



CARMELVALLEY.COM

THE PULSE OF CARMEL VALLEY REAL ESTATE

ISSUE AUGUST 2025

EXCLUSIVE MAGAZINE
FOR CARMEL VALLEY RESIDENTS

MARKET PULSE

PROPERTY SPOTLIGHT

DEL MAR MESA
NEIGHBORHOOD SPOTLIGHT

SELLING WITH A STORY
EXPERT INSIGHTS

WHAT IS PROPOSITION 60
REAL ESTATE NEWS

SEZ SEZER

LOCAL REAL ESTATE EXPERT

Dear Neighbor,

Welcome to the latest issue of CarmelValley.com Magazine, where we spotlight the people, properties, and policies shaping life in North County.

This edition features a closer look at Del Mar Mesa, one of Carmel Valley's most private and picturesque communities—known for its custom homes, scenic trails, and canyon views.

We also highlight Proposition 60, a valuable property tax benefit for homeowners 55+ that allows you to transfer your tax base when buying another home in San Diego County—potentially saving thousands.



In our market update, inventory is rising in Carmel Valley, Del Mar, and Rancho Santa Fe, and buyers are becoming more selective. What was once a fast-paced seller's market is beginning to level out—strategic pricing and thoughtful marketing are more important than ever.

This month's seller tip: "Sell with a Story." Buyers connect with lifestyle and narrative—homes that tell a story often sell faster and for more.

We're also featuring two luxury rentals in Rancho Santa Fe, ideal for those seeking space and privacy without long-term commitment.

Curious about your home's value? Scan the QR code on the back cover for an instant, personalized estimate.

A stylized, handwritten signature in black ink that reads "Sez Sezer".

SEZ SEZER

LICENSED REAL ESTATE AGENT

DRE# 01988197

KELLER WILLIAMS REALTY

12750 HIGH BLUFF DRIVE SUITE 300, SAN DIEGO, CA 92130



MARKET PULSE

June 2025

**CARMEL VALLEY
DEL MAR
RANCHO SANTA FE**

Luxury Real Estate Market Research

Market Pulse Summer 2025

Market Continues to Slow down Across Carmel Valley, Rancho Santa Fe & Del Mar

After several years of record-breaking activity, the North County San Diego real estate market is showing clear signs of cooling. Inventory is rising, homes are taking longer to sell, and buyer urgency has noticeably eased—even in traditionally high-demand areas like Carmel Valley. For sellers, the message is clear: strategy now matters more than ever.



Carmel Valley | Seller's Market, But Shifting

With 2.65 months of inventory, Carmel Valley remains technically in a seller's market. However, inventory has increased 18% over the past month, signaling that more listings are coming online. Despite this, inventory is still 53% lower than it was a year ago, keeping competition relatively low. Homes are selling for 98% of asking price, but pricing accurately from the start is key to avoiding extended market time in a less urgent environment.

Del Mar | Balanced, With Subtle Shifts

Del Mar reflects a more balanced dynamic, now holding 5.51 months of inventory. Listings have climbed 15% in the past month, while overall inventory remains 35% below last year. This subtle rise in availability offers buyers more choice—and more leverage. Homes are selling at 94% of list price, suggesting increased negotiation. Presentation and positioning are critical to capturing attention in this more discerning market.

Rancho Santa Fe | Cooling Into a Buyer's Market

Rancho Santa Fe now sits at 8.36 months of inventory, squarely in buyer's market territory. While inventory has grown modestly (+10% month-over-month), it is still down 18% from last year, indicating a longer-term rebalancing. The average home is selling at 95% of asking price, with buyers seeking value and time on their side. Sellers should focus on precision pricing and elevated marketing to stand out.

What was once a frenzied seller's market has clearly begun to level out.

Listings are lingering longer, and buyers have become more selective—if not hesitant. While Carmel Valley is still outperforming its coastal neighbors in speed and price, the trend across all three markets suggests that pricing aggressively and preparing for longer marketing times will be critical for sellers moving forward.

A stylized, handwritten signature in black ink that reads "Sez Sezer".

