



SAN DIEGO - NORTH COUNTY
SECOND QUARTER REPORT
2024


PRESENTED BY
JENNIFER ANDERSON



JENNIFER ANDERSON

COMPASS

OVERVIEW



As we move further into 2024, the national and local real estate markets exhibit resilience and potential for growth. While certain challenges such as elevated mortgage rates and economic uncertainties persist, positive trends in home equity, and strong demand in specific price segments suggest a favorable outlook.

NATIONAL HOME PRICE TRENDS

Homeowners across the United States experienced notable equity gains, with CoreLogic reporting a 9.6% increase in the first quarter. This represents the most significant increase since 2022.

Despite a slight decrease in year-over-year home price gains to 4.9% in May 2024, it was still the 148th consecutive month of annual growth. Nationally, total housing inventory grew 6.7% month-over-month to 1.28 million units heading into June, for a 3.7 months' supply at the current sales pace, according to NAR. However, the increase in supply has yet to temper home prices, which have continued to rise nationwide. U.S. existing-home sales declined for the third consecutive month, as higher mortgage rates and rising sales prices hindered market activity during what has traditionally been one of the busiest months of the year.

IMPACT OF FEDERAL POLICIES AND INTEREST RATES

In June, U.S. mortgage rates fell below 7% for the first time since March, prompting consecutive increases in financing applications for home purchases. The Mortgage Bankers Association (MBA) reported a 9% surge in purchase mortgage applications and a 28% rise in refinance applications compared to the previous week, being 28% higher than a year ago. Additionally, mortgage applications for new homes in May rose by 13.8% year-over-year, with sales reaching an annual rate of 702,000, the highest since last October.

After eleven rate hikes since March 2022, the Federal Reserve held rates steady at a range of 5.25% to 5.50%, marking the seventh consecutive meeting without a rate change. The Fed's strategy aims to curb inflation, which has shown signs of slowing. Key economic indicators from the past week include a steady Federal Funds Rate, lower consumer inflation, improved wholesale inflation figures, and a significant rise in unemployment claims, reaching a 10-month high.

CALIFORNIA'S REAL ESTATE MARKET PERFORMANCE

California continues to lead in real estate value in June, boasting the highest number of million-dollar home cities at 210, an increase of 12 from the previous year. The state remains a substantial wealth generator through real estate, despite its high taxes. Approximately 64% of homes listed are valued at \$1 million or more, and 12% exceed \$5 million. In 2023, the average California homeowner had over \$634,000 in home equity.



SAN DIEGO HOUSING MARKET DYNAMICS

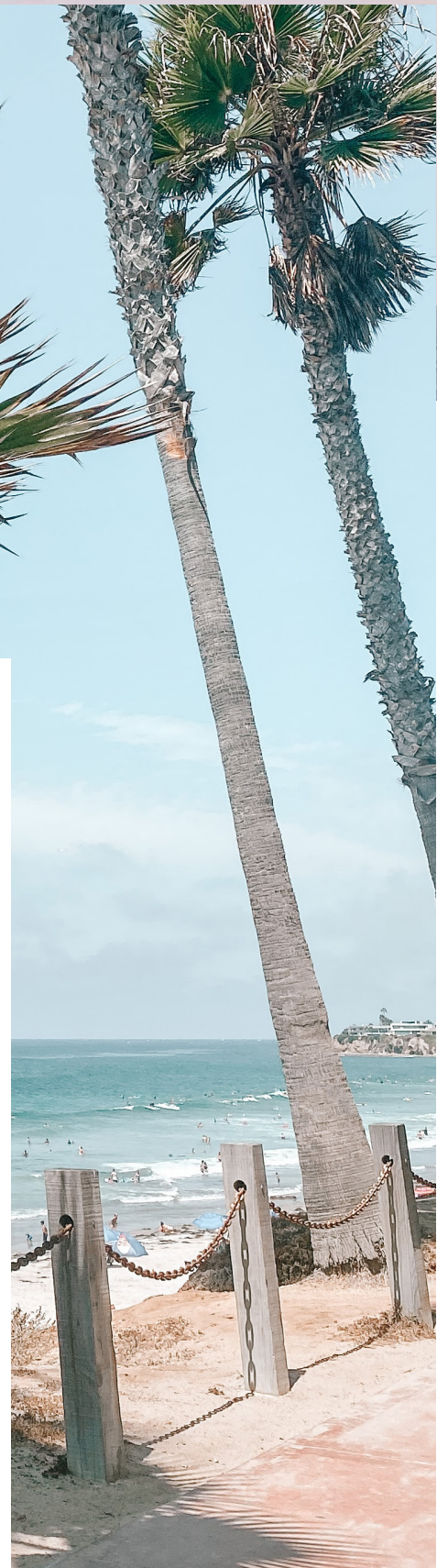
San Diego had the fastest rising home prices in the nation for a sixth month, but New York is nipping at its heels.

“Heading into summer, the market is at an all-time high, once again testing its resilience,” wrote Brian Luke, head of commodities, real and digital assets at S&P Dow Jones Indices. The pace of home price growth in San Diego, which includes all of San Diego County, appeared to be slowing. It was up around 11 percent annually from January to March, making the 10.3 percent rise a slight reduction — while still the highest in the nation.

The housing market showed mixed results in Q2 2024. Newly constructed residential home sales in the U.S. fell by 11.3% from the previous month, reaching an annual rate of 619,000 units, the lowest since November. Elevated mortgage rates were a significant factor in this decline.

Pending sales in San Diego dropped by 4.9% from July 2023 to June 2024. However, homes priced between \$2,000,001 and \$5,000,000 saw a 25.3% increase in sales. The median sales price rose by 9.3% to \$880,000, with single-family homes experiencing a 10.9% increase to \$1,020,000.

