



# Santa Cruz County

Real Estate Market Minute | March 2026

# Santa Cruz County - Residential - Single Family 2025 vs 2026

↑ 20

Median Days on Market  
Compared to 18

↑ 86

Closed Sales  
Compared to 57

↑

\$1.3M

Median Price  
Compared to \$1.3M

↓ 117

New Listings  
Compared to 118

↑ 99%

Sale to List Price Ratio  
Compared to 97%

# Santa Cruz County - Residential - Common Interest 2025 vs 2026

↑ 78

Median Days on Market  
Compared to 16

↓ 22

Closed Sales  
Compared to 33

↓

\$802.5K

Median Price  
Compared to \$890.0K

↓ 34

New Listings  
Compared to 51

↓ 98%

Sale to List Price Ratio  
Compared to 108%

# February 2026 Market Trends

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

# Market Trends – February 2026 in Santa Cruz County

## Pricing Trends

After a couple of months of decreasing median prices, the single family market increased in February, also a year over year increase. The common interest market decreased for the second straight month after a significantly high price in December 2025.

## Transactional Trends

Unlike some neighboring counties, while both the single family and common interest markets saw increases in the number of new listings and closed sales compared to January, both decreased when compared to the same time last year.

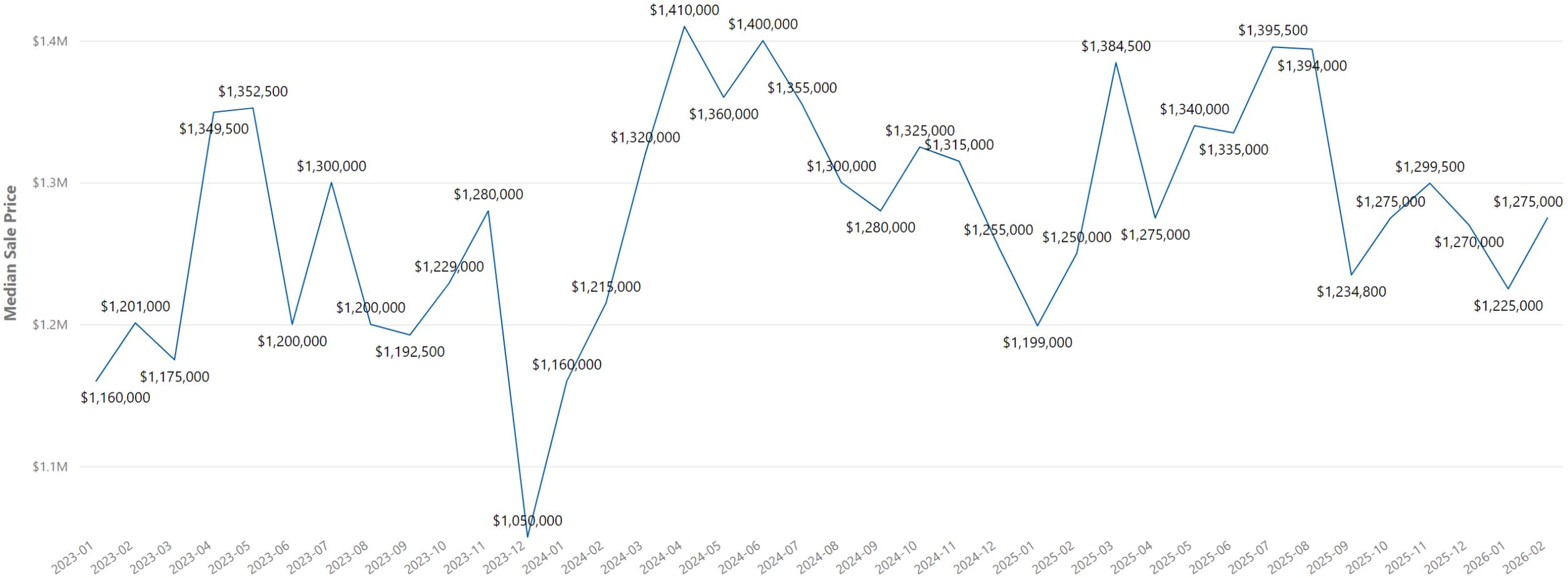
## Market Competition

February data signaled an increase in demand in the single family market with a sharp decline in the number of days on market, and an increase in the sale to list price ratio. The common interest market was opposite with rising days on market and a flat sale to list.

