SANTALUZ CASITA REAL ESTATE REVIEW





THE SHEPARD TEAM NAVIGATING THE SANTALUZ LUXURY MARKET

A Message from Gloria & Cory Shepard, Compass Luxury Real Estate

As we move through the remaining weeks of 2025, the luxury real estate market within the prestigious golf community of Santaluz, continues to evolve. Understanding market shifts is paramount for both buyers and sellers seeking to maximize their opportunities. Our commitment as your dedicated Santaluz luxury real estate team is to provide you with the insights and expertise necessary to navigate this dynamic landscape successfully.

Santaluz, with its unparalleled natural beauty, world-class amenities, and exclusive lifestyle, remains a highly sought-after enclave. The allure of championship golf courses, private clubhouses, first class facilities, and a range of living space from lock-and-leave options, to family homes, to expansive estates continues to draw discerning buyers. While the market has seen some adjustments this year, the long-term appeal of Santaluz as a premier luxury destination endures. In 2025, there is continued emphasis on properties offering unique features, updated designs, and sustainable living options. Buyers are prioritizing homes that seamlessly blend indoor and outdoor living, incorporate smart home technology, and showcase exceptional craftsmanship.

As your trusted advisors, we closely monitor market trends, analyze property values, and utilize Compass's cutting-edge technology to provide you with an accurate market value for your home. We've prepared a custom report to for your to review the potential value of your **Casita**. To review and download a copy of your report, **click here.**

Our personalized approach ensures that your unique needs and goals are at the forefront of every interaction. We believe in building long-term relationships with our clients, based on trust, integrity, and a deep understanding of the Santaluz market.

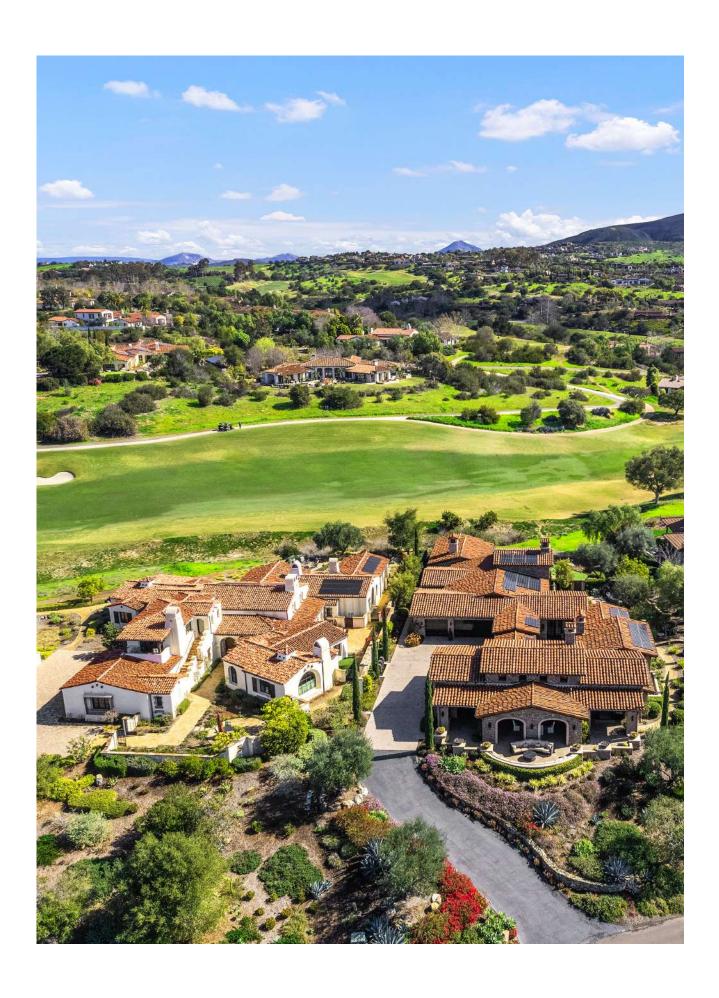
We invite you to contact us today for a confidential consultation to discuss your real estate objectives. Lets explore the opportunities that the luxury market presents and work together to achieve your real estate aspirations.