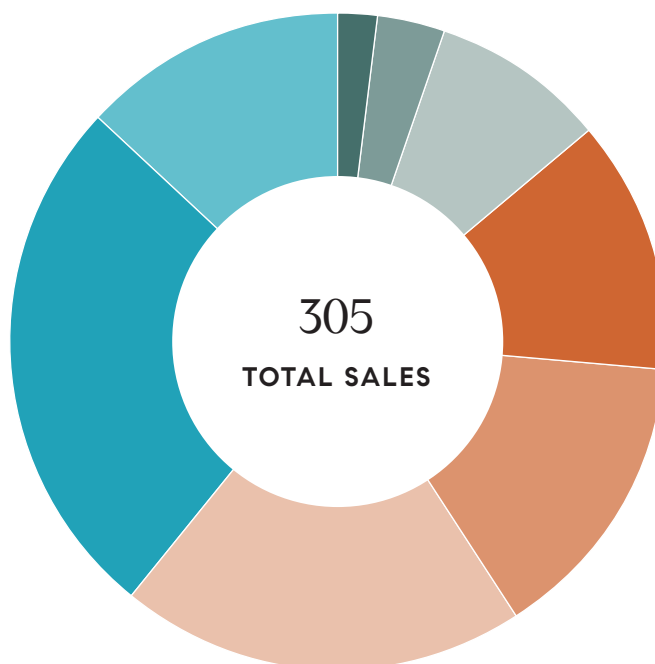
Overall, the U.S. housing market remains resilient despite rising mortgage rates and economic uncertainties, with notable regional variations and continued growth in high-value segments. Looking ahead, careful monitoring of market trends will be essential to navigate the evolving real estate landscape. San Diego, in particular, has seen the fastest rising home prices in the nation, though the growth pace appears to be slowing slightly. Increased inventory and rising median prices indicate a dynamic market poised for continued appreciation, making it an opportune time for strategic investments and market participation.



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% ▼

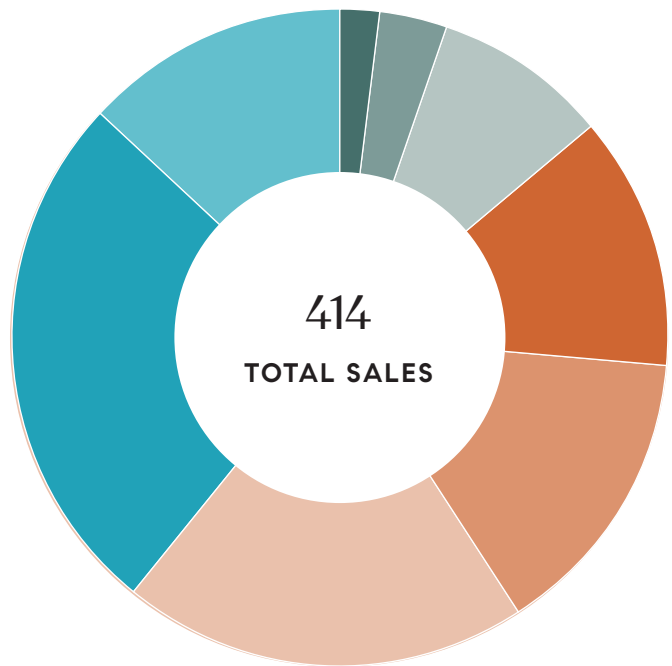
AVERAGE SALES PRICES (\$M)

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% ▲

Q2 2024 STATS

SALES BY PRICE

● \$8M+	11
● \$6M-\$8M	11
● \$4M-\$6M	43
● \$3M-\$4M	59
● \$2.5M-\$3M	53
● \$2M-\$2.5M	86
● \$1.5M-\$2M	116
● \$1M-\$1.5M	34
● <\$1M	1
Total Sales	414



MEDIAN SALES PRICES (\$M)

AREA	SALES PRICE	YOY% CHANGE
Del Mar	\$3.75M	19% ▲
Solana Beach	\$2.97M	-7% ▼
Encinitas	\$2.11M	3% ▲
Carlsbad	\$1.86M	8% ▲
Carmel Valley	\$2.65M	18% ▲
Rancho Santa Fe	\$4.60M	10% ▲

AVERAGE SALES PRICES (\$M)

AREA	SALES PRICE	YOY% CHANGE
Del Mar	\$4.31M	10% ▲
Solana Beach	\$3.25M	-14% ▼
Encinitas	\$2.75M	9% ▲
Carlsbad	\$2.00M	4% ▲
Carmel Valley	\$2.83M	15% ▲
Rancho Santa Fe	\$5.23M	-3% ▼