CARMEL VALLEY

SINGLE FAMILY HOMES, JUNE 2025



June 2025

Market Type



Key Details

Months of Inventory

2.65

↑ 17.78% Month Over Month

Sold to List Price %

97.8%

↓ 1.89% Month Over Month

Median Days in RPR

20

↑ 53.85% Month Over Month

Median Sold Price

\$2,360,000

↓ 8.15% Month Over Month

July 2025 Median Estimated Property Value

San Diego, CA 92130

Single Family Residence

Median Estimated Value

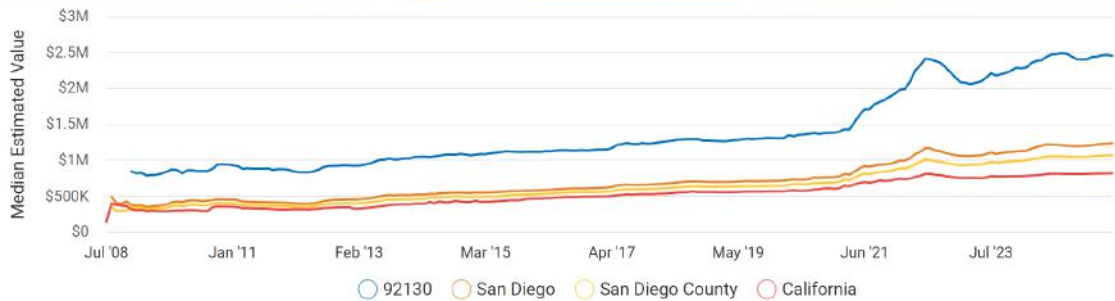
\$2,454,010

Last Month Change

-0.5%

12 Month Change

-0.8%



June 2025 Months Supply of Inventory

San Diego, CA 92130

Single Family Residence

Months Supply of Inventory

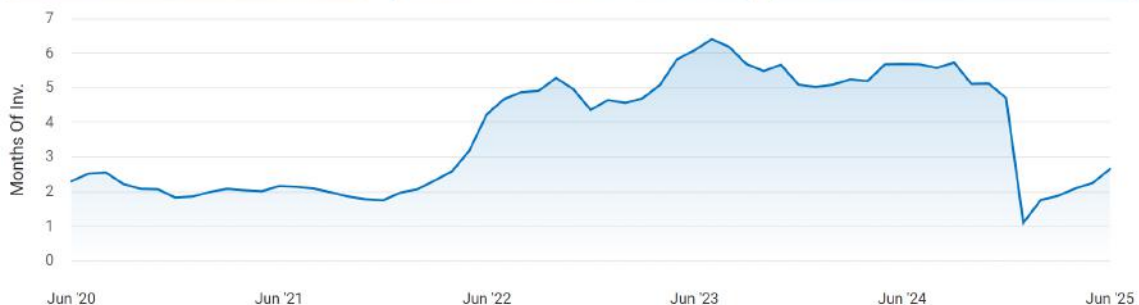
2.65

Last Month Change

+17.8%

12 Month Change

-53.3%



Courtesy of Sez Sezer, Keller Williams Realty Carmel Valley/Del Mar, CA Lic# 01988197

