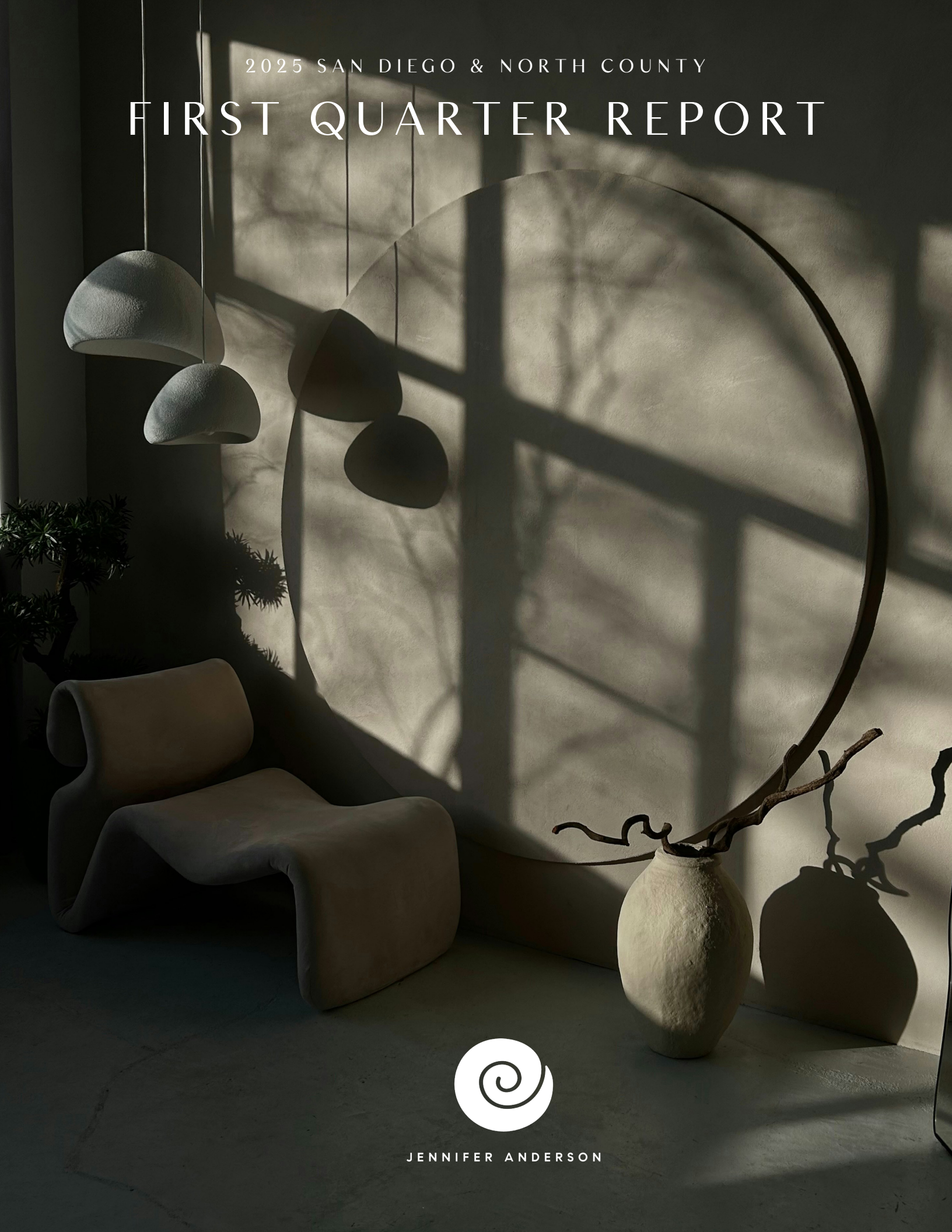


2025 SAN DIEGO & NORTH COUNTY

# FIRST QUARTER REPORT



JENNIFER ANDERSON





# OVERVIEW

## 2024 Housing Market Recap

The U.S. housing market faced high mortgage rates, limited inventory, and affordability issues in 2024. Mortgage rates averaged around 7%, deterring buyers and sellers, leading to the lowest home sales since 1995. Despite these challenges, home prices continued to rise due to strong demand and low supply. Pending home sales increased by 2.2% in November, marking four consecutive months of growth. As 2025 approaches, affordability remains a major concern.

## Fed Rate Cuts vs. Mortgage Rates

The Federal Reserve cut interest rates three times in late 2024, lowering them from 5.25%-5.50% to 4.25%-4.50% to counter slowing inflation. While mortgage rates briefly dropped from nearly 8% to 6.2%, they rebounded to 7% by year-end due to volatile bond markets and strong demand. Unlike short-term loans, fixed mortgage rates are tied to the 10-year Treasury yield, explaining their limited response to Fed cuts.

## 2025 Real Estate Outlook

At the NAR Real Estate Forecast Summit, experts projected mortgage rates around 6.5%, with potential declines later in the year. Mortgage origination volumes are expected to grow 20%, with home sales rising 5% for existing homes and 10% for new homes. Home prices may see modest 1.5% growth, while multifamily rent growth remains flat.

Affordability challenges persist, especially for first-time buyers, with incentives like rate buy-downs gaining traction. Inventory remains tight, though some regions, like Florida and Austin, are improving. Regulatory reforms easing zoning for medium-density housing could help supply issues in areas like Virginia and California.

While affordability and supply-demand imbalances remain concerns, 2025 is expected to bring gradual recovery and growth in home sales and mortgage activity.