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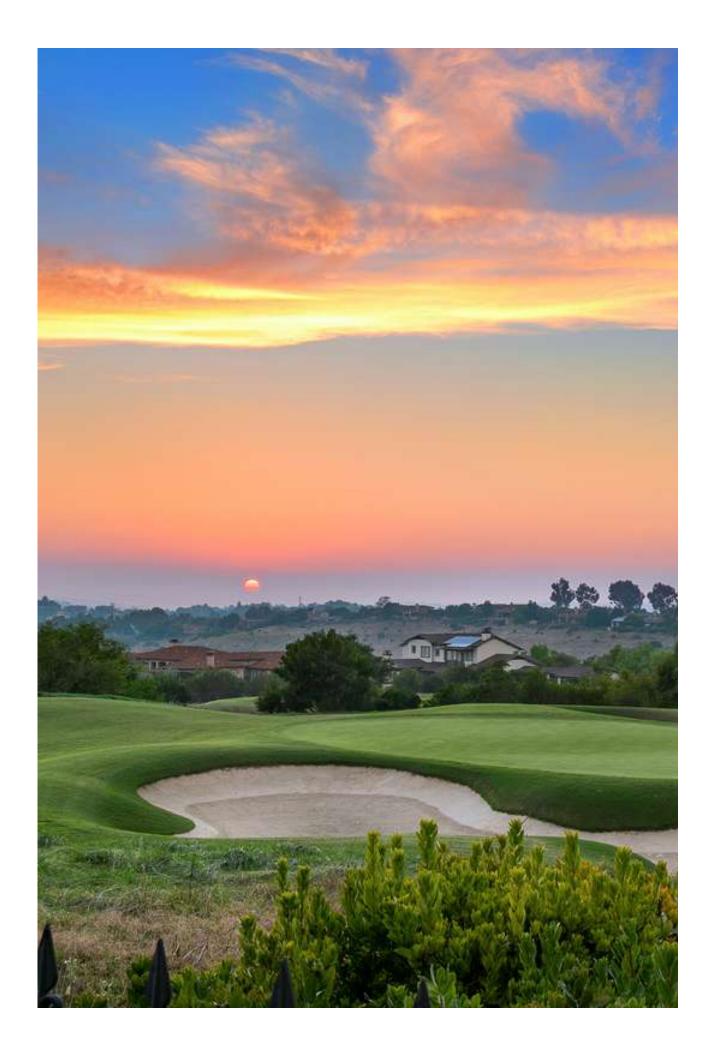


CASITAS

SOLD

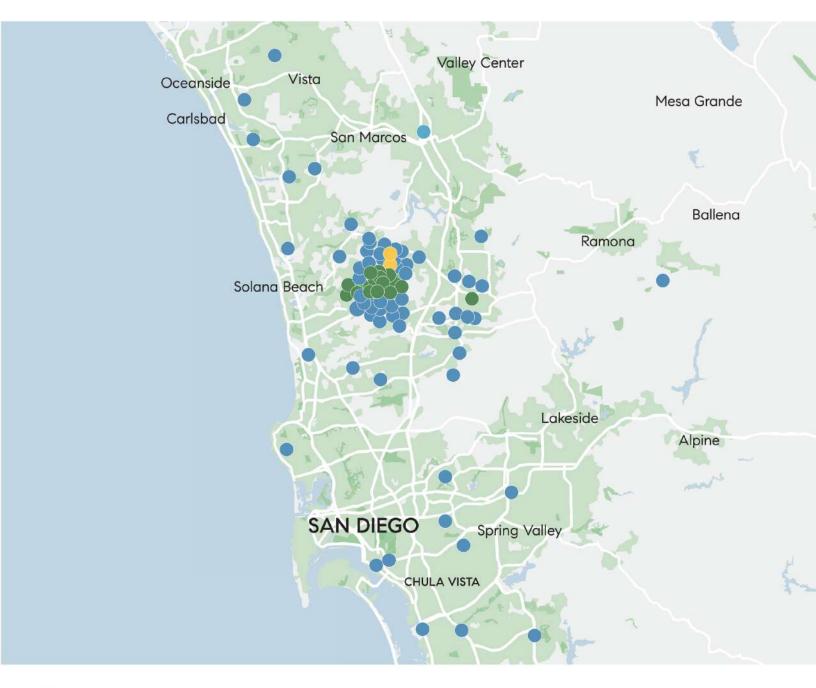
ADDRESS	BED	BATH	SF	LOT	LIST PRICE	SOLD PRICE	DOM
8317 Santaluz Village Green E Sold by Gloria Shepard Team		3	2,527	7,375	\$2,649,000	\$2,749,000	03
8130 Santaluz Village Green	3	3	2,180	6,371	\$2,695,000	\$2,695,000	00
8126 Santaluz Village Green N	1 3	3	2,327	7,257	\$2,599,999	\$2,599,000	47
8305 Santaluz Village Green E	3	3	2,180	6,439	\$2,649,000	\$2,575,000	89





