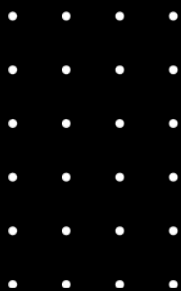


SANTALUZ CASITA REAL ESTATE REVIEW



GLORIA
SHEPARD
TEAM

COMPASS

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 for you to review the potential value of your **Casita**.

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. Let's explore the opportunities that the luxury market presents and work together to achieve your real estate aspirations.



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CASITAS

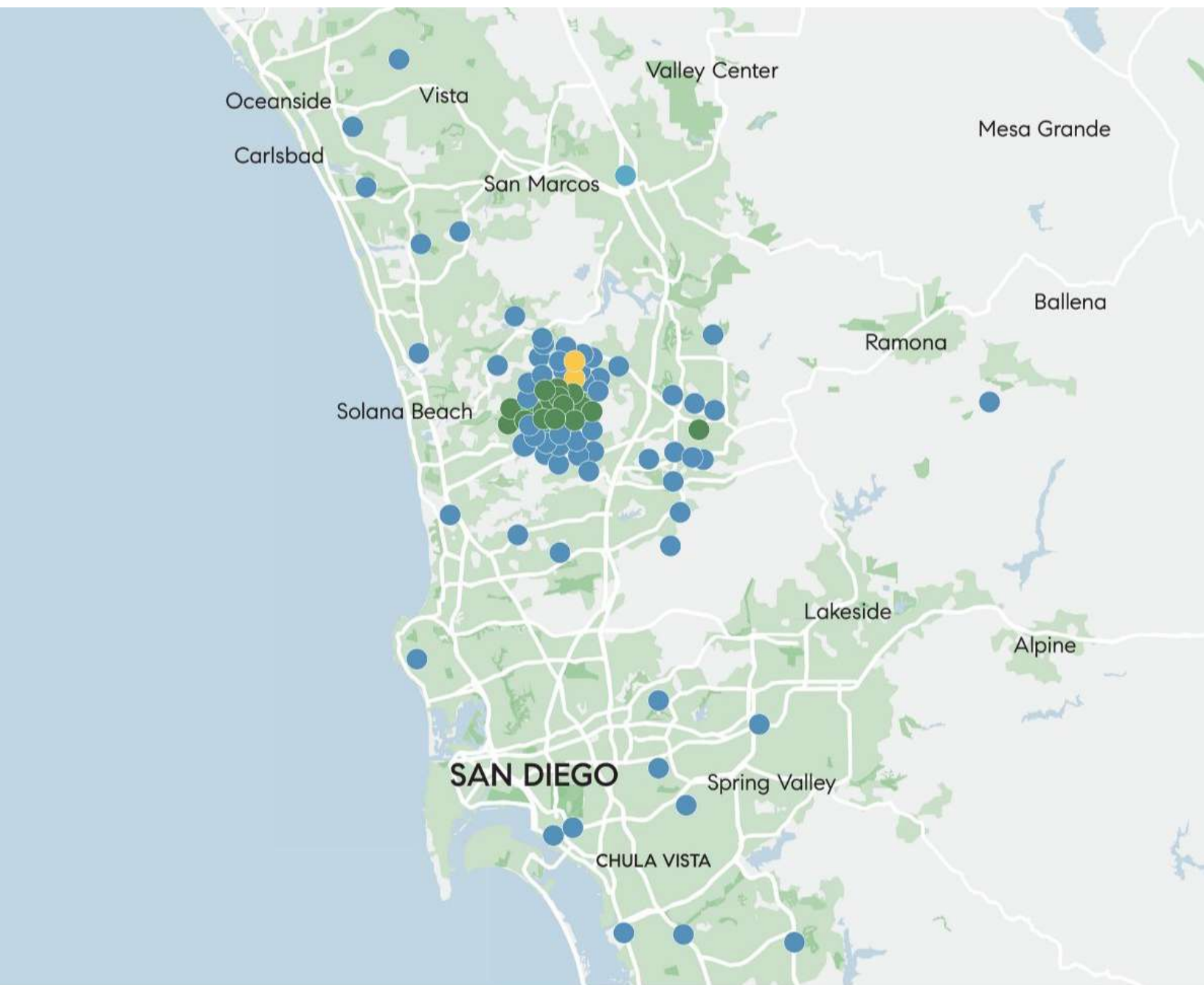
SOLD

ADDRESS	BED	BATH	SF	LOT	LIST PRICE	SOLD PRICE	DOM
8317 Santaluz Village Green E Sold by Gloria Shepard Team	3	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	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
8341 Santaluz Village Green E	3	2.5	2,248	6,563	\$2,799,000	\$2,825,000	09