**Tariffs, Rates, and What Comes Next**

The ripple effects of recent financial turmoil and rising tariffs are beginning to show in housing. While buyer activity is still holding—pending home sales are slightly above last year—early signs of softening are emerging. Mortgage rates have crept up from 6.82% to 6.98% since early April, and 35% of listings have taken a price cut, the highest April rate in over a decade. National inventory is up 35% year-over-year, indicating the end of the shortage may be near.

But the real story is local: the impact will vary by price point and geography. Buyers remain highly rate-sensitive, and the strength of today’s homeowners—with low leverage and locked-in 3% loans—is limiting forced sales. For now, the market is stable, but we’re watching closely. If confidence cracks, it will show up quickly—in pricing, inventory, and demand.

**Zillow’s New Policy: What It Means for Your Listings**

Zillow has announced a forthcoming change to its listing policy, which will go into effect in May 2025. Under the new rule, any home that is publicly marketed—whether through yard signs, social media, or brokerage websites—must be entered into a Multiple Listing Service (MLS) within one business day. Listings that are not entered into the MLS within this timeframe will be excluded from Zillow and Trulia for the duration of their availability.

This policy aligns with the National Association of Realtors’ (NAR) Clear Cooperation Policy, which aims to promote broad and equal access to listing information.

At Compass, we understand that marketing strategies can vary based on each client’s needs. While real estate portals like Zillow play a role in today’s home search experience, many sellers also find value in alternative approaches, such as pre-marketing through platforms like Compass Private Exclusives or Compass Coming Soon. In fact, in just February and March of this year, over half of Compass sellers chose to pursue these strategies.

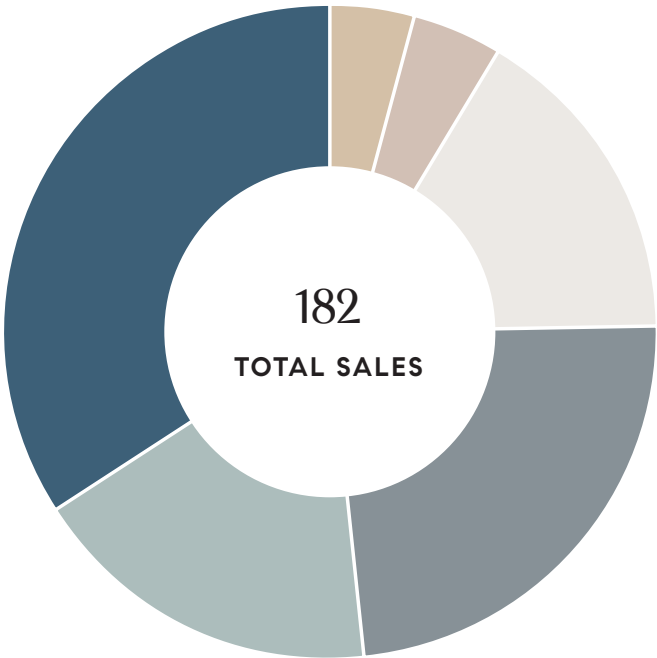
Zillow’s new policy may prompt some important questions: Should listing exposure be determined by a national portal’s rules? Or should homeowners retain the ability to decide which marketing approach best suits their goals?





Q 4 2024 STATS

SALES BY PRICE RANGE		
<div></div>	\$8M+	8
<div></div>	\$6M-\$8M	8
<div></div>	\$4M-\$6M	29
<div></div>	\$3M-\$4M	43
<div></div>	\$2.5M-\$3M	32
<div></div>	\$2M-\$2.5M	62
Total Sales		182



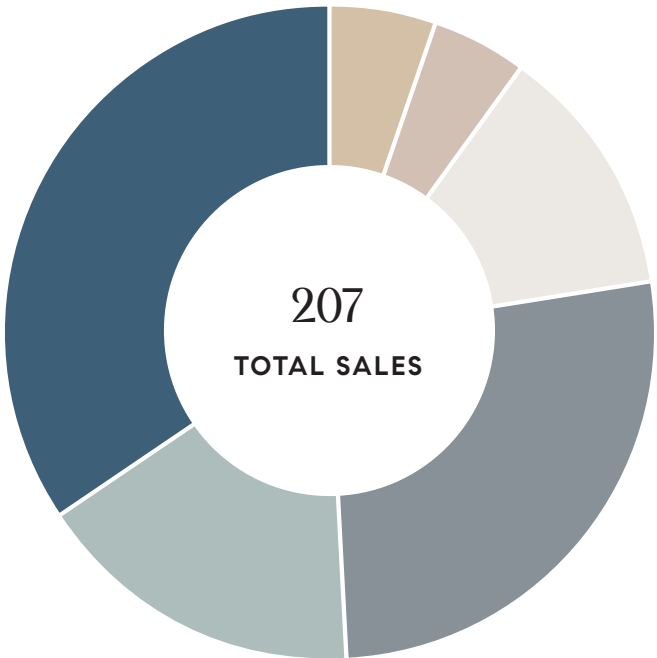
MEDIAN SALES PRICES (\$M)			
AREA	SALES PRICE	YOY% CHANGE	
Del Mar	\$4.14M	6%	▲
Solana Beach	\$2.82M	5%	▲
Encinitas	\$3.30M	3%	▲
Carlsbad	\$2.29M	4%	▲
Carmel Valley	\$2.70M	13%	▲
Rancho Santa Fe	\$5.23M	18%	▲

AVERAGE SALES PRICES (\$M)			
AREA	SALES PRICE	YOY% CHANGE	
Del Mar	\$4.53M	13%	▲
Solana Beach	\$3.42M	-2%	▼
Encinitas	\$3.25M	-15%	▼
Carlsbad	\$2.45M	-19%	▼
Carmel Valley	\$2.91M	11%	▲
Rancho Santa Fe	\$6.56M	13%	▲