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

CountyName ● Santa Cruz



Data as of 3/6/2026

Aculist@2026

Residential Single Family: 2023-2026

# Santa Cruz County - Increased Median Price

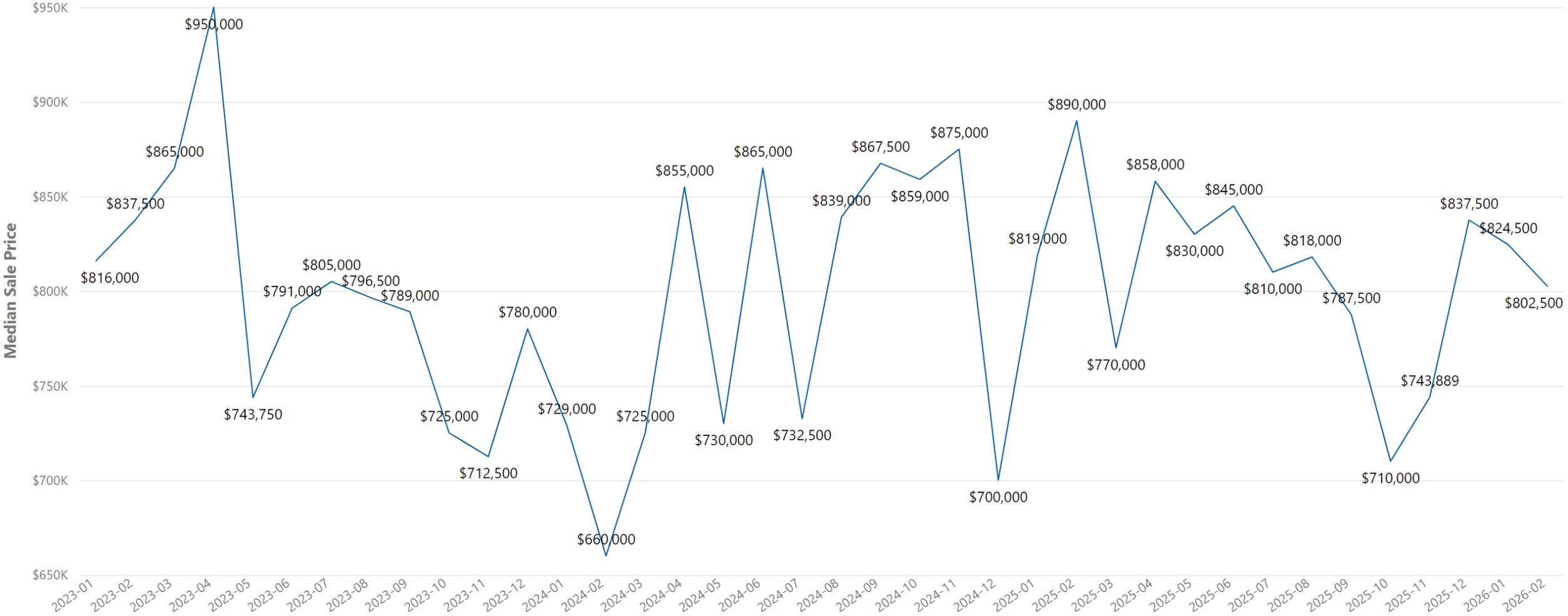
City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
Brookdale	\$1,100,000	\$0	N/A
Capitola	\$1,790,000	\$0	N/A
La Selva Beach	\$2,540,000	\$0	N/A
Felton	\$1,676,000	\$812,000	106%
Scotts Valley	\$1,850,000	\$1,315,000	41%
Los Gatos	\$1,485,000	\$1,146,000	30%
Boulder Creek	\$717,500	\$642,500	12%
Freedom	\$820,000	\$750,000	9%

# Santa Cruz County - Decreased Median Price

City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
Mount Hermon	\$0	\$310,000	-100%
Soquel	\$1,362,500	\$1,565,000	-13%
Aptos	\$1,385,000	\$1,586,500	-13%
Ben Lomond	\$952,000	\$1,057,000	-10%
Santa Cruz	\$1,356,250	\$1,482,500	-9%
Watsonville	\$807,500	\$810,000	0%

