDIAN SALES PRICES (\$M)

QUARTER	MEDIAN	YOY% CHANGE	
Q4 to Q1	-	1%	▲
Q1 2024	\$2.68M	16%	▲
Q4 2023	\$2.65M	26%	▲
Q3 2023	\$3.27M	10%	▲
Q2 2023	\$3.20M	19%	▲
Q1 2023	\$2.30M	-17%	▼
Q1 2022	\$2.78M	21%	▲
Q1 2021	\$2.30M	25%	▲

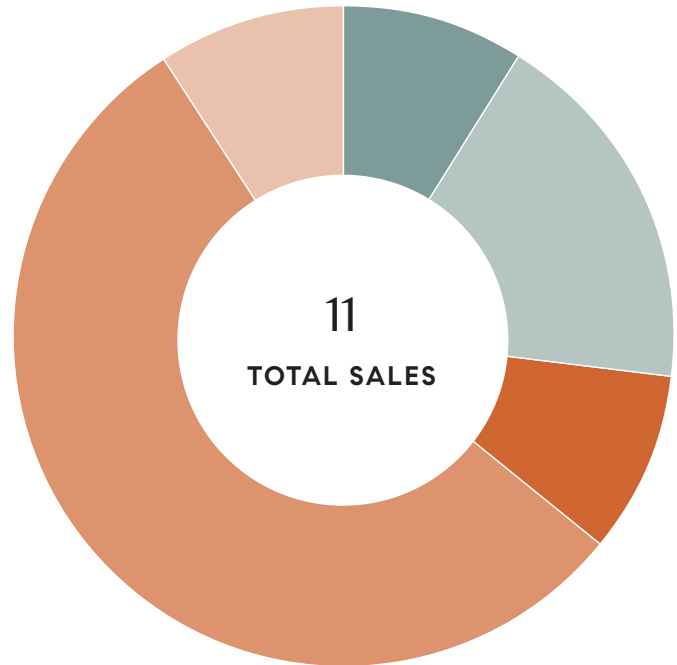
AVERAGE SALES PRICES (\$M)

QUARTER	AVERAGE	YOY% CHANGE	
Q4 to Q1	-	-2%	▼
Q1 2024	\$3.31M	18%	▲
Q4 2023	\$3.38M	47%	▲
Q3 2023	\$4.03M	41%	▲
Q2 2023	\$3.78M	4%	▲
Q1 2023	\$2.80M	-21%	▼
Q1 2022	\$3.56M	8%	▲
Q1 2021	\$3.30M	52%	▲

SOLANA BEACH

SALES BY PRICE

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



COMPARING NUMBERS

	Q1 2024	Q4 2023	Q1 2023
TOTAL \$ VOLUME	\$36.43M	\$47.26M	\$33.59M
UNITS SOLD	11	14	12
AVG DOM	28	98	39

63

DAYS ON MARKET

Average for Q4 + Q1

Q1 SALES

460 Palmitas St	\$7.00M	1142 Santa Rufina Ct	\$2.68M
774 N Granados Ave	\$4.34M	402 Santa Alicia	\$2.65M
451 S Granados Ave	\$4.10M	332 Santa Helena	\$2.57M
569 San Mario Dr	\$3.10M	917 Highland Dr	\$2.50M
239 La Barranta Dr	\$2.70M	458 Santa Cecelia	\$2.50M

ENCINITAS

MARKET OVERVIEW

Encinitas was only one of two submarkets that had a positive year-over-year change in both average and median sales prices. The median price jumped 28% year-over-year, the biggest submarket increase we saw, resting at \$2.55 million. Total sales volume, units sold, months of inventory and days on market were all similar over last quarter.

All-cash deals were up about 11% over last quarter with 44% of all deals (21 sales) moving forward in cash. The list price received ratio was also up in Encinitas. At the end of March, list price received was 101.6% compared to 95.7% at the end of 2023. The Encinitas market accelerated throughout the quarter with 87 new listings on the market and 28 pending sales, marking a busy start to the second quarter.

