

# Santa Cruz County Market Minute Update



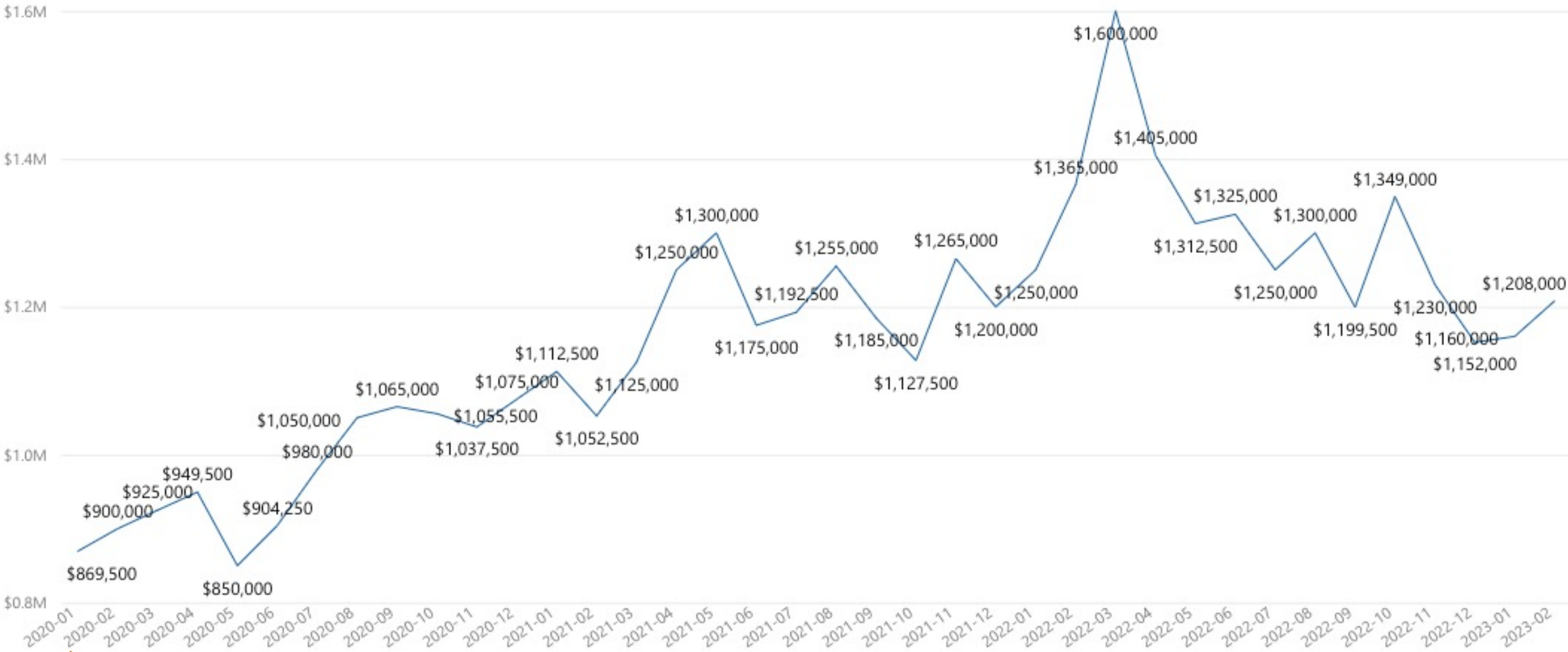
Statistics

**March 2023**

POWER ON  
POWER OFF  
EMAIL  
INTERNET  
WORLD  
NO  
SEARCH

# Santa Cruz County – Median Sale Price

CountyName ● Santa Cruz



# Santa Cruz County – Median Price

City	Median Sale Price	Median Sale Price Last Year	% Med Price Change
Aptos	\$1,760,000	\$1,627,500	8%
Capitola	\$1,510,000	\$1,405,000	7%
Santa Cruz	\$1,525,000	\$1,600,000	-5%
Watsonville	\$750,000	\$810,000	-7%
Soquel	\$1,257,750	\$1,550,000	-19%
Scotts Valley	\$1,212,475	\$1,515,000	-20%
Boulder Creek	\$490,000	\$790,500	-38%
Los Gatos	\$837,500	\$1,511,500	-45%
La Selva Beach	\$1,189,000	\$2,769,000	-57%
Brookdale	\$590,000	\$1,557,500	-62%

# Santa Cruz County – Median Sale Price (CI)

CountyName ● Santa Cruz

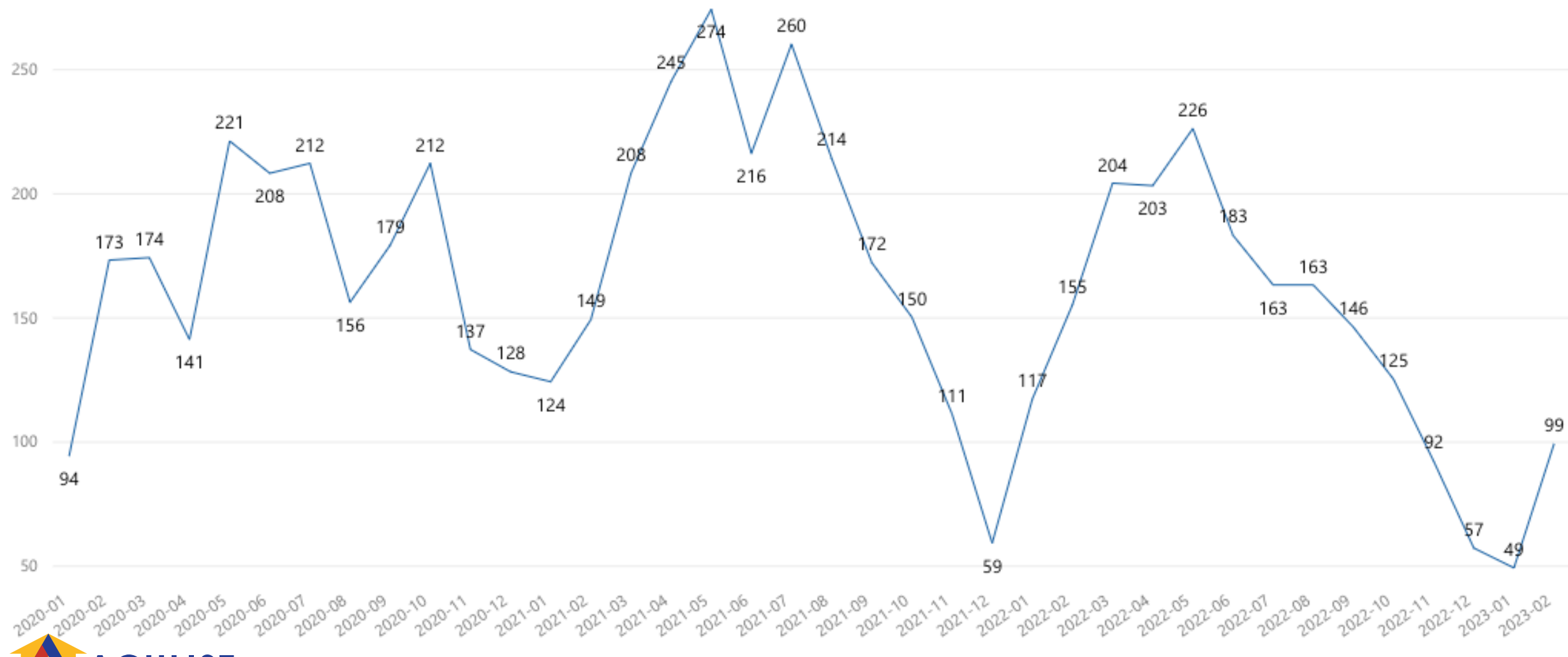


# Santa Cruz County – Median Price (CI)

City	Median Sale Price	Median Sale Price Last Year	% Med Price Change
Capitola	\$725,000	\$769,000	-6%
Scotts Valley	\$750,000	\$815,250	-8%
Aptos	\$841,500	\$965,000	-13%