# Santa Cruz County - Median Sale Price

CountyName ● Santa Cruz



Data as of 3/6/2026

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Residential Common Interest: 2023-2026

# Santa Cruz County - Increased Median Price

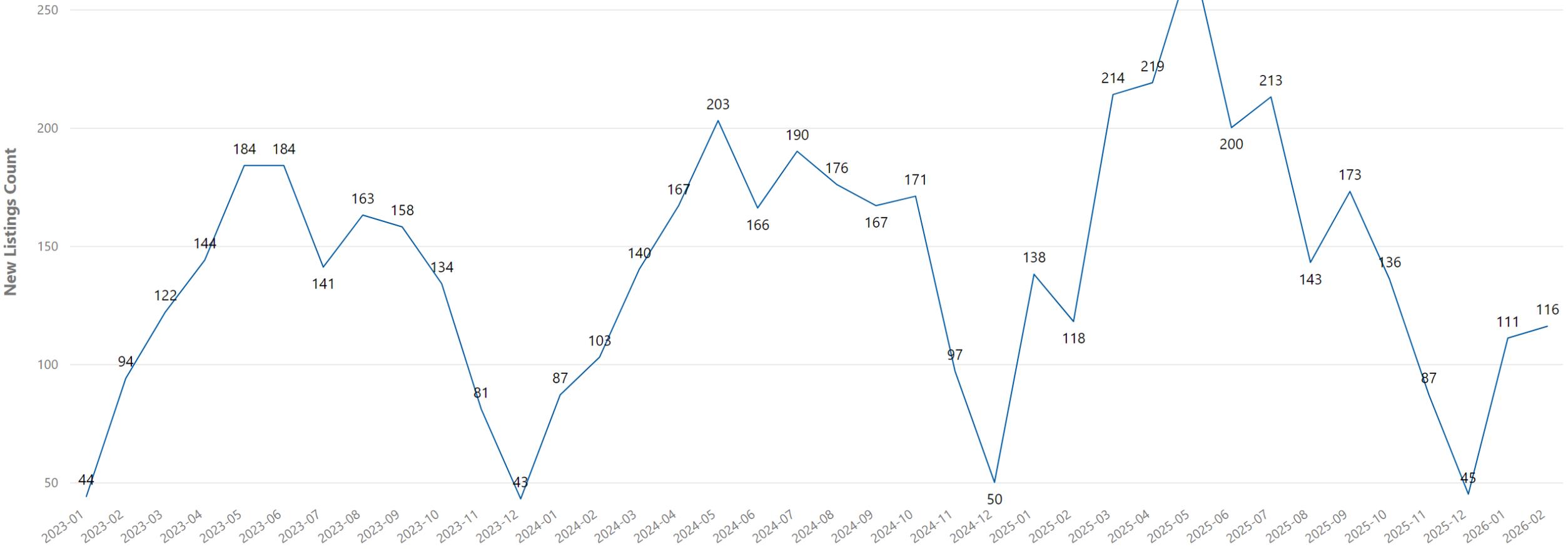
City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
La Selva Beach	\$1,749,000	\$0	N/A
Watsonville	\$1,100,000	\$742,500	48%
Scotts Valley	\$845,000	\$710,000	19%

# Santa Cruz County - Decreased Median Price

City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
Boulder Creek	\$0	\$550,000	-100%
Soquel	\$0	\$830,000	-100%
Capitola	\$599,500	\$890,000	-33%
Santa Cruz	\$790,000	\$954,000	-17%
Aptos	\$1,022,000	\$1,125,000	-9%