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®

Q1 2025 STATS

SALES BY PRICE RANGE		
<div></div>	\$8M+	11
<div></div>	\$6M-\$8M	10
<div></div>	\$4M-\$6M	26
<div></div>	\$3M-\$4M	55
<div></div>	\$2.5M-\$3M	34
<div></div>	\$2M-\$2.5M	71
Total Sales		207



MEDIAN SALES PRICES (\$M)			
AREA	SALES PRICE	YOY% CHANGE	
Del Mar	\$3.45M	23%	▲
Solana Beach	\$3.03M	13%	▲
Encinitas	\$2.82M	-3%	▼
Carlsbad	\$2.33M	-3%	▼
Carmel Valley	\$2.86M	4%	▲
Rancho Santa Fe	\$5.14M	18%	▲

AVERAGE SALES PRICES (\$M)			
AREA	SALES PRICE	YOY% CHANGE	
Del Mar	\$4.30M	5%	▲
Solana Beach	\$4.02M	21%	▲
Encinitas	\$3.12M	-6%	▼
Carlsbad	\$2.57M	-1%	▼
Carmel Valley	\$3.14M	-6%	▼
Rancho Santa Fe	\$5.80M	9%	▲

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®



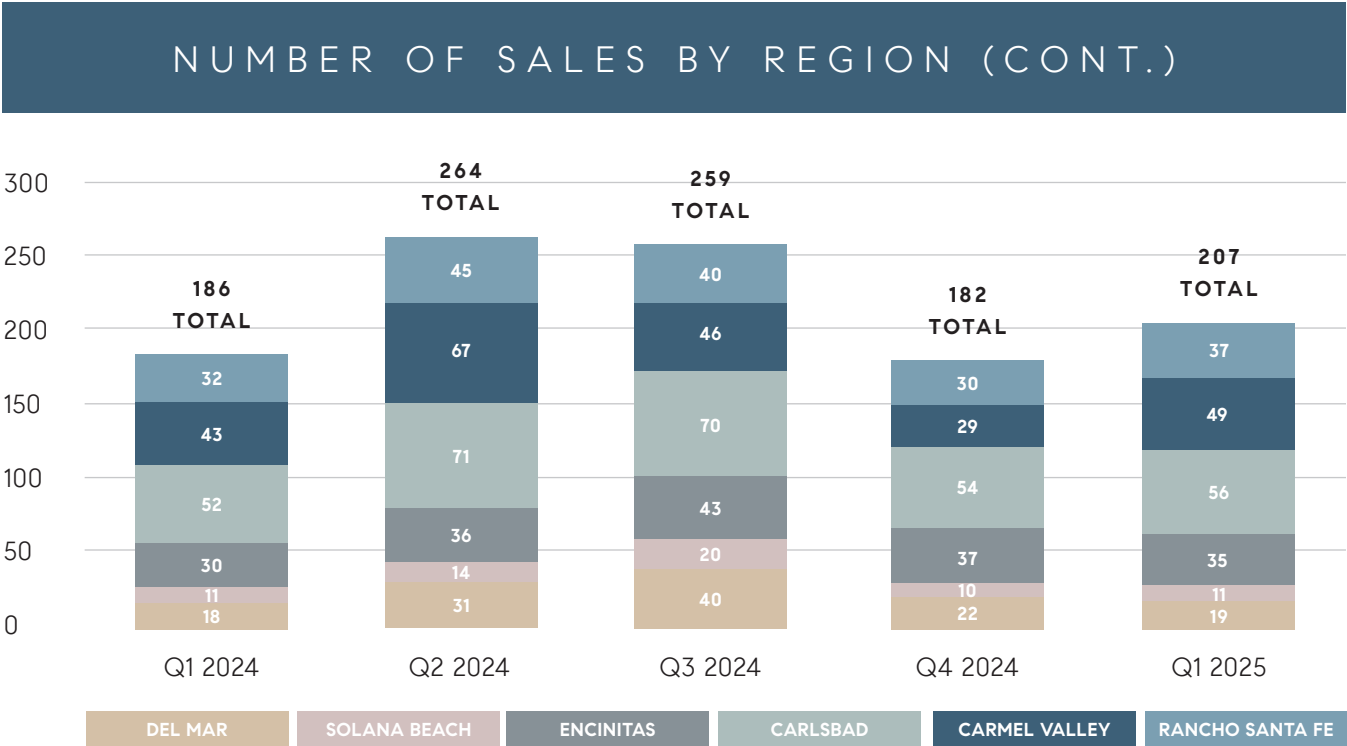
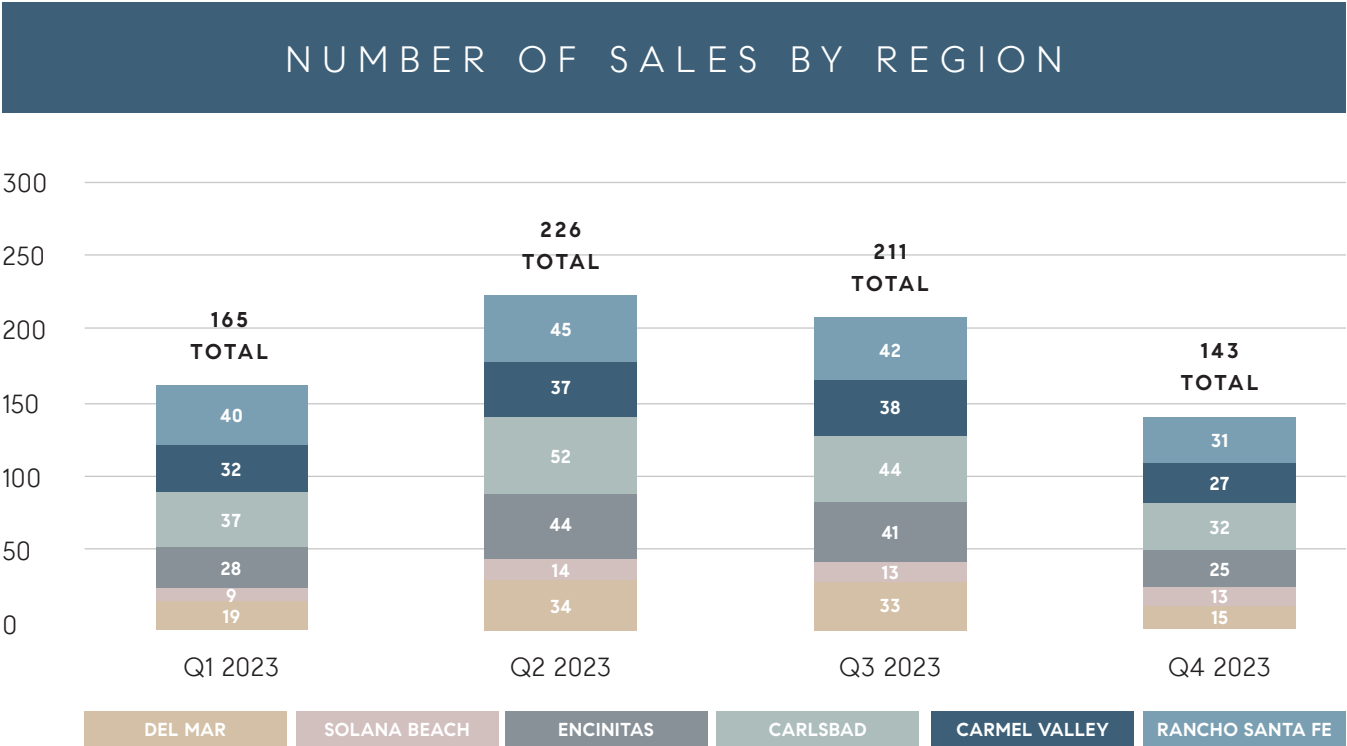
QUARTERLY SALES