# Santa Cruz County – New Listings

CountyName ● Santa Cruz



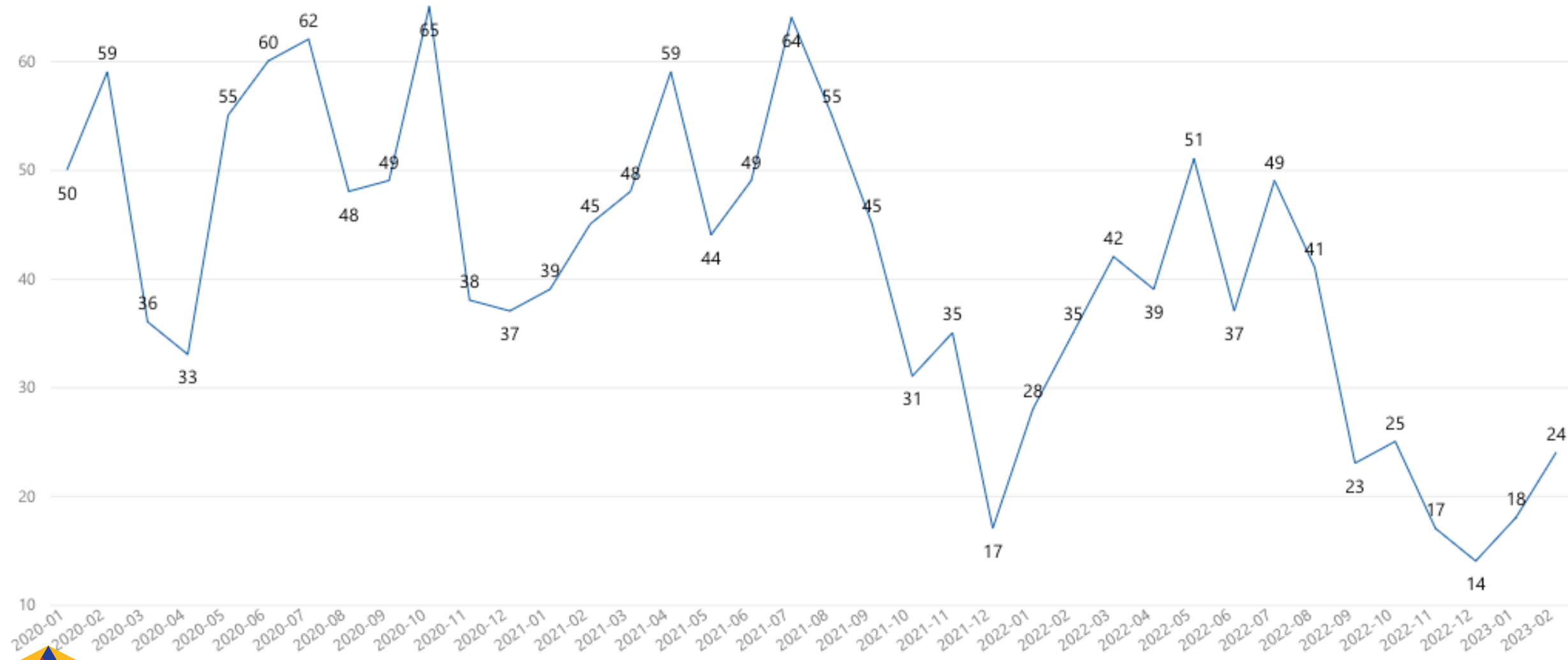


# Santa Cruz County - New Listings

City	New Listings This Year	New Listings Last Year	% New Change ▼
Aptos	18	18	0%
Santa Cruz	36	42	-14%
Capitola	3	5	-40%
Soquel	3	5	-40%
Boulder Creek	8	14	-43%
Watsonville	10	34	-71%
Los Gatos	2	7	-71%
Scotts Valley	2	10	-80%
La Selva Beach	0	2	-100%

