

Carlsbad Business Journal

A W A R D W I N N I N G P U B L I C A T I O N

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OCTOBER 2023



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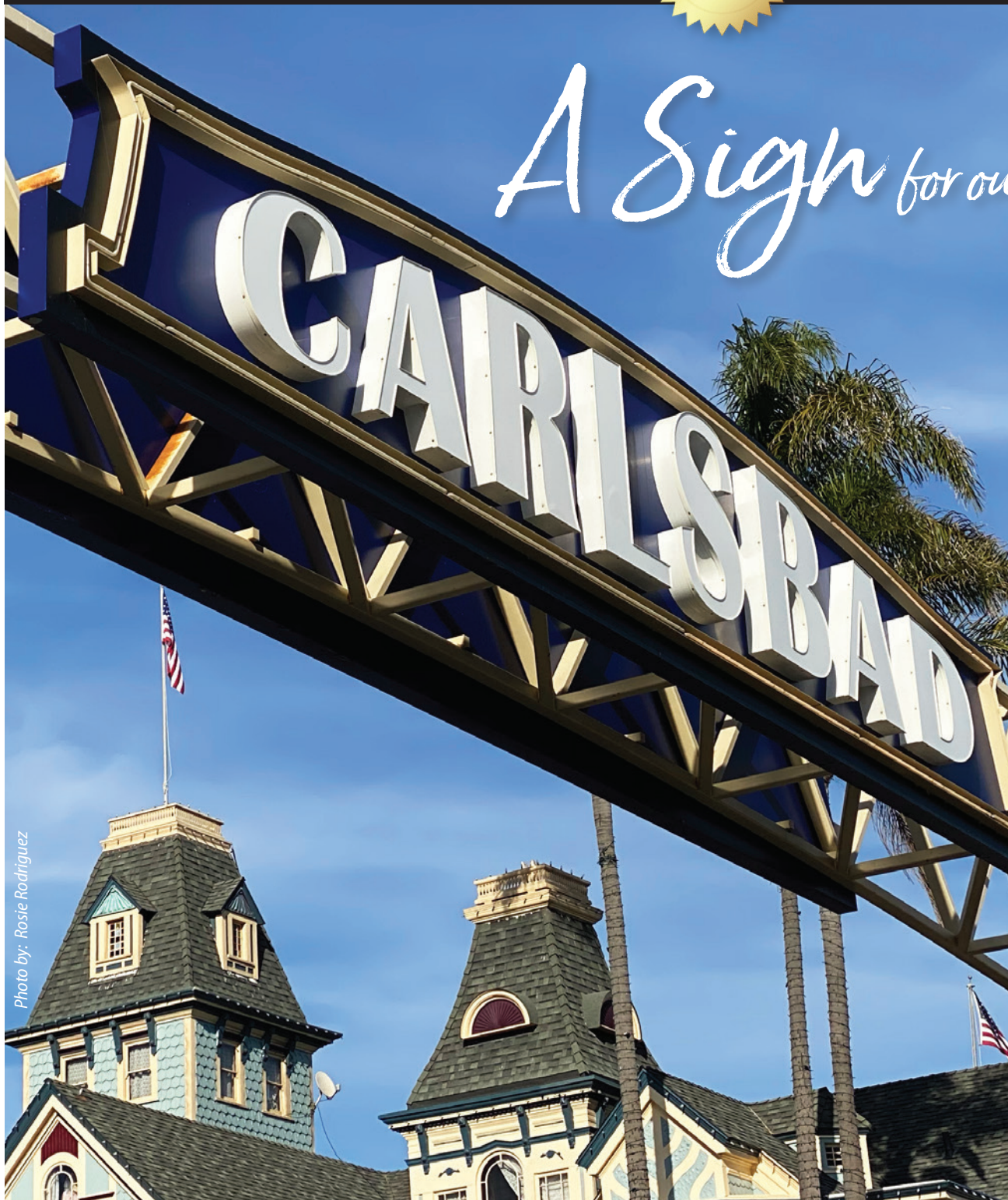
Carlsbad Business Journal

AWARD WINNING PUBLICATION

VOL 40 NO. 9 | CARLSBAD.ORG



OCTOBER 2023



A Sign for our Times

Photo by: Rosie Rodriguez

In 2024 the iconic Carlsbad sign will hit its 10th anniversary of being erected at the bustling intersection of Carlsbad Boulevard and Carlsbad Village Drive. And while today it almost seems unfathomable to picture this intersection without our famous sign, the journey to its current state is definitely a road less traveled.



CHAMBER

In the 1930's Carlsbad had a wonderful sign that is very close in design to our current sign. It was also installed in roughly the same spot as our current sign and it announced our fair community to each and every visitor. However, the sign was torn down for some unknown reason. It does not take much mental gymnastics to guess that it was torn down for some development, redevelopment, or street realignment at that time. But development of what? When? No one knows. There is photographic evidence of it existing as late as 1939, but no records after that. And since Carlsbad did not incorporate as a city until 1952, there was no dedicated repository of community history at that time. So the sign disappeared from Carlsbad's skyline for decades and the existence of the old sign nearly faded to legend.

› CARLSBAD SIGN, page 13

BUSINESS SPOTLIGHT

Make your next party a fiesta at Casa de Bandini

Diane Powers' Mexican restaurant Casa de Bandini is the go-to spot for North County businesses and residents looking for a festive holiday dining experience. The famous restaurant draws San Diegans from all across the county to its location in The Forum Carlsbad for its vibrant dining rooms, lush patios, mouth-watering Mexican cuisine and giant margaritas. Decorated with hand-crafted furnishings, fine Mexican folk art, and colorful hand-painted murals, your guests will feel the warmth and romance of Mexico as soon as they enter the door.



Host your next event with a festive atmosphere with strolling Mariachis at Casa de Bandini.

Casa de Bandini also specializes in custom-designed events, helping turn your next holiday party into a fiesta with holiday-inspired décor including Christmas trees, twinkling lights, snow-dusted greenery and live musicians playing cheerful Latin tunes.

"Our clients don't have to worry about anything, our party and event planners will take care of it all," said Gilbert Gastelum, Casa de Bandini's general manager. "From the décor and ambiance to the food and drinks, our creative team thrives on creating cus-

tom events your guests will never forget." We have multiple spaces available to make suit your event needs:

Sala de Santo Party Room

Sala de Santo is the restaurant's main interior party room decorated with beau-

tiful Latin American artifacts and antique hand-carved figures depicting images and representations of saints – all illuminated by two beautiful, wrought iron chandeliers. This private area seats up to 60 guests.

› CASA DE BANDINI, page 5

Real Estate, renovation, and innovation

In real estate, location is everything! There is no better location than right here in Carlsbad. It is the perfect place to set down roots or invest in an income property. With our picturesque coastline, perfect climate, recreation space, charming downtown, top rated schools, and headquarters to world renown companies—Carlsbad has it all. It is no wonder that our real estate market continues to be one of the most sought after in the region. The diversity in housing



FROM THE CHAIR

ADAM JACOBS CHAIR OF THE BOARD FORTIS FITNESS & YOGALUX THE JACOBS SCHERIFF GROUP

› INNOVATION, page 5

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CHAMBER PURPOSE

The Carlsbad Chamber of Commerce acts as a regional economic catalyst, leadership convener and community champion.

CHAMBER MISSION

The Carlsbad Chamber promotes business through member services, economic and community development, and public policy that balances economic prosperity with quality of life.