# Santa Cruz County - New Listings

CountyName ● Santa Cruz



Data as of 3/6/2026

Aculist@2026

Residential Single Family: 2023-2026

# Santa Cruz County - Increased New Listings

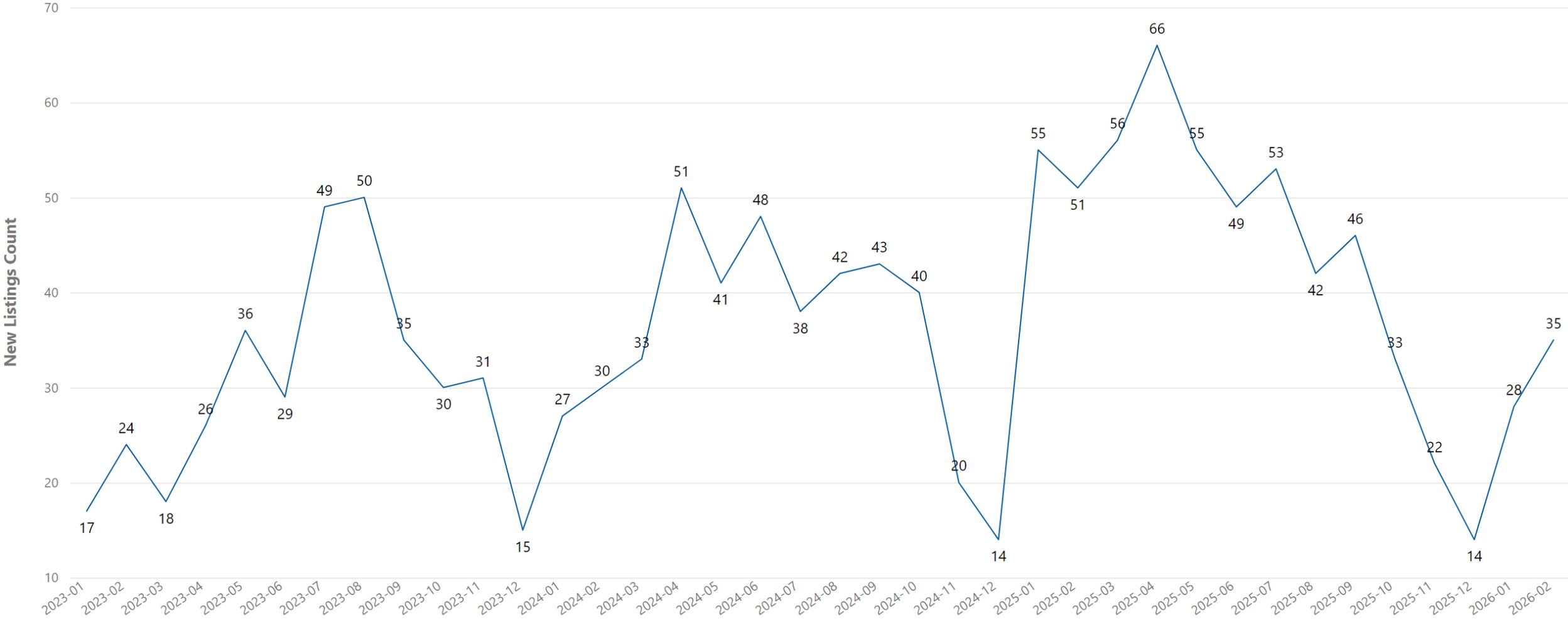
City	New Listings This Year	New Listings Last Year	% New Listings Change
Brookdale	1	0	N/A
Corralitos	1	0	N/A
Mount Hermon	1	0	N/A
Los Gatos	12	8	50%
Scotts Valley	12	8	50%
Capitola	5	4	25%
Felton	5	4	25%
Boulder Creek	10	9	11%
Aptos	21	20	5%
Ben Lomond	5	5	0%

# Santa Cruz County - Decreased New Listings

City	New Listings This Year	New Listings Last Year	% New Listings Change
Soquel	2	7	-71%
Watsonville	9	12	-25%
Santa Cruz	32	37	-14%

# Santa Cruz County - New Listings

CountyName ● Santa Cruz



Data as of 3/6/2026

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Residential Common Interest: 2023-2026