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	719



NUMBER OF SALES BY REGION

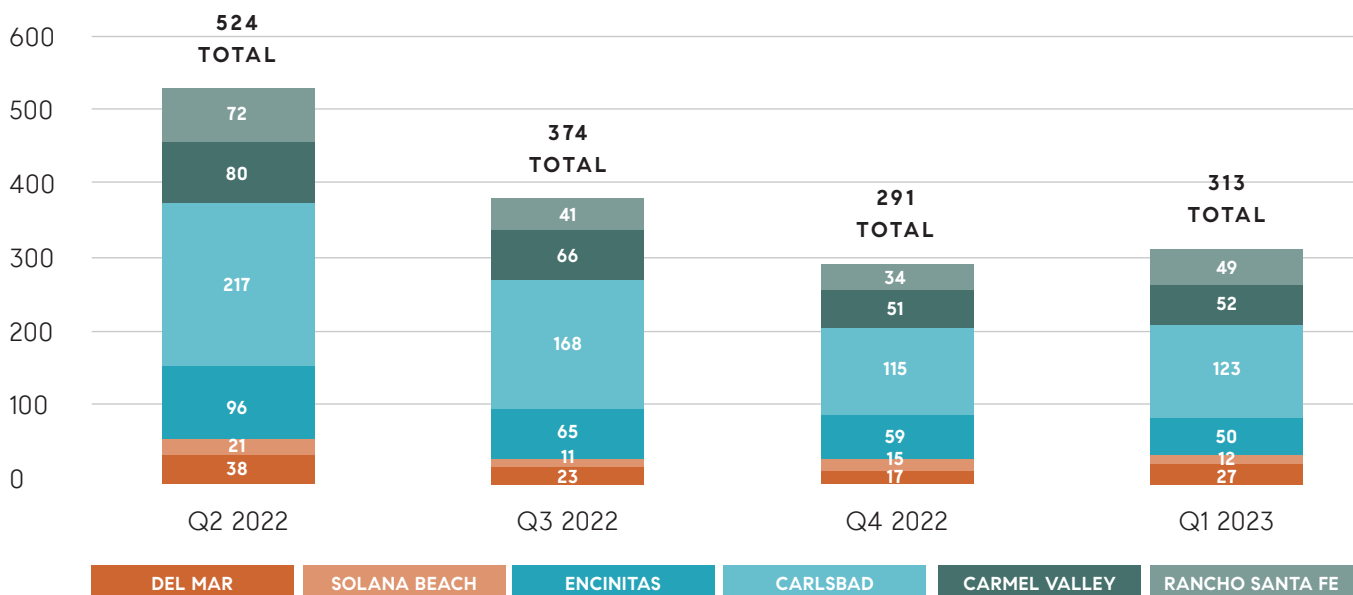


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QUARTERLY SALES

SALES BY PRICE RANGE · ALL REGIONS

RANGE	Q2 2024	Q1 2024	Q2 2023	Q1 2023	10 YEAR AVE. Q2 SALES	10 YEAR AVE. Q1 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.)

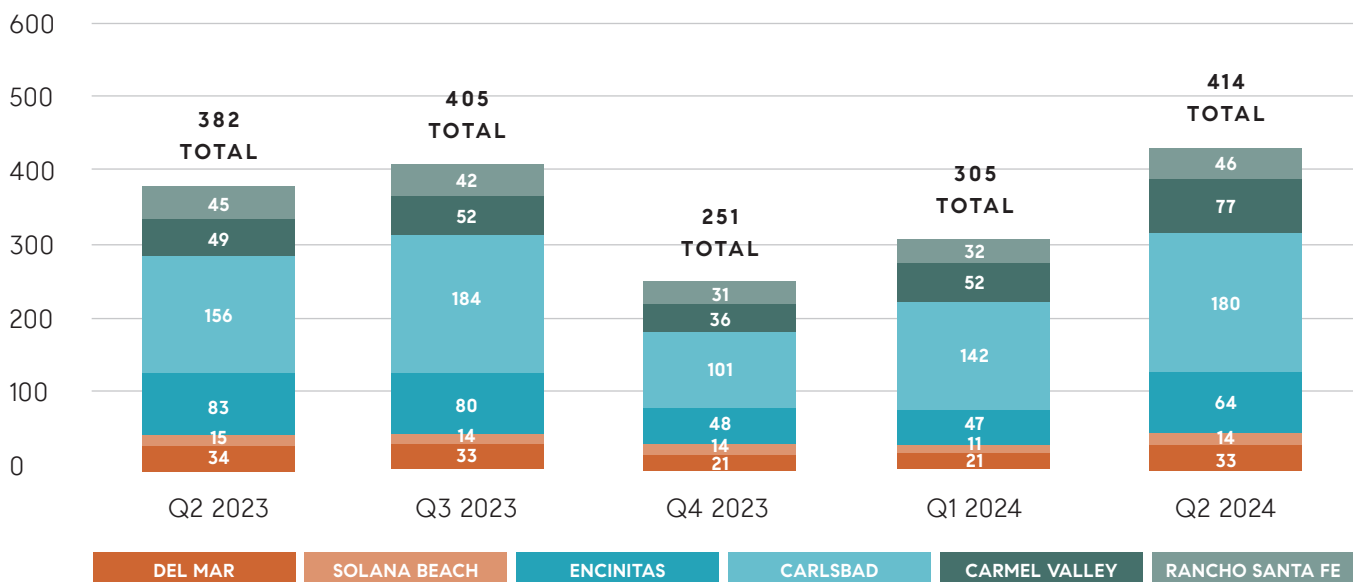


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Current as of July 04, 2024. "All Regions" are represented by Del Mar, Solana Beach, Encinitas, Carlsbad, Carmel Valley and Rancho Santa Fe. Data reflects detached homes only. All data from San Diego MLS®

DEL MAR

MARKET OVERVIEW

Del Mar's real estate market experienced a significant surge in Q2 2024, with total sales volume jumping from \$79.59 million in Q1 to \$142.16 million. This increase in activity was mirrored by a rise in the number of units sold, from 21 to 33. High-end homes, particularly those priced between \$3 million and \$6 million, saw notable demand. Despite the heightened activity, the average days on market only increased slightly, indicating a balanced market with steady buyer interest.

This period has been marked by dynamic growth in Del Mar, driven by increased sales volume and higher prices. Most transactions were concentrated in the upper price ranges, underscoring strong buyer interest in luxury properties. Del Mar continues to be a hotspot for high-value deals, demonstrating its ongoing appeal in the luxury real estate sector.