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INNOVATION

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styles and offerings is astounding, whether you're looking for a luxurious oceanfront estate, a family-friendly suburban home, a trendy downtown condo, or an enchanting Spanish-style villa. From an investment perspective, there is always a strong rental demand given the number of large corporations, and community amenities.

The business community has benefited greatly from this strong real estate market. It has provided stability to our economy by being an appreciating asset. It has also drawn businesses into the fold. One such company who is leading in the real estate market is **Investing By Design**, a woman-owned and operated turn key provider for design, renovation, and project management. Appealing to investors and homeowners, their innovative ideas, coupled with their extensive experience has provided exceptional results throughout our community. They believe that renovating not only restores a house, but also restores the story of the home and the neighborhood. They believe that if you want to respect an older house, it's important to keep the philosophy of the builder in mind. You can honor it by restoring its original state or you can honor



Investing By Design was awarded Innovator Of The Year at this year's CBAD Awards Luncheon. Their founder, Amanda Noeldechen, started Rise Up Residential non-profit to support the homeless crisis by creating sustainable low and no cost housing for the most vulnerable in our society.

it by restoring its original intention. This company is not just about creating a successful business, but also giving back to the community that they call home. Their founder, Amanda Noeldechen, has also started the Rise Up Residential non-profit whose mission is to set the new standard for community impact through safer, smarter, and sustainable affordable housing. Rise Up Residential works to support

the homeless crisis by creating sustainable low and no cost housing for the most vulnerable in our society. Their goal is to create the first fully sustainable micro-unit housing community for those experiencing homelessness in our community. It is no wonder that Investing By Design was honored at this year's Carlsbad Chamber of Commerce CBAD Awards Luncheon as the Innovator Of The Year.

"Our clients don't have to worry about anything, our party and event planners will take care of it all...From the décor and ambiance to the food and drinks, our creative team thrives on creating custom events your guests will never forget."

Gilbert Gastelum, Casa de Bandini's General Manager.

CASA DE BANDINI

Continued from Page 3

West Patio Under The Stars

The West Patio is perfect for dining under the stars and can host a private banquet of up to 70 people.

North Cocktail Patio

The North Cocktail Patio seats up to 30 guests and is great for a quick get-together between soccer practice or PTA meetings.

No matter the size of your party, Casa de Bandini's seasoned professionals get the job done to create memorable experiences that will impress your guests. Choose from a variety of banquet and catering menu options made with fresh ingredients and traditional regional recipes — accompanied by 14 salsas and sauces made daily, and hot-off-the-grill handmade tortillas. The restaurant's delicious menu also has an abundant selection of creative, healthy Mexican salads and vegetarian choices, and 50 gluten-free items. Specialties include Mole Poblano, Carne Asada Tampiqueña and Tequila Lime Shrimp, a famous creation introduced by Casa de Bandini in the 1980s that's been a customer favorite ever since. The dish includes Pacific wild shrimp sautéed with tequila, lime and butter, then seasoned with garlic, crushed chili and cilantro atop arroz Amarillo and served with a side of black beans.

In addition to its mouth-watering cuisine, Casa de Bandini offers delicious margaritas in three generous sizes, from 17- to 32-ounce glasses, where various flavor options and a selection of more than 95 of the most popular tequilas join forces to create some of the best and most flavorful margaritas you'll find anywhere in San Diego.

If you're hosting the party at your office or home, let Casa de Bandini bring the fiesta to you! A full-service caterer, Casa de Bandini can design custom menus for any event and will provide caring and detailed service that customers have come to expect from this North County icon.



Casa de Bandini is a go-to spot for North County businesses and residents looking for a festive holiday dining experience.



With its splashing fountains and beautiful heated outdoor patios, authentic Mexican cuisine and legendary margaritas, Casa de Bandini will give you and your guests a fiesta to rave about. **The Carlsbad Chamber of Commerce** holds its annual September mixer at Casa de Bandini every year because of its festive atmosphere and delicious food. This year the Carlsbad Chamber of Commerce is celebrating its 100 anniversary! Congratulations and thank you for your continuous support of Casa de Bandini and for building up our community.

No matter the event, Casa de Bandini provides hands-on coordination from beginning to end.

For more information about Casa de Bandini's special event services, call 760-634-3443.



Casa de Bandini offers delicious margaritas in three generous sizes, and a selection of more than 95 of the most popular tequilas for some of the best and most flavorful margaritas you'll find anywhere in San Diego.

Carlsbad's SAL industry featured in SD Startup Week

Carlsbad companies are perpetually on the lookout for avenues to innovate, diversify, and maintain a competitive edge. One

sector in Carlsbad that has consistently done just that is the Sports and Active Lifestyle (SAL) industry cluster. From **TaylorMade Golf** to Reef Sandals, prAna to Vuori, and Canyon Bicycles to Upper Deck, this sector is not just a contributor to our local economy; it's

a reflection of Carlsbad's identity, ethos, and unique attributes.

The SAL industry is not just about sports equipment or fitness centers. It's a holistic ecosystem that encompasses innovation, technology, health, and lifestyle. The industry brings to bear a sense of creativity and passion that resonates with the city's ethos. These businesses, ranging from startups to global giants, bring with them fresh ideas, cutting-edge technologies (SAL companies are some of the largest patent-generators in the city), and a commitment to enhancing the active lifestyle that Carlsbad is renowned for.

Carlsbad's geographical and cultural landscape offers a natural advantage to the SAL industry. Our pristine beaches, diverse terrain, and year-round favorable climate are not just tourist attractions; they are the very fabric that supports and nurtures this industry. These natural assets, combined with our community's passion for health and activity, make Carlsbad an undeniable hub for businesses in the sector.

Many entrepreneurs in the space saw a need based on their own interests and experience, inspiring them to start companies. Combining one of the country's most active populations with a knowledgeable and innovative industry base, Carlsbad has overtime bred leaders in golf, surf, yoga, fitness, athleisure, and more.

Moreover, our proximity to institutions like **CSU San Marcos**, UC San Diego, and **MiraCosta College** further amplifies the industry's ability to grow. These institutions are not just academic centers; they are incubators for talent, innovation, and research. With young, qualified talent coming from those institutions, they fuel new ideas in already established interest areas.

Supporting growth for the SAL industry is an investment in Carlsbad's future. On one side, it bolsters our economy, creates jobs, and attracts investments. On the flip side, it reinforces Carlsbad's identity as a city that values health, activity, and a balanced lifestyle. The ripple effects of this industry's

growth can be seen in our local businesses, from cafes and restaurants to real estate and tourism, all thriving in response to the influx of professionals and enthusiasts this industry brings. In short, having a robust SAL industry is a driver for talent attraction across all of our industries.

In conclusion, the Sports and Active Lifestyle industry cluster is more than an economic asset; it's a reflection of who we are as a community. For businesses and entrepreneurs in this sector, the message is clear: Carlsbad is not just a location; it's a destination for growth, innovation, and a vibrant active lifestyle.

We'll hear from SAL leaders on October 23rd, as the opening day of San Diego Startup Week takes place in Carlsbad Village. We will have a panel featuring industry leaders discussing how they built their brands and a keynote address from Joe Kudla, CEO of Vuori, which is currently building out its new headquarters in Carlsbad. Get your tickets at startupsd.org!



