

2025 SAN DIEGO & NORTH COUNTY

SECOND QUARTER REPORT



JENNIFER
ANDERSON



OVERVIEW

NATIONAL REAL ESTATE INSIGHTS: INVENTORY CLIMBS, DEMAND STAYS UNEVEN

Back in April, economic uncertainty spiked from a national perspective. That slowdown showed up in May’s sales, which fell short of last year’s numbers. Since then, confidence has improved, and the stock market has rebounded. But that recovery hasn’t fully translated to stronger buyer demand—at least not yet.

Mortgage rates jumped earlier this year after new tariffs were announced. They’ve since held steady just below 7%. While that’s lower than a year ago, it’s still high enough to keep many buyers cautious.

Prices continued to rise in May nationally. The median sale price for single-family homes rose 5.4% year over year. Condo and co-op prices saw a modest 1.1% increase. This time of year usually brings more luxury sales, which can push the median higher. But price changes don’t always reflect a change in property value—they also depend on what kinds of homes are selling.

Inventory has climbed to a five-year high. Listings are up both month over month and year over year. Condos and co-ops are adding inventory faster than houses, and those segments are also seeing weaker demand. Insurance costs and deferred building upgrades are part of the problem.

Sales in May did rise from April, as they usually do in spring. But they were down from May 2024, echoing the earlier slowdown in contracts.

Across the nation, nearly 40% of active listings saw a price cut in May—the highest level since 2019. Sellers need to be strategic. Buyers looking for value may find opportunities on properties that have been sitting.

Urban population growth is still strong, driven by immigration. But international buying activity appears to be dropping in 2025, which could affect demand in certain areas.

Looking ahead, recent gains in the stock market and improvements in consumer confidence may support stronger activity in the coming months. The sharp drop in economic uncertainty in May—and expectations for further declines—could help bring more buyers off the sidelines. But with rates still elevated and inventory rising, conditions will likely remain uneven heading into late summer.

WHAT THE NEW TAX BILL MEANS FOR REAL ESTATE

A sweeping tax reform bill — the One Big Beautiful Bill (OBBBA) — has officially passed Congress, bringing several changes that directly affect homeowners, real estate investors, and agents alike.

One of the most relevant updates is the increase and permanent extension of the Qualified Business Income (QBI) deduction, rising from 20% to 23%. This benefits many real estate professionals operating under pass-through entities such as LLCs, S corps, or sole proprietorships by reducing taxable income.

The bill also significantly raises the cap on State and Local Tax (SALT) deductions. Beginning in 2026, the limit increases from \$10,000 to \$40,000 and will be adjusted annually for inflation through 2030. This change is especially important for property owners in high-tax states and metro areas.

Several critical provisions that impact the real estate industry were left intact. The 1031 like-kind exchange remains unchanged, preserving a key tool for deferring capital gains on investment properties. The mortgage interest deduction was also preserved, supporting affordability in higher-cost markets.

For real estate professionals, this bill keeps key tax advantages in place and adds a few meaningful improvements. Buyers, sellers, and investors alike will want to understand how these updates apply to their specific situations, but the tools they’ve relied on are not only still available, they’re reinforced.

SAN DIEGO COUNTY Q2 MARKET UPDATE

In spring, San Diego’s housing market didn’t surge—but it didn’t stall either. It moved with more caution, more listings, and a little more breathing room.

April started strong. Detached home sales were up 6.3% year-over-year, and pending sales rose too. By May, closings dropped 6.9%, and more listings began piling up. Inventory for detached homes was up over 25% compared to last year. That trend continued into June, with detached inventory up 27.1% and attached inventory up 37.3% year-over-year.

Prices mostly held their ground. Detached homes hovered near a median of \$1.1M in April and May. In June, the countywide median came in at \$915,000, down 2.9% from last year, while detached homes saw a median of \$1,075,000 and attached homes settled at \$659,500. Larger homes continued to command stronger premiums, with five-bedrooms (3,001–4,000 sq ft) posting the biggest year-over-year gains.

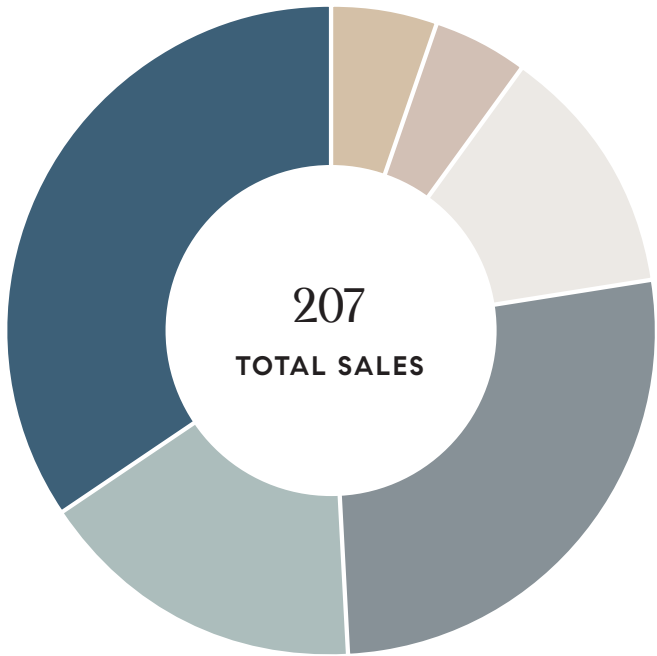
More supply in San Diego meant longer timelines. Homes took an average of 30 days to sell in May—up from 17 days a year ago. In June, detached homes averaged 33 days on market, and the percent of original list price received dipped to 98.0%. Nearly half of all homes sold below asking, and buyers gained a bit more leverage.

