



Santa Cruz County

Real Estate Market Minute | January 2026

Santa Cruz County – Residential – Single Family 2025 vs 2024

↑ 38

Median Days on Market
Compared to 26



\$1.3M

Median Price
Compared to \$1.3M

↑ 105

Closed Sales
Compared to 84

↓ 46

New Listings
Compared to 50

↓ 98%

Sale to List Price Ratio
Compared to 100%

Santa Cruz County – Residential – Common Interest 2025 vs 2024

↑ 26

Median Days on Market
Compared to 20

↓ 15

Closed Sales
Compared to 19



\$840.0K

Median Price
Compared to \$700.0K

= 14

New Listings
Compared to 14

↓ 98%

Sale to List Price Ratio
Compared to 99%

December 2025 Market Trends

Aculist provides real estate content for your sales and marketing needs.

Market Trends – December 2025 in Santa Cruz County

Pricing Trends

The common interest median price increased in November and December and was year over year positive by a significant 20%. The single family market was seasonally down, but up a bit from the same time last year.

Transactional Trends

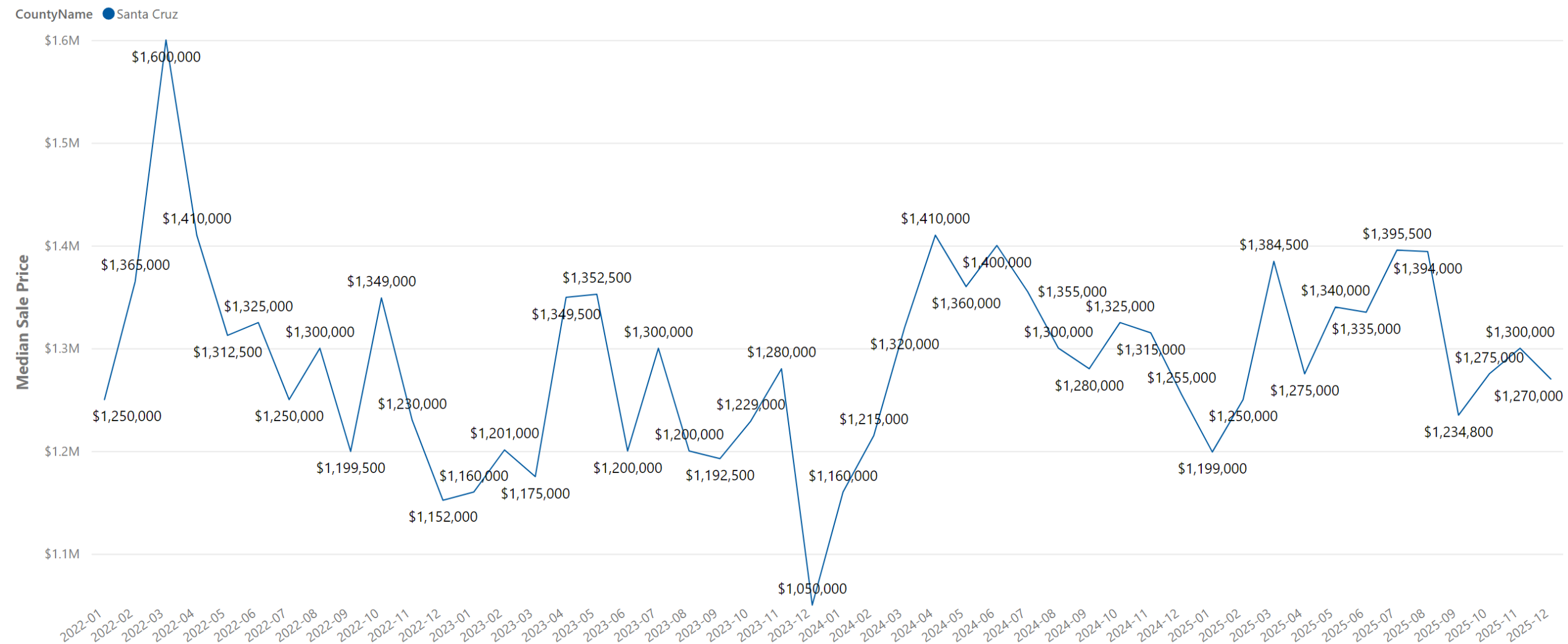
Compared to December 2024, an uptick in the number of closed sales in the single family market was a bit unusual, a decrease in new listings was not. The common interest market saw a decrease in closed sales but the same number of new listings.