MEDIAN SALES PRICES (\$M)

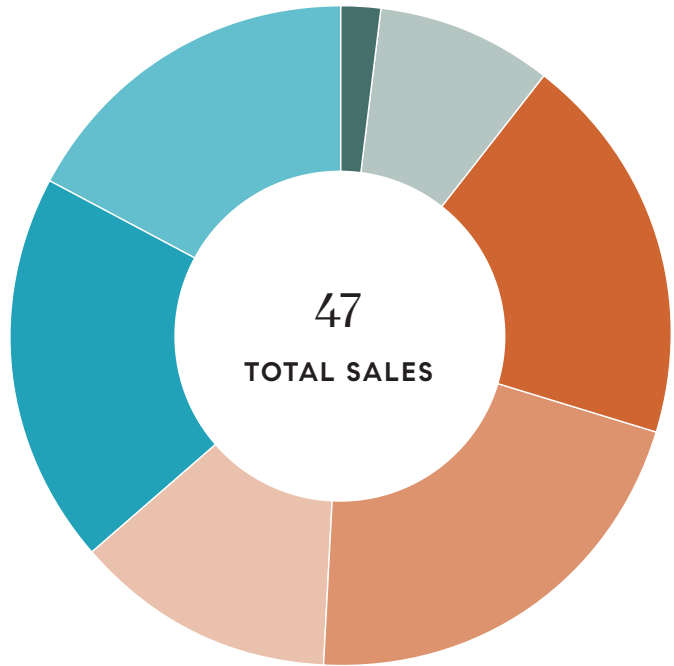
QUARTER	MEDIAN	YOY% CHANGE	
Q4 to Q1	-	28%	▲
Q1 2024	\$2.55M	21%	▲
Q4 2023	\$1.99M	5%	▲
Q3 2023	\$2.05M	-6%	▼
Q2 2023	\$2.04M	-17%	▼
Q1 2023	\$2.10M	6%	▲
Q1 2022	\$1.98M	12%	▲
Q1 2021	\$1.78M	26%	▲

AVERAGE SALES PRICES (\$M)

QUARTER	AVERAGE	YOY% CHANGE	
Q4 to Q1	-	5%	▲
Q1 2024	\$2.68M	6%	▲
Q4 2023	\$2.56M	11%	▲
Q3 2023	\$2.87M	9%	▲
Q2 2023	\$2.53M	-6%	▼
Q1 2023	\$2.54M	6%	▲
Q1 2022	\$2.39M	19%	▲
Q1 2021	\$2.01M	27%	▲

SALES BY PRICE

● \$8M+	1
● \$6M-\$8M	0
● \$4M-\$6M	4
● \$3M-\$4M	9
● \$2.5M-\$3M	10
● \$2M-\$2.5M	6
● \$1.5M-\$2M	9
● \$1M-\$1.5M	8
● <\$1M	0
Total Sales	47



COMPARING NUMBERS

	Q1 2024	Q4 2023	Q1 2023
TOTAL \$ VOLUME	\$126.19M	\$122.86M	\$127.14M
UNITS SOLD	47	48	50
AVG DOM	44	47	42



Q1 SALES

1864 Crest Dr	\$10.00M	1540 Caudor St	\$3.80M
437-439 Fulvia St	\$5.55M	458 E Glaucus St	\$3.70M
231 5th St	\$4.72M	749 Mays Hollow Ln	\$3.45M
1249 Canton Ct	\$4.53M	1291 Crest Dr	\$3.38M
3376 Calle Tres Vistas	\$4.20M	744 Cornish Dr	\$3.25M

CARLSBAD

MARKET OVERVIEW

Carlsbad saw some big changes this quarter with the second greatest increase in sales volume and units sold across our submarkets. Interestingly, the average days on market here stayed the same at 33 days for the past two quarters. Out of 142 home sales, majority were clustered around the \$1 million-\$2.5 million price range and 54 deals were all-cash. The list price received ratio was also significantly up over last quarter increasing from 95.7% in November 2023 to 100.2% in March.