San Diego Startup Week takes place in Carlsbad Village, featuring industry leaders discussing how they built their brands and a keynote address from Joe Kudla, CEO of Vuori, which is currently building out its new headquarters in Carlsbad. Get your tickets at startupsd.org



Carlsbad companies have consistently innovated, diversified, and maintained a competitive edge done in the Sports and Active Lifestyle (SAL) industry cluster.

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Halloween in the Village Returns to Downtown Carlsbad

Fall is officially here and that means pumpkin spice, a crisp in the air, and time to get ready for Halloween in the Village!

After a lengthy hiatus, the **Carlsbad Village Association (CVA)** is pleased to bring back, with the help of several downtown partners, the much-loved costume event of the year. Through the collaborative effort of CalRes Realty, the **Village Faire Shopping Center**, the **Boys & Girls Club Carlsbad Village Clubhouse**,

VILLAGE BEAT



CHRISTINE DAVIS
EXECUTIVE DIRECTOR
CARLSBAD VILLAGE ASSOCIATION

and a generous sponsorship by Ting Internet, as well as dozens of Village businesses, we are ready to welcome little goblins, ghouls, princesses, and superheroes to downtown Carlsbad.

Join us Saturday, October 28th for a wide variety of activities throughout Carlsbad Village. Plan to spend the day downtown, as there's a little bit of something for everyone.

Trick-or-treaters can stop by CalRes Realty (located at 2691 State Street) from 2pm-4pm to receive a complimentary string backpack (while supplies last) that will definitely come in candy . . . handy. Grab a selfie or two and indulge in a little face painting before heading out for some sweet inspiration.

For safe business-to-business trick-or-treating, look for participating candy stop businesses who will be sporting a candy corn icon in their window. Keep in mind that many businesses downtown will be handing out treats, so be sure to also keep an eye out for generous candy bowls. CVA's mobile walking



HALLOWEEN IN THE VILLAGE

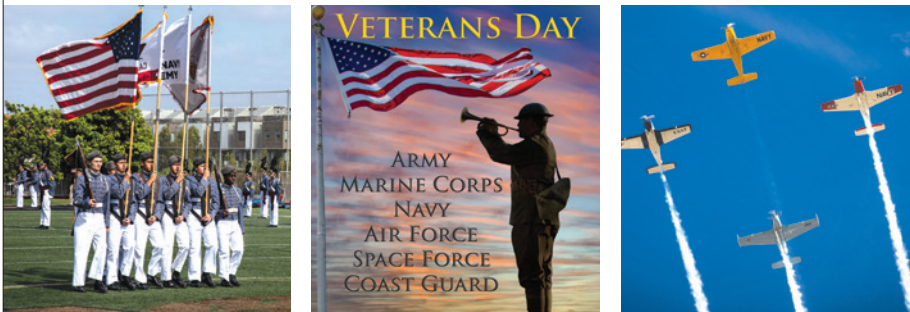
map will also help you locate candy stops. From 2pm-6pm the Village Faire Shopping Center (located at 300 Carlsbad Village Dr.) will be offering up a scary good line-up of activities. From trick-or-treating to costume contests for toddlers, kids, teens, and groups to live DJs and even a magic show, you will be sure to have a fangtastic time. Also don't miss a cauldron-full of fun at Boys & Girls Club (located at 3115 Roosevelt St.) that includes Halloween-themed games, a pumpkin patch fundraiser, and a family-friendly movie (that begins promptly at 6:30pm).

What makes this year's event so special is the collaboration between our Carlsbad Village supporters and enthusiasts. Everything we do downtown is meant to bring businesses and community together. For the latest details on Halloween in the Village, visit www.carlsbad-village.com/halloween.



Trick-or-treaters can stop by CalRes Realty (located at 2691 State Street) from 2pm-4pm to receive a complimentary string backpack (while supplies last) that will definitely come in candy . . . handy. Photo courtesy of Village Faire Shopping Center

15TH ANNUAL VETERANS DAY MILITARY REVIEW



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November 11, 2023 • 11am - 12pm

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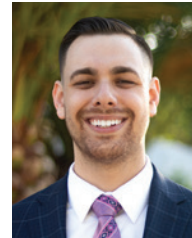
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Students win NASA competition

Mission accomplished: Pacific Ridge students reach for the stars, winning NASA competition

Four classmates from **Pacific Ridge School's** (PRS) class of 2025 took on a unique challenge this year and won big.

The students' journey began when David Leschensky discovered the NASA Hunch program while on a family trip to the U.S. Space and Rocket Center in Huntsville, Alabama. He learned that qualifying teams of high school students from across the country could take

on engineering projects proposed by astronauts through the NASA Hunch competition. After a series of design reviews with NASA engineers and astronauts, finalists would be selected to present their prototypes in person at the Johnson Space Center



Four classmates gather at their NASA Hunch team table in Houston.

in Houston.

David brought the concept back to his PRS robotics teammates Chloe Kim, Selina Carandang, and Jaden Cohen and the group got to work last summer. Their first task was selecting a project from the list of challenges proposed by astronauts. One, in particular, piqued their interest.

It turns out astronauts miss playing board games with traditional dice while on missions. Electronic dice lack the tactile satisfaction of standard dice and astronauts returning from space wondered if dice could be designed to work in zero gravity. They felt having access to more realistic dice would improve their gaming experience and camaraderie with fellow astronauts while on missions.

The PRS students felt confident they could create a practical solution.

Their winning design, developed with multiple rounds of feedback from astronauts and NASA engineers, features a spacecraft-shaped container that utilizes a plunger mechanism to immobilize the dice. Transparent materials allow for easy dice reading, ensuring a seamless gaming experience in a gravity-free environment. This innovative approach impressed the NASA judges, who recognized the students' ingenuity and commitment to addressing a real-world problem faced by astronauts.

At the Johnson Space Center, the Pacific Ridge students showcased their prototype and findings to NASA officials and fellow NASA Hunch competitors. "I almost couldn't believe how many people were interested in our idea of a microgravity dice roller," says Kim. "I felt like my own contribution to problem-solving in the real world had a real impact."

The final presentation not only impressed the judges with its technical prowess but also highlighted the positive impact of dice games on astronauts' well-being in space.

"It was incredible! Presenting our project



Pacific Ridge students outside the Space Center NASA Hunch.

at NASA really gave me a feel for different engineering fields and gave me lots of opportunities to connect with students from across the nation," David Leschensky '25

The Pacific Ridge team's triumph demonstrates the power of curiosity and the transformative potential of passion projects. "The biggest takeaway for me is how difficult design truly is," says Cohen. "Building once you have the design is trivial but the design itself is crucial. It requires creativity and is much harder than it looks."

Looking ahead, the Pacific Ridge students

are committed to competing in the challenge again and hope to inspire additional high school teams from Pacific Ridge and other peer schools in Southern California.

Leschensky plans to lead a NASA Hunch Club for Upper School students interested in participating in the competition during the 2023-2024 school year.

The Pacific Ridge community eagerly anticipates the next chapter in the students' extraordinary journey and commends this team for their dedication, resourcefulness, and collaboration.

CSUSM President signs climate leadership commitment

Cal State San Marcos President Ellen Neufeldt pledged to take the next step in climate action by signing the Second Nature Presidents' Climate Leadership Commitment on Aug. 17. The signing was followed

by a tree-planting ceremony in front of the University Bookstore as a symbol of the university's dedication to sustainability efforts on campus.