Competitive Analysis

The single family market is consistently competitive compared to this time last year in both DOM and the sale to list price ratio. The common interest market had a significant decrease in DOM, and a small 1% decline in sale to list price.

Data reliable but not guaranteed. MLSListings/Aculist cannot provide advice or make forward-looking statements about the real estate market.

Santa Cruz County - Median Sale Price



Santa Cruz County - Increased Median Price

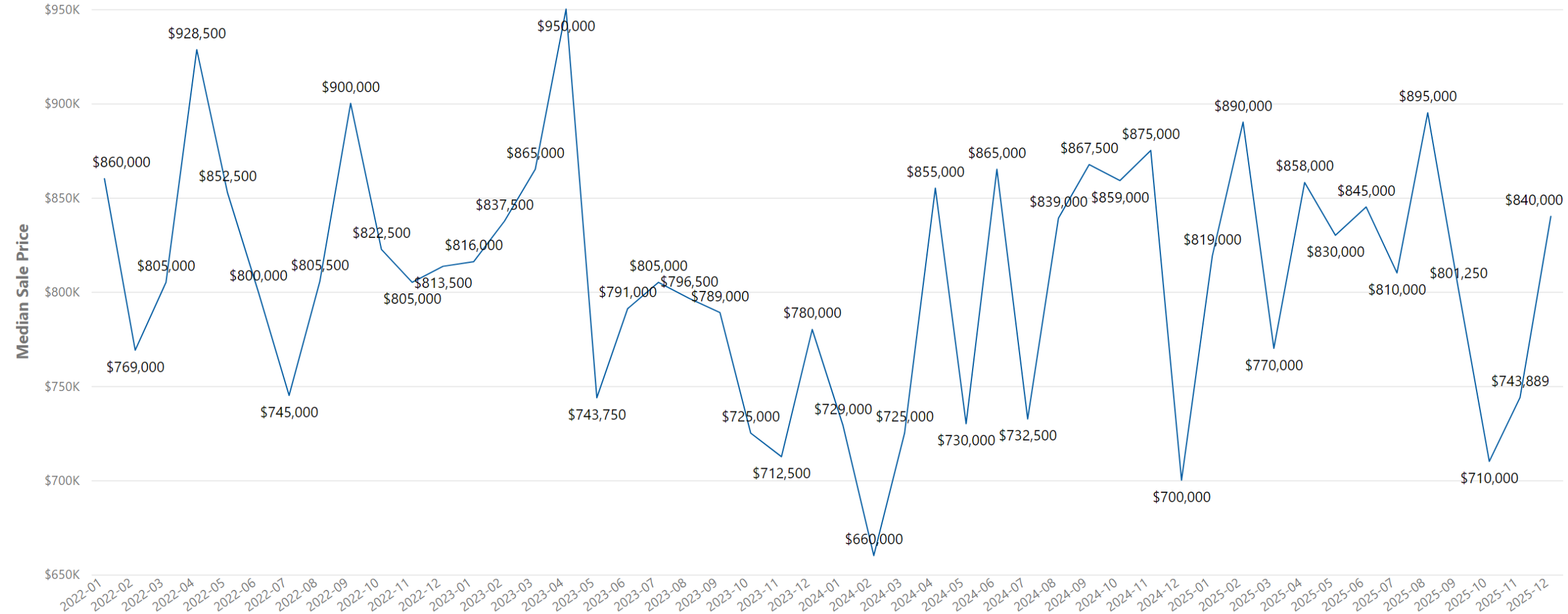
City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
Freedom	\$569,000	\$0	N/A
Capitola	\$1,999,500	\$1,385,000	44%
Aptos	\$1,772,500	\$1,300,000	36%
Los Gatos	\$1,365,000	\$1,232,500	11%
Felton	\$760,000	\$725,000	5%
Santa Cruz	\$1,467,000	\$1,465,000	0%

Santa Cruz County - Decreased Median Price

City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
Davenport	\$0	\$1,400,000	-100%
Mount Hermon	\$0	\$499,000	-100%
Ben Lomond	\$760,000	\$1,190,000	-36%
Soquel	\$1,120,000	\$1,400,000	-20%
Scotts Valley	\$1,285,500	\$1,400,000	-8%
Watsonville	\$799,950	\$840,000	-5%
Boulder Creek	\$675,000	\$700,000	-4%
La Selva Beach	\$1,151,000	\$1,165,000	-1%