Carlsbad had one of the highest number of cancelled listings with 15 withdrawn/cancelled, however, among these homes, the average days on market was 86, almost triple the homes that did sell, indicating these properties were likely outliers and not truly indicative of the market. As the quarter progressed, we saw the price per square foot increase, drop off, and then begin to increase again in March. With 55 pending sales at the end of Q1, we can see that demand in Carlsbad is trending upwards and should continue to increase into Q2.

MEDIAN SALES PRICES (\$M)

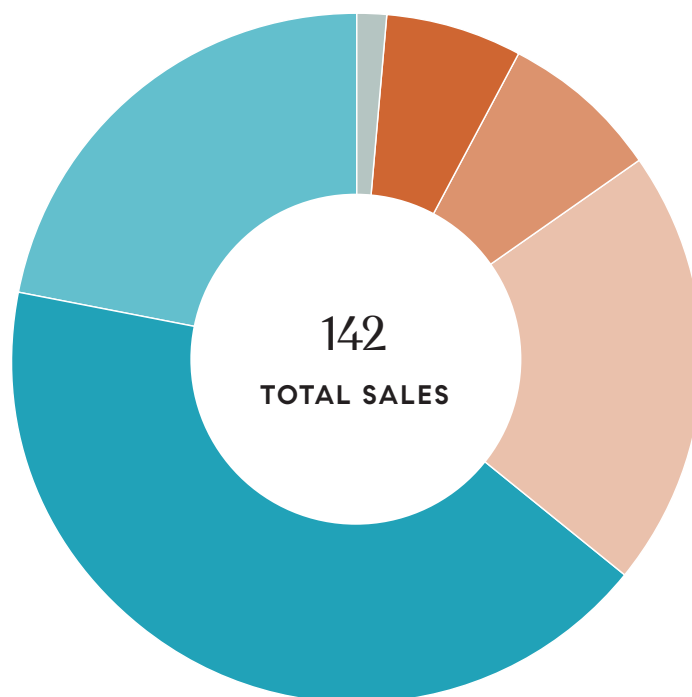
QUARTER	MEDIAN	YOY% CHANGE	
Q4 to Q1	-	5%	▲
Q1 2024	\$1.80M	13%	▲
Q4 2023	\$1.72M	4%	▲
Q3 2023	\$1.59M	-6%	▼
Q2 2023	\$1.73M	-6%	▼
Q1 2023	\$1.60M	-7%	▼
Q1 2022	\$1.73M	30%	▲
Q1 2021	\$1.33M	20%	▲

AVERAGE SALES PRICES (\$M)

QUARTER	AVERAGE	YOY% CHANGE	
Q4 to Q1	-	-3%	▼
Q1 2024	\$1.95M	15%	▲
Q4 2023	\$2.02M	15%	▲
Q3 2023	\$1.77M	-3%	▼
Q2 2023	\$1.92M	-1%	▼
Q1 2023	\$1.70M	-7%	▼
Q1 2022	\$1.84M	21%	▲
Q1 2021	\$1.52M	32%	▲

SALES BY PRICE

● \$8M+	0
● \$6M-\$8M	0
● \$4M-\$6M	2
● \$3M-\$4M	9
● \$2.5M-\$3M	11
● \$2M-\$2.5M	29
● \$1.5M-\$2M	60
● \$1M-\$1.5M	31
● <\$1M	0
Total Sales	142



COMPARING NUMBERS

	Q1 2024	Q4 2023	Q1 2023
TOTAL \$ VOLUME	\$277.42M	\$203.99M	\$209.67M
UNITS SOLD	142	101	123
AVG DOM	33	33	36

33

DAYS ON MARKET

Average for Q4 + Q1

Q1 SALES

1170 Chinquapin Ave	\$4.85M	254 Date Ave	\$3.40M
3955 Garfield St	\$4.08M	7180 Aviara Dr	\$3.37M
6883 Amber Ln	\$3.95M	1790 Yada Pl	\$3.25M
6895 Amber Ln	\$3.89M	7511 Paseo Cristal	\$3.10M
6993 Corte Langosta	\$3.57M	7308 Bolero St	\$3.03M

CARMEL VALLEY

MARKET OVERVIEW

Carmel Valley was the only submarket to achieve double-digit growth in both median sales price and average sales price with the median price hitting \$2.54 million (up 22% YoY) and average price hitting \$3.07 million (up 26% YoY). Impressively, Carmel Valley also saw an 85% growth in total sales volume and 44% growth in units sold with 52 deals last month. This is the most significant growth across all submarkets. Inventory in Carmel Valley is low, but similar to what was seen this time last year with about 1.2 months of inventory.