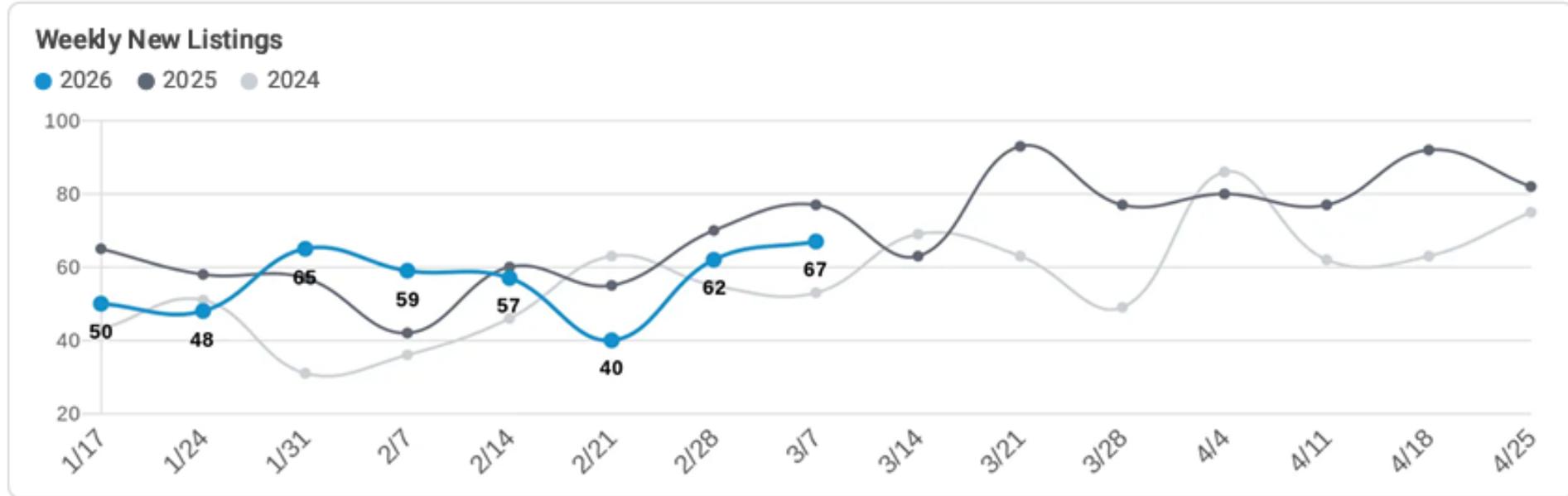
# Santa Cruz County - Increased New Listings

City	New Listings This Year	New Listings Last Year	% New Listings Change
La Selva Beach	1	0	N/A
Boulder Creek	2	0	N/A
Watsonville	6	5	20%

# Santa Cruz County - Decreased New Listings

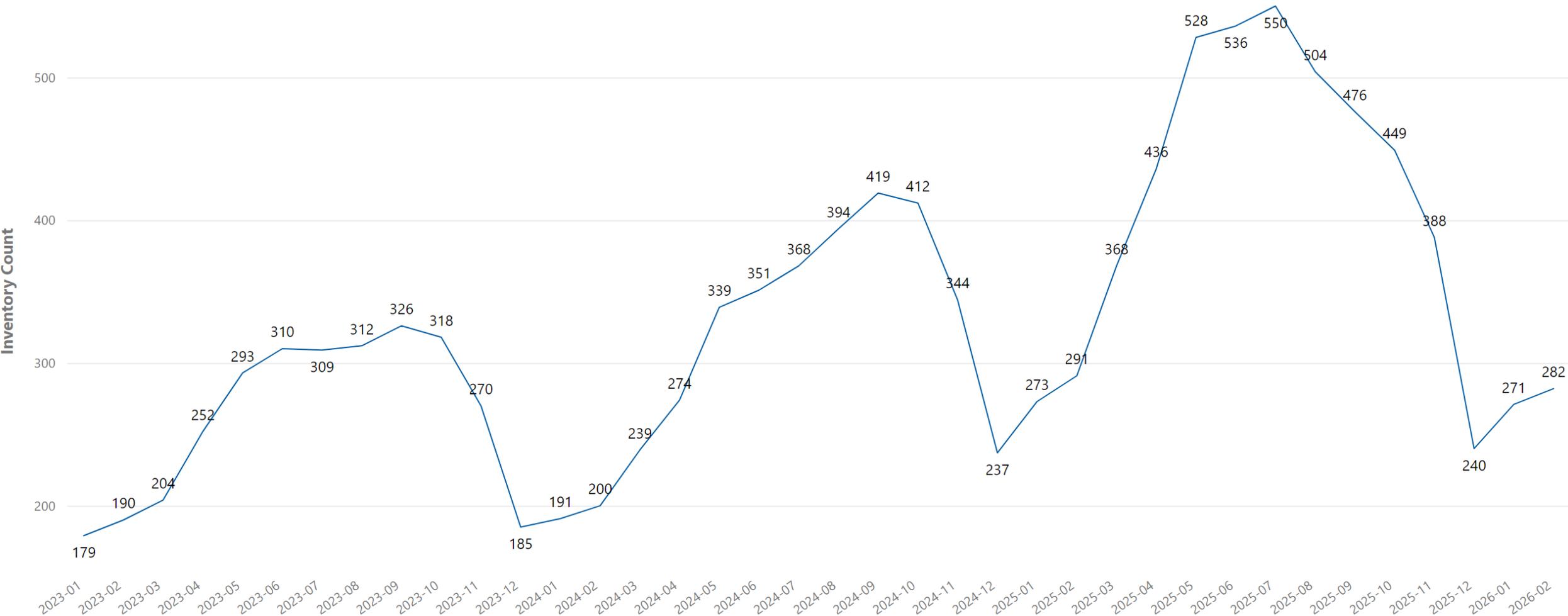
City	New Listings This Year	New Listings Last Year	% New Listings Change
Soquel	1	4	-75%
Scotts Valley	3	8	-63%
Santa Cruz	7	17	-59%
Capitola	5	6	-17%
Aptos	10	11	-9%

