

Santa Cruz County Market Minute Update



Statistics

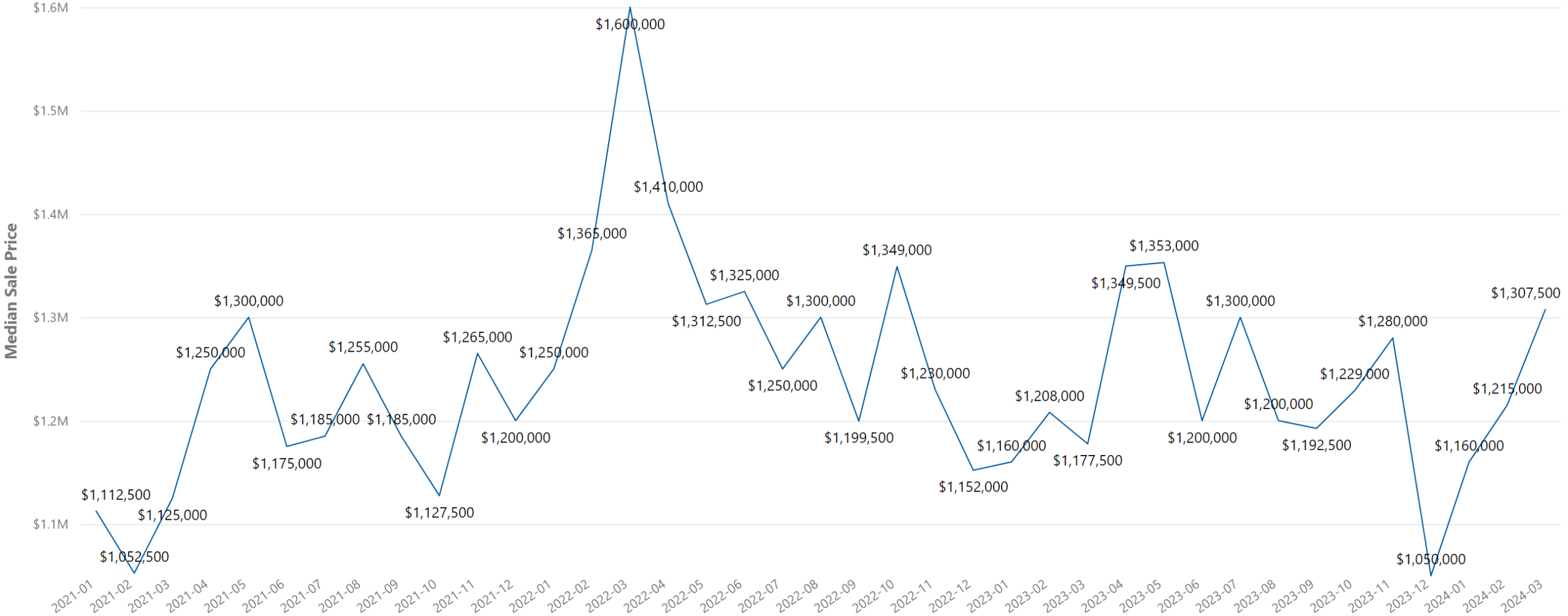


April 2024

POWER ON
POWER OFF
EMAIL
INTERNET
WORLD
NO
SEARCH

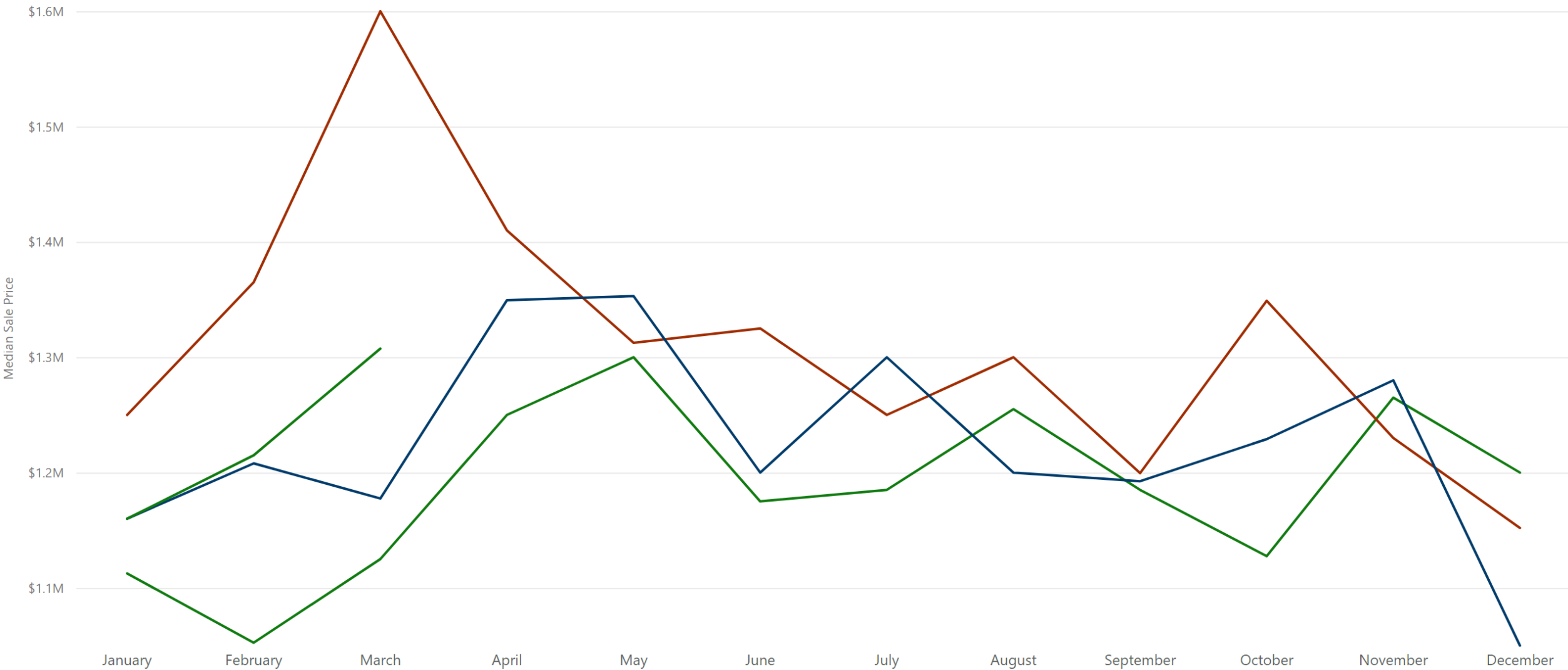
Santa Cruz County - Median Sale Price

CountyName ● Santa Cruz



Santa Cruz County - Median Sale Price Since 2021

Year ● 2021 ● 2022 ● 2023 ● 2024



Data as of 4/8/2024

Aculist@2024