# Santa Cruz County – New Listings (CI)

CountyName ● Santa Cruz

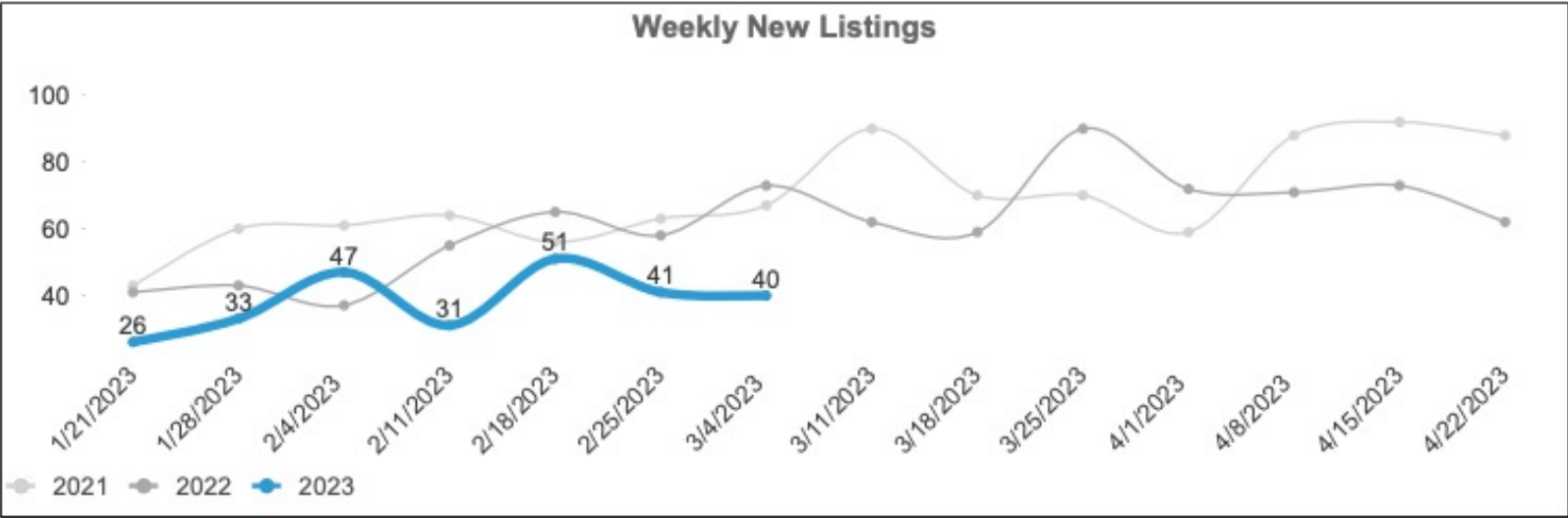




# Santa Cruz County – New Listings (CI)

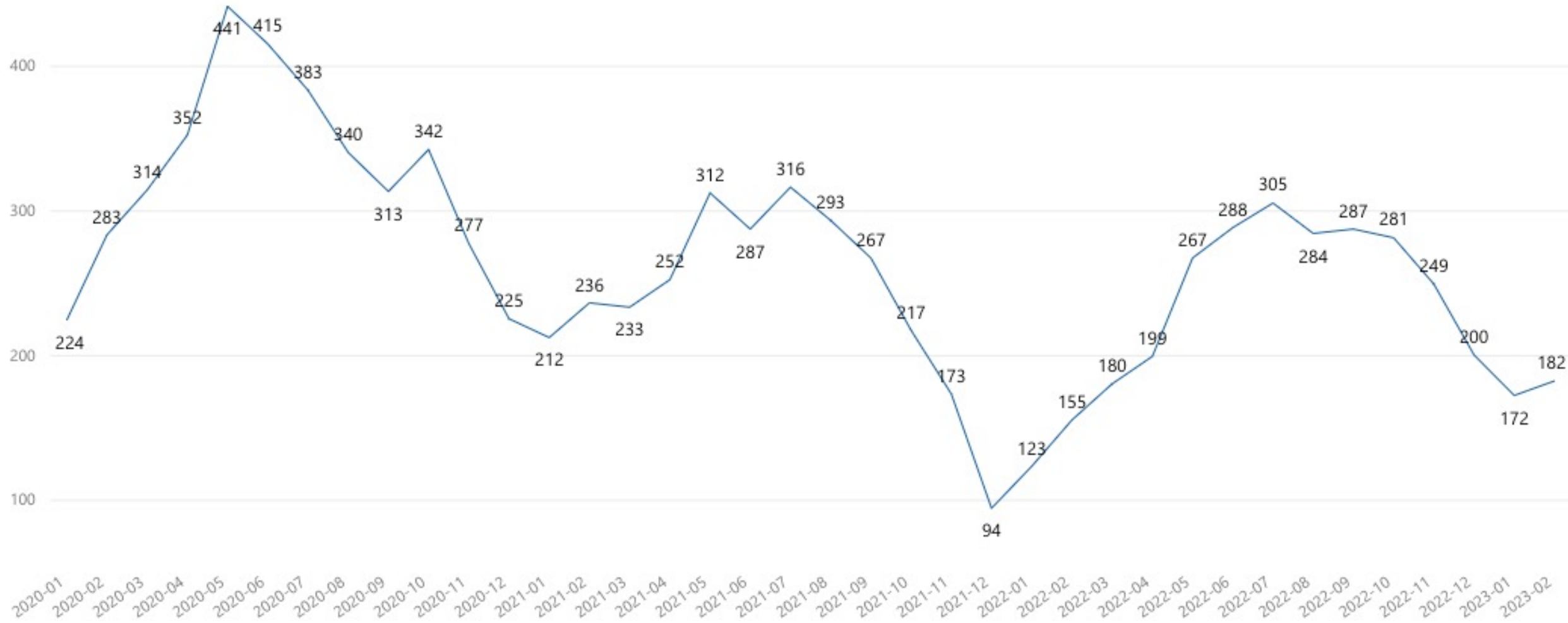
City	New Listings This Year	New Listings Last Year	% New Change ▼
Aptos	6	7	-14%
Capitola	3	5	-40%
Scotts Valley	2	5	-60%