Source: Realtors Property Resource® analysis based on Listings

DEL MAR

SINGLE FAMILY HOMES, JUNE 2025



June 2025

Market Type



Key Details

Months of Inventory

5.51

↑ 14.79% Month Over Month

Sold to List Price %

94.3%

↓ 3.54% Month Over Month

Median Days in RPR

38

↑ 322.22% Month Over Month

Median Sold Price

\$3,745,000

↑ 19.27% Month Over Month

July 2025 Median Estimated Property Value

Del Mar, CA 92014

Single Family Residence

Median Estimated Value

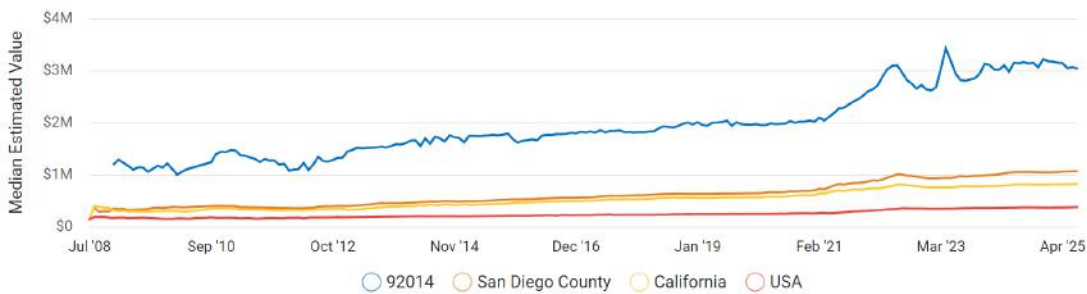
\$3,036,400

Last Month Change

-0.9%

12 Month Change

-3.2%



June 2025 Months Supply of Inventory

Del Mar, CA 92014

Single Family Residence

Months Supply of Inventory

5.51

Last Month Change

+14.8%

12 Month Change

-34.9%



Courtesy of Sez Sezer, Keller Williams Realty Carmel Valley/Del Mar, CA Lic# 01988197

Source: Realtors Property Resource® analysis based on Listings

RANCHO SANTA FE SINGLE FAMILY HOMES, JUNE 2025



June 2025

Market Type



Key Details

Months of Inventory

8.36

↑ 10.44% Month Over Month

Sold to List Price %

94.7%

↓ 3.65% Month Over Month

Median Days in RPR

52

↑ 372.73% Month Over Month

Median Sold Price

\$4,845,000

↑ 5.33% Month Over Month

July 2025 Median Estimated Property Value

Rancho Santa Fe, CA 92067

Single Family Residence

Median Estimated Value

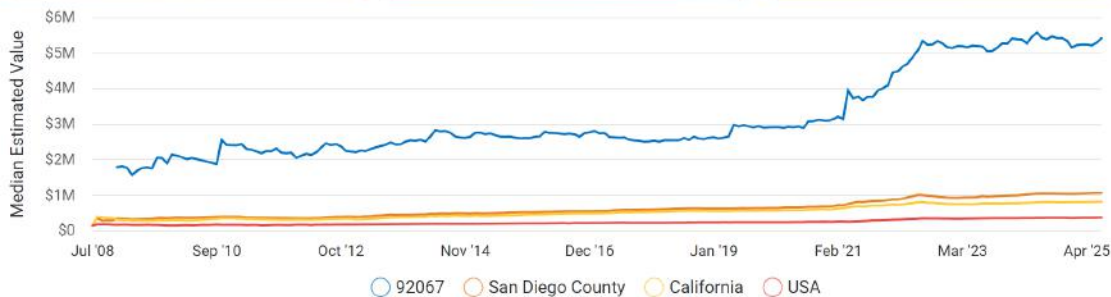
\$5,417,000

Last Month Change

+2.3%

12 Month Change

-0.2%



June 2025 Months Supply of Inventory

Rancho Santa Fe, CA 92067

Single Family Residence

Months Supply of Inventory

8.36

Last Month Change

+10.4%

12 Month Change

-18.4%



Courtesy of Sez Sezer, Keller Williams Realty Carmel Valley/Del Mar, CA Lic# 01988197

Source: Realtors Property Resource® analysis based on Listings

Be in the know.



Scan the QR code to get a personalized,
AI-powered FREE home value estimate instantly.



A SANCTUARY OF SERENITY IN THE WEST COVENANT OF RANCHO SANTA FE



AVAILABLE FOR LEASE

15779 EL CAMINO REAL, RANCHO SANTA FE, CA 92067
8 BEDS | 5.5 BATHS | 6,596 SQ FT | 3.17 ACRES

Tucked into the lush, forested enclave of Rancho Santa Fe's prestigious West Covenant, this stunning contemporary Craftsman estate offers an extraordinary blend of historic inspiration, modern comfort, and unspoiled natural beauty. Designed by Andy Herbruck and inspired by Pasadena's iconic Gamble House, the residence is a true architectural gem—warm, inviting, and masterfully integrated into its idyllic surroundings.

Set on 3.17 ultra-private acres, the home is enveloped by mature trees and open sky. Over 2,000 square feet of redwood decks and balconies offer peaceful spaces to dine al fresco, relax with morning coffee, or simply listen to the rustle of leaves in the breeze. Here, life unfolds in harmony with nature.