Residential Single Family: 2021-2024

Santa Cruz County - Increased Median Price

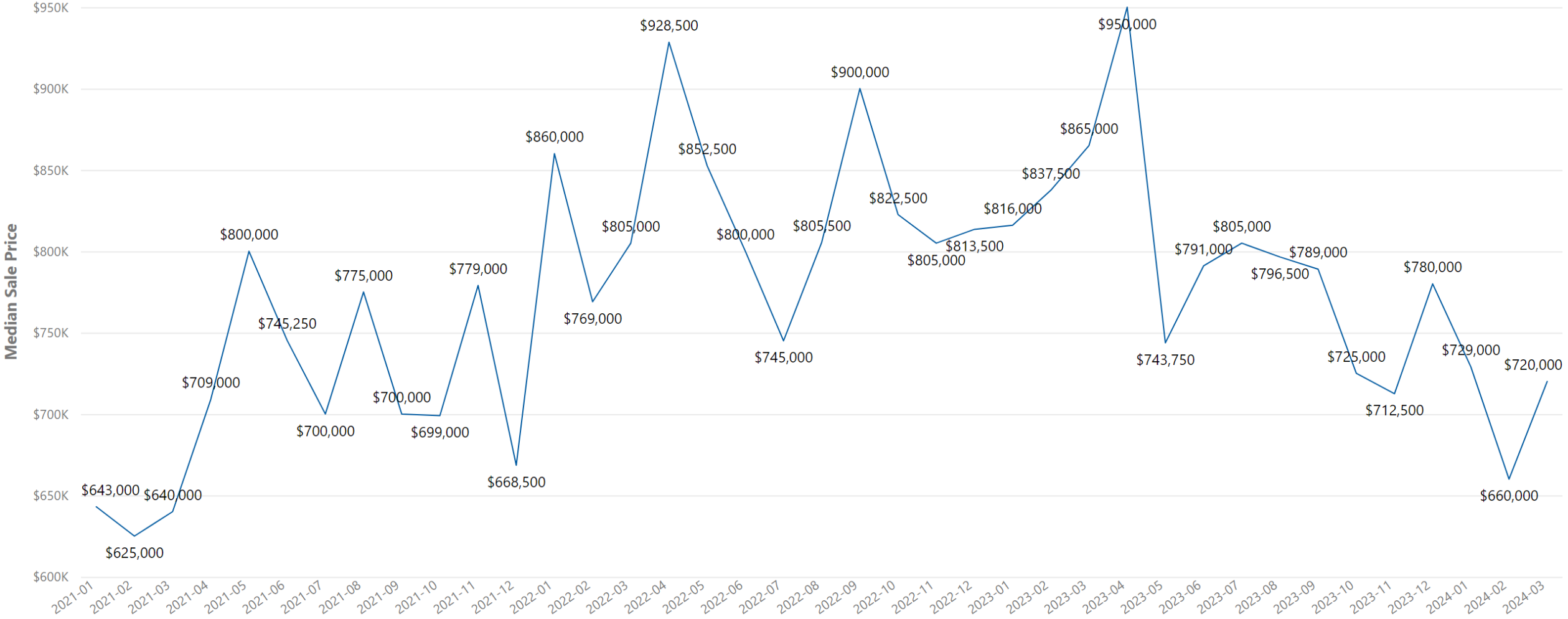
City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
Corralitos	\$2,025,000	\$0	N/A
Capitola	\$2,045,000	\$1,315,000	56%
Los Gatos	\$1,800,000	\$1,555,000	16%
Boulder Creek	\$811,500	\$725,000	12%
Santa Cruz	\$1,409,250	\$1,260,000	12%
Ben Lomond	\$965,000	\$941,125	3%