# Santa Cruz County - New Listings Week Ending 03/04/2023



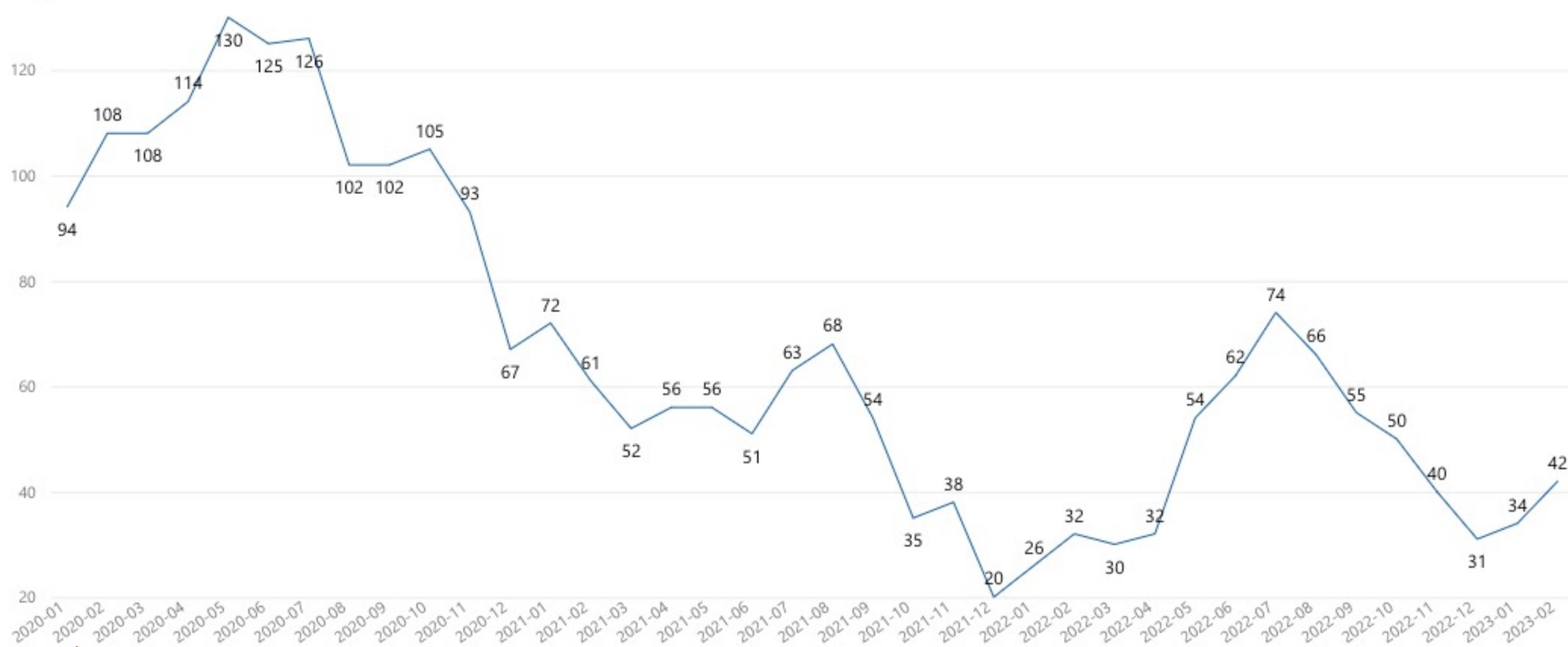
# Santa Cruz County – Inventory

CountyName ● Santa Cruz



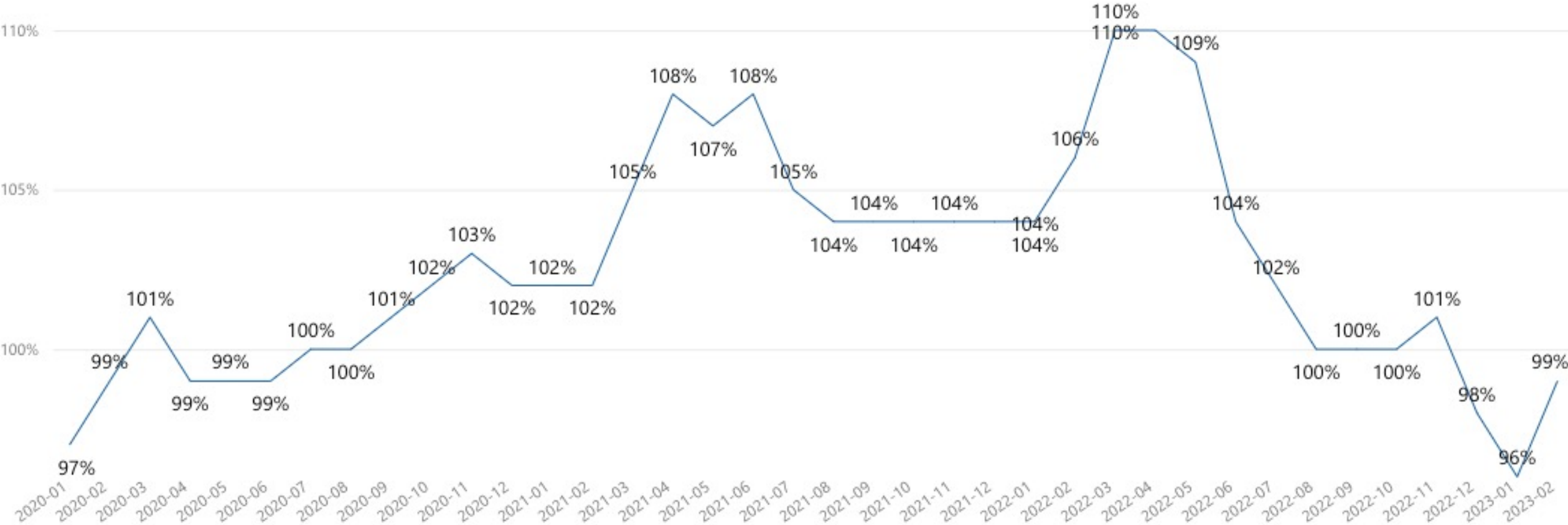
# Santa Cruz County – Inventory (CI)

CountyName ● Santa Cruz



# Santa Cruz County – Sale to List Price

CountyName ● Santa Cruz



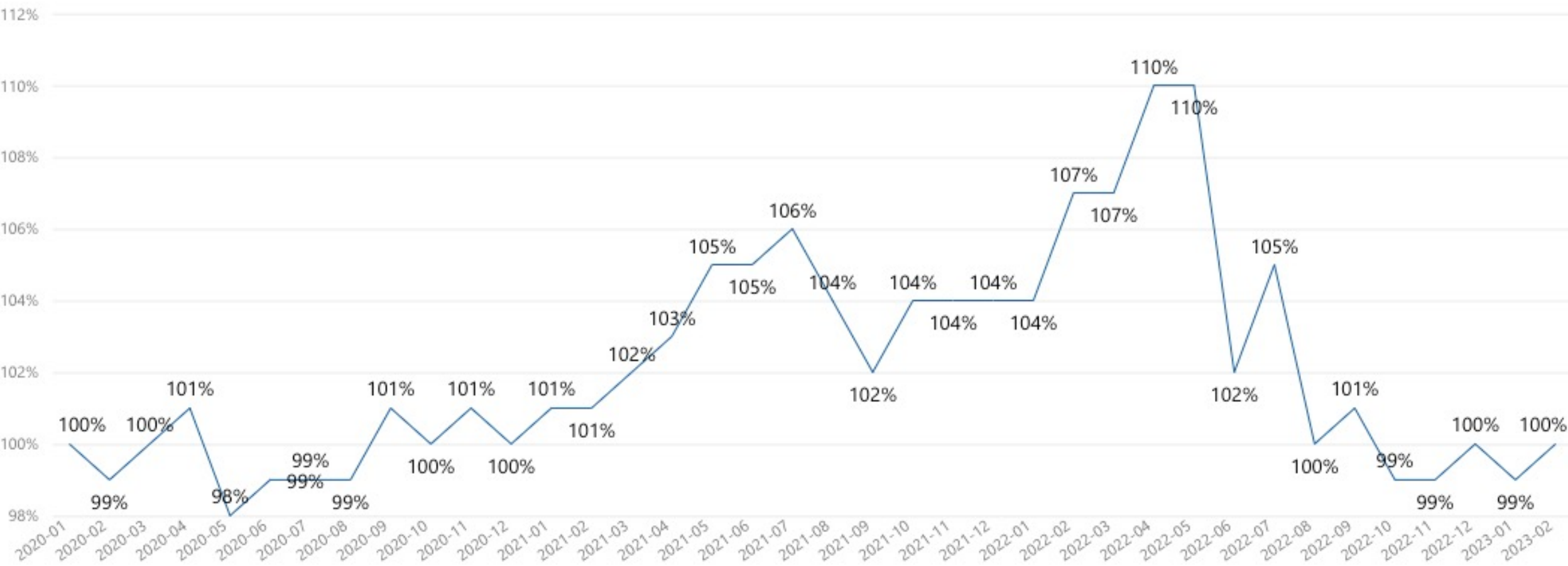
# Santa Cruz County - Sale to List Price

City	Sale Over List Price	Sale Over List Price Last Year	% SP/LP Change ▼
Boulder Creek	102%	102%	0%
Soquel	102%	104%	-2%
Los Gatos	96%	98%	-2%
Watsonville	98%	103%	-5%
Aptos	99%	105%	-6%
Santa Cruz	100%	108%	-7%
Scotts Valley	99%	108%	-8%
Capitola	100%	113%	-12%
Brookdale	84%	97%	-13%
La Selva Beach	92%	135%	-32%