TOTAL ANNUAL SALES ALL REGIONS	
2014	292
2015	296
2016	327
2017	390
2018	405
2019	430
2020	574
2021	1,081
2022	916
2023	745
2024	891
2025 YTD	348



QUARTERLY SALES

SALES BY PRICE RANGE • ALL REGIONS						
RANGE	Q1 2025	Q4 2024	Q1 2024	Q4 2023	10 YEAR AVE. Q1 SALES	10 YEAR AVE. Q4 SALES
\$8M+	11	8	6	7	6	5
\$6M-\$8M	10	8	10	13	7	7
\$4M-\$6M	26	29	27	24	18	19
\$3M-\$4M	55	43	38	22	29	27
\$2.5M-\$3M	34	32	44	25	28	29
\$2M-\$2.5M	71	62	61	50	46	50
TOTAL SALES	207	182	186	141	134	137





# 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.

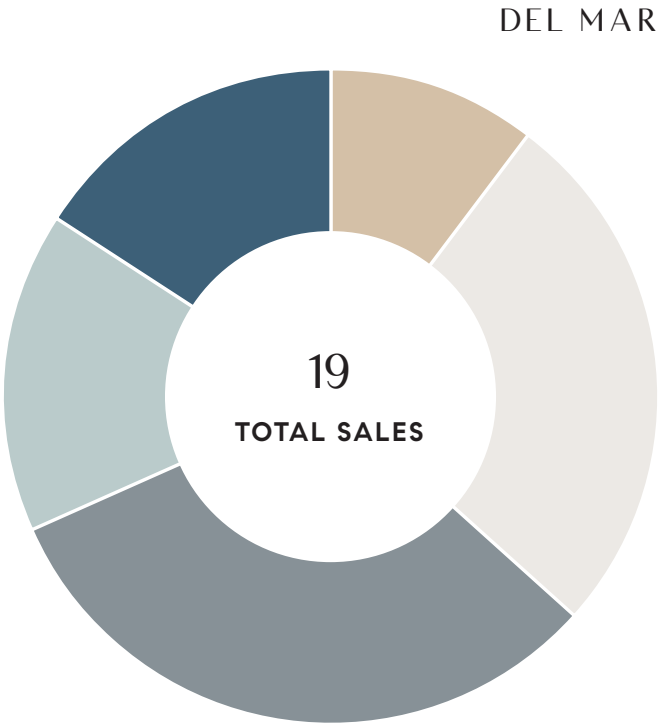
Despite fewer units sold compared to Q3 2024, the 26% increase in the median sales price from Q3 to Q4 highlights an upward shift in market activity. The blend of high-value sales and shorter market times sets an optimistic tone for the upcoming year.

Median Sales Prices (\$M)			
Quarter	Median	YoY% Change	
Q4 to Q1	-	-17%	▼
Q1 2025	\$3.45M	23%	▲
Q4 2024	\$4.14M	6%	▲
Q3 2024	\$3.28M	-11%	▼
Q2 2024	\$3.85M	22%	▲
Q1 2024	\$2.80M	8%	▲
Q1 2023	\$2.60M	-30%	▼
Q1 2022	\$3.71M	14%	▲

Average Sales Prices (\$M)			
Quarter	Average	YoY% Change	
Q4 to Q1	-	-5%	▼
Q1 2025	\$4.30M	5%	▲
Q4 2024	\$4.53M	13%	▲
Q3 2024	\$4.46M	4%	▲
Q2 2024	\$4.46M	14%	▲
Q1 2024	\$4.11M	-1%	▼
Q1 2023	\$4.14M	-18%	▼
Q1 2022	\$5.02M	35%	▲