# Santa Cruz County – New Listings Week Ending 03/07/2026



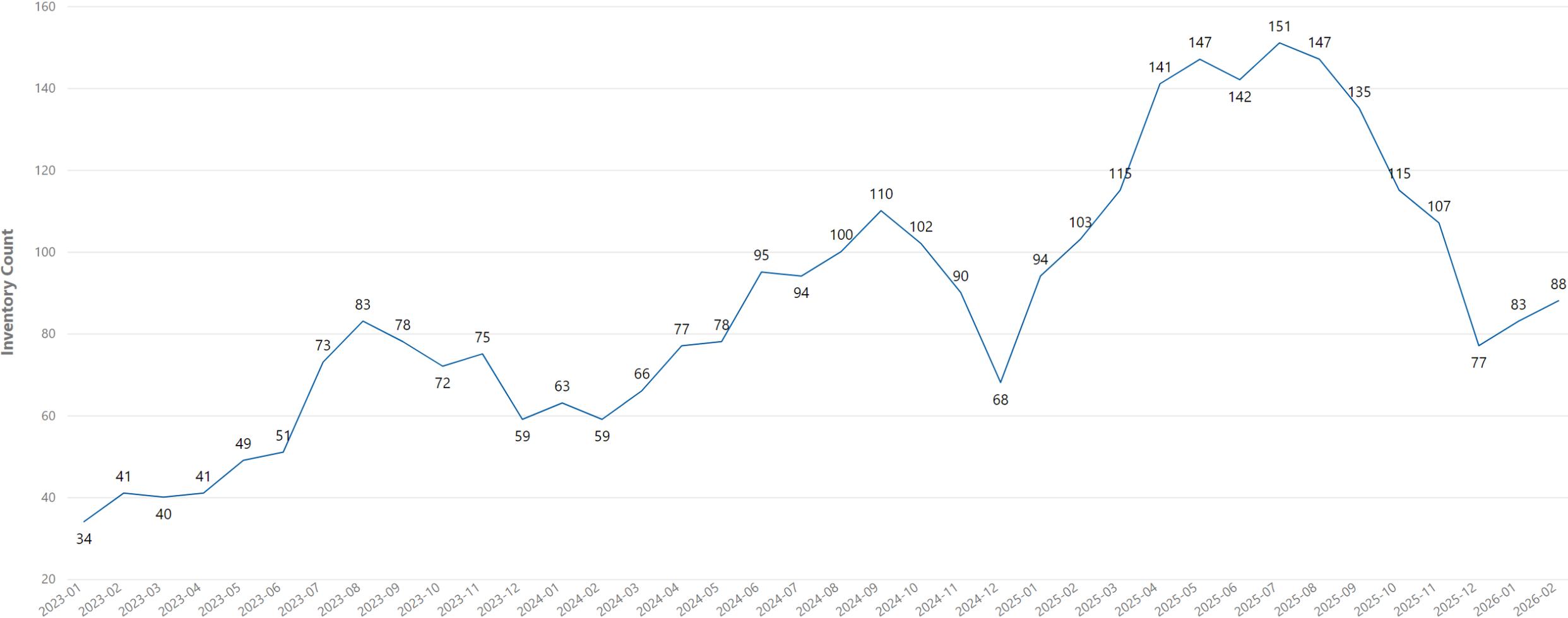
# Santa Cruz County - Inventory

CountyName ● Santa Cruz