# Santa Cruz County – Sale to List Price (CI)

CountyName ● Santa Cruz



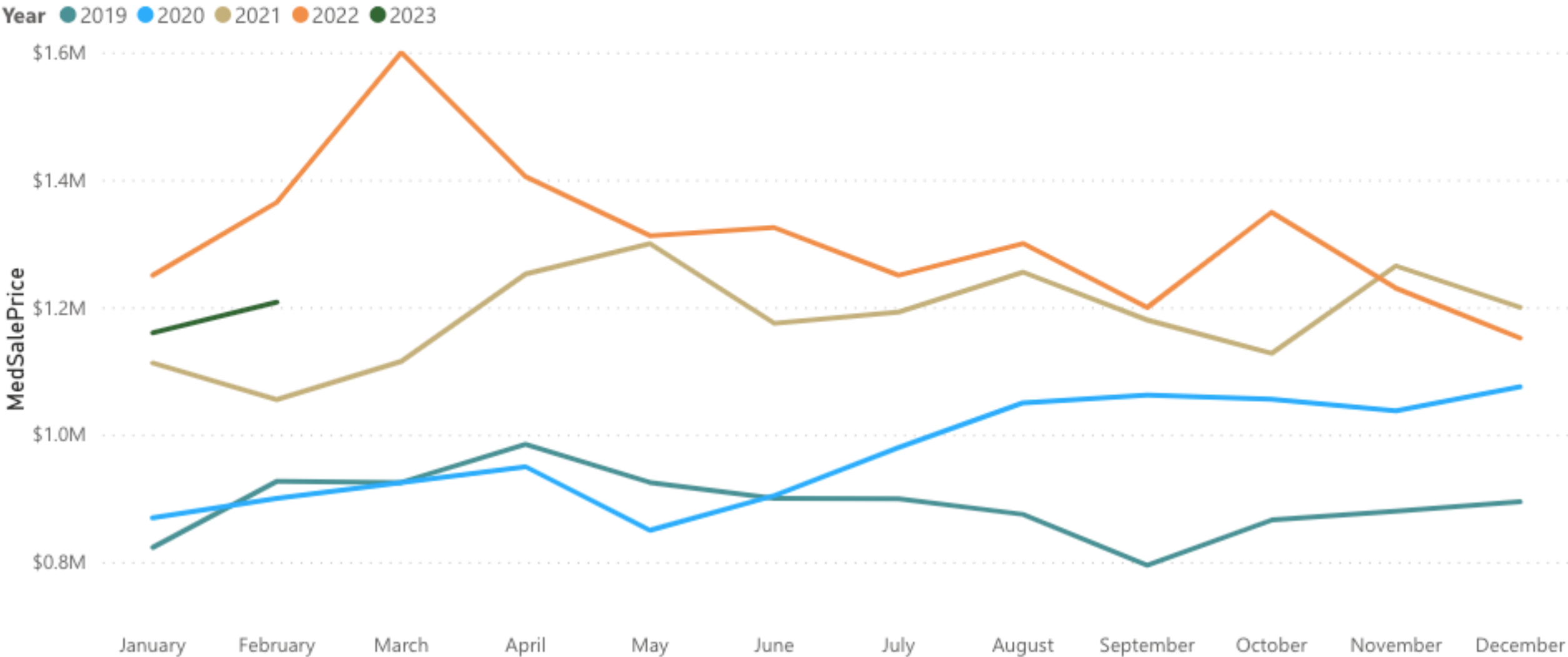
Data as of 03/05/2023

\*Data for Common Interest 2020-2023

# Santa Cruz County – Sale to List Price (CI)

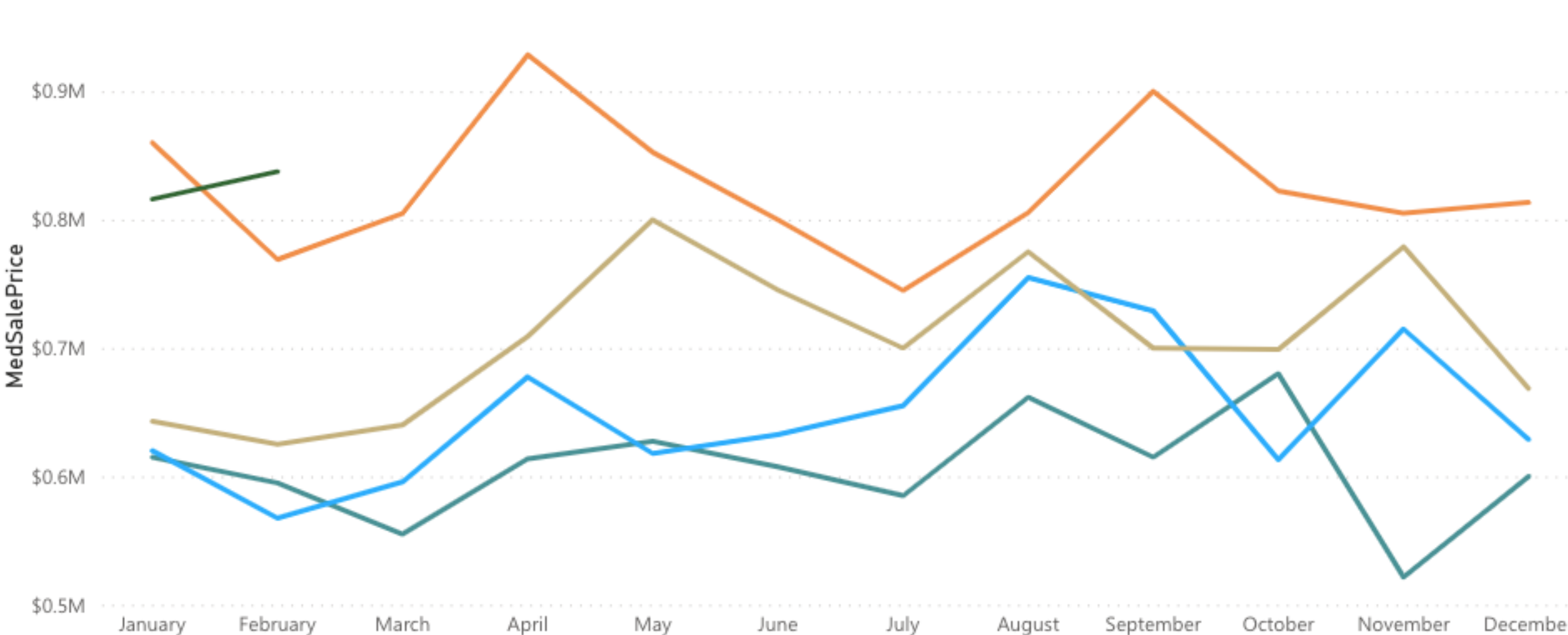
City	Sale Over List Price	Sale Over List Price Last Year	% SP/LP Change
Capitola	100%	107%	-7%
Aptos	100%	108%	-7%
Scotts Valley	100%	108%	-7%