Santa Cruz County - Median Sale Price

CountyName ● Santa Cruz



Santa Cruz County - Increased Median Price

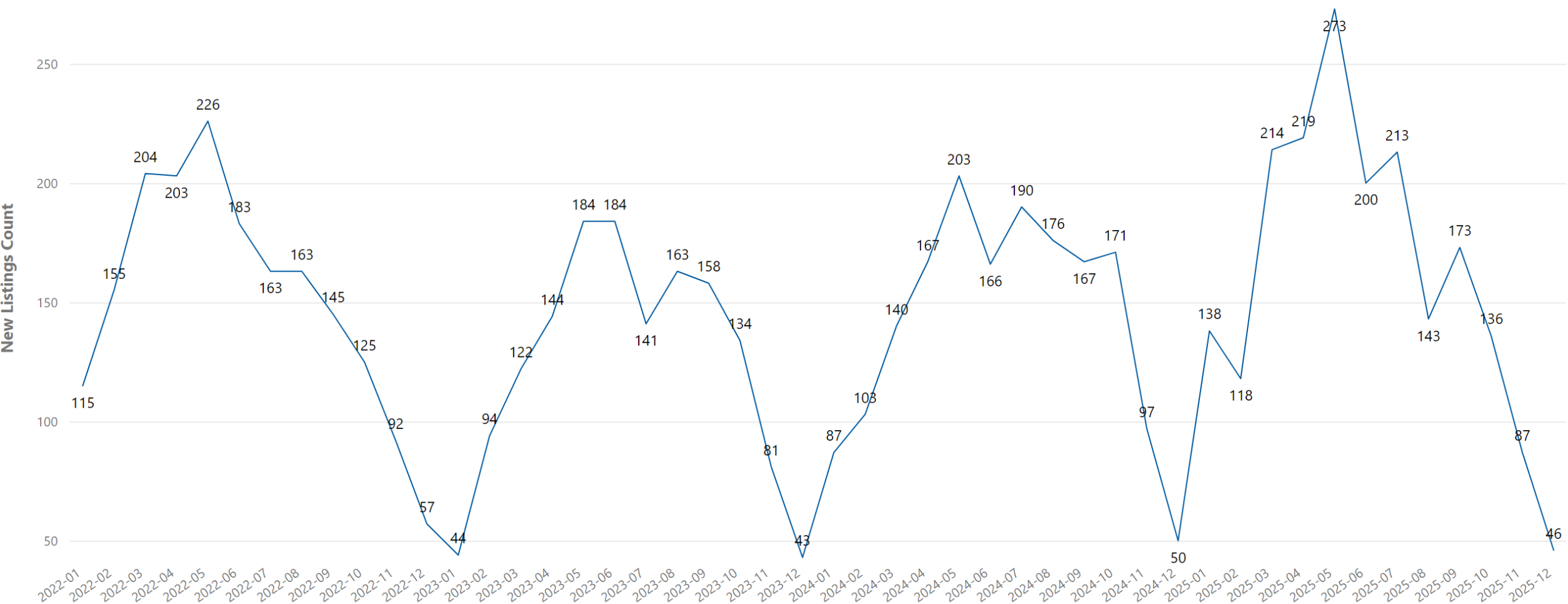
City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
Watsonville	\$1,237,500	\$658,000	88%
Aptos	\$895,000	\$672,000	33%
Scotts Valley	\$811,450	\$675,750	20%

Santa Cruz County - Decreased Median Price

City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
Capitola	\$0	\$1,210,000	-100%
Santa Cruz	\$690,000	\$705,500	-2%

