THE WRIGHT GROUP SD

The Coastal North County Seller Guide

Pricing, preparation, and a calm path to closing.

A clear, practical guide to selling a $2M to $4M coastal home in North County San Diego.

THE WRIGHT GROUP | COMPASS

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A Note Before You Begin

Selling a coastal home is rarely just a transaction. It is often the end of one chapter and the start of another, and it usually involves one of the largest financial decisions a family makes.

This guide is the same framework I use with my own sellers. It walks through how our local market actually moves, how pricing really works in the $2M to $4M range, what preparation is worth the effort, how we put a home in front of the right buyers, and what happens between accepted offer and closing.

My background shapes how I work. Before real estate I worked in manual labor, ran a music equipment startup where I handled artist relations, and worked in global manufacturing and operations at HRE Performance Wheels. I also have a background in architecture, design, and construction. Those experiences taught me to build systems, hold myself accountable to the details, and understand a home the way a builder does: how it was put together, where its value lives, and what a buyer will notice.

My goal is simple. Approachable luxury. Thoughtful strategy. Dependable execution.

Nick Wright
Founder and Team Leader, The Wright Group SD

> *"Approachable luxury. Thoughtful strategy. Dependable execution."*
>
> NICK WRIGHT

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CHAPTER 1

How the Coastal North County Luxury Market Moves

Coastal North County is not one market. It is a collection of small, distinct micro markets that sit side by side along the coast and just inland: Rancho Santa Fe, Del Mar, Solana Beach, Cardiff, Encinitas, Olivenhain, Carlsbad, and La Jolla to the south, with Oceanside, Vista, Fallbrook, and Bonsall offering more land and a different pace.

Each of these areas has its own buyer pool, its own price per square foot, and its own rhythm. A strategy that works on a Carlsbad street can miss entirely two miles away in Olivenhain.

What the recent numbers say

The figures below come from Redfin's public housing market pages, which report a rolling three month median across all home types (houses, condos, and townhomes together). They are a snapshot of direction, not a value for any individual home.

Area	Median sale price (3 months ending Sept 2026)	Year over year	Median days on market
Carlsbad	$1,548,263	+1.8%	35
Encinitas	$2,059,019	+5.6%	29
Solana Beach	$1,999,048	+9.5%	32
Del Mar	$3,508,329	+31.2%	93
La Jolla	$2,273,363	-6.3%	34

Source: Redfin Housing Market pages for Carlsbad, Encinitas, Solana Beach, Del Mar, and La Jolla, data for the three months ending September 2026, accessed October 31, 2026. All home types combined.

For detached homes specifically, the North San Diego County REALTORS Local Market Update for September 2026 reported a rolling 12 month median sales price of $2,875,000 for detached single family homes in Solana Beach (92075), with sellers receiving 97.1% of list price on average over that period.

Source: North San Diego County REALTORS, Local Market Update, September 2026, 92075 Solana Beach, data from CRMLS, current as of October 4, 2026.

In Encinitas (92024), the Greater San Diego Association of REALTORS reported a year to date median sales price for detached homes of $2,400,000 through September 2026, up 11.6% from the same period in 2025, with 2.6 months of supply in September.

> *Source: Greater San Diego Association of REALTORS, Local Market Update, September 2026, 92024 Encinitas, data from San Diego MLS, current as of October 5, 2026.*

How to read these numbers

- **Medians move with the mix.** When more condos sell in a given quarter, the median drops even if house values held steady. When a few large estates close, it jumps. Del Mar's +31.2% is a good example of a small sample swinging hard.
- **Small markets are noisy.** Del Mar and Rancho Santa Fe see only a handful of sales per month. A single closing can change the headline number. That is why we price from specific comparable sales, not citywide medians.
- **Days on market tells you about pricing discipline.** Well priced, well prepared homes tend to move faster than the median. Homes that sit usually have a pricing or presentation issue, not a market issue.