MEDIAN SALES PRICES (\$M)

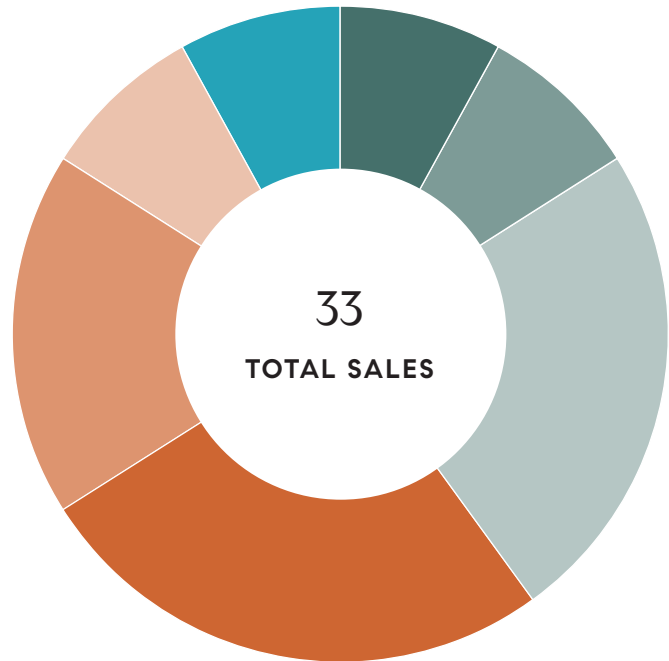
QUARTER	MEDIAN	YOY% CHANGE
Q1 to Q2	-	47% ▲
Q2 2024	\$3.75M	19% ▲
Q1 2024	\$2.55M	2% ▲
Q4 2023	\$3.17M	8% ▲
Q3 2023	\$3.68M	18% ▲
Q2 2023	\$3.15M	3% ▲
Q2 2022	\$3.05M	17% ▲
Q2 2021	\$2.62M	36% ▲

AVERAGE SALES PRICES (\$M)

QUARTER	AVERAGE	YOY% CHANGE
Q2 2021	-	14% ▲
Q1 2024	\$4.31M	10% ▲
Q4 2023	\$3.79M	11% ▲
Q3 2023	\$3.40M	-8% ▼
Q2 2023	\$4.30M	9% ▲
Q1 2023	\$3.90M	-3% ▼
Q1 2022	\$4.00M	22% ▲
Q1 2021	\$3.29M	33% ▲

SALES BY PRICE

● \$8M+	2
● \$6M-\$8M	2
● \$4M-\$6M	9
● \$3M-\$4M	10
● \$2.5M-\$3M	6
● \$2M-\$2.5M	2
● \$1.5M-\$2M	2
● \$1M-\$1.5M	0
● <\$1M	0
Total Sales	33



COMPARING NUMBERS

	Q2 2024	Q1 2024	Q2 2023
TOTAL \$ VOLUME	\$142.16M	\$79.59M	\$132.63M
UNITS SOLD	33	21	34
AVG DOM	40	30	34

35
DAYS ON MARKET
Average for Q1 + Q2

Q2 SALES

355 Bellaire St	\$14.25M	3410 Caminito Daniella	\$5.65M
157 26th St	\$9.50M	1639 Luneta Dr	\$5.40M
4314 Vista De La Tierra	\$7.75M	2625 Camino Del Mar	\$5.10M
1928 Balboa Ave	\$6.55M	121 13Th St	\$4.50M
2004 Coast Blvd	\$5.75M	3455 Caminito Daniella	\$4.30M

SOLANA BEACH

MARKET OVERVIEW

Solana Beach showed steady growth in Q2 2024, with total sales volume rising from \$36.43 million to \$45.45 million. The number of units sold increased slightly from 11 to 14. The average days on market experienced a minor uptick, reflecting a stable yet competitive environment. Homes priced between \$2.5 million and \$3 million were the most active, highlighting demand for mid-range luxury properties.

Despite a slight dip in average sales prices, the rise in median prices and total sales volume indicates robust and resilient demand for properties. Solana Beach continues to attract buyers looking for valuable investment opportunities in a stable market

MEDIAN SALES PRICES (\$M)

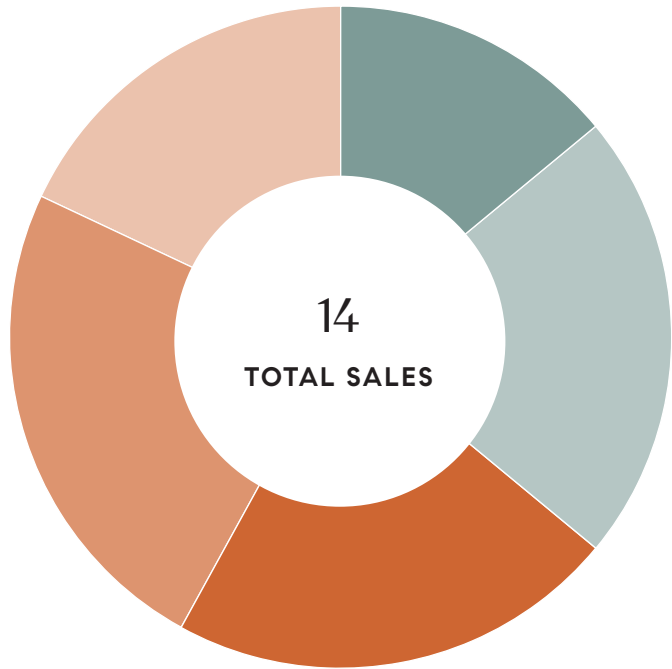
QUARTER	MEDIAN	YOY% CHANGE
Q1 to Q2	-	11% ▲
Q2 2024	\$2.97M	-7% ▼
Q1 2024	\$2.68M	16% ▲
Q4 2023	\$2.65M	26% ▲
Q3 2023	\$3.27M	10% ▲
Q2 2023	\$3.20M	19% ▲
Q2 2022	\$2.70M	15% ▲
Q2 2021	\$2.35M	20% ▲