Santa Cruz County - New Listings

CountyName ● Santa Cruz



Santa Cruz County - Increased New Listings

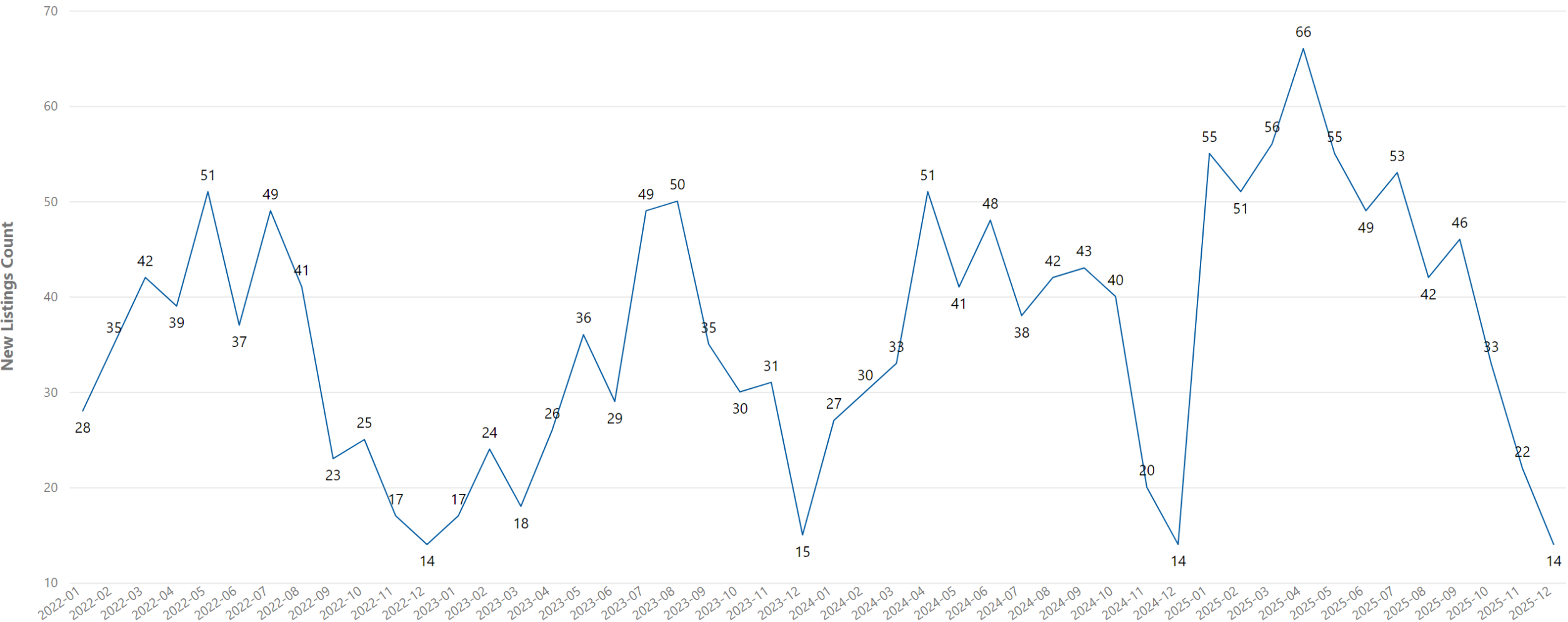
City	New Listings This Year	New Listings Last Year	% New Listings Change
Brookdale	2	0	N/A
Aptos	10	6	67%
Boulder Creek	10	7	43%
Soquel	1	1	0%

Santa Cruz County - Decreased New Listings

City	New Listings This Year	New Listings Last Year	% New Listings Change
Ben Lomond	1	3	-67%
Felton	1	3	-67%
Scotts Valley	2	5	-60%
Watsonville	5	7	-29%
Los Gatos	3	4	-25%
Santa Cruz	11	12	-8%

Santa Cruz County - New Listings

CountyName ● Santa Cruz



Santa Cruz County - Increased New Listings

City	New Listings This Year	New Listings Last Year	% New Listings Change
Watsonville	4	2	100%
Scotts Valley	1	1	0%
Aptos	4	4	0%
Santa Cruz	4	4	0%