The Presidents' Climate Leadership Commitment is a comprehensive roadmap for mitigating and

adapting to a changing climate, one that sets high goals of sustainability for the university. Over the next few years, CSUSM will develop, implement, evaluate and adapt its climate action plan as a commitment to carbon neutrality and resilience.

"The act of planting a tree and pledging our commitment may seem small in the grand scheme of things, but its impact is immeasurable," Neufeldt said. "Our journey toward sustainability – which has been part of CSUSM's story since its founding – is more than just a promise; it's a dedication to our students, our community and the global community we're a part of. It's a recognition



President Ellen Neufeldt and Vice President of Finance and Administrative Services Leon Wyden participate in a ceremonial tree planting to mark the signing of the Second Nature Presidents' Climate Leadership Commitment.

Photo by Luna Canham

that in today's intricate and interconnected world, our students must graduate not only as scholars, but as individuals with a deep awareness of how climate change and sustainability influence every facet of their lives and careers."

Second Nature provides resources and opportunities to network with a coalition of colleges that are leading in climate action and sustainable solutions.

campuses have signed a Second Nature Climate Leadership Commitment.

CSUSM's strategic plan, "The Power of CSUSM," includes sustainability and climate justice among the university's values. As a part of CSUSM's sustainability master plan, students and employees already have been tackling climate resilience due to concerns from wildfires, droughts and other impacts of a warming world on our community. This new commitment is part of an effort to elevate and showcase the work that CSUSM is doing to ensure student success through the lens of sustainability and climate justice.

Higher education institutions whose president or chancellor have made a formal commitment with respect to climate leadership on their campus become Climate Leadership Network signatories.

"I have long hoped for our campus to be one of the many signatories of this climate commitment, and I am so proud that President Neufeldt has recognized the significance and importance of committing our campus to carbon neutrality," Goodlaw-Morris said.

Second Nature is committed to accelerating climate action in, and through, higher education. This is accomplished by mobilizing a diverse array of higher education institutions to act on bold climate commitments, to scale campus climate initiatives and to create innovative climate solutions. Second Nature aims to align, amplify and bridge the sector's efforts with other global leaders to advance urgent climate priorities.

"CSUSM is joining over 650 other higher education colleges and universities in not only a commitment to carbon neutrality but the resilience of our community," said Juliana Goodlaw-Morris, the university's sustainability manager and a lecturer of environmental studies.

California State University has established systemwide efforts toward sustainability and climate action, and 19 of the 23 CSU

SCHOOL NEWS



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DR. PATRICIA L. PRADO-OLMOS
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Beloved Chamber member gone too soon

Many may know that our community lost John Biethan at the end of August. John had been a member of the Carlsbad Chamber for well over a decade under a few different businesses.



KATHLEEN MCNARY
VP OF MEMBER RELATIONS
CARLSBAD CHAMBER OF COMMERCE

He was known for many things, but it was during the COVID lockdown when John clearly found where he wanted to spend all his time. It brought him so much joy, he rocked it, and businesses now needed it – podcasting. He had

been doing podcasts since the beginning of podcast time but quickly became more involved particularly for local businesses and his company grew exponentially. John received three awards in the last three years for his work at the Chamber. In 2020 he received the “Champion of the Year” award, the highest award given by the Chamber for his volunteer work driving several committees to excellent outcomes. We are extremely grateful to have had the opportunity to work with John daily. If you had to pick someone to share an office with, he would win and get a gold star for stellar roommate. John managed all podcasts for the Chamber of Commerce and moved into our office. He was part of our team, and he is deeply missed.

Originally from Oregon, John from the age of 14 to 24 studied music then at 25 relocated to Orcas Island off the coast of Seattle and for seven years lived there studying metaphysics, world religion, and nutrition, while run-



John Biethan, August 19, 1952 - August 30, 2023

ning a country inn “The Outlook Inn” which had been built in 1892. In 1985 he moved to Santa Fe, New Mexico where he first discovered podcasting in 2004 when it was first called “audio blogging.” He produced his first podcast the “OmniArt Salon” in 2005 which is still active today. John finally moved and made Carlsbad the home of **Imagine Podcasting**. Being an Oregon boy where John spent much of his youth outdoors, he enjoyed hikes in the mountains, and long walks on the beach to clear his mind.

We feel blessed to have had him in our lives and devastated that he lost his health battle in late August. Thank you to all those who made it to our memorial on Sept. 22 at Tin Leaf. It was an honor for us to share our memories and honor his life which positively affected so many.



Chris Ryan shares about John's impact at his celebration of life.
Photo by: Rosie Rodriguez



Stephanie..., John's life partner, holding a photo of John at his celebration of life.
Photo by: Rosie Rodriguez



Carlsbad Chamber CEO, Bret Schanzenbach sharing about John at his celebration of life.
Photo by: Rosie Rodriguez

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web.carlsbad.org/events

CARLSBAD 100 Years PRESENTED BY: Cyber Center CC&E of Excellence

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CYBERSECURITY
Workshop

Wed. Oct. 18, 2023 | 10 am - 11 am

JOIN US:
Carlsbad Chamber of Commerce
5934 Priestly Dr. Carlsbad, CA 92008

GUEST SPEAKERS:
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US Department of
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COST:
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CHAMBER 101
New Member Orientation

Thu. Oct. 19, 2023 | 11:30 am - 1 pm

JOIN US:
Carlsbad Chamber of Commerce
5934 Priestly Dr. Carlsbad, CA 92008

WHAT:
Meet the chamber
team and build
relationships

COST:
Free
(Lunch will
be provided)

web.carlsbad.org/events

CARLSBAD 100 Years CYP CARLSBAD YOUNG PROFESSIONALS

CARLSBAD YOUNG PROFESSIONALS
Halloween HAPPY HOUR

Wed. Oct. 25, 2023 | 4 pm - 6 pm

JOIN US:
Networking and Refreshments
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Carlsbad Pumpkin Patch

WHAT:
Pumpkin painting,
Cornmaze, Drinkin'
& fun

COST:
\$15/person
(includes two drink tickets)

web.carlsbad.org/events

CARLSBAD 100 Years NETWORKING EVENT

COFFEE CONNECTION

Friday, Oct. 27, 2023 | 8 - 9 AM
Carlsbad Chamber of Commerce | 5934 Priestly Dr., Carlsbad, CA 92008

W E L C O M E N E W M E M B E R S

BREWERIES

Burgeon Beer Company

Matthew Zirpolo
(760) 814-2548
6350 Yarrow Dr., Ste. C
Carlsbad, CA 92011
burgeonbeer.com
Burgeon Beer Company is a craft beer brewery and taproom rooted in Carlsbad with branches open in Escondido and Downtown San Diego.

CLOTHING & ACCESSORIES

California Wear

Shelley Arthur
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3001 Carlsbad Blvd., Ste. E
Carlsbad, CA 92008
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EDUCATION - LEARNING PROGRAMS & TUTORING

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Liz Roos
(949) 370-0291
6108 Avenida Encinas, Ste. B
Carlsbad, CA 92008
roosstudios.com
Roos Studios is a full-service Music School located at 6108 Avenida Encinas #B, in Carlsbad, off the Palomar Airport Rd. Exit. We provide music lessons in Piano, Drums, Voice, Guitar, Ukulele, Bass, Violin, Viola and Cello. We also offer fun Pop Vocal Groups for kids of all ages!