AVERAGE SALES PRICES (\$M)

QUARTER	AVERAGE	YOY% CHANGE
Q1 to Q2	-	-2% ▼
Q2 2024	\$3.25M	-14% ▼
Q1 2024	\$3.31M	18% ▲
Q4 2023	\$3.38M	47% ▲
Q3 2023	\$4.03M	41% ▲
Q2 2023	\$3.78M	4% ▲
Q2 2022	\$3.63M	23% ▲
Q2 2021	\$2.94M	42% ▲

SALES BY PRICE

● \$8M+	0
● \$6M-\$8M	1
● \$4M-\$6M	2
● \$3M-\$4M	2
● \$2.5M-\$3M	6
● \$2M-\$2.5M	3
● \$1.5M-\$2M	0
● \$1M-\$1.5M	0
● <\$1M	0
Total Sales	14



COMPARING NUMBERS

	Q2 2024	Q1 2024	Q2 2023
TOTAL \$ VOLUME	\$45.45M	\$36.43M	\$56.63M
UNITS SOLD	14	11	15
AVG DOM	37	28	29

32.5

DAYS ON MARKET

Average for Q1 + Q2

Q2 SALES

326 S Nardo Ave	\$6.40M	331 Glencrest Dr	\$3.00M
431 Glenmont Dr	\$4.23M	1563 Santa Sabina Ct	\$2.98M
118 Via De La Valle	\$4.05M	201 N Rios Ave	\$2.95M
428 S Granados Ave	\$3.75M	475 N Cedros Ave	\$2.70M
321 San Lucas Dr	\$3.09M	656 Canyon Dr	\$2.67M

ENCINITAS

MARKET OVERVIEW

Encinitas saw a significant uptick in market activity in Q2 2024, with total sales volume climbing from \$126.19 million to \$175.9 million. The number of units sold surged from 47 to 64, indicating a vibrant market. The average days on market decreased slightly, suggesting faster property turnovers. High-end properties, especially those priced between \$3 million and \$4 million, saw strong demand.

Both median and average sales prices rose this quarter, making Encinitas a highly sought-after sub-market known for its dynamic activity and attractive real estate opportunities.

MEDIAN SALES PRICES (\$M)

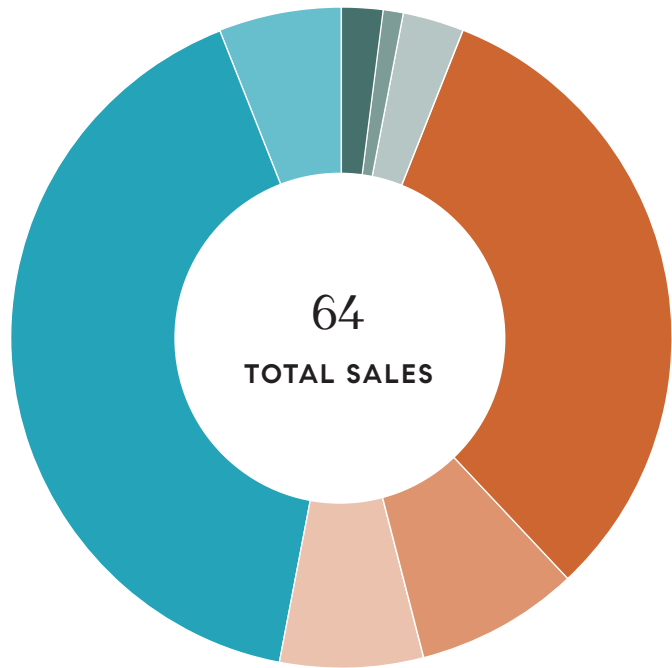
QUARTER	MEDIAN	YOY% CHANGE
Q1 to Q2	-	-17%
Q2 2024	\$2.11M	3%
Q1 2024	\$2.55M	21%
Q4 2023	\$1.99M	5%
Q3 2023	\$2.05M	-6%
Q2 2023	\$2.04M	-17%
Q2 2022	\$2.47M	36%
Q2 2021	\$1.82M	31%

AVERAGE SALES PRICES (\$M)

QUARTER	AVERAGE	YOY% CHANGE
Q1 to Q2	-	2%
Q2 2024	\$2.75M	9%
Q1 2024	\$2.68M	6%
Q4 2023	\$2.56M	11%
Q3 2023	\$2.87M	9%
Q2 2023	\$2.53M	-6%
Q2 2022	\$2.69M	29%
Q2 2021	\$2.09M	24%

SALES BY PRICE

● \$8M+	2
● \$6M-\$8M	1
● \$4M-\$6M	3
● \$3M-\$4M	14
● \$2.5M-\$3M	8
● \$2M-\$2.5M	7
● \$1.5M-\$2M	23
● \$1M-\$1.5M	6
● <\$1M	0
Total Sales	64



COMPARING NUMBERS

	Q2 2024	Q1 2024	Q2 2023
TOTAL \$ VOLUME	\$175.90M	\$126.19M	\$209.74M
UNITS SOLD	64	47	83
AVG DOM	37	44	26

40.5

DAYS ON MARKET

Average for Q1 + Q2

Q2 SALES

282 Neptune Ave	\$11.00M	900 Channel Island Dr	\$4.00M
675 Quail Gardens Ln	\$8.00M	235 La Costa Ave	\$3.85M
294 Neptune Ave	\$7.16M	992 Calle Santa Cruz	\$3.83M
656 Camino De Orchidia	\$4.80M	3325 Jasmine Crest	\$3.80M
211 Neptune Ave	\$4.20M	408 Andrew Ave	\$3.75M

CARLSBAD

MARKET OVERVIEW

Carlsbad's real estate market thrived in Q2 2024, with total sales volume rising from \$277.42 million to \$359.45 million. The number of units sold increased from 142 to 180, underscoring the area's strong market appeal. Despite the increased activity, the average days on market slightly decreased, showcasing a swift sales process. The \$1 million to \$2.5 million price range remained the most active segment.