# Santa Cruz County – Median Price Since 2019



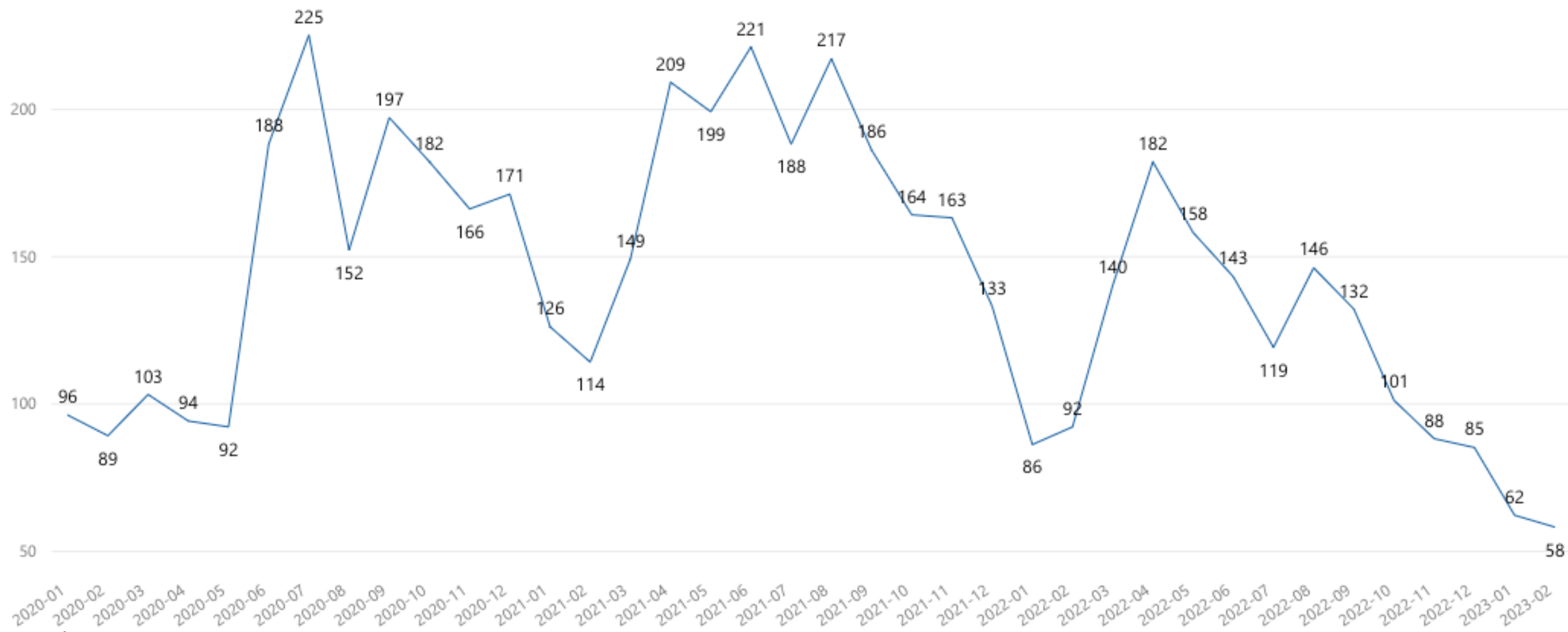
# Santa Cruz County – Median Price Since 2019 (CI)

Year ● 2019 ● 2020 ● 2021 ● 2022 ● 2023



# Santa Cruz County – Closed Sales

CountyName ● Santa Cruz



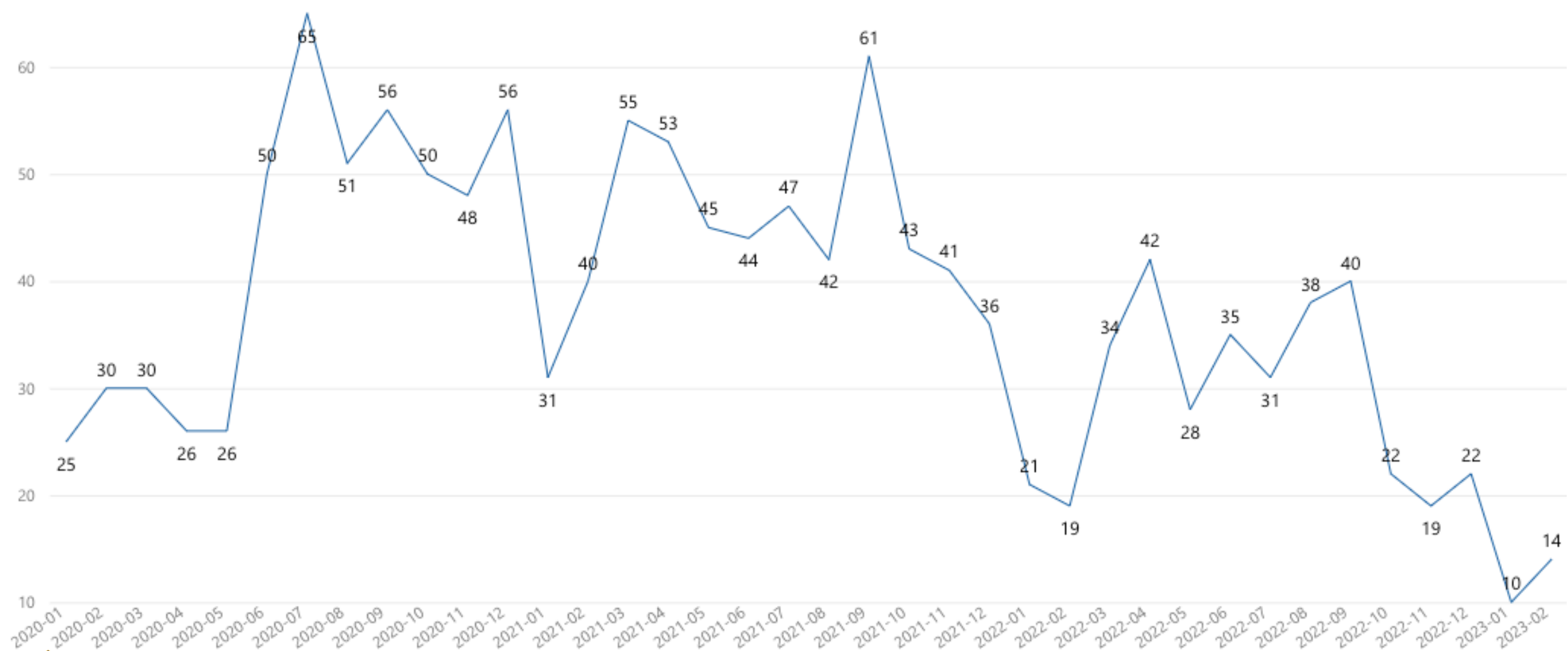
# Santa Cruz County – Closed Sales

City	Sold This Year	Sold Last Year	% Sold Change ▼
Brookdale	2	1	100%
Boulder Creek	5	4	25%
Watsonville	12	14	-14%
Santa Cruz	20	27	-26%
Soquel	2	3	-33%
Aptos	9	16	-44%
La Selva Beach	1	2	-50%
Scotts Valley	2	4	-50%
Capitola	1	3	-67%
Los Gatos	2	6	-67%