EDUCATIONAL SERVICES

STEM Aviation Academy

Kay Sundaram
(760) 707-7105
2006 Palomar Airport Rd., Ste.103
Carlsbad, CA 92011
stemaviation.org
STEM Aviation Academy is a California non-profit public benefit corporation whose mission is to create positive experiences in General Aviation (GA) and inspire America's youth to pursue careers in Flight Operations while also promoting a culture of aviation safety within the pilot community. Our field trip program is geared towards elementary school, middle school, and high school students.

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heritageseniorcare.com
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MARTIAL ARTS

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Manuel Garcia
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Carlsbad, CA 92054
lacostakarate.com
Kobayashi Studios of Martial Arts has been in business since 2007, beginning in Park City, Utah. We recently moved our studio to Carlsbad, Ca. We teach martial arts to ages 5-Adult. Our program focuses on self-defense & self-discipline. Benefits include increased confidence, better focus and more.

REAL ESTATE

Robertson Real Estate - Coldwell Banker Realty

Colin Robertson
(858) 848-4202
Carlsbad, CA 92011
colinrobertsonrealestate.com
As a Residential Realtor at Coldwell Banker Realty, Colin has helped home buyers and sellers throughout San Diego and North County for the last 12+ years. Having a passion for Residential Real Estate and the local community, he values his time serving clients, and using his knowledge of the local markets and resources to better serve the community he loves so much.

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Carlsbad, CA 92010
signarama-carlsbad.com
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VIDEO & MULTIMEDIA PRODUCTION

Xpedition

Hunter Johnson
Carlsbad, CA 92008
xpedition.co
We are a creative agency on a mission to tell the most authentic, timely, and diverse stories around the globe. We partner with brands to create evocative experiences that further their impact. We work with brands to discover and tell stories that spotlight what they stand for, reflect their core principles and strengthen connections with customers. We strategize + identify unique possibilities for brand impact through campaigns, branded content, story sourcing, experiences, and development.

MEMBERS ON THE MOVE



BrightStar Care of Carlsbad Recognized as One of the 100 Best Home Care Agencies in North America

BrightStar Care of Carlsbad recently announced it received four 2023 "Best of Home Care" awards: Leader in Excellence, Provider of Choice, Employer of Choice and Top 100 Leader in Experience. These awards are based on customer and employee satisfaction scores gathered by Home Care Pulse (HCP), an independent satisfaction research firm.



JOIN TODAY!

BECOME A MEMBER

Join today to be listed in our 2024 Business Resource Guide

The Carlsbad Chamber of Commerce acts as a regional economic catalyst, leadership convener and community champion. We promote business through member services, economic and community development, and public policy that balances economic prosperity with quality of life.





Let's Connect!

KATHLEEN@CARLSBAD.ORG

CARLSBAD.ORG

RISINGS STARS



Congratulations

TO OUR SEPTEMBER RISING STARS OF THE MONTH:



Mia Digiulio, La Costa Canyon High School; Ash Bering, Carlsbad High School; Vincent Baltera, Pacific Ridge School; and Joshua Leon, Sage Creek High School.

MEMBER RENEWALS

- Au Technology Solutions
- Audeo Charter School II
- Beach Terrace Inn
- Bekins Moving Co.
- Big Frog Custom T-Shirts & More
- Bluewater Grill Seafood Restaurant and Fish Market
- Bread & Cheese Eatery
- California Bank & Trust (Carlsbad Branch)
- California Strategies
- Carlsbad Sister City Ambassadors
- Casa de Bandini
- Cavanaugh Properties, Inc
- Diamond Environmental Services
- Eternal Hills Memorial Park, Mortuary & Crematory
- EZPrints
- Fairfield Inn & Suites by Marriott San Diego /Carlsbad
- First Citizens Bank
- Free Wheelchair Mission
- Gig Talent
- GlenBrook Health Center
- Hartwell Medical LLC
- Hera Hub Carlsbad
- Home2 Suites by Hilton Carlsbad
- Ideal Building Maintenance
- JohnSanders.com
- MANA de North County San Diego
- Marcy Browe Photography
- Morrison Insurance Services, Inc.
- Queen Eileen's Inc.
- Screen Savers Inc.
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Our residents will take part in Vibrant Life[®], an innovative program allowing residents to create their own schedules. Thoughtfully designed to connect you with family, friends and the community, it challenges – even dares you to be adventurous.

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THERE ARE SO MANY AMAZING DETAILS ABOUT OUR COMMUNITY!

We'd love to tell you all about them. Give us a call today at (833) 526-2732 or visit lamareaseniorliving.com to learn more.

› CARLSBAD SIGN

Continued from Page 3

Encinitas went through a similar experience with their gateway arch sign. An original version had been in place in the 1920's. However, it was torn down and was MIA until they installed a new, close facsimile in the year 2000. And that reintroduction of the Encinitas sign became the spark for Carlsbad.

October of 2000, Carlton and Sandy Lund, owners of the **Lund Team Realty**, were in Encinitas meeting some friends. Carlton was impressed by Encinitas' revival of their historic gateway sign and he decided right then and there that Carlsbad needed to do the same.

Carlton shared, "I was in Encinitas with my wife soon after they installed their new gateway arch sign. And I was absolutely convinced that Carlsbad had to have its own sign." And so the journey to reinstall the Carlsbad sign began.

Unfortunately, it was not a short journey. After years (more than a decade to be exact) of discussion and promotion of this idea, both at city council meetings and all manner of public forums, the sign was still nowhere to be seen. In 2013 Carlton became the Board Chair for the Carlsbad Chamber of Commerce. Through and with the Chamber, the project picked up steam as the city warmed to the idea and the Chamber agreed to be the fiscal agent in the background. But one final hurdle remained: funding. Carlton, however, was relentless. Once he convinced the city that the concept was sound he priced out the costs and went seeking donations. It was another member of the Carlsbad Chamber of Commerce that made a large contribution to bring the sign back life: **TaylorMade Golf**. TaylorMade Golf donated nearly \$250,000 for the manufacturing and installation of our iconic Carlsbad gateway sign. So with



Check out the location of the Carlsbad sign from 1939. Photo courtesy of Carlsbad History Collection

TaylorMade's financial support, the Chamber's backing, and Carlton's persistence, the sign was installed in December 2014 and unveiled on January 8, 2015.

Much has changed since the end of 2014. Tourist's engagement with social media has skyrocketed in the past decade. Back in 2014 Facebook only had 1 billion users (now over 2 billion), Instagram was a new niche platform, Tik Tok didn't exist and X was called Twitter (oh wait, that was just last month). Today, the Carlsbad sign is a photographic centerpiece of our thriving tourism industry. Hardly a visitor comes without taking a photo

of the beautiful sign. Just Google "Carlsbad" and you can see an endless number of photos at different angles from different people sharing their trip to Carlsbad. As I finished off this article, I reached out to Carlton to make sure I had my story straight. He shared that just this month, on Labor Day weekend he was down in the Village and four different individuals were taking photos of the Carlsbad sign simultaneously. A true testament to Carlton's vision and passion for promoting Carlsbad.

I think Carlsbad owes a debt of gratitude to Carlton Lund for his visionary leadership

and tenacity on this landmark. And just in case no one else in Carlsbad makes the effort, we will say it: Thank you Carlton for bringing our sign back! Stay cool Carlsbad!

Tune in to my column in our November/December issue for the final installment on my journey through the Chamber's first 100 years of impact as we discuss the generational leadership in our Chamber.

