



Santa Cruz County

Real Estate Market Minute | September 2026

Santa Cruz County - Residential - Single Family 2025 vs 2026

↓ 14

Median Days on Market
Compared to 31



\$1.4M

Median Price
Compared to \$1.4M

↓ 111

Closed Sales
Compared to 127

↑ 167

New Listings
Compared to 143

↑ 100%

Sale to List Price Ratio
Compared to 98%

Santa Cruz County - Residential - Common Interest 2025 vs 2026

↑ 34

Median Days on Market
Compared to 15



\$803.0K

Median Price
Compared to \$809.0K

↓ 25

Closed Sales
Compared to 34

↓ 38

New Listings
Compared to 42

= 99%

Sale to List Price Ratio
Compared to 99%

August 2026 Market Trends

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

Market Trends – August 2026 in Santa Cruz County

Pricing Trends

Median prices reached \$1.35 million for single family homes, a decrease after two months of increases, and \$803,000 for common interest properties, a significant increase from a decrease in July.

Transactional Trends

Market activity slowed in August, with new listings declining 9%, adding 167 properties for single family homes and 24% for common interest properties, 38 properties added. Closed sales also fell significantly, dropping 20% and 29%, respectively, compared with July sales.

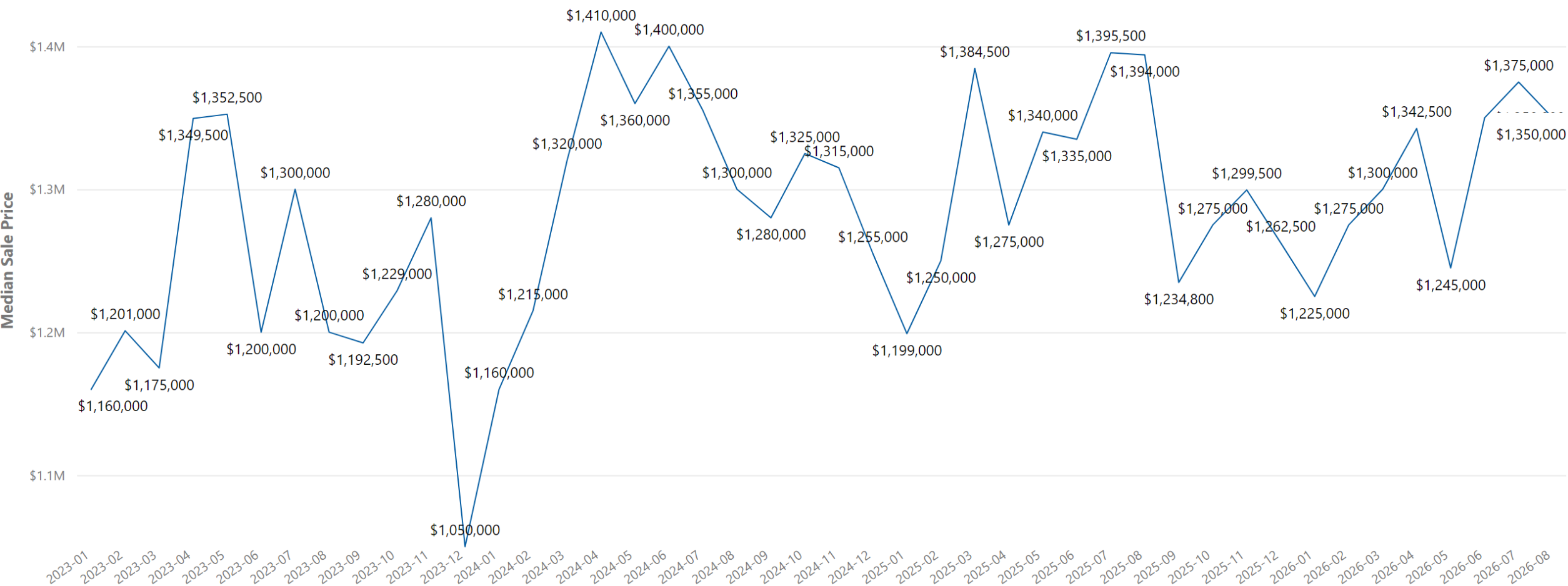
Market Competition

Single family homes sold for 100% of list price, up 1% from July, while common interest properties stayed consistent at 99%. Median days on market decreased seven days for single family homes and four days for common interest properties compared with July levels.