### Sales by Price Range

\$8M+	2
\$6M-\$8M	0
\$4M-\$6M	5
\$3M-\$4M	6
\$2.5M-\$3M	3
\$2M-\$2.5M	3
Total Sales	19



Comparing Numbers			
	Q1 2025	Q4 2024	Q1 2024
Total \$ Volume	\$81.74M	\$99.57M	\$74.05M
Units Sold	19	22	18
Avg DOM	43	41	21

42  
DAYS ON MARKET

Average for Q4 + Q1

Q1 Sales			
456 Hidden Pines	\$10.95M	15131 El Camino Real	\$4.80M
931 Stratford Ct	\$9.75M	1449 Crest Road	\$4.50M
373 Luzon Avenue	\$5.95M	520 10th St.	\$4.00M
3425 Caminito Daniella	\$5.10M	15145 Rancho Real	\$3.55M
2132 Del Mar Heights Rd	\$5.08M	13726 Pine Needles Dr	\$3.45M

Current as of Apri 4,2025. All data from San Diego MLS®



# 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)

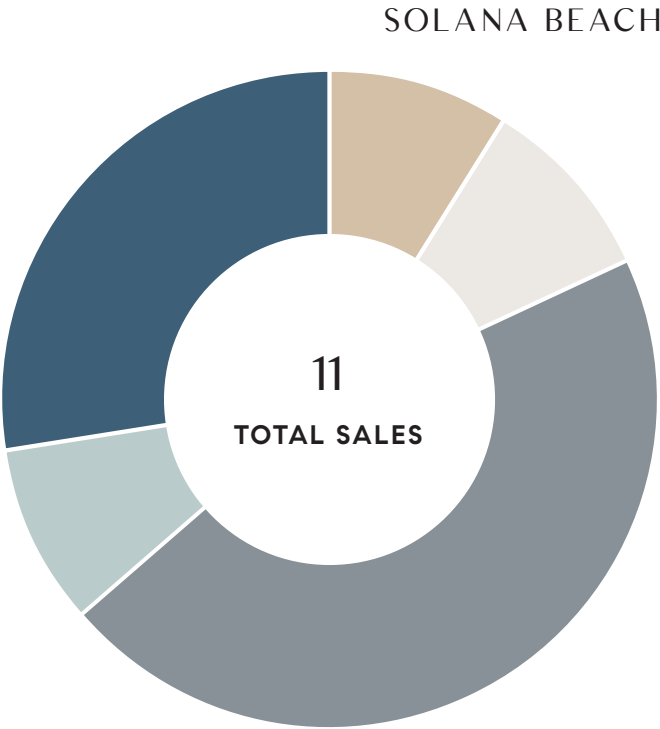
QUARTER	MEDIAN	YOY% CHANGE
Q4 to Q1	-	7%▲
Q1 2025	\$3.03M	13%▲
Q4 2024	\$2.82M	5%▲
Q3 2024	\$2.80M	-19%▼
Q2 2024	\$2.97M	-9%▼
Q1 2024	\$2.68M	-26%▼
Q1 2023	\$3.59M	28%▲
Q1 2022	\$2.80M	-42%▼

### AVERAGE SALES PRICES (\$M)

QUARTER	AVERAGE	YOY% CHANGE
Q4 to Q1	-	17%▲
Q1 2025	\$4.02M	21%▲
Q4 2024	\$3.42M	-2%▼
Q3 2024	\$3.20M	-26%▼
Q2 2024	\$3.25M	-17%▼
Q1 2024	\$3.31M	3%▲
Q1 2023	\$3.20M	-13%▼
Q1 2022	\$3.67M	-16%▼

### SALES BY PRICE RANGE

\$8M+	1
\$6M-\$8M	0
\$4M-\$6M	1
\$3M-\$4M	5
\$2.5M-\$3M	1
\$2M-\$2.5M	3
Total Sales	11



### COMPARING NUMBERS

	Q1 2025	Q4 2024	Q1 2024
TOTAL \$ VOLUME	\$44.22M	\$34.22M	\$36.43M
UNITS SOLD	11	10	11
AVG DOM	52	34	28

43  
DAYS ON MARKET

Average for Q4 + Q1

### Q1 SALES

417 Pacific Ave	\$13.50M	450 Marview Lane	\$3.03M
702 Midori Ct	\$4.26M	241 N Rios Ave	\$3.00M
572 San Lucas Drive	\$3.85M	616 Glencrest Place	\$2.75M
404 Santa Dominga	\$3.84M	708 E Solana Circle	\$2.28M
1407 San Lucas Court	\$3.20M	607 Santa Rosita	\$2.28M