Note: This is part VI of a series on the impact of the Carlsbad Chamber of Commerce over its 100 years of service to the Carlsbad community.



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Home of San Diego pitcher
Joe Musgrove



Can food heal and prevent disease?

Anti-inflammatory diet can help prevent inflammation-related disease

When you get a cut, you might cover it up with a bandage. When you have muscle pain, you might take an ibuprofen. But is it possible that the foods you eat can also help you heal and prevent disease?



TO YOUR HEALTH

CHRISTOPHER SUHAR, MD
MEDICAL DIRECTOR
SCRIPPS CENTER FOR
INTEGRATIVE MEDICINE, CARDIOLOGIST
AT SCRIPPS CLINIC

“Your food choices are just as important as the medications and supplements you take for overall health since they can protect against inflammation,” says Christopher Suhar, MD, medical director of the Scripps

Center for Integrative Medicine and a cardiologist at Scripps Clinic.

WHAT IS INFLAMMATION?

Inflammation occurs when the immune system cells that guard against infection and repair injury begin to attack healthy arteries, organs and joints.

Inflammation is a factor in several chronic conditions, including heart disease, diabetes, rheumatoid arthritis, obesity, cancer, Alzheimer’s disease and various autoimmune diseases.

An anti-inflammatory diet — along with lifestyle changes — can significantly influence your health and may help prevent inflammation-related disease.



An anti-inflammatory diet — along with lifestyle changes — can significantly influence your health and may help prevent inflammation-related disease.

ANTI-INFLAMMATORY FOODS THAT CAN HELP REDUCE INFLAMMATION INCLUDE:

- Omega-3 fats (salmon, tuna and walnuts)
- Antioxidants (sweet potatoes, blueberries and spinach)
- Probiotics (yogurt, miso and sauerkraut)
- Fiber (artichoke, black beans and apples)

AN ANTI-INFLAMMATORY DIET ALSO LIMITS FOODS THAT PROMOTE INFLAMMATION, INCLUDING:

- Trans fats
- Saturated fats
- High levels of omega-6 fats (corn oil,

grapeseed oil and peanut oil)

The Mediterranean diet is an example of an anti-inflammatory diet, with its focus on fruits, vegetables, fish and whole grains, and limits on unhealthy fats, such as red meat, butter and egg yolks, as well as processed and refined sugars and carbs.

MEALS AS ANTI-INFLAMMATION MEDICINE

“When you eat more omega-3 rich foods and whole foods, and minimize processed foods, you lower your levels of inflammation, and provide your body with beneficial vitamins and nutrients that help with the prevention of disease,” Dr. Suhar says.

“Your food choices are just as important as the medications and supplements you take for overall health since they can protect against inflammation,”

Christopher Suhar, MD, medical director Scripps Center for Integrative Medicine and a cardiologist at Scripps Clinic.

Adding more omega-3 fats to your diet can also help reduce stress. Potassium-rich foods and low-sodium foods can help regulate blood pressure.

Since most of us eat three to five meals a day, it’s important to be mindful about what foods we’re eating to fuel our energy levels and keep our minds and bodies functioning at their best, Dr. Suhar says.

“Food is just as important to your health as other lifestyle factors,” Dr. Suhar says. “It’s important to understand how food can affect your body and how you feel, and use that information to guide your food choices.”



At Torrey Pines Bank, a division of Western Alliance Bank, Member FDIC, small businesses are a big priority!

Setting your new small business up for success


According to the U.S. Census Bureau, new small business applications in 2022 surpassed pre-pandemic levels, highlighting the strong entrepreneurial spirit in the United States. For a successful start, aspiring business owners should consider the following:

- 1. Develop a business plan.** Created with the support of trusted advisors, this is crucial for entrepreneurs.
- 2. Conduct market research.** Identify your target audience and assess the demand for your product or service.
- 3. Find capital.** Overcome the challenge of finding affordable capital by exploring funding sources and adapting to the current economic climate.
- 4. Build a strong team.** Find trustworthy partners who share your vision and have the right skills. Ensure employees can deliver the experience you want to provide.
- 5. Build a unique identity.** In a crowded marketplace, it’s more important than ever


to ensure you’re standing out.

- 6. Develop a robust digital presence.** Align your digital platforms with the quality of your products or services. Optimize SEO, monitor reviews, and provide calls to action.
- 7. Stay flexible and open to change.** Revisit your business plan on a regular basis and pivot as needed.
- 8. Stay organized.** Keep track of financials, taxes, regulatory requirements and metrics to optimize what’s going well and mitigate mistakes quickly.
- 9. Seek support.** Tap into the knowledge and experience of mentors, advisors, and fellow business owners to navigate entrepreneurial challenges.

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2023 Sustainability Champion Award Winners

Republic Services, in partnership with the City of Carlsbad, is proud to announce the 2023 winners of the Sustainability Champion Award. The City of Carlsbad presents the Sustainability Champion Awards to recognize businesses that incorporate sustainable practices within their day-to-day operations. Sustainability is one of the city's top priorities and we can all contribute by supporting local businesses that commit to environmental stewardship. This award recognizes small and large businesses in Carlsbad that go above and beyond in their environmental sustainability efforts like effective recycling and composting practices, LED lighting projects, donating surplus food and issuing paperless invoices. The winners of this award receive an award made from recycled glass (photo below), a credit of \$100 on their waste services invoice and recognition in the Carlsbad Business Journal.

This year's winners are as follows... drum roll, please!

SMALL BUSINESS SUSTAINABILITY CHAMPION: GELATOLOVE

Congratulations to **GelatoLove** for their sustainability efforts. We are excited to share their sustainability story. GelatoLove is a certified Green Business that has integrated sustainability practices into its business model by upgrading to LED lighting, offering bike to work options for employees and embracing external sustainability education efforts. Located at 300 Carlsbad Village Drive, this local business is doing its part to keep Carlsbad beautiful. The next time you visit GelatoLove for a sweet treat, be sure to pay attention to the different waste containers on site and help their goal of keeping material out of landfills.



Republic Services, in partnership with the City of Carlsbad, is proud to announce the 2023 winners of the Sustainability Champion Award, Large Business Sustainability Champion: Viasat.

LARGE BUSINESS SUSTAINABILITY CHAMPION: VIASAT

Congratulations to **Viasat** for using its large worldwide footprint to push sustainability forward and make a significant impact. Known primarily for their satellite business, they also recycle e-waste and oil, reduce waste by switching from paper to electronic billing, use LED lighting and fully utilize a composting program onsite. As a global entity, there are regular posts on their internal network about green initiatives and

sustainable living and monthly newsletters detailing local information. As Viasat looks to increase landfill diversion, they perform waste audits around campus and continue education efforts.

Both Sustainability Champions should be incredibly proud of this achievement, and we look forward to sharing more stories like this in the future to recognize new winners.