This year, we are breaking down our quarterly submarket reports for the \$2M+ luxury segments across San Diego’s most sought-after submarkets. With more inventory coming to market and high-end buyer behavior shifting, it’s never been more important to understand where pricing is holding, where competition is softening, and where the real opportunities lie.



Q1 2025 STATS

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



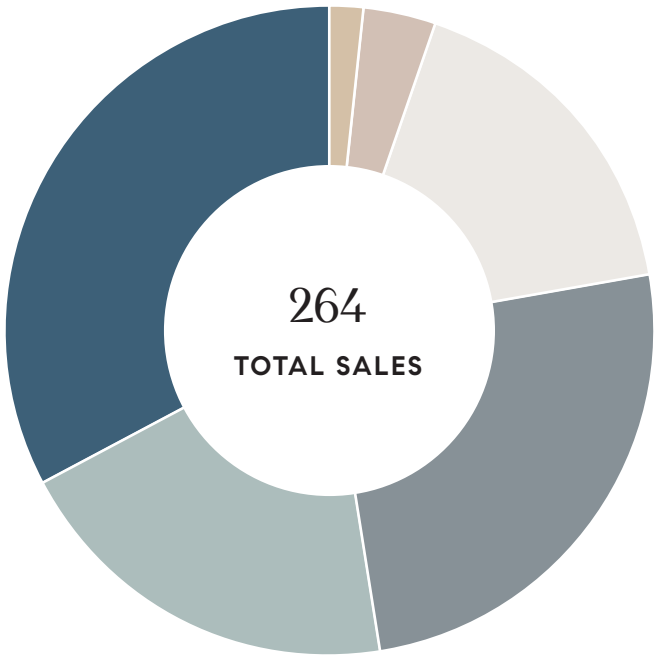
MEDIAN SALES PRICES (\$M)			
AREA	SALES PRICE	YOY% CHANGE	
Del Mar	\$3.45M	23%	▲
Solana Beach	\$3.03M	13%	▲
Encinitas	\$2.82M	-3%	▼
Carlsbad	\$2.33M	-3%	▼
Carmel Valley	\$2.86M	4%	▲
Rancho Santa Fe	\$5.14M	18%	▲

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 July 4, 2025. "All Regions" are represented by Del Mar, Solana Beach, Encinitas, Carlsbad, Carmel Valley and Rancho Santa Fe. Data reflects detached homes only over \$2M. All data from San Diego MLS*

Q2 2025 STATS

SALES BY PRICE RANGE		
\$8M+		5
\$6M-\$8M		9
\$4M-\$6M		45
\$3M-\$4M		67
\$2.5M-\$3M		52
\$2M-\$2.5M		86
Total Sales		264



MEDIAN SALES PRICES (\$M)			
AREA	SALES PRICE	YOY% CHANGE	
Del Mar	\$3.01M	-13%	▼
Solana Beach	\$3.18M	5%	▲
Encinitas	\$3.39M	20%	▲
Carlsbad	\$2.38M	2%	▲
Carmel Valley	\$2.75M	-4%	▼
Rancho Santa Fe	\$4.95M	-4%	▼

AVERAGE SALES PRICES (\$M)			
AREA	SALES PRICE	YOY% CHANGE	
Del Mar	\$3.39M	-21%	▼
Solana Beach	\$3.18M	-21%	▼
Encinitas	\$3.41M	9%	▲
Carlsbad	\$2.63M	2%	▲
Carmel Valley	\$3.04M	-3%	▼
Rancho Santa Fe	\$5.82M	0.4%	▲

Current as of July 4, 2025. "All Regions" are represented by Del Mar, Solana Beach, Encinitas, Carlsbad, Carmel Valley and Rancho Santa Fe. Data reflects detached homes only over \$2M. All data from San Diego MLS*