GLORIA'S PAST SALES



● GLORIA SILVEYRA SHEPARD SALES:

10555 Angeton Court
1236 Holt Moon Bay Drive
12505 Birch Bluff Pl
1279 Temple Heights Dr
131 Woodlawn
13754 Sycamore Tree Lane

13859 Bruyere Ct
13870 Bruyere Ct
14095 Caminoe Vista
14744 Encendido
14955 Rancho Santa Fe Farms Rd
15085 Saddlebrook Lane
15195 Saddlebrook Lane

15937 Avenida Villagio 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 Picadilla
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 Lazonio
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 Camino Santa Cruz West
8169 Santaluz Village Green South

8200 Santaluz Village Green North
8224 Camino Santa Cruz 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 Green East
8420 Santaluz Village Green E
8443 Run Of The Knolls
8463 Run of the Knolls
8543 Run Of The Knolls
9551 Mildren St remo

● **SOLD MORE THAN ONCE**

8026 Entrada De Luz East
8146 Santaluz Village Grn N

● **REPRESENTED BUYER & SELLER**

14244 Camino Lazonjo
15050 Saddlebrook Lane
1582 Camino Maria
7754 Doug Hill Ct
7787 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

Market Your Home to 60 Million Buyers

No Days on Market.
No Price Drop History.

COMPASS | Rocket | Redfin





When you list your home as a Compass Coming Soon, it can reach 60 million buyers through syndication on Redfin.com, without negative insights like days on market or public price drop history that can damage its perceived value.

Prioritized Visibility

Your home receives premium placement on Redfin.com, prioritizing it in search results.

No Visible Price Drop History

Price reductions are not publicly displayed, protecting your home's value.

No Public Days on Market

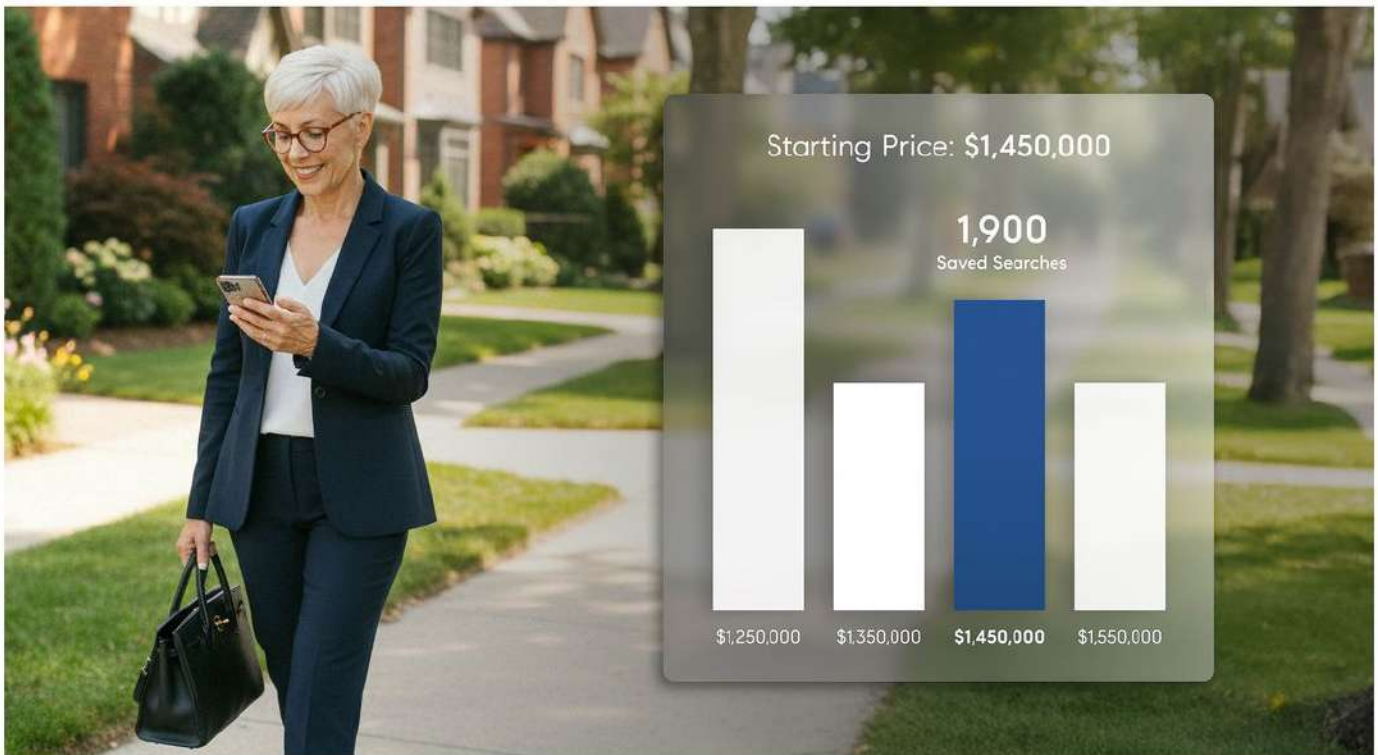
While we build early demand, your home does not accumulate public days on market, a metric buyers often use against you.