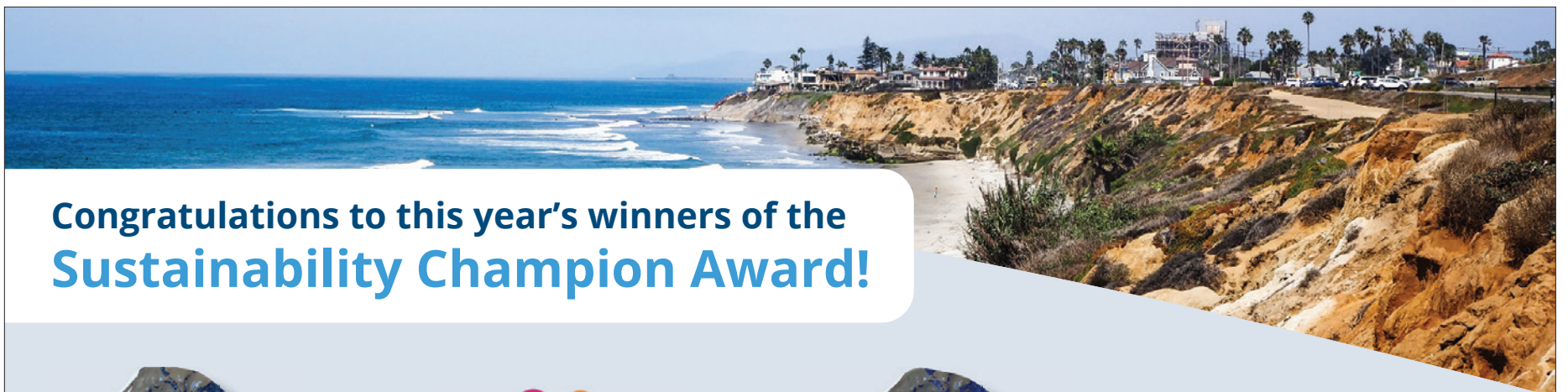
Republic Services is a leader in organics, recycling and trash services and is the local hauler for Carlsbad. With award-winning compost facilities, plastic circularity



Republic Services, in partnership with the City of Carlsbad, is proud to announce the 2023 winners of the Sustainability Champion Award, Small Business Sustainability Champion: GelatoLove.

(plastics recycled back into plastics) and electric trucks on the way, there is plenty to be excited about as we continue to partner with the Carlsbad community for a more sustainable future.

To apply or nominate a local business, please visit <https://www.carlsbadca.gov/departments/environmental-sustainability/reduce-reuse-recycle/sustainability-champion>.



Congratulations to this year's winners of the Sustainability Champion Award!



GelatoLove offers high-quality artisan gelato

300 Carlsbad Village Drive, # 104



Viasat is a global communication company

6155 El Camino Real



Scan the QR code to nominate your business, or one you support for future recognition.



Sustainability in Action



Arts beyond the classroom

The bus is abuzz in anticipation. It's a field trip to the Dove Library's William D. Cannon Gallery and the students wonder what awaits them.

Upon arrival, they enter the world of art. It may be expressionism, photography, ceramics or an array of shapes and colors that

defy description. It marks the beginning of a journey toward a life-long appreciation for the arts.

Since 1999, the City of Carlsbad's 3-Part Art program has introduced students to the experience of visiting a professional gallery.

The program's three-parts consist of a curriculum guide with pre-and post-visit activities to allow classroom teachers to share information about the artists, the artwork and to connect with other elementary core curriculum based on the theme or background of the exhibition. The second and third parts are led by the city's arts education staff.

An on-site arts education program is one of the shining stars of the city's educational offerings, not only in North County but a stand-out within all of San Diego County. While it is a standard practice for arts organizations, such as Cultural Arts partners the **Museum of Making Music** and North Coast Repertory Theatre, to offer school outreach programs, the City of Carlsbad is unique. Carlsbad maintains an arts education staff, has developed a specific K-12 curriculum and utilizes the entire city as its classroom.



City of Carlsbad's 3-Part Art program onsite at a Fabric Exhibit.

On the state-owned property of Batiquitos Lagoon, and in partnership with the Batiquitos Lagoon Foundation, Cultural Arts launched Batiquitos ArtVentures, a STEAM program, targeted to 1st graders in Carlsbad schools. Piloted with Title I schools last fall, the program is structured to include environmental science and art lessons centered around the theme "Adaptations; Mimicry and Camouflage." Now, in its second year as a pilot, the program is expanding its impact by reaching more schools and students this fall. For that busload of visiting students, a visit to the lagoon now becomes

both a scientific exploration and an opportunity for artistic expression.

Not only is Cultural Arts interested in science and the arts, but history also comes alive for students with a site visit to the Leo Carrillo Historic Ranch. Since beginning its partnership in 2012 with the city's Parks & Recreation Department, the California History and Art Program provides a scenic tour of grounds and buildings, culminating in a hands-on art project inspired by the home and life of Hollywood actor Leo Carrillo.

These and other Cultural Arts programs nurture the aesthetic and intellectual devel-



City of Carlsbad's 3-Part Art program has introduced students to the experience of visiting a professional gallery with a school bus field trip.



City of Carlsbad's 3-Part Art program Teacher, Lisa Naugher, onsite at Leo Carrillo Historic Ranch.

opment of Carlsbad's future workforce. This is a smART investment in tomorrow's employees who will be better educated, well-rounded individuals with an appreciation for creativity, sharpened critical thinking skills and a passion for meaningful self-expression that promises to last a lifetime. Above all, these arts education programs foster the city's Cultural Arts commitment to Arts Everyday, Everywhere. Think about it: Today's student on that school field trip to an arts program just may be tomorrow's CEO.

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Netforce 3 enjoys meeting Wednesday mornings 8 to 9 A.M. at the Carlsbad Chamber office. Join us!

Netforce is now five referral group strong

COMMITTEE CORNER



NETFORCE CHAIR
ROBERT FLYNN
FLYNN REAL ESTATE
GROUP, A HOMESMART
REALTY WEST TEAM

benefits of warm referrals from trusted advisors

Our Carlsbad Chamber of Commerce is home to its unique brand of referral networking groups called Netforce. To associate with people you know, like and trust look to one of the Chamber's five Netforce groups. If you value the benefits of warm referrals from trusted advisors

to clients, look to a Netforce group. Netforce offers a ready "bench" of skilled professionals, Masterminds, to know, like, trust and REFER. Groups meet on different days and times. They each meet weekly, limit membership to a single person in any given field or specialty. The meetings focus on getting to know Netforce members and businesses so that referrals can flow to and from members naturally. Each group is self-governing. Our group, Netforce 3, is typical. We meet Wednesday mornings 8 to 9 a.m. and meeting agendas are distributed Tuesdays. At each meeting,



one member provides a half hour presentation (and then Chairs the next meeting) telling us more about their business, abilities, needs and wants.

Our injury lawyer has used the presentation to roundtable cases, our lender to provide insight into rates, our insurer to alert us to the changing insurance world, our REALTOR to bring tips on selling or buying a home, our promotional marketing "merch"

member to initiate spirited marketing conversations, our managed IT member to scare us about the online world, and our financial advisor to open eyes about financial growth.

During meetings, members seek advice from our collective mastermind, offer member referrals, thanks, testimonials, or insight from meeting with another member. Explore Netforce, visit, or guest at several for the right fit.

We encourage your to explore our 5 Netforce groups and find one that fits you. For more info email kathleen@carlsbad.org



Congratulations to the Carlsbad Chamber of Commerce on 100 years of service to the business community.

SDG&E® is proud to be a Carlsbad Chamber member for nearly 40 years. The future is bright, and we look forward to continuing our partnership.



ASK THE EXPERTS!



SPECIAL REAL ESTATE SECTION

Will 2024 be a **BUYERS OR SELLERS** market?