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



Santa Cruz County - Increased Median Price

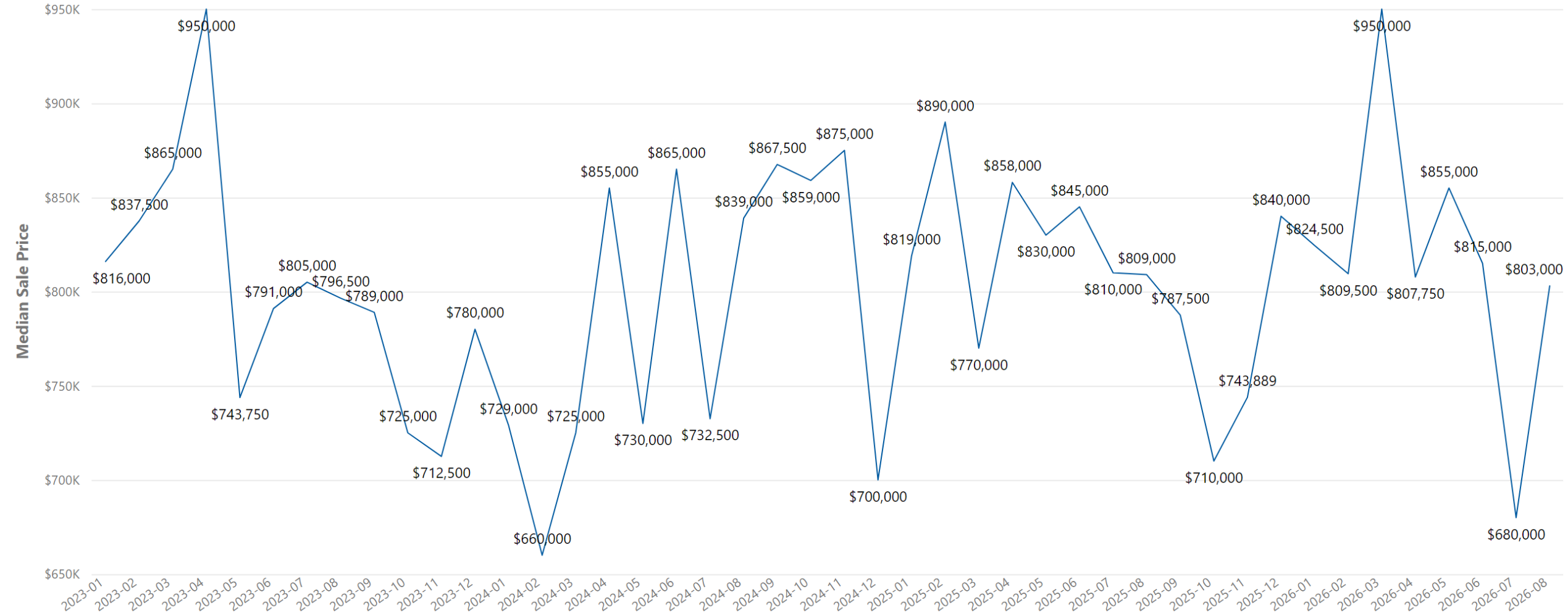
City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
Freedom	\$780,000	\$0	N/A
Boulder Creek	\$810,000	\$620,000	31%
Scotts Valley	\$1,585,000	\$1,250,000	27%
Felton	\$986,000	\$920,000	7%
Los Gatos	\$1,609,975	\$1,595,000	1%

Santa Cruz County - Decreased Median Price

City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
La Selva Beach	\$0	\$1,822,500	-100%
Mount Hermon	\$0	\$745,000	-100%
Capitola	\$1,470,000	\$1,825,000	-19%
Ben Lomond	\$926,250	\$1,117,500	-17%
Watsonville	\$737,500	\$872,500	-15%
Santa Cruz	\$1,550,000	\$1,696,000	-9%
Corralitos	\$1,525,000	\$1,625,000	-6%
Aptos	\$1,472,500	\$1,505,000	-2%
Soquel	\$1,575,000	\$1,601,000	-2%