Santa Cruz County - Decreased New Listings

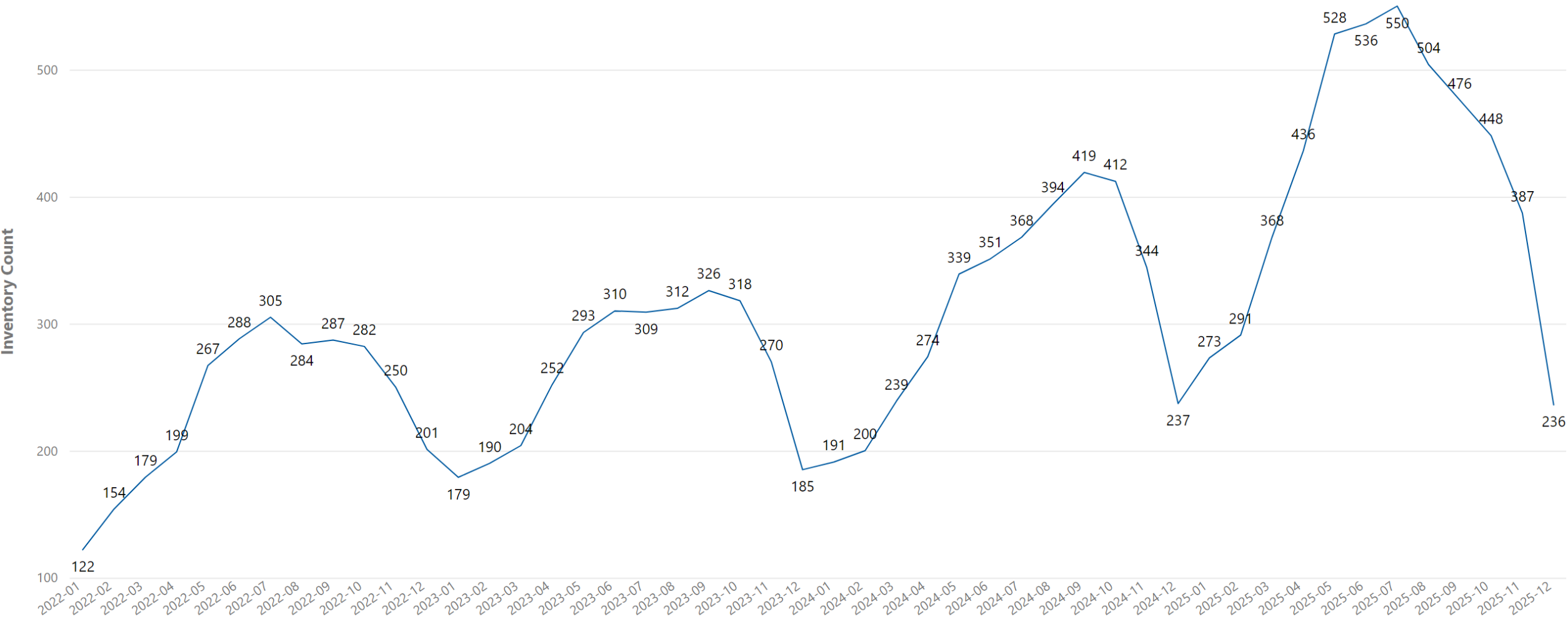
City	New Listings This Year	New Listings Last Year	% New Listings Change
Capitola	1	2	-50%