JR PHILLIPS
Broker
Phillips + Co. Real Estate

SELLERS & BUYERS

2024 will be a market that both sellers and buyers should enjoy some fantastic opportunities. Inventory is expected to continue to increase while rates are expected to fall.



LILY QUAN
CEO/Broker
Q Homes Real Estate Brokerage

BUYERS

Forecast says to BUY if you have been patient and disciplined in saving, have steady employment and are ready to execute your 10 year plan.



MATT SWISSELM
Senior Real Estate Specialist
Matt Swisshelm Real Estate

SELLERS

Sellers will thrive in 2024 due to robust demand, scarce housing supply, and potential price appreciation will create an advantageous environment in North County San Diego.



WENDYSUI WIEGAND
Owner/Broker
Wiegand Realty

SELLERS

Due to high interest rates and very low inventory, I believe 2024 will continue to be a sellers' market.



PAUL CORTEZ
VP of Real Estate
LendSpark

SELLERS

2024 will be a Sellers Market. Low inventory in San Diego gives sellers the edge. Sellers need to realize pricing pressures due to higher interest rates.



JAKE OLSON
Broker
The Olson Group

BUYERS

Due to low retail and industrial inventory, high office vacancies, and low sales volume due to interest rates, I predict a continued slowing of activity in the market and a softening of prices in 2024.



Once you find what appears to be your dream home online, call your real estate agent and schedule a showing.

Top tips for house hunting online

Hunting for a new home online is a great place to start your search, but it should not be your end all be all. Good listing agents are excellent at highlighting the best features of the home, but keep in mind there may be more than meets the eye. To make the most of your time, efforts and to gather a well-rounded picture of home listings online, keep the following three things in mind.

1. Stay up to date. When you start your search, make sure you find a site that pulls up-to-date listings directly from the multiple listing service (MLS). Many online resources fail to remove listings that are off the market.

2. Pictures can be deceiving. Real es-

tate photographers are experts at showing a home in the best possible light. Many use tools and strategies to boost appeal. Sometimes listings will not contain photos of unappealing parts of the home, like small closets or outdated bathrooms.

3. See it to believe it. Once you find what appears to be your dream home online, call your real estate agent and schedule a showing. You want to take the opportunity to vet the home in person and explore every part of it before beginning the offer process.

Wiegand Realty is here to help you cover all the bases and will be sure all the important questions are answered. Please visit www.wiegandrealty.net



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LendSpark is a nationwide direct lender founded with a singular mission—to meet the growth capital requirements of small and mid-market companies.

Providing real estate-secured business purpose loans

Private loans stand out by virtue of their distinct underwriting standards, offering borrowers a level of financial flexibility not commonly found in traditional bank loans. One of the chief advantages of private lending lies in the rapid approval and funding process. At **LendSpark**, we understand that each lending scenario is as unique as the borrowers themselves.

Here are a couple recent examples of business purpose loans we've successfully facilitated:

1. \$6,000,000 cash-out loan for construction completion, San Diego, CA:

We have previously provided several low loan to value fundings to the principal that involved collateralizing a portfolio of industrial warehouse buildings and residential investment properties, in this case to fund the completion of a sizable multi-purpose indoor entertainment venue.

2. \$1,000,000 loan to purchase an office/retail building, Escondido, CA:

A repeat client with a diverse portfolio of office and retail buildings across San Diego North County aimed to re-tenant the building and retain it as a long-term rental.

Heading our Real Estate division at LendSpark is Paul Cortez, an industry veteran with over two decades of experience in providing real estate-secured business purpose loans. LendSpark is a nationwide direct lender founded with a singular mission—to meet the growth capital requirements of small and mid-market companies. Our specialized offerings encompass real estate secured loans, equipment financing, and working capital products. LendSpark has forged a sterling reputation founded on industry expertise, providing expedient, high-quality service by adeptly structuring profitable deals, cementing our position as the premier private lender in the region.

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Lemon Shark Poké & Tap House in Vista, CA is being leased by The Olson Group.

Commercial Real Estate inventory remains low

The commercial real estate market is facing several headwinds as we near the end of 2023. 377,394 square feet of office space remains empty in San Diego County as of Q2, 2023. San Diego office vacancies are faring better than Los Angeles and San Francisco. The available retail and industrial inventory in our local market remain low, with vacan-

cies reported below 4.5%. Pain points for investors and developers are increased cost and availability of capital due to rising interest rates. This directly contributes to the pain points of tenants which are high rents, high rental increases, and long leases.

For more info visit www.olsongroupsd.com



Lily Quan and her husband, Kingsley, own Q Homes real estate agency in Carlsbad.

Planting roots in Carlsbad yields many rewards

Carpe Diem in this unique real estate market. You do not want to look back and say, "Should have, could have, would have."

We may look back to 2009 and wish we bought into the real estate market. Real estate is a cyclical market that changes every decade. The days of free money, i.e. sub 3%, may be behind us. The good news is that there is a healthy employment rate for Carlsbad, along with a serious need for housing, and a solid school district. Investing in real estate in Carlsbad looks like a clear path to financial success in the future.

Planting roots in Carlsbad yields many rewards: new friendships, the peace-of-mind of living in a well managed city with an excellent general plan for both residences and businesses.

The city of Carlsbad offers plentiful job opportunities, perfect climate, with forward thinkers. All these factors set the pace for solid growth. Carlsbad is a turn-key city with passionate, balanced individuals. Bank on it with real estate and you won't be disappointed. North County is still a hidden gem of real estate potential. Real estate provides the highest return, the greatest value and the least risk.

If your legacy includes paving roads for multi generations, real estate is a wise investment. Let **Q Homes** consult, strategize and plan for that legacy. With over 20 years in this space, we will provide sound and solid advice specifically for your needs in this market. Our consultant services specialize in new construction, multifamily and luxury residential.



A Seller's Paradise in 2024

Unlocking Opportunities in the North County San Diego Housing Market

Are you considering selling your property in North County San Diego in 2024? The upcoming year promises a golden opportunity for sellers, as market dynamics are primed to favor those looking to make a profitable move.

Why Sellers Will Thrive:

Robust Demand: North County San Diego continues to be a highly desirable location. Its scenic beauty, excellent schools, and access to urban amenities make it a magnet for homebuyers. This sustained demand means sellers can expect a steady stream of potential buyers eager to secure their dream home.

Scarce Housing Supply: The housing inventory remains limited, creating a supply-demand imbalance that puts sellers in the driver's seat. With fewer properties available, your home becomes a precious commodity, increasing its market value.

Price Appreciation Potential: As demand outpaces supply, property values are

poised to appreciate. This means that not only can you expect a profitable sale, but you also have the potential for your property's value to grow substantially in the future.

Favorable Selling Conditions: The confluence of these factors creates an advantageous environment for sellers. You can confidently negotiate favorable terms, knowing that the odds are in your favor.

Expert Guidance for Your Selling Journey:

Navigating the real estate market can be complex, but you don't have to do it alone. Seek the guidance of experienced local real estate professionals who understand the nuances of the North County San Diego market. They can help you set the right asking price, market your property effectively, and negotiate offers that align with your goals.

In conclusion, 2024 promises to be a seller's paradise in North County San Diego. With high demand, limited supply, and the potential for price appreciation, you have all the elements for a successful sale. Seize this opportunity and maximize the return on your investment. To embark on your selling journey with confidence, partner with trusted real estate experts who can help you unlock the full potential of your property in this thriving market. Don't miss out on what could be your most profitable move yet.

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