In addition to formidable growth, Carmel Valley achieved more impressive sales figures. There were more all-cash deals this year compared to Q1 of 2023, and 34 deals were at or above list price. List price received in Carmel Valley skyrocketed in March with 103.7% compared to 95.7% last year. Notably, 4592 Rancho Del Mar Trail achieved the third highest sale of all time in the area with a price of \$10.5 million.

MEDIAN SALES PRICES (\$M)

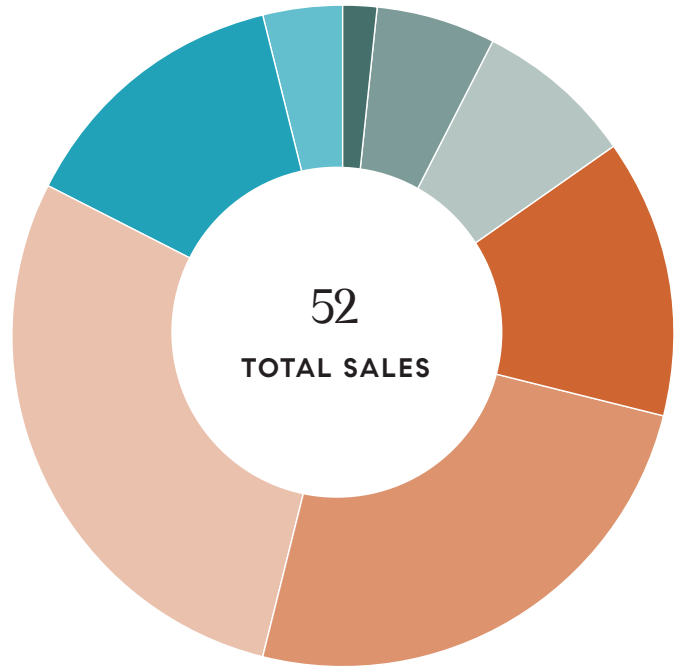
QUARTER	MEDIAN	YOY% CHANGE	
Q4 to Q1	-	12%	▲
Q1 2024	\$2.54M	22%	▲
Q4 2023	\$2.26M	9%	▲
Q3 2023	\$2.46M	11%	▲
Q2 2023	\$2.28M	-6%	▼
Q1 2023	\$2.09M	-17%	▼
Q1 2022	\$2.51M	43%	▲
Q1 2021	\$1.76M	24%	▲

AVERAGE SALES PRICES (\$M)

QUARTER	AVERAGE	YOY% CHANGE	
Q4 to Q1	-	28%	▲
Q1 2024	\$3.07M	26%	▲
Q4 2023	\$2.40M	-2%	▼
Q3 2023	\$2.81M	7%	▲
Q2 2023	\$2.48M	-5%	▼
Q1 2023	\$2.44M	-8%	▼
Q1 2022	\$2.67M	37%	▲
Q1 2021	\$1.95M	25%	▲

SALES BY PRICE

● \$8M+	1
● \$6M-\$8M	3
● \$4M-\$6M	4
● \$3M-\$4M	7
● \$2.5M-\$3M	13
● \$2M-\$2.5M	15
● \$1.5M-\$2M	7
● \$1M-\$1.5M	2
● <\$1M	0
Total Sales	52