# Santa Cruz County – Closed Sales (CI)

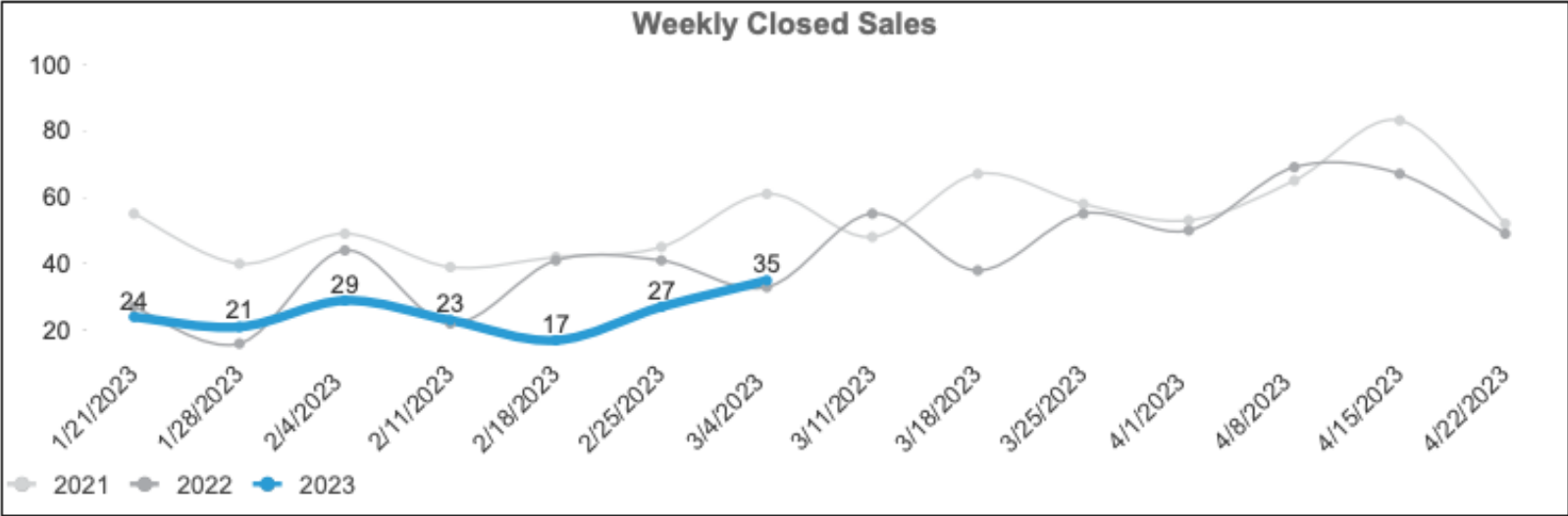
CountyName ● Santa Cruz



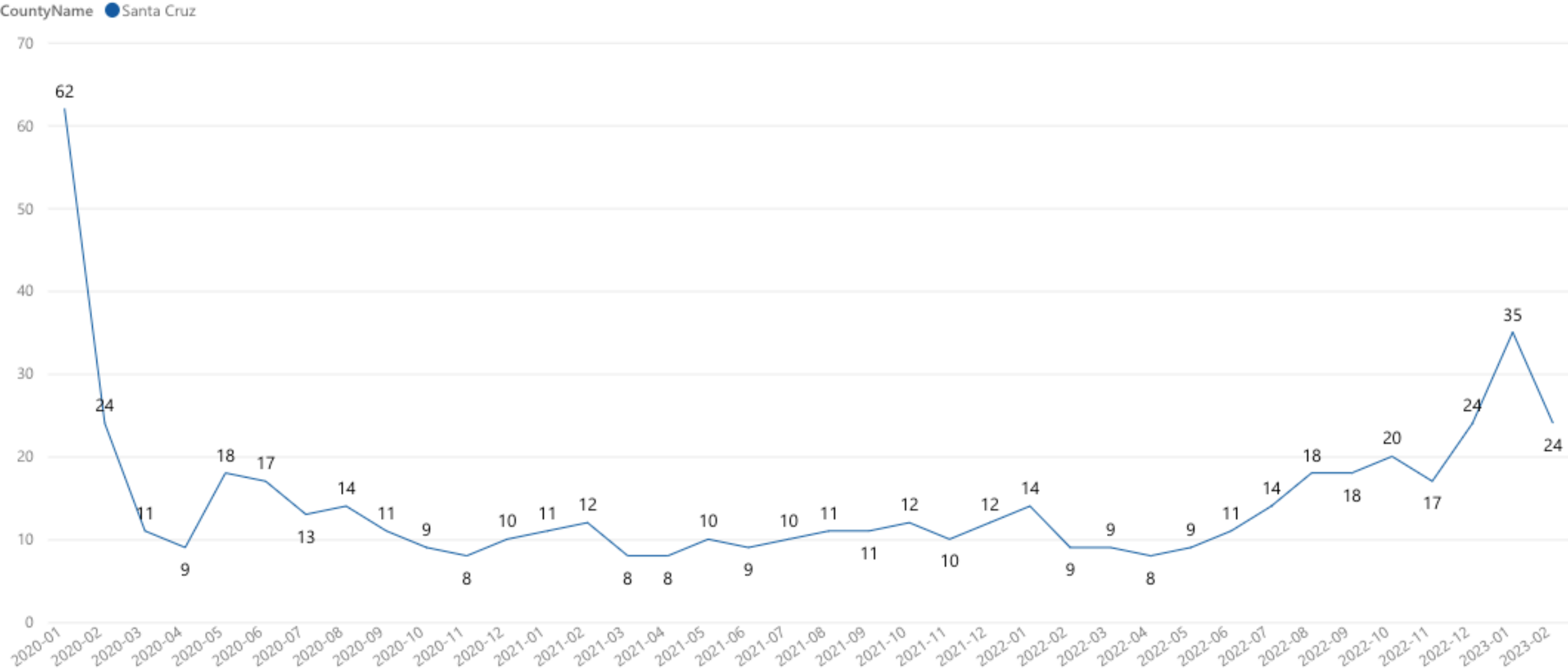
# Santa Cruz County – Closed Sales (CI)

City	Sold This Year	Sold Last Year	% Sold Change ▼
Aptos	2	5	-60%
Scotts Valley	1	4	-75%
Capitola	1	5	-80%