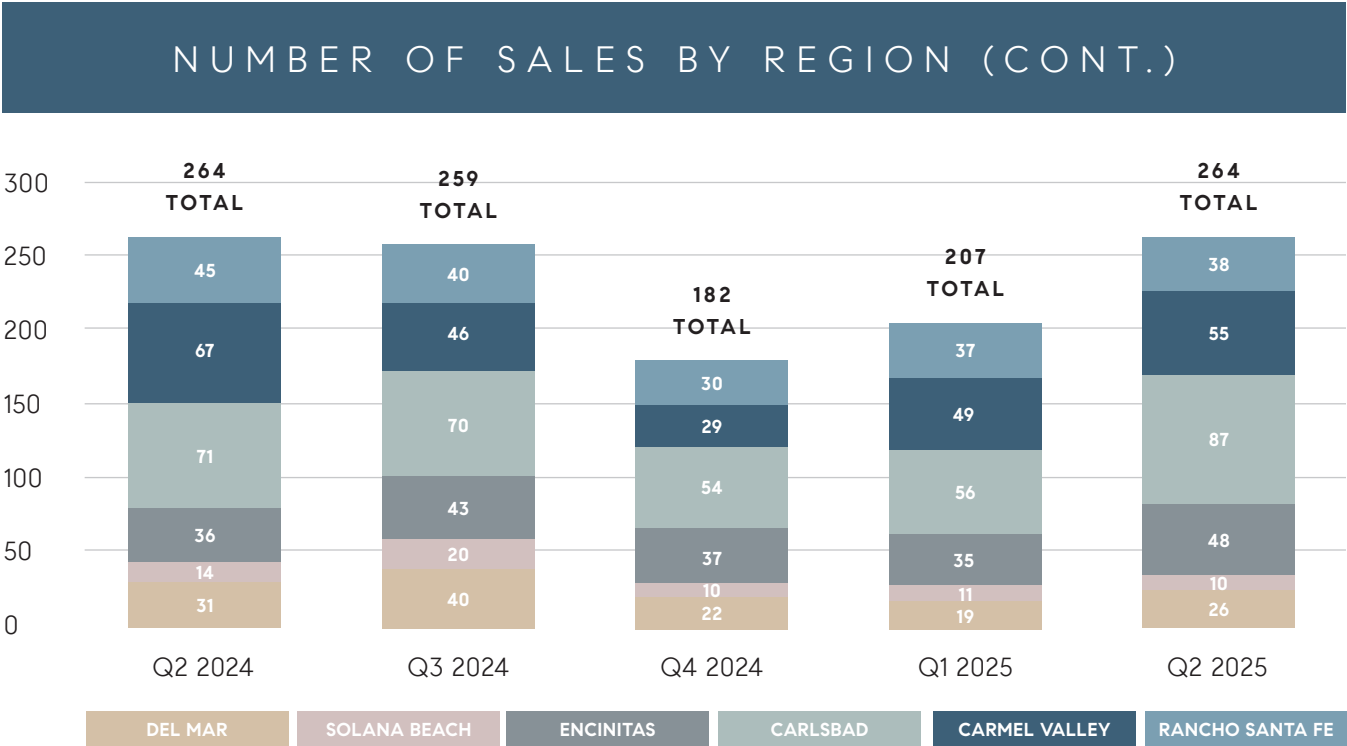
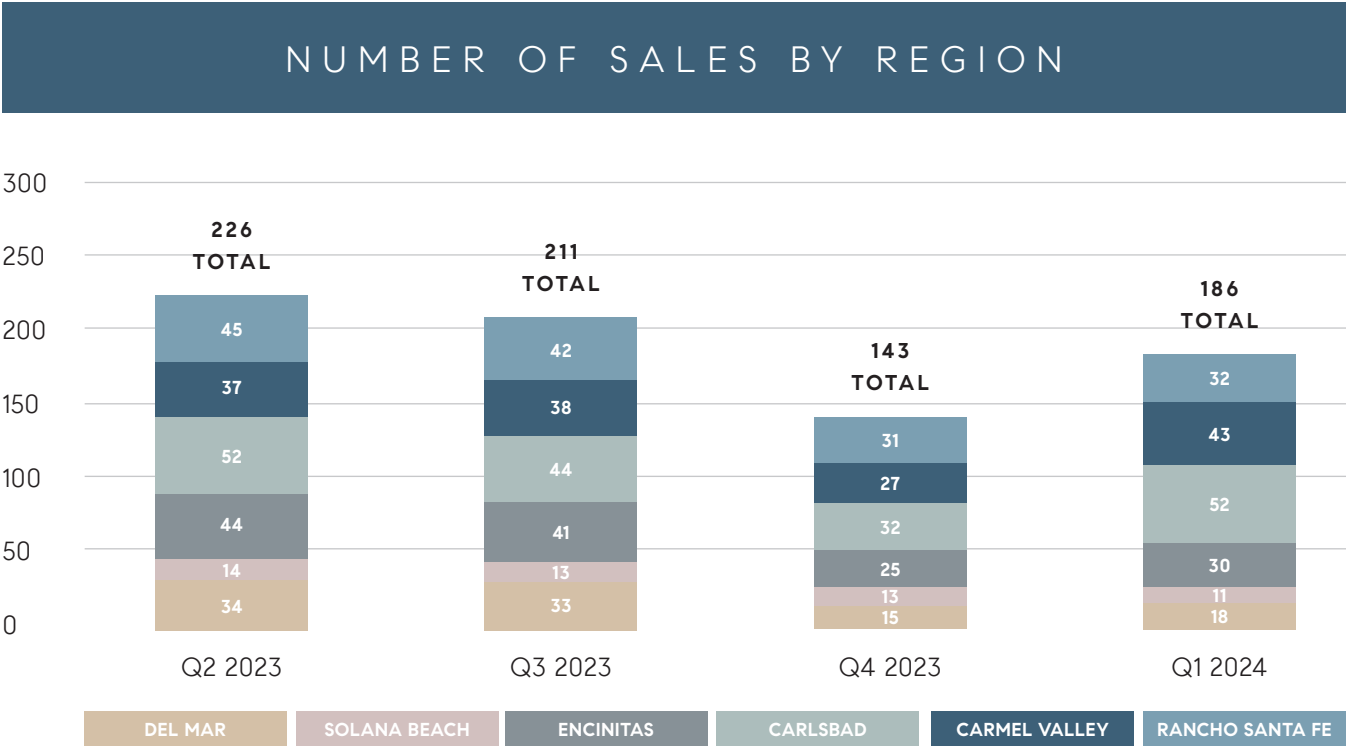
QUARTERLY SALES

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	471



QUARTERLY SALES

SALES BY PRICE RANGE • ALL REGIONS						
RANGE	Q2 2025	Q1 2025	Q2 2024	Q1 2024	10 YEAR AVE. Q2 SALES	10 YEAR AVE. Q1 SALES
\$8M+	5	11	4	6	7	6
\$6M-\$8M	9	10	5	10	8	7
\$4M-\$6M	45	26	28	27	28	18
\$3M-\$4M	67	55	48	38	44	29
\$2.5M-\$3M	52	34	50	44	40	28
\$2M-\$2.5M	86	71	84	61	74	46
TOTAL SALES	264	207	219	186	201	134



DEL MAR

MARKET OVERVIEW

Del Mar’s luxury market took a more measured pace this quarter. Median prices were down 22% year over year, with average sale prices seeing a similar shift. Rather than signaling distress, this movement reflects a market adjusting at the higher end.