IN THE PRESTIGIOUS COVENANT OF RANCHO SANTA FE



AVAILABLE FOR LEASE

16110 VIA DEL ALBA, RANCHO SANTA FE, CA 92067
7 BEDS | 6.5 BATHS | 6,421 SQ FT | 3.14 ACRES

Perched atop a 3.14-acre hilltop in the prestigious Covenant of Rancho Santa Fe, this extraordinary estate offers sweeping panoramic views and exceptional privacy, an ideal setting for peaceful, elevated living. Designed for both grand entertaining and everyday enjoyment, the resort-style grounds feature a heated sparkling pool and jacuzzi, mini golf area, outdoor kitchen and BBQ area, and a private basketball court, all set against the backdrop of Southern California's golden sunsets.

The main residence includes 6 bedrooms and 5.5 bathrooms, blending comfort and elegance across three expansive living areas, a formal dining room, and a wet bar conveniently located adjacent to the kitchen, perfect for entertaining on any scale.

DEL MAR MESA

Del Mar Mesa is a master-planned, low-density community within the 92130 zip code, officially part of Carmel Valley San Diego, yet geographically and experientially its own world. What makes Del Mar Mesa so unique is that it was developed with strict environmental oversight and equestrian-friendly zoning, meaning land is preserved, parcels are larger, and privacy is a priority.



Unlike denser Carmel Valley neighborhoods, Del Mar Mesa estates often sit on half-acre to multi-acre lots, many with direct trail access, canyon views, and multi-wing floorplans ideal for modern family life, remote work, or hosting.

The community is built around the Del Mar Mesa Preserve, a 900-acre protected open space that offers rare biodiversity, native vegetation, and a network of natural trails used for hiking, biking, and horseback riding.

WHAT MAKES DEL MAR MESA DIFFERENT?

Del Mar Mesa stands apart from other Carmel Valley neighborhoods due to its rare combination of land, lifestyle, and long-term value. Here's what makes this community truly unique:

Low-Density Zoning: The area is zoned SR-1, ensuring fewer homes, more privacy, and in some areas, equestrian use is allowed.

Custom Architecture: Unlike tract-style developments, most homes are custom or semi-custom, showcasing high-end finishes and distinctive design.

Unmatched Views: Many properties enjoy dramatic vistas of canyons, preserved open space, and even the distant Pacific Ocean.

Generous Lot Sizes: Homes sit on spacious parcels ranging from 1/2 acre to over 1.5 acres—an uncommon offering this close to the coast.

Top-Tier Schools: Served by the highly ranked Del Mar Union and San Dieguito Union High School Districts, including Sage Canyon and Canyon Crest Academy.

Strategic Location: Just 12 minutes to the beach, 20 minutes to downtown San Diego, and 5–10 minutes to elite schools and retail.

Exclusive Community Types: Gated enclaves, estate-sized lots, and private cul-de-sacs create a rare blend of prestige and privacy.

Del Mar Mesa consists of a handful of upscale, semi-rural enclaves including The Preserve, White Horse, Duck Pond Ranch, Three Canyons, Anderson Ridge, The Meadows, Paso Fino, Alta Del Mar, Bougainvillea Estates, Silver Oaks Estates (Valencia Collection), and the newer Del Mar Mesa Estates by Toll Brothers.



Understanding Proposition 60

A TAX BENEFIT FOR SAN DIEGO HOMEOWNERS OVER 55

If you're a homeowner in San Diego County and at least 55 years old, Proposition 60 may allow you to sell your current home and buy another—without triggering a significant increase in property taxes. This unique tax provision allows qualified homeowners to transfer the tax-assessed value of their original home to a new residence, as long as certain criteria are met.

For many longtime homeowners, this can translate into thousands of dollars in annual property tax savings, especially if their home was purchased years ago under California's Prop 13 protections.

What Is Proposition 60?

Passed by California voters in 1986, Proposition 60 was designed to support older homeowners who want to relocate—whether to downsize, move closer to family, or transition into a more accessible home—without facing steep new property tax bills.

Under Prop 13, your property taxes are based on the assessed value when you purchased your home, with only modest annual increases. But when you sell and buy a new home, property taxes typically reset to the new market value—unless you're eligible for Proposition 60.

Why Prop 60 Matters for San Diego Homeowners

The cost of real estate in San Diego has risen dramatically over the years. Without Prop 60, moving to a new home could mean a sharp increase in property taxes, even if the new home is smaller or less expensive.

With Proposition 60, your original tax base transfers with you—helping you maintain a stable, manageable tax bill in retirement or semi-retirement.