Current as of Apri 4,2025. All data from San Diego MLS®



# 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)

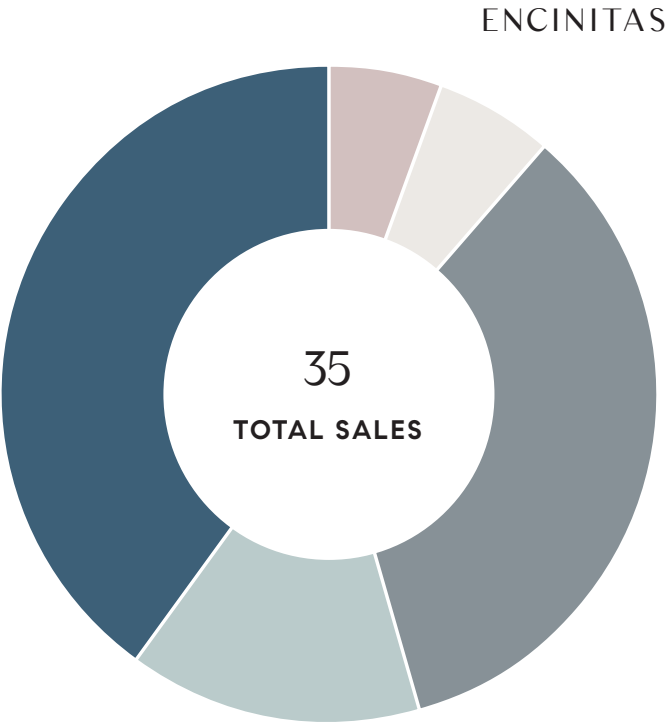
QUARTER	MEDIAN	YOY% CHANGE
Q4 to Q1	-	-15%
Q1 2025	\$2.82M	-3%
Q4 2024	\$3.30M	3%
Q3 2024	\$3.01M	-3%
Q2 2024	\$3.28M	8%
Q1 2024	\$2.92M	3%
Q1 2023	\$2.84M	2%
Q1 2022	\$2.79M	12%

### AVERAGE SALES PRICES (\$M)

QUARTER	AVERAGE	YOY% CHANGE
Q4 to Q1	-	-4%
Q1 2025	\$3.12M	-6%
Q4 2024	\$3.25M	-15%
Q3 2024	\$3.26M	-21%
Q2 2024	\$3.65M	8%
Q1 2024	\$3.31M	-2%
Q1 2023	\$3.38M	5%
Q1 2022	\$3.21M	12%

### SALES BY PRICE RANGE

\$8M+	0
\$6M-\$8M	2
\$4M-\$6M	2
\$3M-\$4M	12
\$2.5M-\$3M	5
\$2M-\$2.5M	14
Total Sales	35



### COMPARING NUMBERS

	Q1 2025	Q4 2024	Q1 2024
TOTAL \$ VOLUME	\$109.37M	\$120.17M	\$99.34M
UNITS SOLD	35	37	30
AVG DOM	46	56	48

51  
DAYS ON MARKET

Average for Q4 + Q1

### Q1 SALES

794 Neptune Avenue	\$6.28M	305 La Veta Ave	\$3.80M
3358 Wildflower Valley Drive	\$6.10M	344 Sylvia Street	\$3.80M
592 Neptune Ave	\$5.35M	223 3rd Street	\$3.70M
3805 Dusty Trail	\$4.50M	1243 Crest Drive	\$3.59M
1669 Burgundy Rd	\$3.85M	1490 Hymettus Ave	\$3.58M

Current as of Apri 4,2025. All data from San Diego MLS®



# 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.

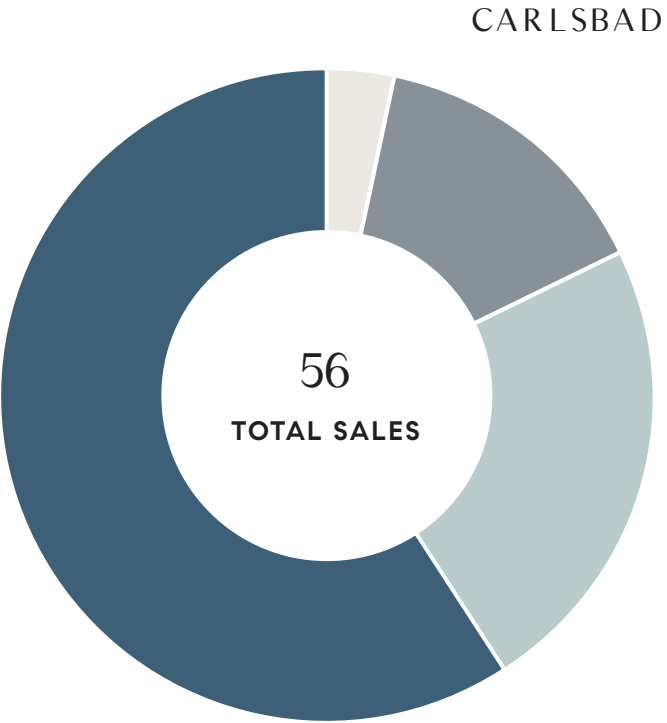
Pricing trends were nuanced this quarter. The median sales price reached \$1.78M, a slight 3% increase compared to Q4 2023, but a step back from Q3 levels. Meanwhile, the average sales price dipped to \$1.89M, reflecting a 7% year-over-year decrease. These shifts highlight a balancing act as buyers navigate 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	
Q4 to Q1	-	2%	▲
Q1 2025	\$2.33M	-3%	▼
Q4 2024	\$2.29M	4%	▲
Q3 2024	\$2.36M	4%	▲
Q2 2024	\$2.30M	-3%	▼
Q1 2024	\$2.40M	8%	▲
Q1 2023	\$2.23M	-7%	▼
Q1 2022	\$2.39M	3%	▲

AVERAGE SALES PRICES (\$M)			
QUARTER	AVERAGE	YOY% CHANGE	
Q4 to Q1	-	5%	▲
Q1 2025	\$2.57M	-1%	▼
Q4 2024	\$2.45M	-19%	▼
Q3 2024	\$2.52M	-4%	▼
Q2 2024	\$2.56M	-6%	▼
Q1 2024	\$2.61M	11%	▲
Q1 2023	\$2.36M	-9%	▼
Q1 2022	\$2.60M	38%	▲

### SALES BY PRICE RANGE

\$8M+	0
\$6M-\$8M	0
\$4M-\$6M	2
\$3M-\$4M	8
\$2.5M-\$3M	13
\$2M-\$2.5M	33
Total Sales	56