# Santa Cruz County – Closed Sales Week Ending 03/04/2023



# Santa Cruz County – Days on Market (DOM)

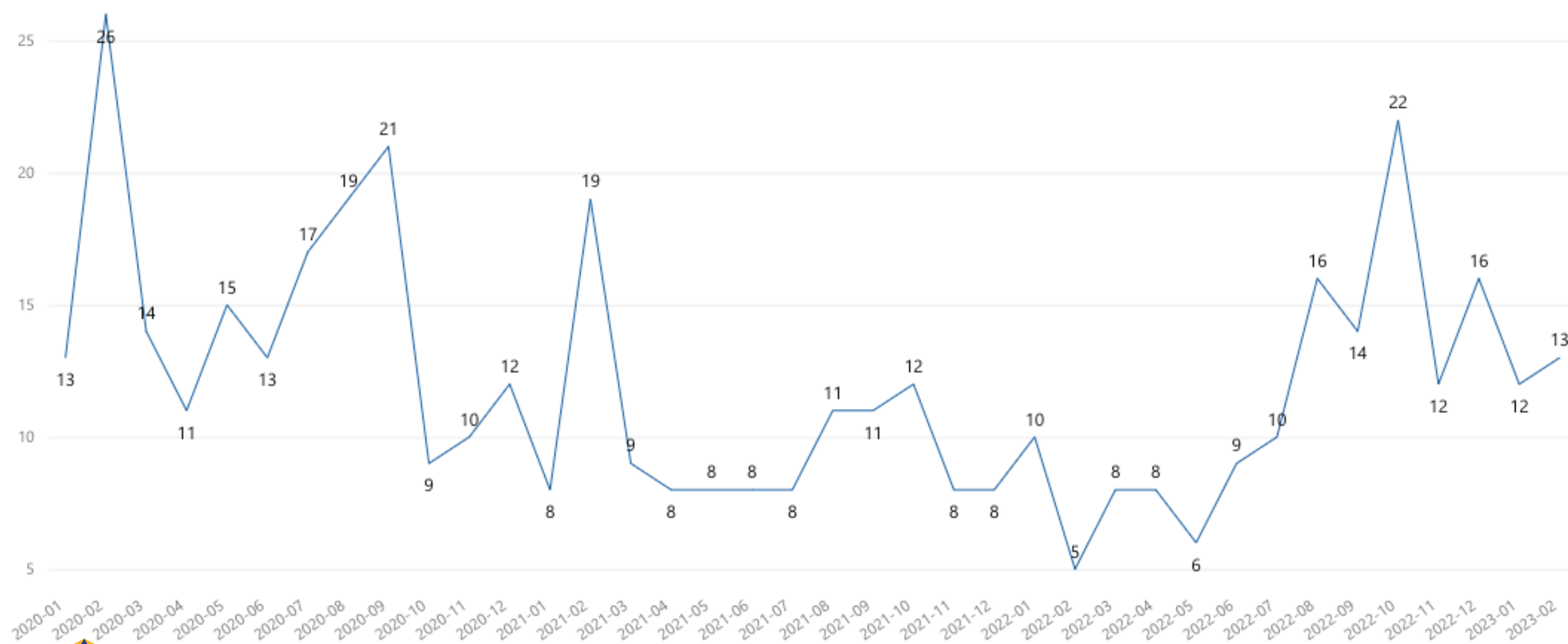


# Santa Cruz County – Days on Market (DOM)

City	Median DOM	Median DOM Last Year	% Med DOM Change ▲
Capitola	0	9	-100%
Scotts Valley	6	11	-45%
Boulder Creek	14	18	-22%
Santa Cruz	20	9	122%
La Selva Beach	24	7	243%
Watsonville	32	8	300%
Brookdale	78	19	311%
Los Gatos	97	22	341%
Aptos	87	9	867%

# Santa Cruz County – Days on Market (DOM) (CI)

CountyName ● Santa Cruz



Data as of 03/05/2023

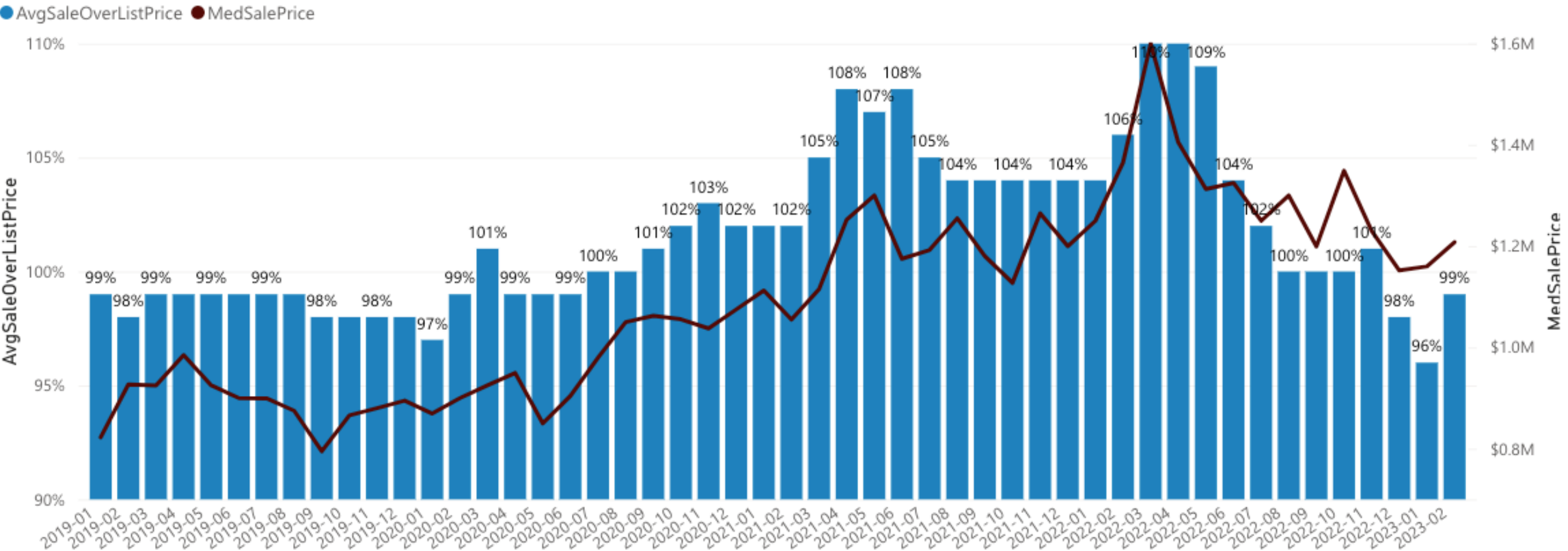
*\*Data for Common Interest 2020-2023*



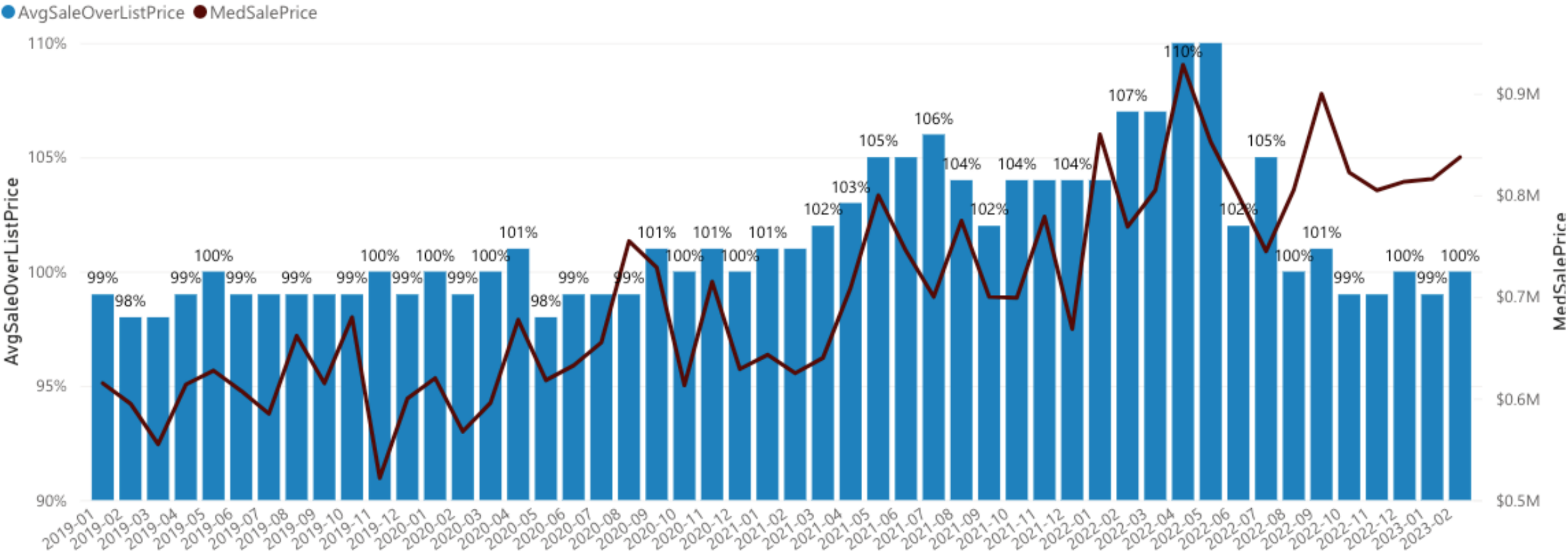
# Santa Cruz County – Days on Market (DOM) (CI)

City	Median DOM	Median DOM Last Year	% Med DOM Change ▲
Scotts Valley	10	6	67%
Aptos	83	8	938%
Capitola	48	4	1100%

# Santa Cruz County – Median Price & Sale to List Price



# Santa Cruz County – Median Price & Sale to List Price (CI)



# Thank You