This is especially valuable for:

- Homeowners looking to downsize from larger properties.
- Those relocating to more accessible or single-story homes.
- Retirees moving closer to family, healthcare, or community amenities.

How to Apply for Prop 60 Benefits in San Diego

If you believe you meet the requirements, here's how to proceed:

1. Sell your current home in San Diego County.
2. Buy or construct your replacement home within the allowed 2-year window, ensuring it meets the value criteria.
3. File the claim form (BOE-60-AH) with the San Diego County Assessor's Office within three years of purchasing or completing construction of the new home.

Even though you have three years to file, it is best to submit your claim as early as possible to ensure your property taxes are adjusted promptly.

Key Requirements to Qualify for Proposition 60 in San Diego

Here's what you need to know if you're considering this valuable tax transfer:

1. Age Requirement

At least one homeowner (or a spouse residing with the homeowner) must be 55 years of age or older at the time of selling the original property.

2. Same-County Transfer (Intra-County Only)

Both your current home and the replacement property must be located within San Diego County. (For inter-county transfers, see Prop 90 or Prop 19.)

3. Value Comparison

The new home must be of equal or lesser value than the home you sold:

If you buy within 1 year after selling, the new home can be up to 105% of your original home's value. If you buy between 1 and 2 years after selling, that threshold increases slightly to 110%.

4. Timing Rule

You must purchase or build the new property within two years before or after the sale of your original home.

5. Owner-Occupied Residence

Both homes—your current and replacement—must be your principal place of residence and eligible for the Homeowner's Exemption (you live there, not a rental or investment).

6. One-Time Use

Prop 60 benefits can be used only once in your lifetime, unless you become severely disabled later and qualify under a separate exemption (such as Proposition 110).

For San Diego homeowners age 55+, Proposition 60 can be a game-changer. It removes one of the biggest financial obstacles to relocating in retirement: the spike in property taxes.

Whether you're downsizing, simplifying, or just looking for a change of scenery, this tax break can make the move much more affordable. If you're considering a sale and purchase within San Diego County, now is the time to explore your Prop 60 eligibility.

Consult with a local real estate professional and reach out to the San Diego County Assessor's Office to begin the process. The sooner you plan, the more you stand to save.



Every Home Has a Buyer. Every Story Has a Listener.

Why Every Home Deserves a Story—And a Strategy

Every residence holds a rhythm, a lifestyle, a quiet essence. And just as every home is unique, so too is the buyer destined to fall in love with it.

Is your home a sanctuary for a growing family craving space to thrive? A serene escape for the remote-working couple seeking light, flow, and function? A graceful downsizing opportunity for those embracing simplicity—or a wise acquisition for the discerning investor?

Identifying this “buyer avatar” is the foundation of strategic selling. When we understand who the home is for, we shape the narrative accordingly—from the imagery and pacing of each showing to the tone of our marketing language and digital targeting.

Because the moment your home speaks to the right soul, the connection is immediate.