GLORIA'S PAST SALES





GLORIA SILVEYRA SHEPARD SALES

10555 Angeton Court 1236 Half Moon Bay Drive 12505 Birch Bluff Pl 1279 Temple Heights Dr 131 Woodlawn 13754 Sycamore Tree Lane 13870 Bruyere Ct 13879 Bruyere Ct 14095 Caminito Vistana 14744 Encendido 14955 Rancho Santa Fe Farms Rd 15085 Saddlebrook Lane 15195 Saddlebrook Lane

13859 Bruyere Ct

15937 Avenida Villaha 36

16910 Bixby St 11

16912 Simple Melody Lane

17775 Calle Mayor

3549 Paseo De Francisco 215

6650 Canopy Ridge Ln 54

7389 Rancho Catalina Trail

7559 Northern Lights

7563 Delfina

7572 Northern Lights

7620 Iluminado

7705 Briza Placida

7775 Sendero Angelica

7798 Doug Hill Ct

7817 Santaluz Inlet

7827 Sendero Angelica

7837 Sendero Angelica

7848 Doug Hill

7912 Entrada De Luz E

7929 Entrada De Luz E

7937 Entrada De Luz East

7950 Entrada De Luz W

7953 Sentinel

7955 Entrada Lazanja

7961 Sentinel

7969 Lusardi Creek Ln

7978 Villas

7979 Run of the Knolls

7992 Villas

7996 Villas

8007 Entrada De Luz West

8021 Entrada De Luz East

8022 Entrada de Luz East

8024 Entrada De Luz West

8028 Entrada De Luz West

8055 Doug Hill

8113 Santaluz Village Green S

8129 Santaluz Village Green South

8142 Santaluz Village Green North

8150 Santaluz Village Green N

8154 Caminito Santaluz West

8169 Santaluz Village Green South

8200 Santaluz Village Green North

8224 Caminito Santaluz West

8247 Santaluz Village Green North

8260 Santaluz Village Green S

8271 Run of the Knolls

8317 Santaluz Village Green East

8335 Run Of The Knolls

8349 Santaluz Village Geen East

8420 Santaluz Village Green E

8443 Run Of The Knolls

8463 Run of the Knolls

8543 Run Of The Knolls

9551 Milden St remo

SOLD MORE THAN ONCE

8026 Entrada De Luz East

8146 Santaluz Village Grn N

REPRESENTED BUYER & SELLER

14244 Caminito Lazanja

15050 Saddlebrook Lane

15182 Caminito Maria

7754 Doug Hill Ct

7778 Doug Hill Court

7859 Entrada Angelica

7878 Entrada Angelica

7910 Entrada De Luz W

7933 Entrada De Luz E

7954 Entrada De Luz E

7986 Doug Hill

8022 Entrada De Luz E

8026 Entrada De Luz E

8049 Run Of The Knolls

8083 Run Of The Knolls

8084 Entrada De Luz East

8146 Santaluz Village Green North

8092 Doug Hill

8242 Santaluz Village Green South

8247 Santaluz Village Green N

8283 Santaluz Village Green N

8317 Santaluz Village Green E

8431 Run Of The Knolls



We Bring Buyer Demand to Your Home Before the Market Does

With Compass Buyer Demand, we can show you how many buyers are already searching for a home like yours—before we list. We'll engage this motivated group directly to create strong demand and price accurately for a more successful sale.