The growth in Carlsbad's market is evident through increased sales volume and units sold. The sustained demand for high-end properties indicates a competitive and thriving market. Carlsbad's dynamic conditions make it a prime location for real estate investors seeking rapid sales and high demand.

MEDIAN SALES PRICES (\$M)

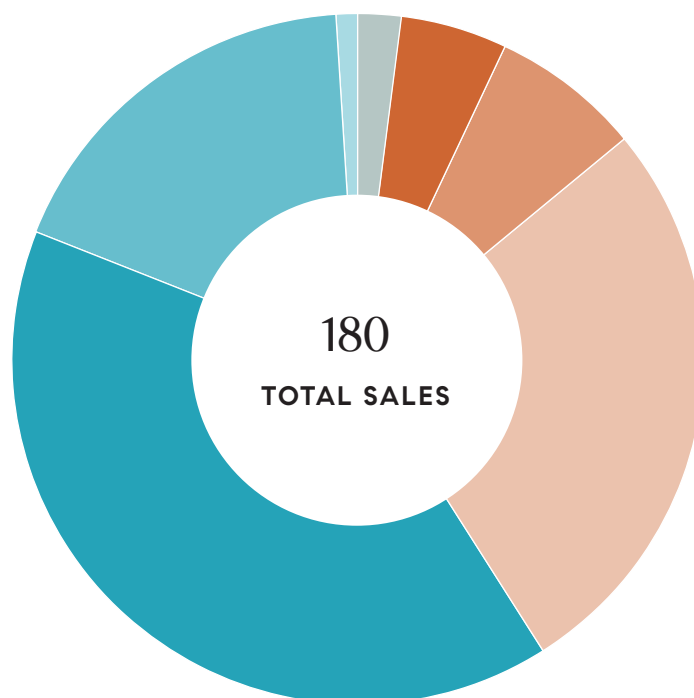
QUARTER	MEDIAN	YOY% CHANGE	
Q1 to Q2	-	3%	▲
Q2 2024	\$1.86M	8%	▲
Q1 2024	\$1.80M	13%	▲
Q4 2023	\$1.72M	4%	▲
Q3 2023	\$1.59M	-6%	▼
Q2 2023	\$1.73M	-6%	▼
Q2 2022	\$1.84M	27%	▲
Q2 2021	\$1.44M	32%	▲

AVERAGE SALES PRICES (\$M)

QUARTER	AVERAGE	YOY% CHANGE	
Q1 to Q2	-	2%	▲
Q2 2024	\$2.00M	4%	▲
Q1 2024	\$1.95M	15%	▲
Q4 2023	\$2.02M	15%	▲
Q3 2023	\$1.77M	-3%	▼
Q2 2023	\$1.92M	-2%	▼
Q2 2022	\$1.95M	28%	▲
Q2 2021	\$1.52M	32%	▲

SALES BY PRICE

● \$8M+	0
● \$6M-\$8M	0
● \$4M-\$6M	4
● \$3M-\$4M	8
● \$2.5M-\$3M	12
● \$2M-\$2.5M	47
● \$1.5M-\$2M	80
● \$1M-\$1.5M	28
● <\$1M	1
Total Sales	180



COMPARING NUMBERS

	Q2 2024	Q1 2024	Q2 2023
TOTAL \$ VOLUME	\$359.45M	\$277.42M	\$301.43M
UNITS SOLD	180	142	157
AVG DOM	28	33	21

30.5

DAYS ON MARKET

Average for Q4 + Q1

Q2 SALES

7229 Almaden Ln	\$5.50M	3589 Seaview	\$3.42M
6371 Keeneland Dr	\$4.68M	149 Walnut Ave	\$3.20M
4006 Garfield St	\$4.62M	3334 Camino Coronado	\$3.20M
5420 Carlsbad Blvd	\$4.00M	7115 Sitio Caliente	\$3.20M
7157 Obelisco Cir	\$3.65M	7402 Cadencia St	\$3.15M

CARMEL VALLEY

MARKET OVERVIEW

Carmel Valley showed notable growth in Q2 2024, with total sales volume increasing from \$159.74 million to \$218.07 million. The number of units sold rose significantly from 52 to 77. The average days on market decreased, indicating a faster sales pace. Properties priced between \$2.5 million and \$3 million were particularly sought after.

Carmel Valley remains attractive to high-end property buyers, with significant rises in both median and average sales prices, underscoring strong buyer interest. The increase in all-cash deals and a higher list price received ratio highlight the competitiveness of this sub-market.