Santa Cruz County - Median Sale Price

CountyName ● Santa Cruz



Santa Cruz County - Increased Median Price

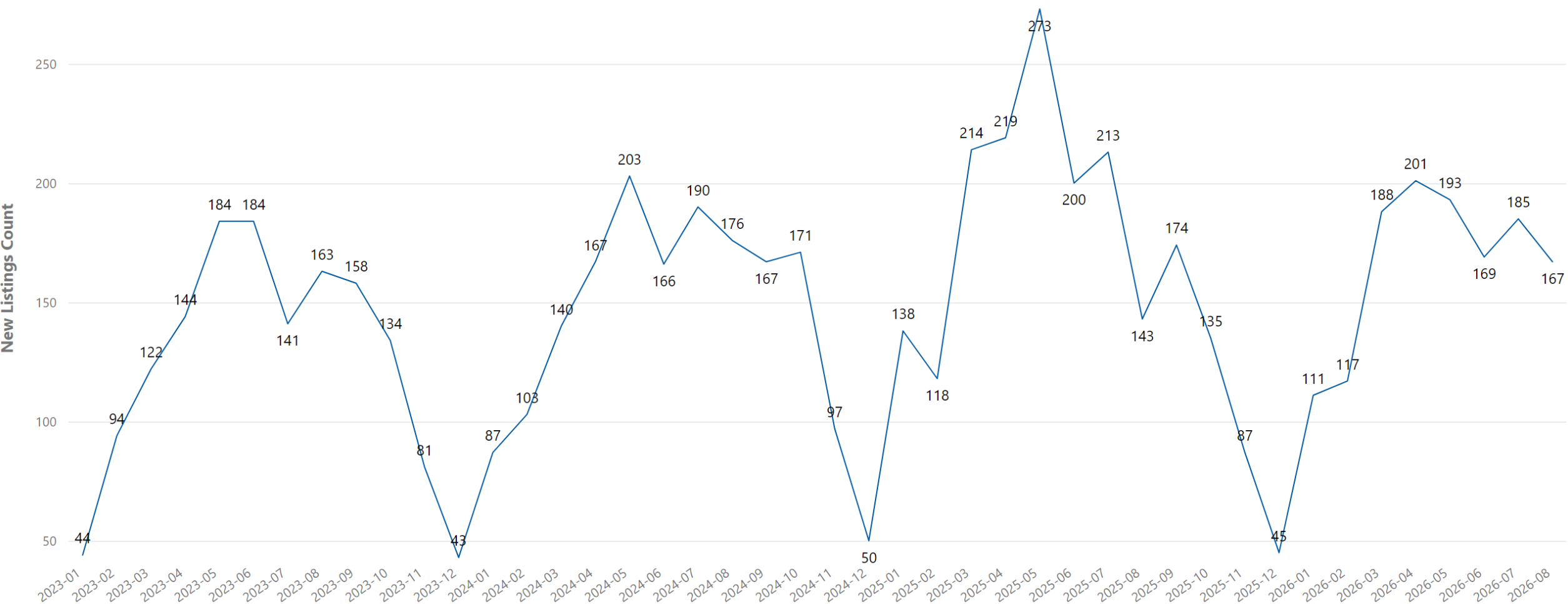
City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
Freedom	\$610,000	\$0	N/A
Watsonville	\$789,000	\$524,799	50%
Aptos	\$1,081,500	\$909,000	19%
Scotts Valley	\$799,000	\$744,500	7%

Santa Cruz County - Decreased Median Price

City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
La Selva Beach	\$1,080,000	\$1,832,500	-41%
Capitola	\$730,000	\$862,500	-15%
Santa Cruz	\$803,000	\$835,000	-4%