Start with Serious Buyers

To capture demand early, we send direct outreach to agents in our network with buyers actively searching for a home in your area and price range.

See Demand in Real Time

Clear data visualizations identify buyer demand at different price points, giving us the insights we need to shape the smartest pricing strategy.

Adjust Price with Confidence

We can start by testing your aspirational price, then make informed adjustments based on where buyers show the strongest interest.

Gloria Silveyra-Shepard

DRE #01040966 Luxury Real Estate Specialist M: 619.417.5564 gloria.shepard@compass.com



COMPASS

Pre-Marketing Offers A Smarter Way to Sell

Our 3-Phased Marketing Strategy is built to extract maximum value for your home.

COMPASS PRIVATE EXCLUSIVE

COMPASS COMING SOON

FULL LAUNCH

HASE

1 2

Our multi-phased marketing strategy draws from proven tactics used by professional real estate developers, homebuilders, and luxury marketers. Similar to how Hollywood launches multiple trailers to build anticipation for a movie premiere, the Compass 3-Phased Marketing Strategy allows us to launch your listing multiple times to build similar excitement and demand. This pre-marketing approach extends your marketing runway, helping ensure your home enters the public market with maximum demand and a refined pricing and positioning strategy — setting the stage for the best possible sale outcome.

HOW IT WORKS

PHASE 1

Compass Private Exclusives

Make your listing available to a network of thousands of top agents and their millions of clients. During this phase, we will begin to create urgency and generate early buyer demand without accumulating days on market or damaging public price drops. This lets us test your price and gather data-backed insights on how Compass buyers are engaging with your listing, so we can make adjustments as needed. You might even attract a buyer willing to pay a premium for certainty and reduced stress.

PHASE 2

Compass Coming Soon

Publicly launch your property on Compass.com and signal to the market that increased competition for your listing is coming soon. During this phase, we will continue to gather engagement insights and fine-tune your strategy while staying protected from days on market and price drops. You will also have a better chance of ranking higher on Google, while increasing the likelihood that serious buyers contact us directly, instead of an agent who may not be familiar with your home.

PHASE 3

Go Live on All Platforms

Now we make your listing active on all third-party sites where it will accrue days on market and visible price drop history. Armed with feedback from agents and buyers from Phases 1 & 2, we strategically enter the public market with maximum demand and optimized pricing so that you are positioned to achieve the best possible sale outcome.

A PROVEN STRATEGY THAT DELIVERS REAL RESULTS

Our data¹ shows that homes pre-marketed on Compass before going live on other public sites see these advantages:

2.9%
Higher Closing Price

20% Faster to Contract

30% Less Likely to Drop in Price



MLS and were pre-marketed as a Compass Private Exclusive and/or Compass Coming Soon vs. the average of Compass residential listings that went active on a MLS but were not pre-marketed as a Compass Private Exclusive and/or Compass Coming Soon from January 1, 2024 - December 31, 2024 as well as measure the percentage of Compass Coming Soon residential listings that sold during the period January 1, 2024 - December 31, 2024. Compa Coming Soon listings that sold off the MLS are identified as having a close date in 2024, were pre-marketed as a Compass Coming Soon, and were on the MLS for less than one day. Source: Compass data. Findings from the nternal analysis were based on a hedonic regression analysis that examined Compass residential closed sell-sid transactions from January 1, 2024 - December 31, 2024, nationally and for all residential property types (single family, co-op, condo, townhouse, and condo). For 2024, Compass pre-marketed listings are associated with an average 2.9% increase in the final close price versus Compass listings that went directly to the MLS. The estimated effect has a 95% confidence interval ranging from 1.9% and 3.9%. This finding may vary depending on market conditions and asonality. The results provided are based on current data and methodologies, and should not be interpreted as definitive predictions of future outcomes. Compass utilizes a Compass Private Exclusive listing and/or Compass Coming Soon listing at the direction of the seller. Compass makes no warranty, representation or guarantee as to the accuracy of these results or any actual outcome of using the Three Phase Marketing Program. Results may vary. Correlation does not necessarily equal causation.