MEDIAN SALES PRICES (\$M)

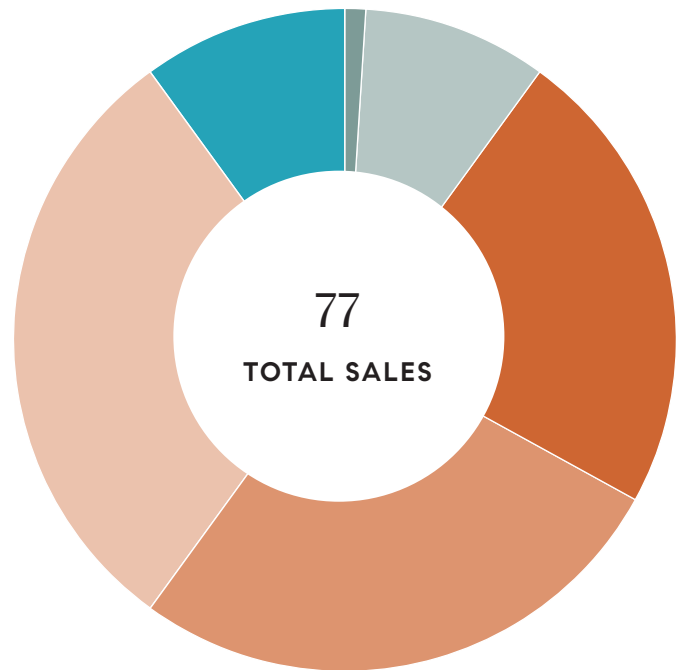
QUARTER	MEDIAN	YOY% CHANGE
Q1 to Q2	-	4% ▲
Q2 2024	\$2.65M	18% ▲
Q1 2024	\$2.54M	22% ▲
Q4 2023	\$2.26M	9% ▲
Q3 2023	\$2.46M	11% ▲
Q2 2023	\$2.25M	-7% ▼
Q2 2022	\$2.43M	31% ▲
Q2 2021	\$1.85M	21% ▲

AVERAGE SALES PRICES (\$M)

QUARTER	AVERAGE	YOY% CHANGE
Q1 to Q2	-	-8% ▼
Q2 2024	\$2.83M	15% ▲
Q1 2024	\$3.07M	26% ▼
Q4 2023	\$2.40M	-2% ▼
Q3 2023	\$2.81M	7% ▼
Q2 2023	\$2.46M	-6% ▼
Q2 2022	\$2.60M	24% ▲
Q2 2021	\$2.10M	25% ▲

SALES BY PRICE

● \$8M+	0
● \$6M-\$8M	1
● \$4M-\$6M	9
● \$3M-\$4M	14
● \$2.5M-\$3M	18
● \$2M-\$2.5M	25
● \$1.5M-\$2M	10
● \$1M-\$1.5M	0
● <\$1M	0
Total Sales	77



COMPARING NUMBERS

	Q2 2024	Q1 2024	Q2 2023
TOTAL \$ VOLUME	\$218.07M	\$159.74M	\$122.78M
UNITS SOLD	77	52	50
AVG DOM	21	32	23

26.5

DAYS ON MARKET

Average for Q1 + Q2

Q2 SALES

4950 Rancho Verde Trl	\$6.69M	5543 Meadows Del Mar	\$4.49M
5325 Sweetwater Trl	\$5.15M	5298 Coastal Sage Trl	\$4.40M
3812 Rancho La Bella	\$5.05M	6179 Summit Crest Cir	\$4.35M
10871 Cadence Isle Ct	\$4.75M	6315 Belmont Trail Ct	\$4.22M
5570 Meadows Del Mar	\$4.66M	5104 Del Mar Mesa Rd	\$4.14M

RANCHO SANTA FE

MARKET OVERVIEW

Rancho Santa Fe's real estate market showed vitality in Q2 2024, with total sales volume reaching \$240.38 million, up from \$169.58 million in Q1. The number of units sold increased from 32 to 46, while the average days on market saw a slight rise. Market activity was particularly strong in the \$4 million to \$8 million price ranges, indicating strong interest in high-end luxury homes.

Rancho Santa Fe's market picked up momentum in Q2 2024, with higher sales volumes and increased median prices. Despite the rise in days on market, the increase in sales volume and units sold reflects the sub-market's continued attraction. Rancho Santa Fe's reputation for luxury properties makes it a distinguished destination for high-value real estate investments.

MEDIAN SALES PRICES (\$M)

QUARTER	MEDIAN	YOY% CHANGE
Q1 to Q2	-	5% ▲
Q2 2024	\$4.60M	10% ▲
Q1 2024	\$4.37M	-2% ▼
Q4 2023	\$4.43M	-2% ▼
Q3 2023	\$4.74M	18% ▲
Q2 2023	\$4.20M	-12% ▼
Q2 2022	\$4.80M	28% ▲
Q2 2021	\$3.75M	53% ▲

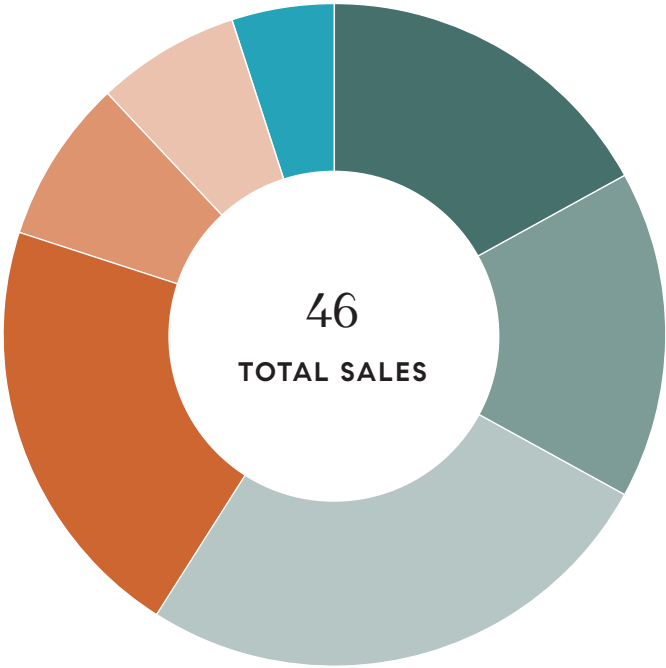
AVERAGE SALES PRICES (\$M)