Just one sale topped the \$6M mark—lower than last year’s volume—but buyer interest remained present, if more selective. Homes priced closer to current market expectations moved quicker. While average DOM improved slightly from Q1, the shift points more to strategic pricing than a rush to transact.

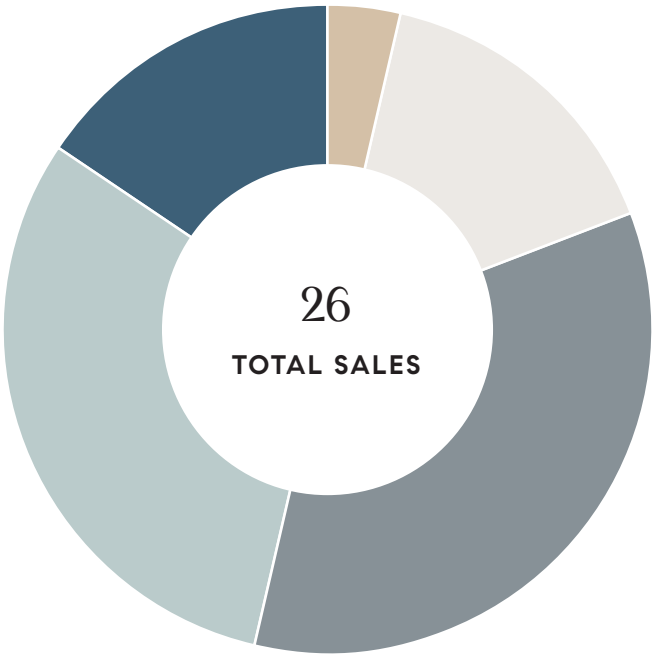
Del Mar’s still Del Mar. Walkable beach charm, architectural drama, ocean light that softens everything. In Q2, buyers approached with more intention. It’s a moment of adjustment—and that’s not a bad thing. Some markets rest before they roar again.

MEDIAN SALES PRICES (\$M)			
QUARTER	MEDIAN	YOY% CHANGE	
Q1 to Q2	-	-13%	▼
Q2 2025	\$3.01M	-22%	▼
Q1 2025	\$3.45M	23%	▲
Q4 2024	\$4.14M	6%	▲
Q3 2024	\$3.28M	-11%	▼
Q2 2024	\$3.85M	22%	▲
Q2 2023	\$3.15M	2%	▲
Q2 2022	\$3.10M	3%	▲

AVERAGE SALES PRICES (\$M)			
QUARTER	AVERAGE	YOY% CHANGE	
Q1 to Q2	-	-21%	▼
Q2 2025	\$3.39M	-24%	▼
Q1 2025	\$4.30M	5%	▲
Q4 2024	\$4.53M	13%	▲
Q3 2024	\$4.46M	4%	▲
Q2 2024	\$4.46M	14%	▲
Q2 2023	\$3.90M	-12%	▼
Q2 2022	\$4.42M	14%	▲

SALES BY PRICE RANGE

\$8M+	-
\$6M-\$8M	1
\$4M-\$6M	4
\$3M-\$4M	9
\$2.5M-\$3M	8
\$2M-\$2.5M	4
Total Sales	26



COMPARING NUMBERS			
	Q2 2025	Q1 2025	Q2 2024
TOTAL \$ VOLUME	\$88.12M	\$81.74M	\$138.20M
UNITS SOLD	26	19	31
AVG DOM	35	43	41

39
DAYS ON MARKET

Average for Q2 + Q1

Q2 SALES			
14910 Rancho Nuevo	\$6.19M	386 13th st	\$3.95M
1904 Balboa Ave	\$5.85M	1050 Solana Dr	\$3.90M
1737 Grand Ave	\$5.30M	1546 Luneta Drive	\$3.85M
1219 Stratford Court	\$5.00M	13789 Pine Needles Dr	\$3.75M
335 10th Street	\$4.21M	125 Sherrie Lane	\$3.63M

Current as of July 4, 2025. Data reflects detached homes only over \$2M. All data from San Diego MLS®

SOLANA BEACH

MARKET OVERVIEW

Ten homes sold over \$2M in Solana Beach. Just ten. That’s fewer than some single streets in Carlsbad. But don’t mistake scarcity for weakness. This little pocket’s holding its ground in value—and commanding patience while doing it.

Days on market averaged a hefty 76. That’s long. But these aren’t stale listings; they’re deliberate ones. Solana Beach buyers tend to be more particular. They want walkability, character, ocean peeks—and they’re not willing to settle.

Interestingly, median prices climbed 7% while average slipped 2%, suggesting smaller but more consistent sales activity. It’s like the market collectively trimmed the high-end fat and leaned into substance.

Solana’s always moved at its own pace—quiet, steady, and rarely off track. This quarter didn’t break that rhythm. It just reminded us that value doesn’t always have to shout.

MEDIAN SALES PRICES (\$M)