Direct Connection to Serious Buyers

Unlike other sites, every serious buyer is connected directly to me, the agent who knows your property best.

We Bring Buyer Demand to Your Home Before the Market Does

Compass technology delivers active buyers, real-time demand signals, and engagement insights – so we can generate early interest and price your home accurately from the start.



Start with Serious Buyers

To capture interest early, I proactively reach out to agents across the industry—beyond my internal network—who have buyers already searching for homes like yours.

Identify Serious Interest

Making your address available upon request motivates buyers to contact us directly for more details. This helps identify serious buyers with real interest while keeping your privacy protected.

Price with Confidence

Insights into how buyer demand shifts at different price points helps us dial in a competitive launch price. As buyers engage with your listing, we assess activity and refine our strategy to keep momentum strong.

Helps Protect Your Home's Value

By testing buyer demand off-market first, we avoid unnecessary price drops and support the best possible outcome for your sale.

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

PHASE

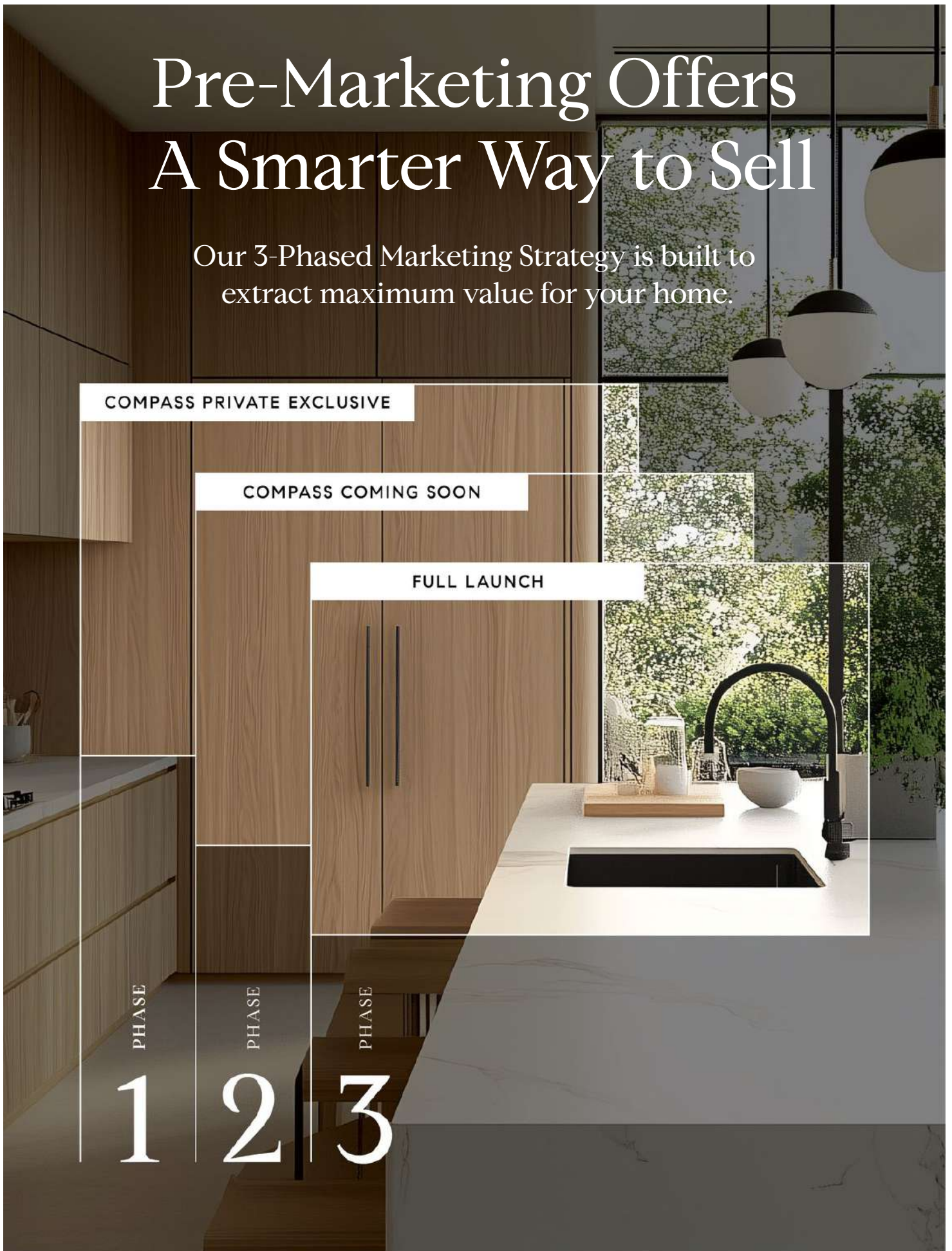
1

PHASE

2

PHASE

3





ONLY ON COMPASS

Selling On Your Terms Starts Here

The Compass 3-Phased Marketing Strategy Is Still Here — And More Valuable Than Ever

Selling your home is one of the most important decisions you'll ever make. You deserve to be in control, to choose how and when your home is marketed, based on your needs and your timeline.

We've designed this strategy in three phases.

A build-up of demand and excitement that positions your home for a successful launch on the MLS and 3rd party portal sites. You can choose to utilize the third phase at any time you'd like.

A Strategy That Works for You