QUARTER	AVERAGE	YOY% CHANGE
Q1 to Q2	-	-1% ▼
Q2 2024	\$5.23M	-3% ▼
Q1 2024	\$5.30M	10% ▲
Q4 2023	\$5.81M	23% ▲
Q3 2023	\$5.16M	8% ▲
Q2 2023	\$5.40M	-2% ▼
Q2 2022	\$5.51M	29% ▲
Q2 2021	\$4.27M	36% ▲

RANCHO SANTA FE

SALES BY PRICE

● \$8M+	7
● \$6M-\$8M	6
● \$4M-\$6M	16
● \$3M-\$4M	11
● \$2.5M-\$3M	3
● \$2M-\$2.5M	2
● \$1.5M-\$2M	1
● \$1M-\$1.5M	0
● <\$1M	0
Total Sales	46



COMPARING NUMBERS

	Q2 2024	Q1 2024	Q2 2023
TOTAL \$ VOLUME	\$240.38M	\$169.58M	\$243.22M
UNITS SOLD	46	32	45
AVG DOM	76	65	54

70.5
DAYS ON MARKET
 Average for Q4 + Q1

Q2 SALES

6260 Lago Lindo	\$11.30M	6262 Via Dos Valles (Lot 231)	\$8.80M
17337 Via De Fortuna	\$9.53M	4434 Los Pinos	\$8.50M
6115 Mimulus	\$9.50M	17133 El Mirador	\$7.90M
5870 San Elijo Ave	\$9.40M	5050 El Secreto	\$7.85M
17289 Via Recanto	\$9.00M	16636 El Zorro Vista	\$7.40M

RECENT SALES



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



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



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



7707 VIA CORTANA
San Diego • \$2,337,700
5 BD | 3.5 BA | 3,342 SF *Represented Buyers*

TESTIMONIALS

“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!”

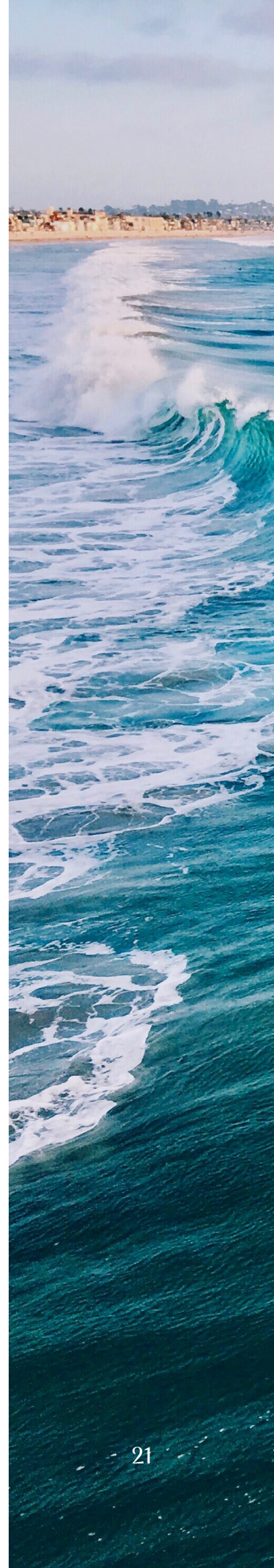
— ERIC AND MELINDA H.

“We found Jennifer Anderson online after searching for an agent experienced in our area and price range. We appreciated her knowledge, responsiveness, and level of organization throughout our home buying process. During showings, she offered a lot of detailed insight about aspects of the homes that we had not considered and that would be especially helpful to first-time homeowners. During escrow, the inspection findings were somewhat complex, but Jennifer’s expertise allowed us to successfully negotiate a suitable repair request. Given the intricacies of this transaction, we were also appreciative of her detailed weekly updates confirming progress and ensuring all questions had been answered. Despite being in a seller’s market, we were able to purchase our home below its appraised value.”

— JUSTIN C. AND BETTY P.

“We’ve worked with Jennifer Anderson twice now in the Del Mar area – both with the sale of our past home and the purchase of our new one. She is incredibly well-organized with streamlined processes that made us feel confident everything was being taken care of amidst our busy schedules. We were impressed with their negotiation strategy on both sides of the transaction – always making sure we were moving in the right direction and accomplishing our goals. Two days before closing, our purchase hit a speed bump due to the coronavirus, but Jennifer was able to help us navigate the best way to move things forward, and we’re delighted with the outcome!”

— JAMES M.



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 has 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, 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 will provide over 2,090 backpacks of food for local elementary school children experiencing food insecurity.

The Food 4 Kids Backpack Program currently feeds 3,500 students each week at 80 schools in 19 school districts. Students are selected by school staff based on signs of chronic hunger, with parental permission required for participation. For more details, visit the San Diego Food Bank's Food 4 Kids Backpack Program.

AGENTS AGAINST CANCER

Jennifer founded Agents Against Cancer, which held its first Golf Classic and Symposium in April, raising over \$170K for the American Cancer Society! This event offers 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.

Next year, the event will expand to include tennis and pickleball and will be held at The Nelson in Dallas in September 2025. All proceeds will continue to go to the American Cancer Society, and this year, participants can elect to support various types of cancer, ensuring those funds are placed where it has the most meaning to you!

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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