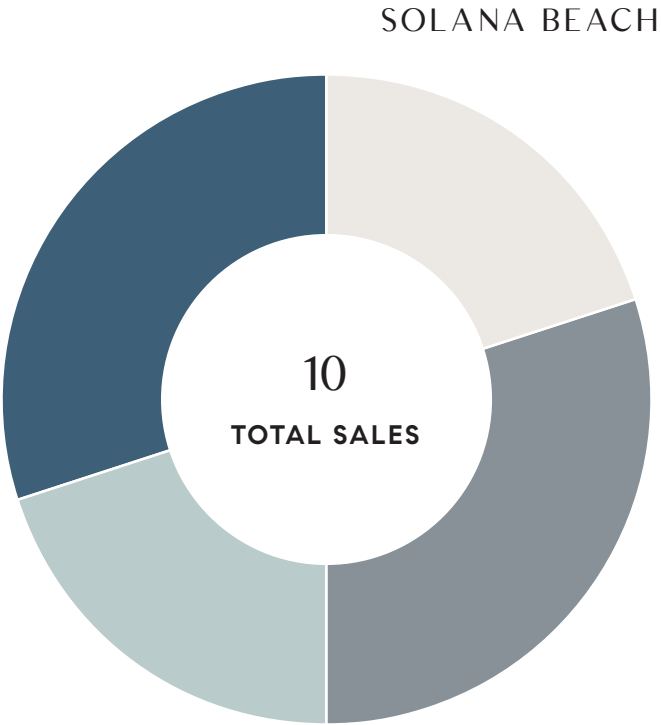
QUARTER	MEDIAN	YOY% CHANGE	
Q1 to Q2	-	5%	▲
Q2 2025	\$3.18M	7%	▲
Q1 2025	\$3.03M	13%	▲
Q4 2024	\$2.82M	5%	▲
Q3 2024	\$2.80M	-19%	▼
Q2 2024	\$2.97M	-9%	▼
Q2 2023	\$3.28M	16%	▲
Q2 2022	\$2.82M	-6%	▼

AVERAGE SALES PRICES (\$M)

QUARTER	AVERAGE	YOY% CHANGE	
Q1 to Q2	-	-21%	▼
Q2 2025	\$3.18M	-2%	▼
Q1 2025	\$4.02M	21%	▲
Q4 2024	\$3.42M	-2%	▼
Q3 2024	\$3.20M	-26%	▼
Q2 2024	\$3.25M	-17%	▼
Q2 2023	\$3.93M	1%	▲
Q2 2022	\$3.88M	-1%	▼

SALES BY PRICE RANGE

\$8M+	-
\$6M-\$8M	-
\$4M-\$6M	2
\$3M-\$4M	3
\$2.5M-\$3M	2
\$2M-\$2.5M	3
Total Sales	10



COMPARING NUMBERS

	Q2 2025	Q1 2025	Q2 2024
TOTAL \$ VOLUME	\$31.82M	\$44.22M	\$45.45M
UNITS SOLD	10	11	14
AVG DOM	76	52	37

64
DAYS ON MARKET

Average for Q2 + Q1

Q2 SALES

770 W Solana Circle	\$4.70M	1238 Via Mil Cumbres	\$3.11M
645 Glenmont Drive	\$4.35M	627 Santa Rosita	\$2.50M
401 Glencrest	\$3.90M	426 Santa Alicia	\$2.40M
634 E Circle Drive	\$3.27M	730 W Solana Cir	\$2.28M
334 Loma Larga Drive	\$3.25M	1127 Santa Rufina Court	\$2.07M

Current as of July 4, 2025. Data reflects detached homes only over \$2M. All data from San Diego MLS*

ENCINITAS

MARKET OVERVIEW

Encinitas didn't just move this quarter—it moved a lot. With 48 transactions above \$2M, it rivaled Carlsbad in raw activity but stayed sharper on price. Median held at \$3.39M (up 4% YoY), which is impressive considering the broader softening around it.

Most sales fell into the \$3M–\$4M pocket, and that's telling. There's a sweet spot there: enough space and style for buyers who want personality, but not the sprawl or upkeep of Rancho. It's the lifestyle play — surf, yoga, maybe a Sprinter ride up to LA if you really need it.

Encinitas feels like it's evolving. More refined, but still grounded. It remains a high-demand market with a clear sense of place and rhythm.

MEDIAN SALES PRICES (\$M)

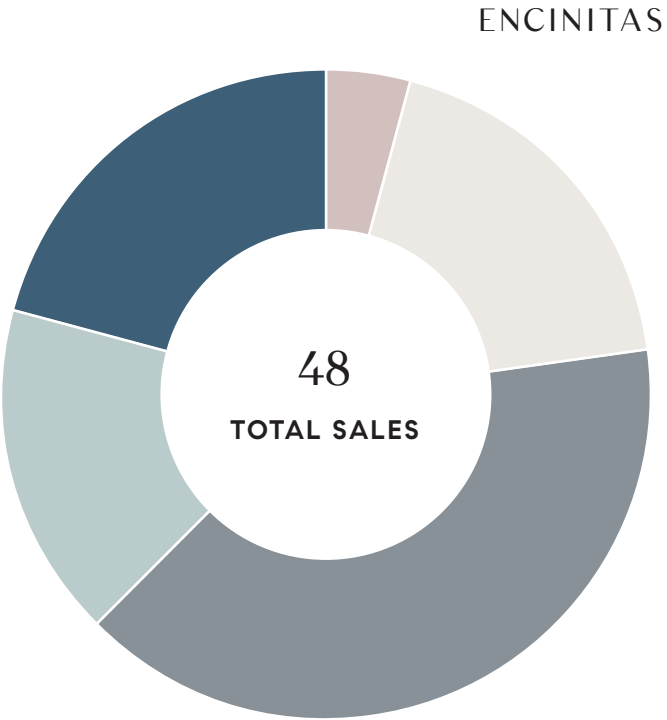
QUARTER	MEDIAN	YOY% CHANGE	
Q1 to Q2	-	20%	▲
Q2 2025	\$3.39M	4%	▲
Q1 2025	\$2.82M	-3%	▼
Q4 2024	\$3.30M	3%	▲
Q3 2024	\$3.01M	-3%	▼
Q2 2024	\$3.28M	8%	▲
Q2 2023	\$3.03M	4%	▲
Q2 2022	\$2.92M	13%	▲

AVERAGE SALES PRICES (\$M)