Not all home-selling methods keep your best interests in mind. The traditional approach can lead to accumulating days on market, public price reductions, and missed buyer opportunities from the start.

The Compass 3-Phased Marketing Strategy is a smarter, more flexible alternative tailored around your needs — so that we can help you sell for the best possible price and terms.

PHASE 1 ● ————— ● ————— ●

Validate Pricing

Start by pre-marketing your home as a **Compass Private Exclusive** within our network of top Compass agents and their serious clients. Gather honest feedback on pricing and make adjustments before going public — without being exposed to negative metrics that impact your home's value.

PHASE 2 ● ————— ● ————— ●

Generate Early Demand

Publicly launch your home on compass.com as a **Compass Coming Soon** to build buyer anticipation and interest. All inquiries will come directly to me — rather than other agents who may prioritize their listings.

PHASE 3 ● ————— ● ————— ●

Launch Your Listing On All Public Websites

Backed by a validated pricing strategy and early demand, feel confident knowing your home is positioned for the strongest possible result when it goes live on all public websites.



Ready to Take Control of Your Home Sale?

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



¹Findings are descriptive statistics and compare the average of Compass residential listings that went active on a 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. Compass 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 internal analysis were based on a hedonic regression analysis that examined Compass residential closed sell-side 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 seasonality. 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.



THE COMPASS ADVANTAGE

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.



GLORIA SHEPARD
TEAM

COMPASS

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