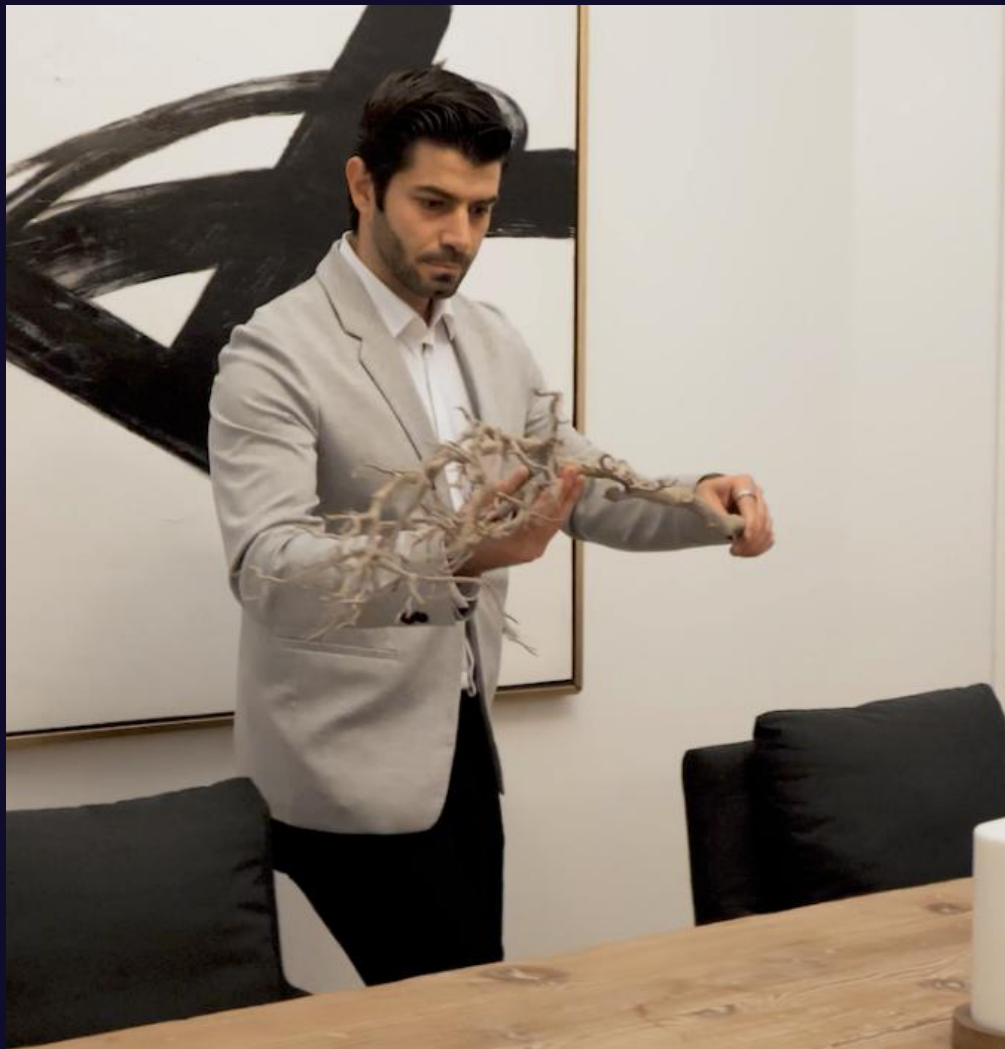
Not forced. Not sold. Simply... felt.

Let's not just list your home. Let's introduce it—to the one it's meant for.

Thinking of selling? LET'S TALK!

THE POWER OF STRATEGIC SELLING

Luxury Homes Require More Than a Listing—They Need a Strategy



IS YOUR HOME READY?

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We remove the barriers to pre-sale renovations. Your home sell faster—and for more.

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FREEMODEL PROCESS – SIMPLIFIED

Get Started: The agent contacts Freemodel and a local project manager is assigned.

Walkthrough: The project manager, agent, and homeowner tour the property and define the scope.

Estimate & Approval: An initial estimate is provided and refined. Once agreed upon, it goes through Freemodel's approval.

Contract & Materials: A fixed bid and contract are finalized, and materials are ordered.

Project Execution: The project manager oversees contractors, deliveries, and progress updates.

Sell & Close: The home is listed, and the homeowner pays for the work out of escrow once the sale closes (up to 1 year allowed).



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CLIENT REPRESENTATIVE
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JERILYN SHAW

MORTGAGE GURU

With over two decades of experience in high-level residential lending, Jerilyn Shaw has built a reputation for delivering concierge-level mortgage solutions with precision, discretion, and an unwavering commitment to excellence. As a distinguished mortgage advisor with C2 Financial, Jerilyn specializes in crafting tailored financing strategies that align seamlessly with each client's unique financial landscape and long-term goals.

Her depth of industry knowledge and meticulous attention to detail allow her to identify optimal loan structures—whether for a primary residence, second home, or investment property. From the initial complimentary consultation to final closing, Jerilyn and her elite team provide a seamless, white-glove experience marked by proactive communication, real-time loan tracking, and absolute transparency at every stage.

Clients trust Jerilyn not only for her ability to secure competitive rates, but for her dedication to empowering them with insight—ensuring they make confident, informed decisions about their financial future. For those who expect nothing less than exceptional service and sophisticated lending solutions, Jerilyn Shaw is the trusted name behind successful transactions.



JERILYN SHAW | MORTGAGE BROKER

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SEARCH ALL HOMES



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