Seasonality and timing

San Diego seasonality is different from most markets. Spring is reliably strong here, and the first quarter of the year can be strong as well, so sellers do not always need to wait for late spring to see serious buyer activity. The right time to list depends on your home, your next move, and the competition on your street at that moment, and we will look at that with you.

> NICK'S NOTE
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> *"I look at the market the way an operations person looks at a supply chain. How many homes like yours are available, how fast are they moving, and who is actually buying right now."*
>
> NICK WRIGHT

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CHAPTER 2

Pricing a $2M to $4M Home (Comps and Timing)

Pricing is the single most important decision you will make. In the $2M to $4M range, buyers are well informed, often working with experienced agents, and very sensitive to value. A home priced right draws its strongest attention in the first two to three weeks. A home priced too high often trains buyers to wait.

How we build a price

1. **Start with true comparable sales.** We look for recent closed sales that match your home on the things buyers actually pay for: location within the micro market, lot size and usability, views, ocean proximity, square footage, bedroom count, condition, and level of finish. Ideally within the last three to six months.
2. **Study the active and pending competition.** Closed sales tell us what happened. Active and pending listings tell us what buyers are choosing between right now. Your home will be compared to these on the same afternoon of showings.
3. **Adjust honestly for differences.** A remodeled kitchen, a usable flat yard, an ocean view, or a single level layout can each move value. So can deferred maintenance, a busy street, or permit questions. My architecture and construction background helps here. I look at how a home was built and updated, not just how it photographs.
4. **Look at price per square foot carefully.** It is a useful check, but coastal land value drives a lot of the price. A smaller home on a premium lot can outsell a larger home on a weaker one.
5. **Set a strategy, not just a number.** We decide where to position the home relative to buyer search brackets. Many buyers search in round number ranges such as up to $2.5M, $3M, or $3.5M. Pricing just inside a bracket can expand the pool of buyers who see your home.

Timing and the first 21 days

The first few weeks on market are when your home is new to every active buyer and every agent with a client in your range. We plan the launch so that preparation, photography, and marketing are complete on day one. A strong launch is one of the best tools a seller has.

When the market gives feedback

We track showings, online engagement, and agent feedback every week. If the data says something needs to change, we talk about it early and decide together. A thoughtful adjustment in week three is usually better than a large one in month three.

What to avoid

- Pricing from an online estimate. Automated valuations cannot see your remodel, your view, or the neighbor's unpermitted addition.
- "Testing" the market at a high number. In small coastal markets, buyers and agents notice price history.
- Choosing an agent based on the highest suggested price. The right price is the one the market will support with real offers.

> *"The right price is not the highest number. It is the number that brings the right buyer to the table with confidence."*
>
> NICK WRIGHT

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CHAPTER 3

Prep, Staging, and Photography That Sells Coastal Homes

Coastal buyers are buying a feeling as much as a floor plan: light, air, indoor outdoor flow, and a sense of calm. Preparation is how we help them feel it the first time they walk in, or the first time they scroll past your photos.

Start with a pre listing walkthrough

We walk the home together, room by room and outside, and build a prioritized list. Because of my construction background, I look at the things inspectors and buyers will notice: roof and gutters, windows and doors, signs of moisture, exterior paint and stucco, decks and railings, and anything that might raise a permit question. Fixing small items before listing usually costs less than negotiating over them later.

A practical prep checklist

Outside first

- [ ] Wash windows, screens, and exterior surfaces. Salt air leaves film and residue quickly.
- [ ] Refresh landscaping: trim, edge, add fresh mulch, and replace tired plants with drought tolerant coastal selections.
- [ ] Address visible rust on railings, light fixtures, and hardware.
- [ ] Touch up exterior paint and trim, especially at the entry.
- [ ] Make outdoor living spaces feel usable: clean furniture, a simple fire feature, and good evening lighting.