Santa Cruz County - New Listings

CountyName ● Santa Cruz



Santa Cruz County - Increased New Listings

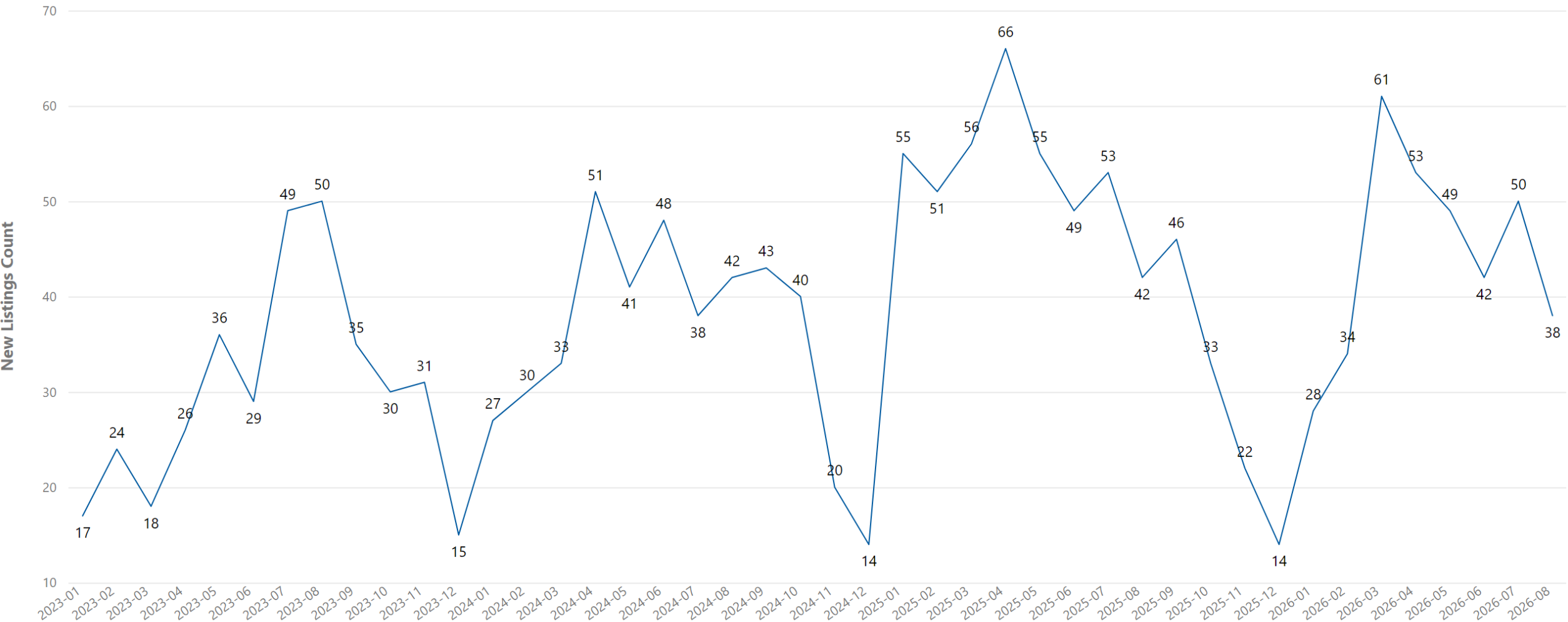
City	New Listings This Year	New Listings Last Year	% New Listings Change
Los Gatos	7	1	600%
Felton	11	5	120%
Scotts Valley	9	5	80%
Ben Lomond	8	5	60%
Watsonville	21	15	40%
Santa Cruz	47	42	12%
Soquel	10	9	11%
Corralitos	1	1	0%
Mount Hermon	1	1	0%
Aptos	27	27	0%

Santa Cruz County - Decreased New Listings

City	New Listings This Year	New Listings Last Year	% New Listings Change
Capitola	5	7	-29%
Brookdale	3	4	-25%
Boulder Creek	17	18	-6%