# Santa Cruz County - Inventory

CountyName ● Santa Cruz

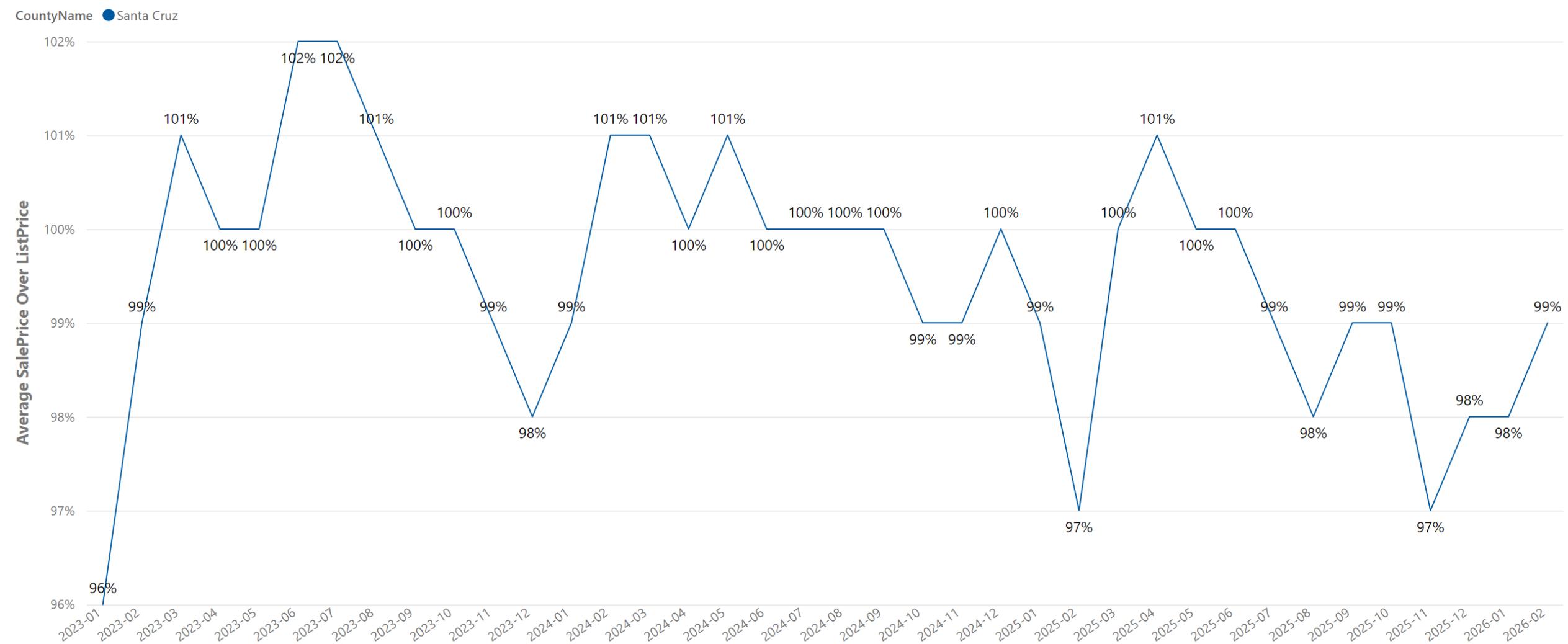


Data as of 3/6/2026

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Residential Common Interest: 2023-2026