Inside

- [ ] Declutter fully, including closets, garage, and cabinets. Buyers open everything.
- [ ] Neutralize strong colors and remove personal photos.
- [ ] Replace burned out bulbs and use a consistent, warm color temperature.
- [ ] Service HVAC, and address any musty odors.
- [ ] Make small repairs: sticking doors, dripping faucets, loose hardware, cracked tile.

Paperwork

- [ ] Gather permits, plans, warranties, and records of major work (roof, HVAC, windows, remodels).
- [ ] Locate any HOA documents and recent statements.
- [ ] Note any past insurance claims, which may need to be disclosed.

Staging

Staging helps buyers understand scale and lifestyle. For vacant homes, full staging is usually worth considering. For occupied homes, we often edit and refine what you already have, then add pieces where needed. The goal in a coastal home is light, natural texture, and room to breathe.

Compass Concierge

Compass Concierge can help you get the home ready without paying for the work up front. Compass fronts the cost of pre-sale services such as staging, painting, flooring, deep cleaning, landscaping, and repairs, with zero due until closing. Together we decide which improvements are likely to add the most value and set an estimated budget, and I stay with you as contractors and vendors do the work. You repay the services and any applicable fees when your home sells, when the listing agreement ends, or 12 months after your Concierge start date, whichever comes first.

Compass Concierge is subject to program terms that may vary by market. Loan eligibility is not guaranteed, and depending on your state, fees or interest may apply. Concierge Capital loans are provided by Notable Finance, LLC. Details at compass.com/concierge.

Photography, video, and floor plans

For homes in this range, presentation needs to be excellent on every screen. A strong media package typically includes:

- Professional photography, scheduled for the best natural light for your home's orientation, including twilight exteriors where they help.
- Aerial photography where permitted, to show proximity to the coast, open space, or village.
- A cinematic walkthrough video for web and social.
- An accurate floor plan, which serious buyers increasingly expect.
- A 3D tour where it helps out of area buyers.

A staging consultation and Compass marketing tools round out the plan. We match the media plan to your home so each piece earns its place.

> *"I look at a home the way a builder does. Where its value lives, what a buyer will notice, and what needs attention before they do."*
>
> NICK WRIGHT

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CHAPTER 4

Marketing Reach with Compass and The Wright Group SD

Great marketing is not about being everywhere. It is about reaching the right buyers, and the agents who represent them, with a clear, compelling story.

The Wright Group SD approach

- **A launch plan built like a production schedule.** Every piece, from prep to photography to listing copy, is scheduled and checked so the home launches complete.
- **Story first listing copy.** Concise, atmospheric, and accurate. We describe what it feels like to live there, and we never overstate features.
- **Agent outreach.** In the luxury range, a large share of buyers are represented by agents. We make sure the agents most likely to have a buyer for your home know about it early.
- **Digital and social distribution.** Targeted, rule compliant digital advertising, social media, and video to reach active buyers locally and out of the area.
- **Open houses and private showings,** planned around your schedule and the home's best light.
- **Weekly reporting.** You will hear from us every week with showing activity, feedback, and what we are seeing in the market.

The Compass platform

As a Compass agent, I have access to Compass's marketing tools and its national network of agents. Two of the most valuable for sellers are the Compass 3-Phased Marketing Strategy, below, and Compass Concierge, covered in Chapter 3.

Pre market and private options

Some sellers prefer privacy or want to test interest before a full public launch. There are options for this, each with tradeoffs in exposure and timing. We will walk through what is available and what fits your goals.

Compass's 3-Phased Marketing Strategy gives us a structured way to launch:

1. **Phase 1: Compass Private Exclusive.** We test the market quietly. Your home is shared within Compass's network of brokerages and their serious buyers, with photos and floor plans kept off public sites, and without public days on market or price drop history. It is a good window for private showings and honest pricing feedback, even while prep work is still underway.
2. **Phase 2: Compass Coming Soon.** We build activity. The home goes public on Compass.com and Redfin.com, letting buyers know it is about to reach the broader market, still without accruing days on market.
3. **Phase 3: Full launch, Active on the MLS.** With real pricing feedback and buyer interest behind us, the home goes live on the MLS and public real estate sites.