QUARTER	AVERAGE	YOY% CHANGE	
Q1 to Q2	-	9%	▲
Q2 2025	\$3.41M	-6%	▼
Q1 2025	\$3.12M	-6%	▼
Q4 2024	\$3.25M	-15%	▼
Q3 2024	\$3.26M	-21%	▼
Q2 2024	\$3.65M	8%	▲
Q2 2023	\$3.38M	4%	▲
Q2 2022	\$3.25M	11%	▲

SALES BY PRICE RANGE

\$8M+	-
\$6M-\$8M	2
\$4M-\$6M	9
\$3M-\$4M	19
\$2.5M-\$3M	8
\$2M-\$2.5M	10
Total Sales	48



COMPARING NUMBERS

	Q2 2025	Q1 2025	Q2 2024
TOTAL \$ VOLUME	\$163.80M	\$109.37M	\$131.33M
UNITS SOLD	48	35	36
AVG DOM	41	46	53

43.5
DAYS ON MARKET

Average for Q2 + Q1

Q2 SALES

412 W E Street	\$7.30M	1786 Swallowtail Rd.	\$4.28M
1048 Neptune Avenue	\$6.50M	1220 Rancho Encinitas Drive	\$4.25M
1040 Via Di Felicita	\$5.97M	355 Rosemary Lane	\$4.25M
804 Hygeia	\$4.43M	631 3rd Street	\$4.13M
3801 Rancho Summit Dr	\$4.30M	1543 Gascony Road	\$4.05M

Current as of July 4, 2025. Data reflects detached homes only over \$2M. All data from San Diego MLS

CARLSBAD

MARKET OVERVIEW

Carlsbad’s not here to show off. It’s here to perform—and Q2 proved that again. With 87 homes sold over \$2M, it led the county in volume and did it with confidence. Median and average prices ticked up about 3% each. Nothing flashy, just solid growth.

Here’s the kicker: average DOM was only 32 days. That’s brisk. Especially when you consider the price range. It tells you buyers knew what they wanted—and they found it fast. Whether it was on Muirfields or Unicornio, listings moved.

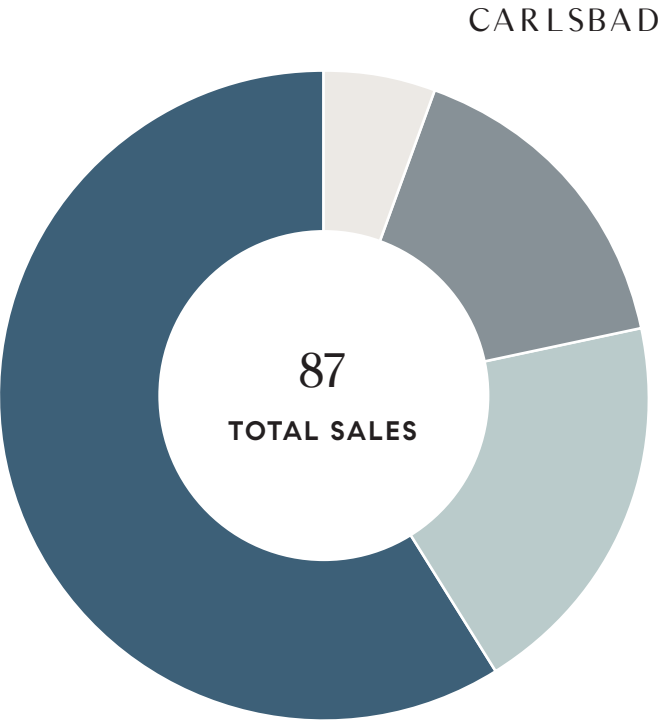
If you’re a buyer, Carlsbad’s a comfort zone: newer construction, good schools, low-fuss luxury. If you’re an agent, it’s a market that respects the basics—accurate pricing, strong prep, and a tight close.

MEDIAN SALES PRICES (\$M)			
QUARTER	MEDIAN	YOY% CHANGE	
Q1 to Q2	-	2%	▲
Q2 2025	\$2.38M	3%	▲
Q1 2025	\$2.33M	-3%	▼
Q4 2024	\$2.29M	4%	▲
Q3 2024	\$2.36M	4%	▲
Q2 2024	\$2.30M	-3%	▼
Q2 2023	\$2.38M	-1%	▼
Q2 2022	\$2.40M	7%	▲

AVERAGE SALES PRICES (\$M)			
QUARTER	AVERAGE	YOY% CHANGE	
Q1 to Q2	-	2%	▲
Q2 2025	\$2.63M	3%	▲
Q1 2025	\$2.57M	-1%	▼
Q4 2024	\$2.45M	-19%	▼
Q3 2024	\$2.52M	-4%	▼
Q2 2024	\$2.56M	-6%	▼
Q2 2023	\$2.72M	7%	▲
Q2 2022	\$2.55M	4%	▲

SALES BY PRICE RANGE

\$8M+	-
\$6M-\$8M	-
\$4M-\$6M	5
\$3M-\$4M	14
\$2.5M-\$3M	17
\$2M-\$2.5M	51
Total Sales	87



COMPARING NUMBERS			
	Q2 2025	Q1 2025	Q2 2024
TOTAL \$ VOLUME	\$229.21M	\$144.09M	\$182.05M
UNITS SOLD	87	56	71
AVG DOM	32	24	27

28
DAYS ON MARKET

Average for Q2 + Q1

Q1 SALES			
2574 Muirfields Drive	\$5.63M	7141 Argonauta Way	\$3.93M
6301 Allston Street	\$5.29M	7915 Corte Penca	\$3.62M
4465 Adams St	\$4.95M	2414 Unicornio Street	\$3.61M
2924 Highland Dr.	\$4.60M	2020 Playa Road	\$3.55M
2780 James Drive	\$4.33M	6921 Corte Langosta	\$3.53M

Current as of July 4, 2025. Data reflects detached homes only over \$2M. All data from San Diego MLS®

CARMEL VALLEY

MARKET OVERVIEW

Carmel Valley came in clean this quarter. It didn't set records, but it didn't miss a beat either. Median prices edged down slightly, yet average rose. DOM was the lowest across the board at just 25 days. That's fast. And that tells you everything.