### COMPARING NUMBERS

	Q1 2025	Q4 2024	Q1 2024
TOTAL \$ VOLUME	\$144.09M	\$132.40M	\$135.75M
UNITS SOLD	56	54	52
AVG DOM	24	38	35

31  
DAYS ON MARKET

Average for Q4 + Q1

### Q1 SALES

2475 Garfield Street	\$5.19M	505 Stern Way	\$3.40M
3405 Garfield Street	\$4.40M	2465 Garfield Street	\$3.30M
2780 James Drive	\$3.84M	7127 Sitio Caliente	\$3.09M
2912 Highland Drive	\$3.80M	3289 Avenida De Sueno	\$3.06M
7089 Heron Circle	\$3.68M	1339 Alcyon Court	\$3.03M

Current as of Apri 4,2025. All data from San Diego MLS®



# 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)

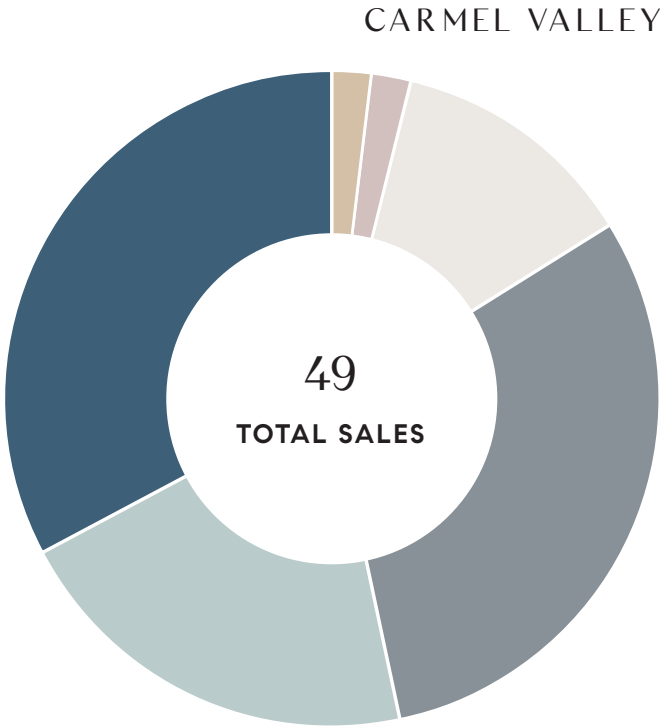
QUARTER	MEDIAN	YOY% CHANGE	
Q4 to Q1	-	6%	▲
Q1 2025	\$2.86M	4%	▲
Q4 2024	\$2.70M	13%	▲
Q3 2024	\$2.91M	8%	▲
Q2 2024	\$2.73M	12%	▲
Q1 2024	\$2.75M	12%	▲
Q1 2023	\$2.45M	-9%	▼
Q1 2022	\$2.70M	8%	▲

### AVERAGE SALES PRICES (\$M)

QUARTER	AVERAGE	YOY% CHANGE	
Q4 to Q1	-	8%	▲
Q1 2025	\$3.14M	-6%	▼
Q4 2024	\$2.91M	11%	▲
Q3 2024	\$3.08M	-4%	▼
Q2 2024	\$2.98M	9%	▲
Q1 2024	\$3.35M	16%	▲
Q1 2023	\$2.89M	-3%	▼
Q1 2022	\$2.98M	4%	▲

### SALES BY PRICE RANGE

\$8M+	1
\$6M-\$8M	1
\$4M-\$6M	6
\$3M-\$4M	15
\$2.5M-\$3M	10
\$2M-\$2.5M	16
Total Sales	49



### COMPARING NUMBERS

	Q1 2025	Q4 2024	Q1 2024
TOTAL \$ VOLUME	\$153.67M	\$84.41M	\$143.95M
UNITS SOLD	49	29	43
AVG DOM	33	35	35

34  
DAYS ON MARKET

Average for Q4 + Q1

### Q1 SALES

5031 Rancho Del Mar Trail	\$9.00M	12535 Grevillea Place	\$4.35M
6170 Tiki Ct	\$6.19M	5585 Meadows Del Mar	\$4.18M
12822 Sunrise Hill Court	\$5.26M	5259 Meadows Del Mar	\$4.00M
5146 Rancho Verde Trail	\$4.68M	13342 Wendover Terrace	\$3.79M
5160 Meadows Del Mar	\$4.56M	5358 Harvest Run Dr	\$3.40M

Current as of Apri 4,2025. All data from San Diego MLS®



# RANCHO SANTA FE

## MARKET OVERVIEW

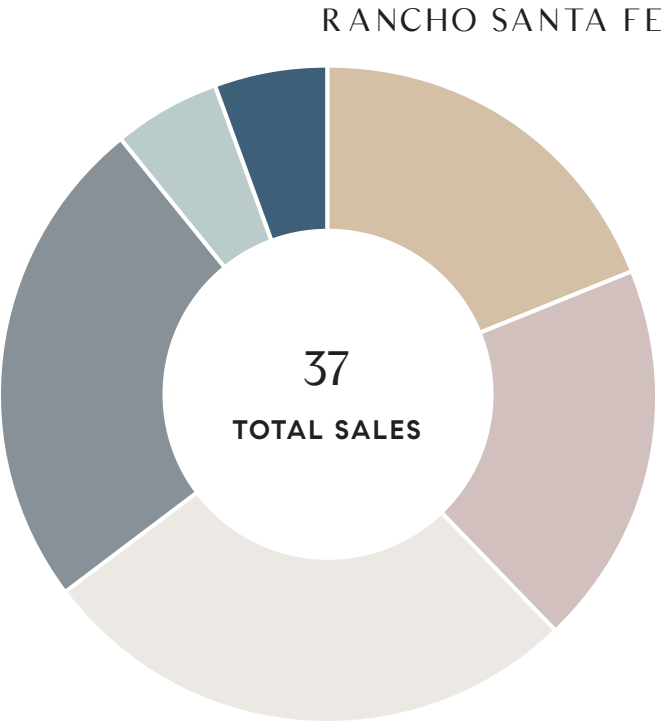
Rancho Santa Fe’s luxury market closed out 2024 with robust pricing trends, even as transaction activity cooled compared to earlier quarters. Total sales volume reached \$196.81M in Q4, reflecting a drop from Q3’s \$232.95M, while the number of homes sold declined to 30 from 40 in the previous quarter. 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	
Q4 to Q1	-	-2%	▼
Q1 2025	\$5.14M	18%	▲
Q4 2024	\$5.23M	18%	▲
Q3 2024	\$4.95M	4%	▲
Q2 2024	\$4.70M	12%	▲
Q1 2024	\$4.37M	-4%	▼
Q1 2023	\$4.57M	-6%	▼
Q1 2022	\$4.85M	47%	▲