You stay in control the whole way. You can move to the MLS at any time, and you are never obligated to accept an offer during Phase 1 or Phase 2. Keeping a home off the MLS can also mean fewer buyers see it during those early phases, so we will decide together how long each phase should last.

> *"Systems first, then the story. When every detail is handled, the home gets to speak for itself."*
>
> NICK WRIGHT

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CHAPTER 5

Offers, Escrow, and Closing Steps

Reviewing offers

Price is important, but it is only one part of an offer. We look at the whole picture:

- **Price and appraisal gap.** If financing is involved, will the buyer cover a gap if the appraisal comes in low?
- **Financing strength.** Cash, a large down payment, or a solid jumbo loan approval from a lender we can verify.
- **Contingencies.** Inspection, appraisal, and loan contingencies, and how long each lasts.
- **Timeline.** Close of escrow date and whether it fits your next move. A rent back may be possible if you need time after closing.
- **Deposit.** The size of the initial deposit signals commitment.

If multiple offers arrive, we will discuss options such as asking for highest and best offers or countering selectively. The right approach depends on the offers and your priorities.

What happens in escrow

California escrows typically run about 21 to 45 days, depending on the offer. Common steps include:

1. **Opening escrow** and deposit of the buyer's earnest money.
2. **Seller disclosures.** California requires detailed disclosures. Complete, honest disclosures protect you and reduce surprises later.
3. **Buyer inspections.** Buyers often order a general home inspection plus specialized inspections, which on the coast may include roof, sewer line, pest, and in some cases geological or bluff evaluations.
4. **Requests for repair.** Buyers may ask for repairs or credits. We negotiate based on what is reasonable and what the market supports.
5. **Appraisal and loan approval,** if the buyer is financing.
6. **Contingency removal.** As each deadline passes and the buyer removes contingencies, the transaction becomes firmer.
7. **Final walkthrough** a few days before closing.
8. **Closing and recording.** Funds transfer, the deed records, and keys change hands.

Costs to plan for

Sellers in California commonly pay for items such as the broker compensation agreed in the listing agreement, a share of escrow and title fees, county documentary transfer tax, any agreed repairs or credits, and any prorated property taxes or HOA dues. Some cities have their own transfer taxes. Please confirm the details for your specific property with your escrow officer and tax advisor. Prep and selling costs vary from home to home, so we will walk through a tailored budget for yours before you list. If you want to make improvements first, Compass Concierge can front the cost of eligible services with zero due until closing.

Taxes

The sale of a primary residence or investment property can carry tax consequences. Talk with a CPA or tax advisor before you list so there are no surprises. Nothing in this guide is tax or legal advice.

> *"Dependable execution means you always know what happens next, and who is handling it."*
>
> NICK WRIGHT

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CHAPTER 6

Your Next Step: Book a Discovery Call

Every home and every family is different. The best next step is a short, relaxed conversation.

What a discovery call looks like

- **About 15 to 20 minutes,** by phone or video.
- **No pressure and no obligation.** We talk about your home, your timeline, and what you want your next chapter to look like.
- **You leave with clarity.** If it makes sense, we schedule a walkthrough and I prepare a pricing and preparation plan specific to your home.

Questions worth thinking about before we talk

- What is driving your decision to sell, and what does your ideal timeline look like?
- Where are you moving next, and do you need to buy before, after, or at the same time?
- What updates or repairs have you made, and do you have permits for them?
- What matters most to you: price, timing, privacy, or simplicity?

Book your call

Visit thewrightgroupsd.com to book a time that works for you, or reply to the email that delivered this guide. You can also call me directly at 760-518-7240. **Book a 15-minute call**

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YOUR NEXT STEP

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