ABOUT GLORIA SHEPARD

Gloria is not only a San Diego native who grew up exploring its coastal towns and villages - from La Jolla, Del Mar, and Solana Beach to Rancho Santa Fe, Fairbanks Ranch and beyond - she's also been a resident of Santaluz since 2003, and knows that spectacular community and its surroundings inside and out.

Gloria has an intrinsic knowledge of the area. A Real Estate Professional since 1989, she has served clients in various segments of the market including Residential, Fine Residential and Real Estate Asset Protection and Recovery. From 1989 – 2006 Gloria performed as one of the nation's top Broad Listing Broker Managers.

During this time she represented the interests of the United States Department of Housing and Urban Development in the marketing and sale of over 18,000 properties in 5 counties throughout Southern California. Gloria brings a significant amount of knowledge and real estate savvy to every real estate transaction.

Gloria collaborates with attorneys, tax consultants, financial advisors, senior title officers, senior escrow officers, and lending representatives to provide a coalition of expertise for their clients.

Gloria takes pride in providing personal service with attention to detail for all of her clients, whether they are purchasing their first home, a second vacation home, their luxury dream home, or a special lot for a custom build. You can count on Gloria to listen to your needs and always negotiate in your best interest.

ABOUT CORY SHEPARD

Cory started in real estate at 19-years old and has been a licensed Realtor for more than 49-years. His experience has crossed many areas of the real estate industry including luxury home sales, commercial and land sales, sales management and brokerage ownership. Prior to joining his wife, Gloria's sales team at Compass, Cory served as the Interim CEO of the Greater San Diego Association of Realtors. Prior to accepting the associations Interim CEO position, Cory was the General Manager of Coldwell Banker West in San Diego, California where he was responsible for the operations and services to over 1,000 real estate agents in 13 offices. Coldwell Banker West ranked as the number 5 Coldwell Banker Affiliated Companies in the Coldwell Banker network and in the top brokerages in the United States in 2022.

Cory's past accomplishments include serving as the 2016 President of the Greater San Diego Association of Realtors, several appointments as the Chair and Co-Chair of GSDAR's Risk Management Committee, several terms as a California Association of Realtors Director as well as a Director for the National Association of Realtors. Prior to joining Coldwell Banker West in 2013, his positions have included being Vice-President and San Diego Regional manager for Prudential California Realty, Home Services of America and owning his own nationally branded real estate franchise companies which consistently ranked in the top companies for the franchise systems in the United States. His 49 years of industry experience has allowed Cory to build skills in the areas of strategic planning and execution, judgement and decision making, effective communication and public speaking, team leadership, sales coaching, problem anticipation and resolution, and the ability to comprehend and analyze financial, legal and industry situational data.

Cory's background includes vast experience in residential sales, Bank REO's, Asset Management and Disposition as a contractor and sub-contractor for the US Department of Housing and Urban Development and real estate auctions.

Cory is married to his wonderful wife, Gloria, who has enjoyed selling luxury real estate in the North San Diego County for many years. Cory has 2 married children, Dustin Shepard and Haley Johnson, and 4 beautiful grandchildren from ages 5 to 13.

WE WOULD BE HONORED TO WORK WITH YOU!

CONTACT GLORIA SHEPARD TODAY AT 619.417.5564 FOR A CONFIDENTIAL CONVERSATION.





COMPASS

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