COMPARING NUMBERS

	Q1 2024	Q4 2023	Q1 2023
TOTAL \$ VOLUME	\$159.74M	\$86.29M	\$126.88M
UNITS SOLD	52	36	52
AVG DOM	32	27	46

29.5

DAYS ON MARKET

Average for Q4 + Q1

Q1 SALES

4592 Rancho Del Mar Trl	\$10.50M	6160 Tiki Ct	\$5.40M
4841 Rancho Del Mar Trl	\$7.60M	5190 Rancho Madera Bend	\$4.43M
4974 Del Mar Mesa Rd	\$6.75M	11897 Tierra Del Sur	\$4.40M
4532 Rancho Del Mar Trl	\$6.40M	6183 Summit Crest Cir	\$3.73M
12446 Del Vino Ct	\$5.80M	5490 Harvest Run Dr	\$3.45M

RANCHO SANTA FE

MARKET OVERVIEW

With minimal quarter-over-quarter changes in units sold and average days on market, Rancho Santa Fe had a slower start to the year than some of our other submarkets. However, we still saw a decrease in days on market both year-over-year and quarter-over-quarter. At one point, there were 10 homes that sold in 10 days or less in Rancho Santa Fe this quarter. While median and average prices were down slightly year-over-year, the majority of sales for the quarter clustered around the \$3 million range. List price received is 1.7% higher than last year, at 94.2%.

Out of 32 units sold, 19 of them were all-cash deals, representing about 59% of the transactions, the highest we've seen out of all our submarkets. Although new, pending, and sold listings are down year-over-year, there are still around 80 active homes on the market right now with an average days on market of 107. However, these figures are getting slightly inflated by several luxury listings in the area priced over \$20 million that have been on the market now for over 100 days.

MEDIAN SALES PRICES (\$M)

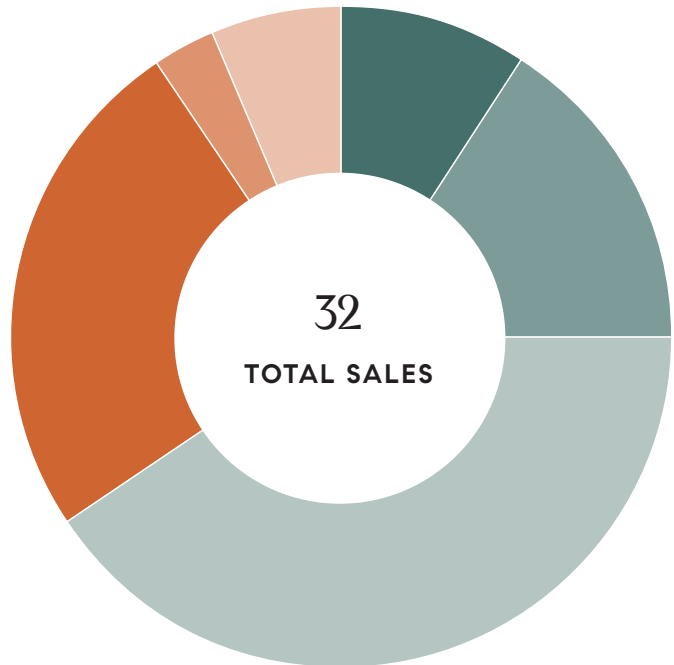
QUARTER	MEDIAN	YOY% CHANGE	
Q4 to Q1	-	-1%	▼
Q1 2024	\$4.37M	-2%	▼
Q4 2023	\$4.43M	-2%	▼
Q3 2023	\$4.74M	18%	▲
Q2 2023	\$4.20M	-13%	▼
Q1 2023	\$4.45M	-7%	▼
Q1 2022	\$4.79M	62%	▲
Q1 2021	\$2.95M	-5%	▼

AVERAGE SALES PRICES (\$M)

QUARTER	AVERAGE	YOY% CHANGE	
Q4 to Q1	-	-9%	▼
Q1 2024	\$5.30M	10%	▲
Q4 2023	\$5.81M	23%	▲
Q3 2023	\$5.16M	8%	▲
Q2 2023	\$5.40M	-1%	▼
Q1 2023	\$4.83M	-6%	▼
Q1 2022	\$5.28M	41%	▲
Q1 2021	\$3.76M	21%	▲