Santa Cruz County – New Listings Week Ending 01/03/2026



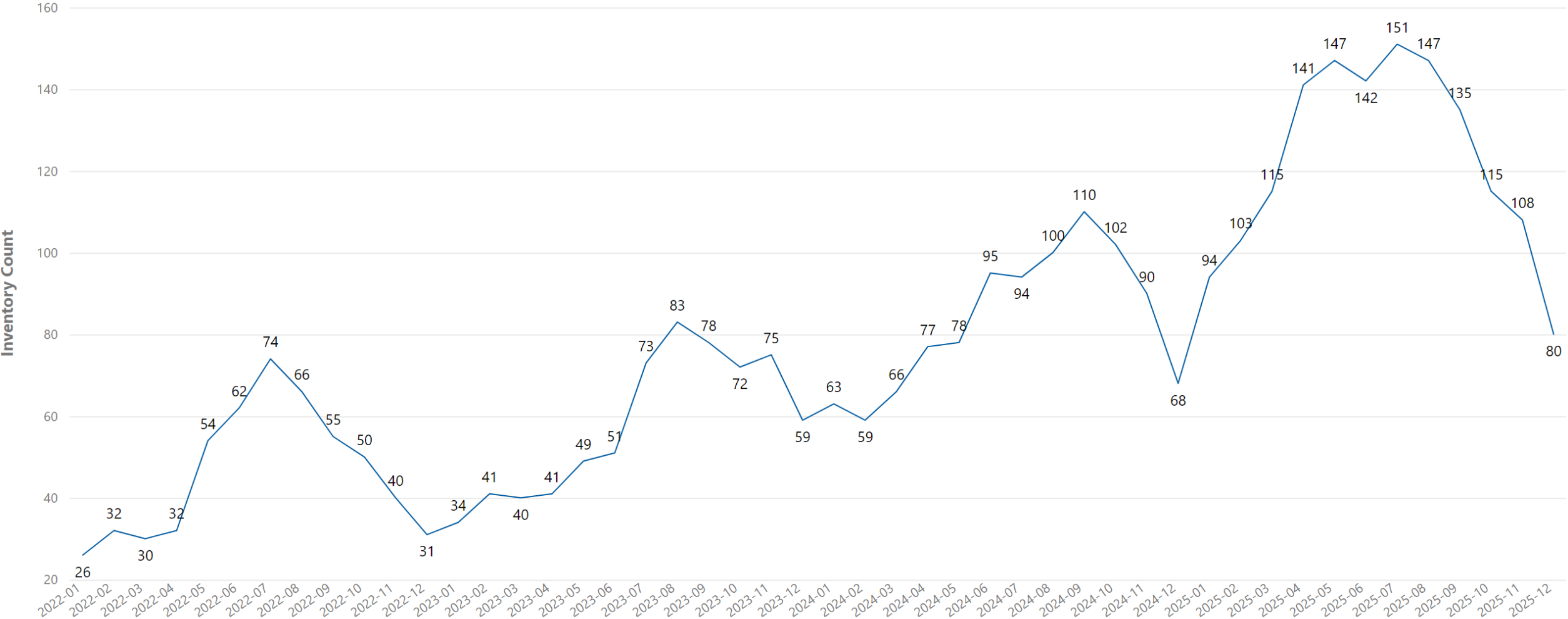
Santa Cruz County - Inventory

CountyName ● Santa Cruz



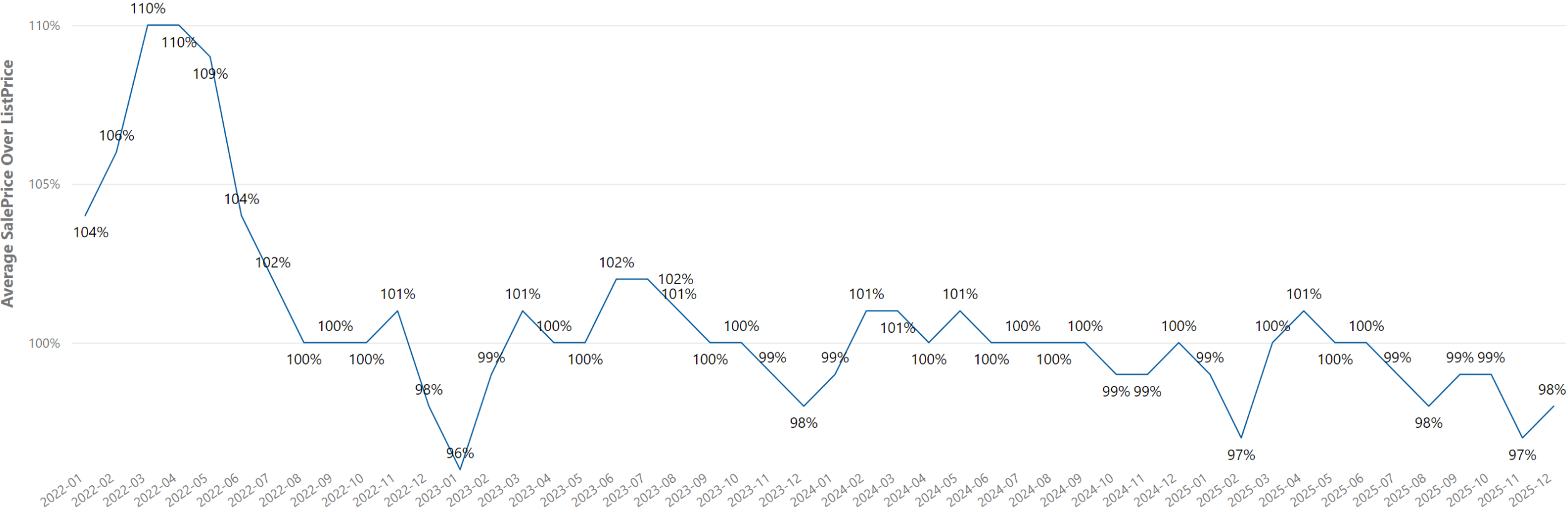
Santa Cruz County - Inventory

CountyName ● Santa Cruz



Santa Cruz County - Average Sale Price Over List Price

CountyName ● Santa Cruz



Santa Cruz County - Increased Sale To List Price

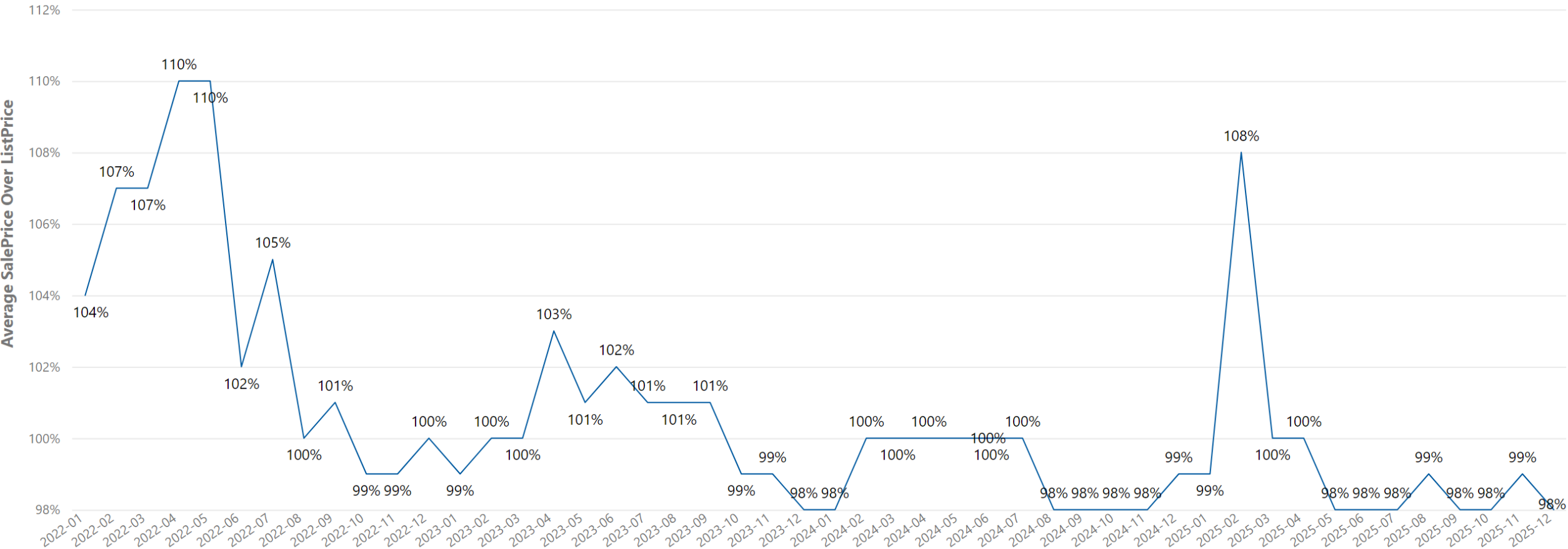
City	Sale Over List Price	Sale Over List Price Last Year	% Sale Over List Price Change
Freedom	104%	0%	N/A
Felton	98%	97%	1%
Capitola	100%	99%	1%
Watsonville	101%	100%	1%
Los Gatos	97%	97%	0%
Soquel	99%	99%	0%

Santa Cruz County - Decreased Sale To List Price

City	Sale Over List Price	Sale Over List Price Last Year	% Sale Over List Price Change
La Selva Beach	85%	106%	-20%
Boulder Creek	98%	102%	-4%
Scotts Valley	96%	99%	-3%
Ben Lomond	97%	99%	-2%
Santa Cruz	100%	102%	-2%
Aptos	97%	98%	-1%

Santa Cruz County - Average Sale Price Over List Price

CountyName ● Santa Cruz



Santa Cruz County - Increased Sale To List Price

City	Sale Over List Price	Sale Over List Price Last Year	% Sale Over List Price Change
Watsonville	102%	99%	3%
Scotts Valley	98%	96%	2%

Santa Cruz County - Decreased Sale To List Price

City	Sale Over List Price	Sale Over List Price Last Year	% Sale Over List Price Change
Santa Cruz	99%	101%	-2%
Aptos	95%	96%	-1%

Thank You