# Santa Cruz County - Average Sale Price Over List Price



# Santa Cruz County - Increased Sale To List Price

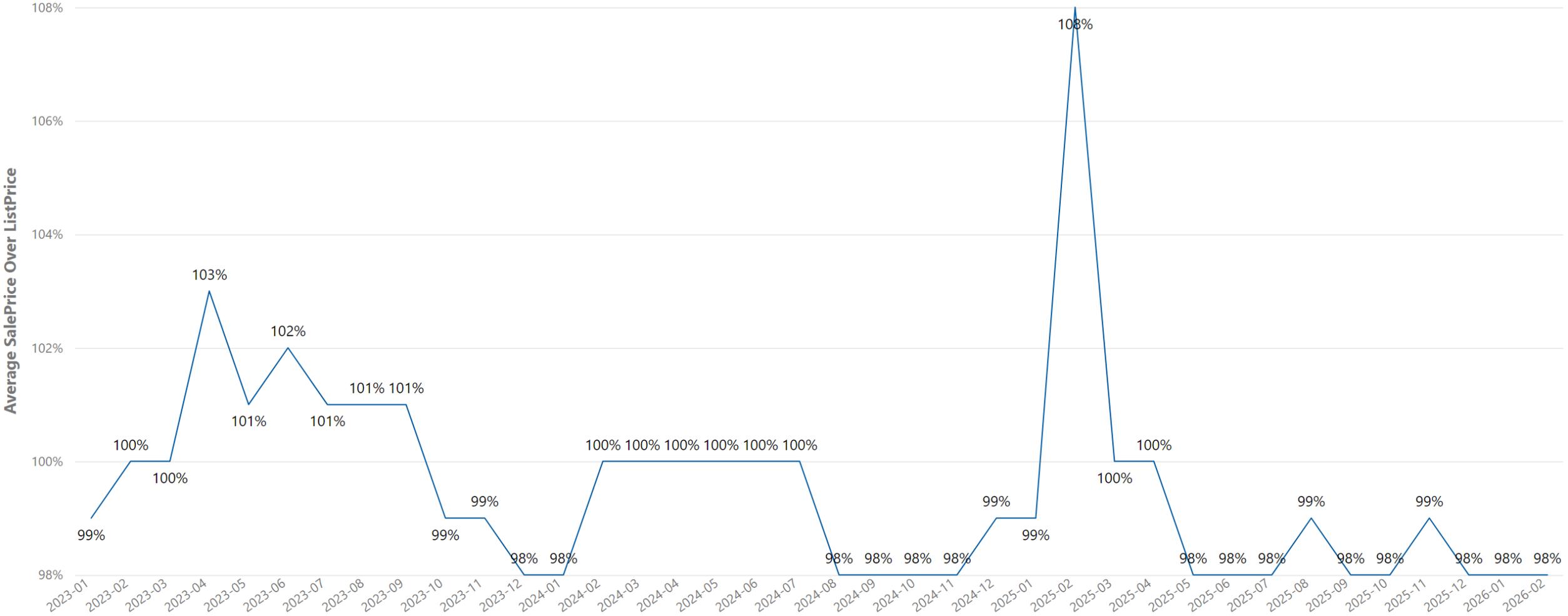
City	Sale Over List Price	Sale Over List Price Last Year	% Sale Over List Price Change
Brookdale	96%	0%	N/A
Capitola	118%	0%	N/A
La Selva Beach	95%	0%	N/A
Boulder Creek	98%	89%	10%
Felton	108%	100%	8%
Aptos	101%	98%	3%
Santa Cruz	101%	98%	3%
Soquel	101%	98%	3%

# Santa Cruz County - Decreased Sale To List Price

City	Sale Over List Price	Sale Over List Price Last Year	% Sale Over List Price Change
Ben Lomond	80%	104%	-23%
Los Gatos	95%	100%	-5%
Watsonville	94%	97%	-3%
Freedom	104%	107%	-3%
Scotts Valley	95%	97%	-2%

# Santa Cruz County - Average Sale Price Over List Price

CountyName ● Santa Cruz



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Aculist@2026

Residential Common Interest: 2023-2026

# Santa Cruz County - Increased Sale To List Price

City	Sale Over List Price	Sale Over List Price Last Year	% Sale Over List Price Change
La Selva Beach	97%	0%	N/A
Aptos	100%	99%	1%

# 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	98%	117%	-16%
Capitola	96%	102%	-6%
Watsonville	94%	98%	-4%
Scotts Valley	100%	102%	-2%

# Thank You