SALES BY PRICE

● \$8M+	3
● \$6M-\$8M	5
● \$4M-\$6M	13
● \$3M-\$4M	8
● \$2.5M-\$3M	1
● \$2M-\$2.5M	2
● \$1.5M-\$2M	0
● \$1M-\$1.5M	0
● <\$1M	0
Total Sales	32



COMPARING NUMBERS

	Q1 2024	Q4 2023	Q1 2023
TOTAL \$ VOLUME	\$169.58M	\$180.19M	\$236.46M
UNITS SOLD	32	31	49
AVG DOM	65	75	75

70

DAYS ON MARKET

Average for Q4 + Q1

Q1 SALES

5801 Lago Lindo	\$16.40M	18441 Via Ambiente	\$7.30M
17222 Avenida De Acacias	\$10.50M	6415 Primero Izquierdo	\$7.25M
5411 Vista de Fortuna	\$9.30M	5508 Avenida Maravillas	\$7.20M
4722 La Noria	\$7.95M	17101 Circa Oriente	\$5.90M
7057 La Palma	\$7.55M	15295 Las Planideras	\$5.80M

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
698 Cypress Hill Dr	Encinitas	4	5	4,294	\$2,670,000
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
3612 Mississippi St	San Diego	4	4	2,314	\$2,200,000
12717 Monterey Cypress Way	Carmel Valley	6	3	3,273	\$2,200,000
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



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

"We were incredibly fortunate to have been referred to Jennifer by a family member who had a seamless home purchase with her. Jennifer's expertise and dedication were evident from the very beginning. She skillfully coordinated with the agent helping us sell our home in Indio to time it with the purchase of our dream home, advising us to negotiate a 60-day rent back to ensure a smooth transition.

Moreover, she guided us through a challenging multiple-offer situation, recommending that we waive our appraisal contingency and use an escalation clause, which ultimately secured our victory. Jennifer's unwavering commitment to our success made the entire process not only efficient but also rewarding. We highly recommend her to anyone looking for a top-notch real estate agent."

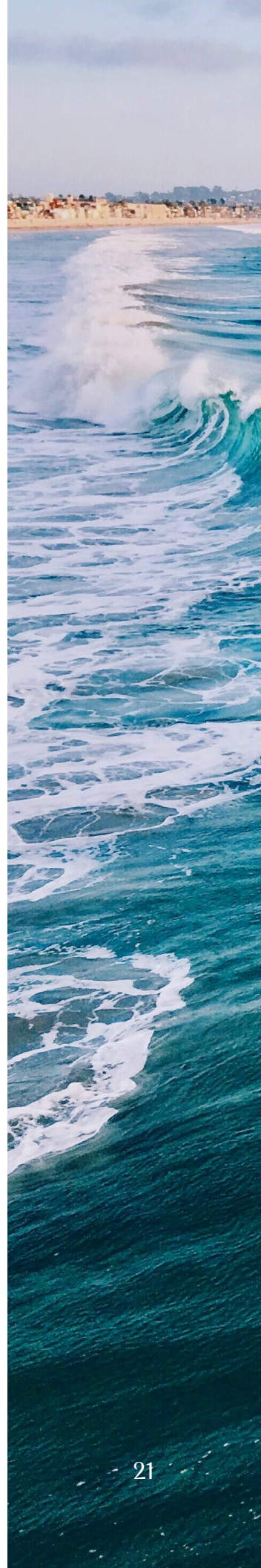
— ANNETTE AND STEVE

"When we purchased our home in Olde Del Mar, Jennifer's ability to analyze every aspect of the transaction was truly remarkable. She approached the process with a keen understanding of the psychology behind it. For instance, we were eager to visit the property multiple times, but Jennifer advised us to exercise patience until our negotiations were settled, which prevented us from inadvertently revealing our enthusiasm. Jennifer's fervent dedication to her craft and willingness to go the extra mile transformed our experience into an extraordinary journey. I wholeheartedly recommend Jennifer. She has genuine care for her clients' success."

— NANCY AND TYLER

"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 AND CHRISTINE



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.

REALM™

POWERED BY HUMAN CONNECTION

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

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

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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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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