Santa Cruz County - New Listings

CountyName ● Santa Cruz



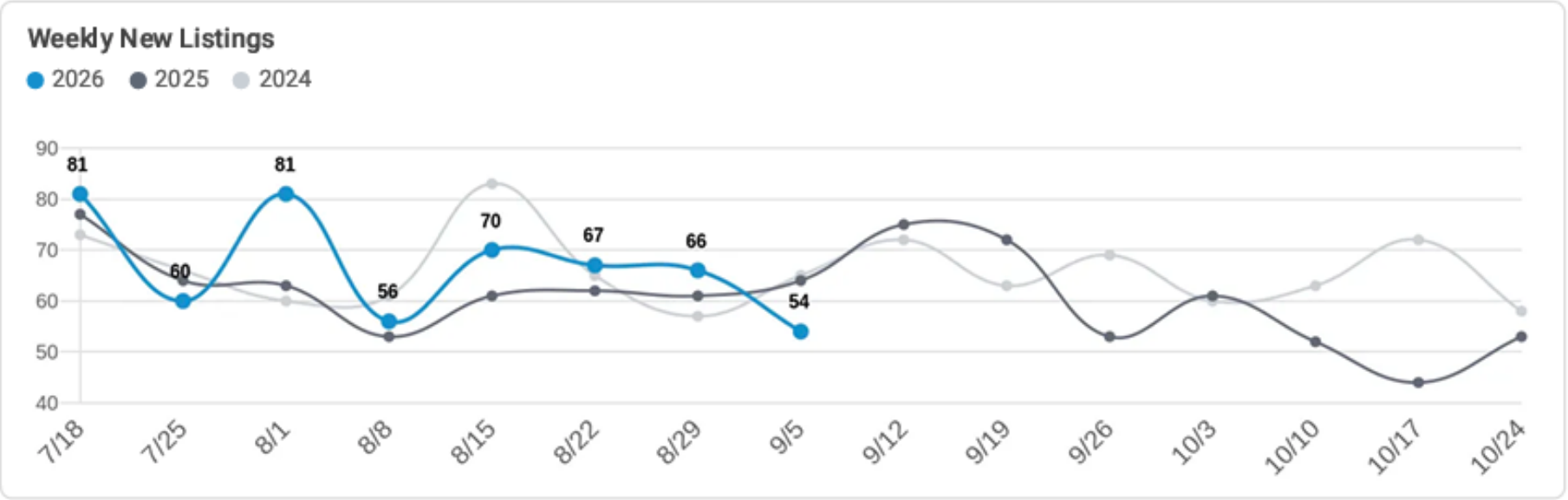
Santa Cruz County - Increased New Listings

City	New Listings This Year	New Listings Last Year	% New Listings Change
Santa Cruz	21	16	31%
Aptos	8	7	14%

Santa Cruz County - Decreased New Listings

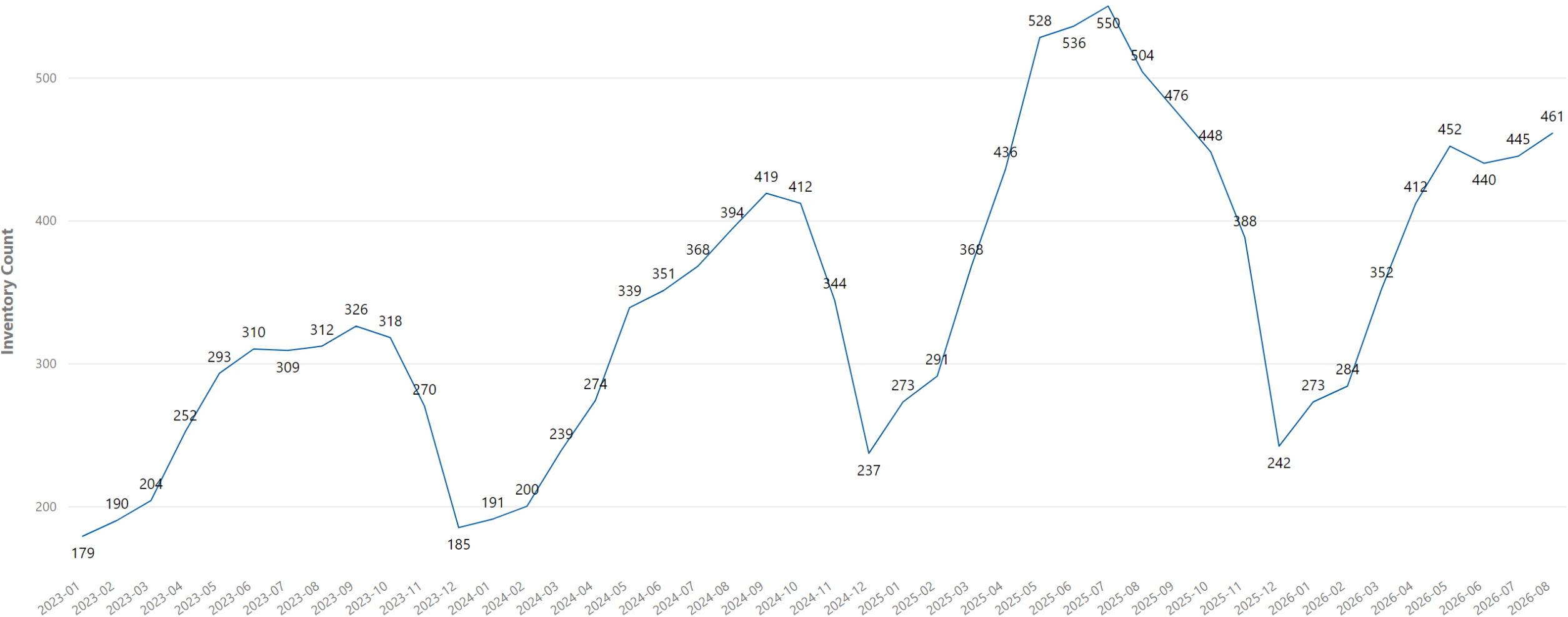
City	New Listings This Year	New Listings Last Year	% New Listings Change
Watsonville	2	7	-71%
Soquel	1	2	-50%
Scotts Valley	2	4	-50%
Capitola	4	6	-33%