AVERAGE SALES PRICES (\$M)			
QUARTER	AVERAGE	YOY% CHANGE	
Q4 to Q1	-	-12%	▼
Q1 2025	\$5.80M	9%	▲
Q4 2024	\$6.56M	13%	▲
Q3 2024	\$5.82M	13%	▲
Q2 2024	\$5.30M	-2%	▼
Q1 2024	\$5.30M	2%	▲
Q1 2023	\$5.22M	-4%	▼
Q1 2022	\$5.42M	30%	▲

SALES BY PRICE RANGE		
\$8M+	7	
\$6M-\$8M	7	
\$4M-\$6M	10	
\$3M-\$4M	9	
\$2.5M-\$3M	2	
\$2M-\$2.5M	2	
Total Sales	37	



COMPARING NUMBERS			
	Q1 2025	Q4 2024	Q1 2024
TOTAL \$ VOLUME	\$214.53M	\$196.81M	\$169.58M
UNITS SOLD	37	30	32
AVG DOM	78	67	65

73  
DAYS ON MARKET

Average for Q4 + Q1

Q1 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

Current as of Apri 4,2025. All data from San Diego MLS®



NOTABLE ACTIVITIES



738 Cornish Dr  
Encinitas, CA

4 BD   4 BA   PENDING  
2,510 SF



896 Channel Island Dr  
Encinitas, CA

5 BD   5 BA   PENDING  
3,272 SF



1005 Elm St  
Ramona, CA

5 BD   3 BA   PENDING  
2,995 SF



11132 Corte Pleno Verano  
San Diego, CA

3 BD   2.5 BA   ACTIVE  
2,174 SF   \$2,800,000

ADDRESS	CITY	BEDROOMS	BATHS	SQUARE FOOTAGE	PRICE
355 14th St*	Del Mar	5	6.5	6,000	\$6,650,000
1145 Crest Road	Del Mar	4	4.5	2,285	\$5,889,000
2507 Via Merano	Del Mar	4	4.5	3,439	\$4,550,000
114 9th St*	Del Mar	4	2.5	2,069	\$3,797,652
149 Walnut Ave	Carlsbad	7	5	3,221	\$3,200,000
698 Cypress Hills Dr	Encinitas	4	4.5	4,294	\$2,670,000
7707 Via Cortona*	Rancho Bernardo	5	4	3,342	\$2,337,700
3612 Mississippi St	San Diego	4	4	2,314	\$2,200,000
6073 Madra Ave	San Diego	5	6.5	5,154	\$2,115,000
3722 Mississippi St	San Diego	3	2.5	2,173	\$1,950,000
101 Coast Blvd, Unit 3E	La Jolla	2	2.5	1,606	\$1,670,000
11504 Aprica Pl	San Diego	3	3	2,124	\$1,590,000
941 Bridgeport Ct*	San Marcos	4	3	2,326	\$1,467,500
555 Crouch St*	Oceanside	4	2	2,258	\$1,355,000

\*Represented buyer.



TESTIMONIALS



“I have purchased several pieces of real estate and worked with several agents over the years. I’ve never met an agent as impressive as Jenn. She is absolutely on top of every single detail and is responsive day or night.”

— JOSH T.

“

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.





JENNIFER ANDERSON

REAL ESTATE CONSULTANT

Jennifer simplifies the home buying and selling process, ensuring a seamless and informed experience. With 40 years of family real estate expertise, she provides exceptional service in Del Mar and San Diego. Ranked 18th among 24,000 agents in San Diego and in the top 1.5% nationwide (2020-2023), she has earned multiple industry accolades, including recognition from the San Diego Business Journal and the San Diego Association of Realtors. A member of REALM and the Residential Real Estate Council, Jennifer is committed to educating and empowering clients while upholding the highest professional standards.

#1

Brokerage in  
San Diego  
and Nationwide

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



# 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

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



## AGENTS AGAINST CANCER

We are excited to announce that the annual Agents Against Cancer event will take place at The Nelson Golf and Sports Club in Las Colinas in Dallas, Texas, on September 16th and 17th, 2025, featuring golf, tennis, pickleball, Mahjong, wine tasting, and a rejuvenating spa experience! Real estate leaders from around the world will gather alongside corporate sponsors, business and philanthropic leaders, and distinguished guests.

Our Goal: Raise \$1M for the American Cancer Society to help people stay well and get well, funding groundbreaking research, and fighting back against cancer. This year, participants can elect to support various types of cancer, ensuring those funds are directed to causes most meaningful to them.

<https://www.agentsagainstcancer.com/>



## 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.

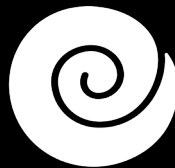


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