This market is built for the ready-to-go buyer. Think dual-income families, tech professionals, buyers moving up but not looking for a project. The homes here—especially in spots like Meadows Del Mar—are polished, gated, HOA-aligned. You show up, you settle in.

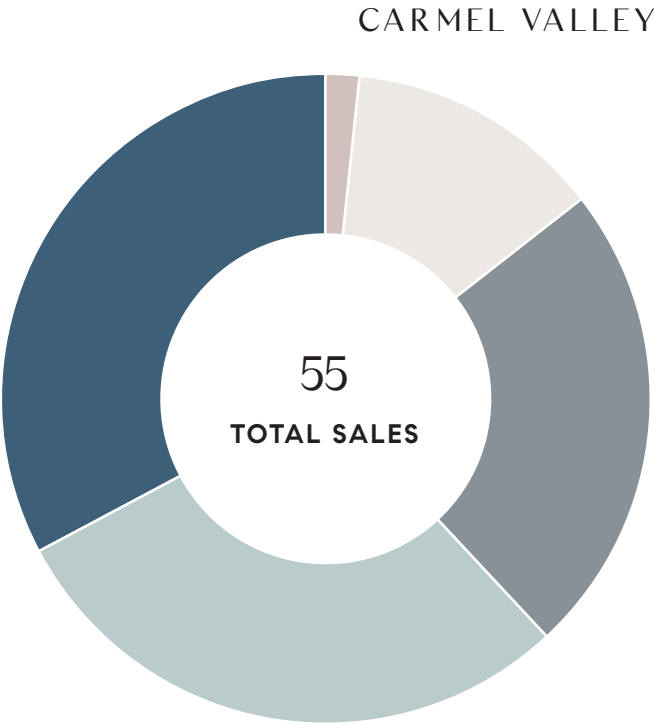
It's not the flashiest luxury, but it is efficient. And that's valuable. Especially in a quarter where timing was everything. While other submarkets hesitated or stalled, Carmel Valley just kept moving.

MEDIAN SALES PRICES (\$M)			
QUARTER	MEDIAN	YOY% CHANGE	
Q1 to Q2	-	-4%	▼
Q2 2025	\$2.75M	1%	▲
Q1 2025	\$2.86M	4%	▲
Q4 2024	\$2.70M	13%	▲
Q3 2024	\$2.91M	8%	▲
Q2 2024	\$2.73M	12%	▲
Q2 2023	\$2.44M	-5%	▼
Q2 2022	\$2.55M	9%	▲

AVERAGE SALES PRICES (\$M)			
QUARTER	AVERAGE	YOY% CHANGE	
Q1 to Q2	-	-3%	▼
Q2 2025	\$3.04M	2%	▲
Q1 2025	\$3.14M	-6%	▼
Q4 2024	\$2.91M	11%	▲
Q3 2024	\$3.08M	-4%	▼
Q2 2024	\$2.98M	9%	▲
Q2 2023	\$2.74M	0%	▲
Q2 2022	\$2.74M	-3%	▼

SALES BY PRICE RANGE

\$8M+	-
\$6M-\$8M	1
\$4M-\$6M	7
\$3M-\$4M	13
\$2.5M-\$3M	16
\$2M-\$2.5M	18
Total Sales	55



COMPARING NUMBERS

	Q2 2025	Q1 2025	Q2 2024
TOTAL \$ VOLUME	\$167.28M	\$153.67M	\$199.76M
UNITS SOLD	55	49	67
AVG DOM	25	33	19

29
DAYS ON MARKET

Average for Q2 + Q1

Q1 SALES

6932 The Preserve Terrace	\$6.50M	5111 Rancho Madera Bnd	\$4.40M
5810 Meadows Del Mar	\$5.60M	12804 Toyon Mesa Ct	\$4.30M
12861 Sunrise Hill Court	\$5.20M	12805 Three Canyons Point	\$4.30M
5726 Meadows Del Mar	\$4.50M	5313 Morning Sage Way	\$3.93M
6131 Summit Crest Circle	\$4.46M	5408 Valerio Trail	\$3.87M

Current as of July 4, 2025. Data reflects detached homes only over \$2M. All data from San Diego MLS

RANCHO SANTA FE

MARKET OVERVIEW

Rancho didn't just hold the luxury line this quarter—it wrapped it in velvet and poured it a bespoke bottle of wine. Five homes closed over \$8M. Three pushed past \$13M. One nudged \$17.5M. This isn't just affluence. This is an aspiration made real.

And yet... average DOM still hovered at 71 days. Because here's the thing: you don't impulse-buy a \$13M hacienda. You tour it three times. You check the avocado grove and the stable. You call your trust attorney. Then maybe, you wire the funds.

Still, both median and average prices posted year-over-year gains, up 5% and 10%, respectively. That's no fluke. That's strength in the ultra-luxury tier.

Rancho delivers scale, privacy, and prestige like nowhere else in the county. Quietly, confidently—it's back in command.