Santa Cruz County – New Listings Week Ending 09/05/2026



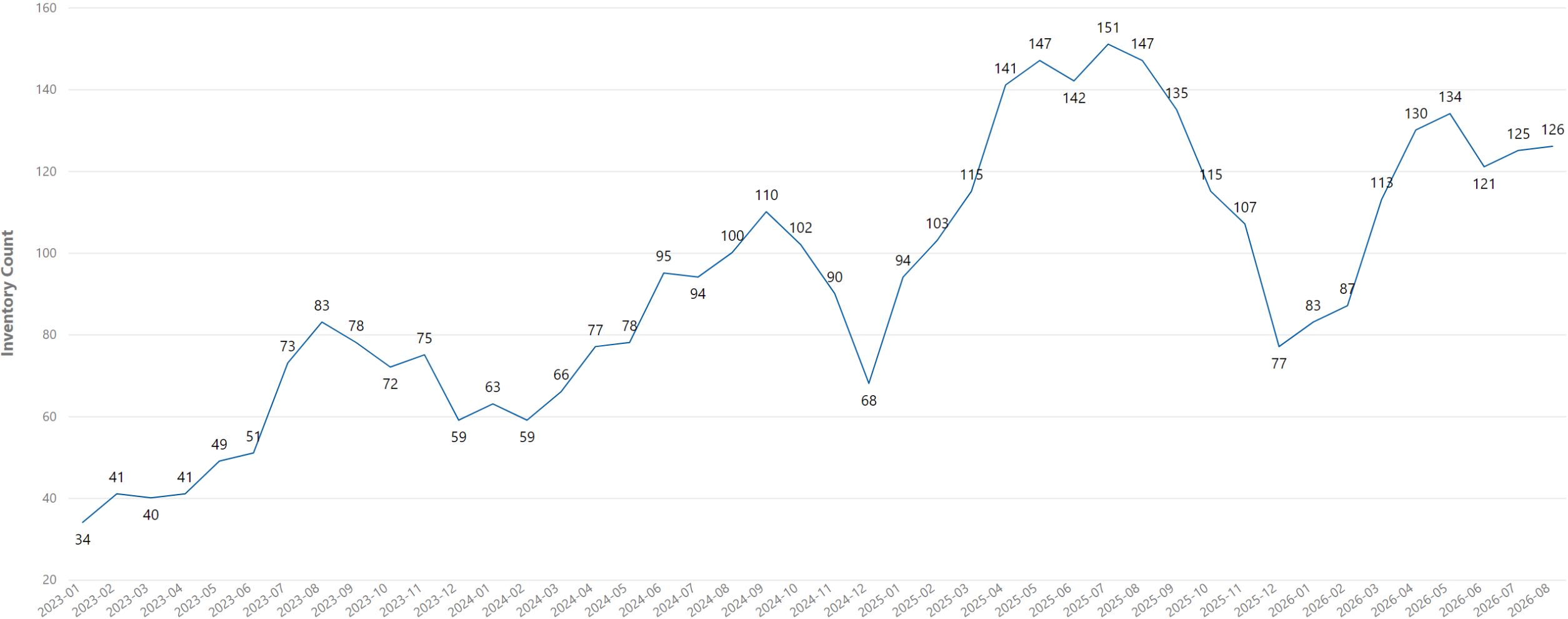
Santa Cruz County - Inventory

CountyName ● Santa Cruz



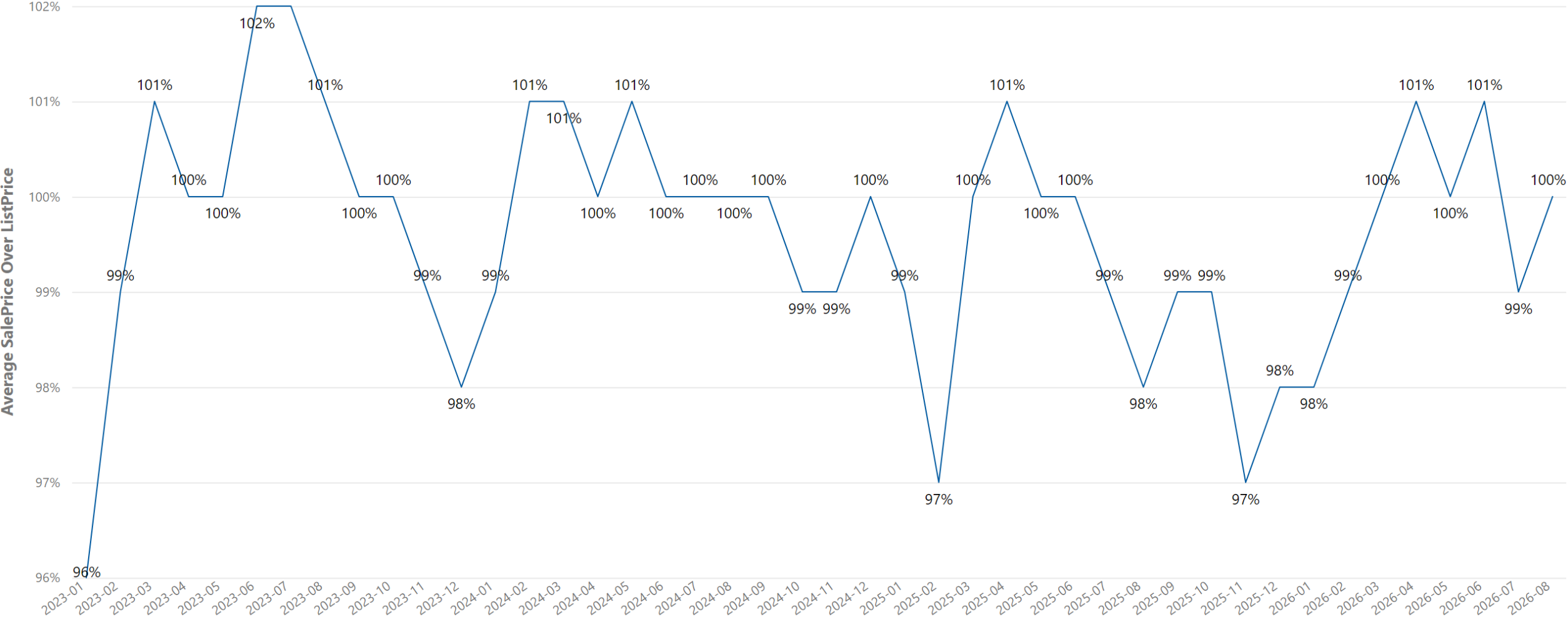
Santa Cruz County - Inventory

CountyName ● Santa Cruz



Santa Cruz County - Average Sale Price Over List Price

CountyName ● Santa Cruz



Santa Cruz County - Increased Sale To List Price

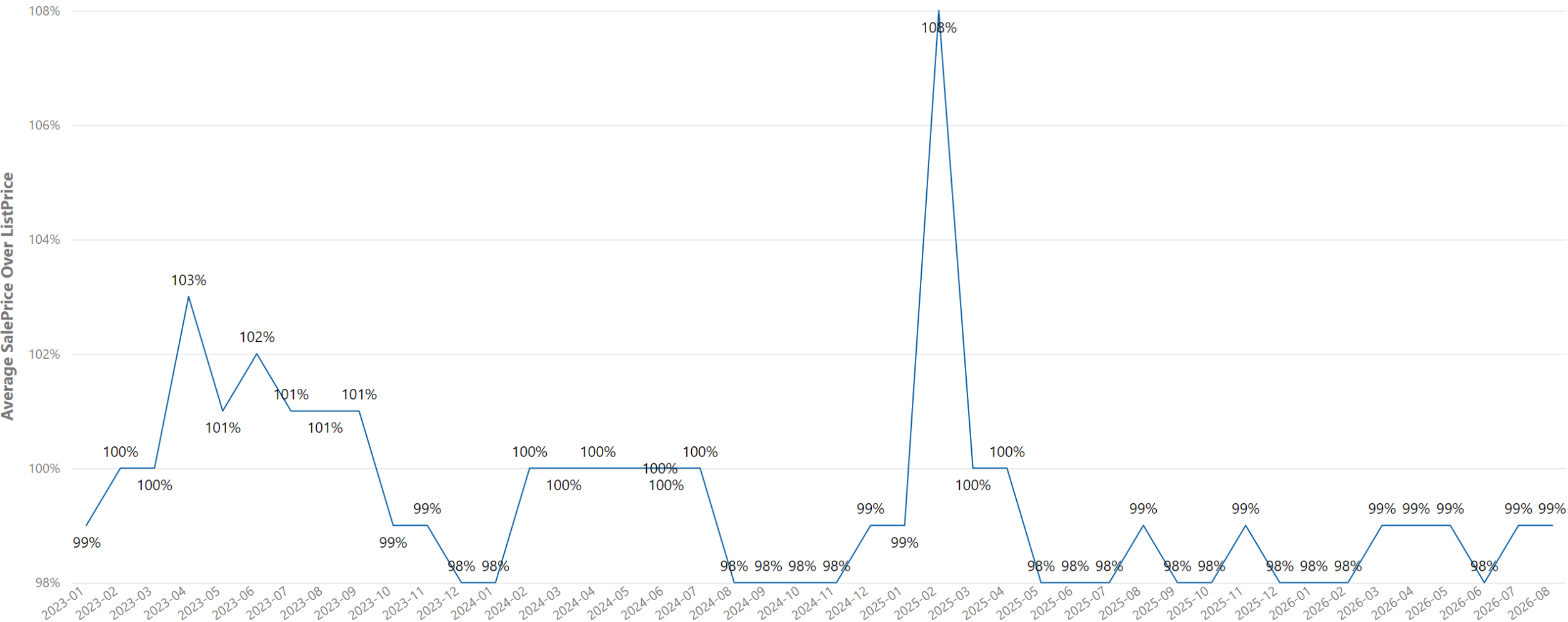
City	Sale Over List Price	Sale Over List Price Last Year	% Sale Over List Price Change
Freedom	99%	0%	N/A
Capitola	103%	93%	11%
Ben Lomond	102%	97%	5%
Santa Cruz	103%	98%	5%
Corralitos	99%	96%	3%
Boulder Creek	99%	97%	2%
Aptos	99%	98%	1%
Felton	102%	101%	1%
Soquel	99%	99%	0%
Watsonville	98%	98%	0%

Santa Cruz County - Decreased Sale To List Price

City	Sale Over List Price	Sale Over List Price Last Year	% Sale Over List Price Change
Scotts Valley	98%	100%	-2%
Los Gatos	95%	96%	-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
Freedom	102%	0%	N/A
La Selva Beach	100%	95%	5%
Scotts Valley	100%	97%	3%
Watsonville	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
Aptos	97%	99%	-2%
Capitola	97%	98%	-1%
Santa Cruz	99%	100%	-1%

Thank You