MEDIAN SALES PRICES (\$M)

QUARTER	MEDIAN	YOY% CHANGE	
Q1 to Q2	-	-4%	▼
Q2 2025	\$4.95M	5%	▲
Q1 2025	\$5.14M	18%	▲
Q4 2024	\$5.23M	18%	▲
Q3 2024	\$4.95M	4%	▲
Q2 2024	\$4.70M	12%	▲
Q2 2023	\$4.20M	-12%	▼
Q2 2022	\$4.80M	26%	▲

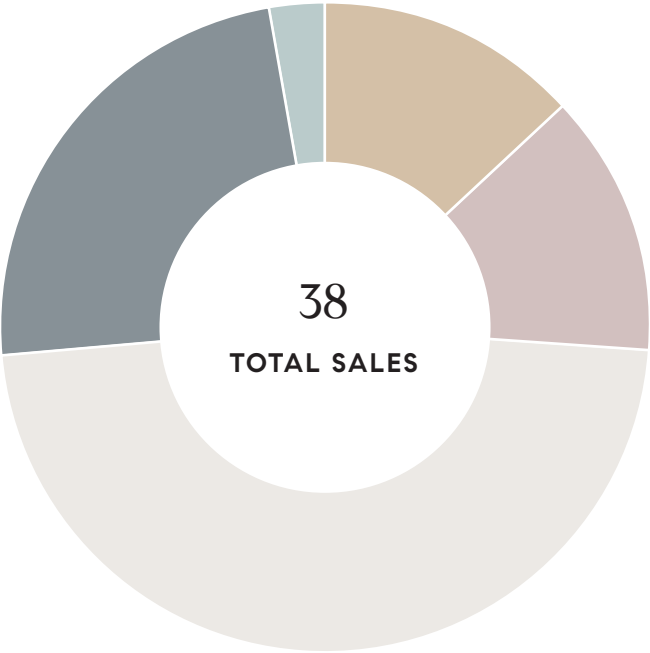
AVERAGE SALES PRICES (\$M)

QUARTER	AVERAGE	YOY% CHANGE	
Q1 to Q2	-	0.4%	▲
Q2 2025	\$5.82M	10%	▲
Q1 2025	\$5.80M	9%	▲
Q4 2024	\$6.56M	13%	▲
Q3 2024	\$5.82M	13%	▲
Q2 2024	\$5.30M	-2%	▼
Q2 2023	\$5.40M	-2%	▼
Q2 2022	\$5.51M	26%	▲

SALES BY PRICE RANGE

\$8M+	5
\$6M-\$8M	5
\$4M-\$6M	18
\$3M-\$4M	9
\$2.5M-\$3M	1
\$2M-\$2.5M	-
Total Sales	38

RANCHO SANTA FE



COMPARING NUMBERS

	Q2 2025	Q1 2025	Q2 2024
TOTAL \$ VOLUME	\$221.25M	\$214.53M	\$238.39M
UNITS SOLD	38	37	45
AVG DOM	71	78	78

75

DAYS ON MARKET

Average for Q2 + Q1

Q2 SALES

5631 El Camino Del Norte	\$17.50M	17133 El Mirador	\$7.80M
17122 El Mirador	\$13.25M	6900 Via Del Charro	\$7.78M
4840 El Secreto	\$13.10M	4763 El Mirlo	\$6.35M
6622 Las Colinas	\$12.25M	17335 El Vuelo	\$6.25M
16715 Rambla De Las Flores	\$9.50M	14473 Emerald Ln	\$6.20M

Current as of July 4, 2025. Data reflects detached homes only over \$2M. All data from San Diego MLS

NOTABLE ACTIVITIES



7972 Lusardi Creek Ln
San Deigo, CA

ACTIVE
\$1,715,000



896 Channel Island Dr
Encinitas, CA

SOLD
\$3,695,850



16655 El Zorro Vis
Rancho Sta Fe, CA

SOLD
\$3,750,000



11132 Corte Pleno Verano
San Diego, CA

SOLD
\$2,500,000

ADDRESS	CITY	BEDROOMS	BATHS	SQUARE FOOTAGE	PRICE
644 E Circle Dr*	Solana Beach	3	2	3,691	\$3,475,000
738 Cornish Dr*	Cardiff	4	4	2,510	\$3,364,000
149 Walnut Ave	Carlsbad	7	5	3,221	\$3,200,000
3970 Highland Dr*	Carlsbad	5	4.5	3,691	\$3,100,000
2012 Cambridge Ave*	Cardiff	3	3	1,840	\$2,749,000
7707 Via Cortona*	Rancho Bernardo	5	4	3,342	\$2,337,700
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
1494 Union St	San Diego	2	2.5	1,718	\$1,321,000
1005 Elm St	Ramona	5	3	2,995	\$1,155,000
1926 Missouri St*	Pacific Beach	3	3	1,344	\$1,135,000
695 Hatfield Dr*	San Marcos	3	3.5	1,866	\$835,000
6342 Citracado Cir	Carlsbad	2	2.5	1,322	\$785,000
3563 Oak Cliff Dr	Fallbrook	2	2	1,520	\$770,000
5865 Friars Rd, Unit 3109	San Diego	2	2	1,176	\$679,000

*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 co-chair of the 13th Annual San Diego Food Bank Gala, Jennifer helped lead the most successful event in its history, raising an astonishing \$1,248,206 in support of the [Food 4 Kids Backpack Program](#). This record-breaking achievement will provide thousands of backpacks filled with nutritious food to local elementary school children facing food insecurity, reinforcing Jennifer's deep commitment to addressing hunger in San Diego.

Her continued partnership with the Jacobs & Cushman San Diego Food Bank, the region's largest hunger-relief organization, reflects an enduring dedication to the community and to making a tangible difference where it's needed most.

COMPASS

858·524·3077

TEAM@ANDERSONCOASTAL.COM



JENNIFER
ANDERSON

DRE 01885540

ANDERSONCOASTAL.COM