Santa Cruz County - Decreased Median Price

City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
Davenport	\$0	\$1,700,000	-100%
Mount Hermon	\$0	\$950,000	-100%
La Selva Beach	\$1,632,500	\$5,650,000	-71%
Felton	\$643,000	\$779,175	-17%
Scotts Valley	\$1,160,000	\$1,382,750	-16%
Soquel	\$1,173,375	\$1,250,000	-6%
Aptos	\$1,450,000	\$1,495,000	-3%
Watsonville	\$775,000	\$782,500	-1%
Freedom	\$734,000	\$735,000	0%

Santa Cruz County - Median Sale Price

CountyName ● Santa Cruz



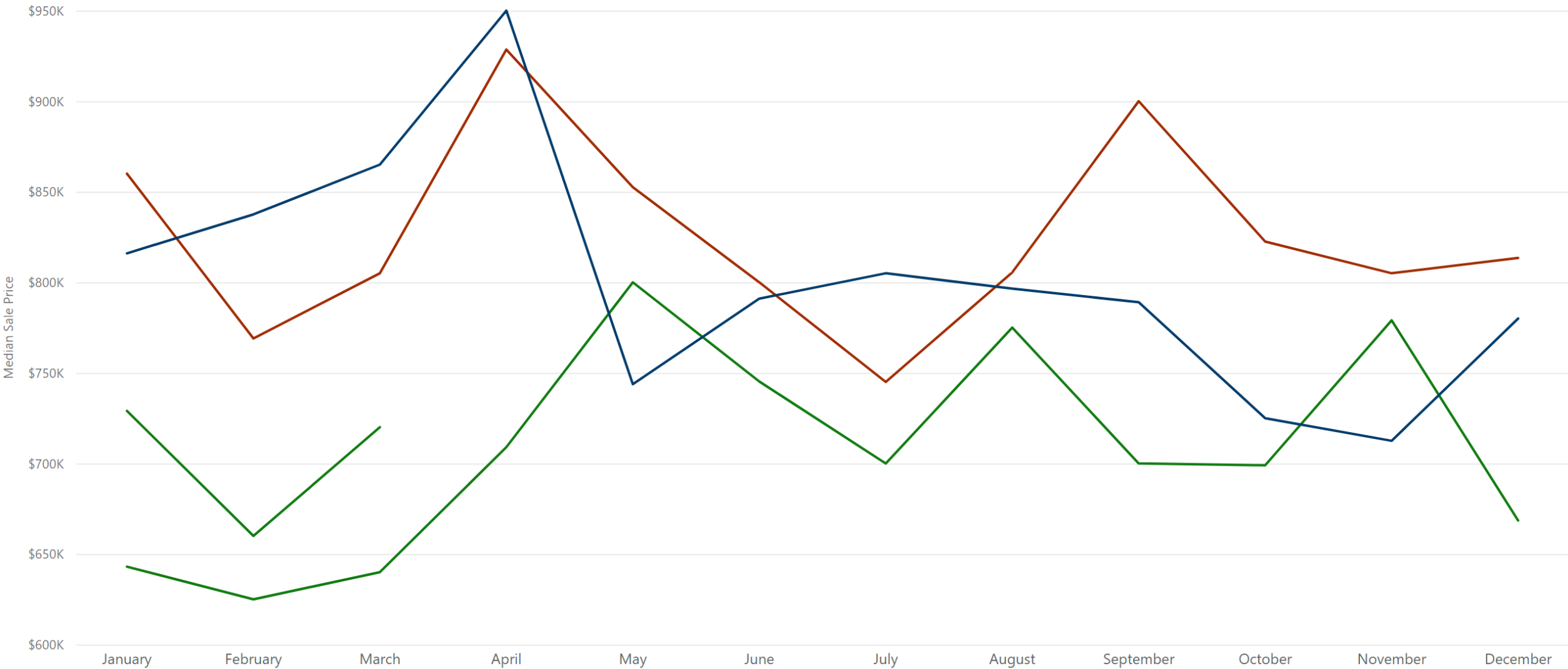
Data as of 4/8/2024

Aculist@2024

Residential Common Interest: 2021 - 2024

Santa Cruz County - Median Sale Price Since 2021

Year ● 2021 ● 2022 ● 2023 ● 2024



Data as of 4/8/2024

Aculist@2024

Residential Common Interest: 2021 - 2024

Santa Cruz County - Increased Median Price

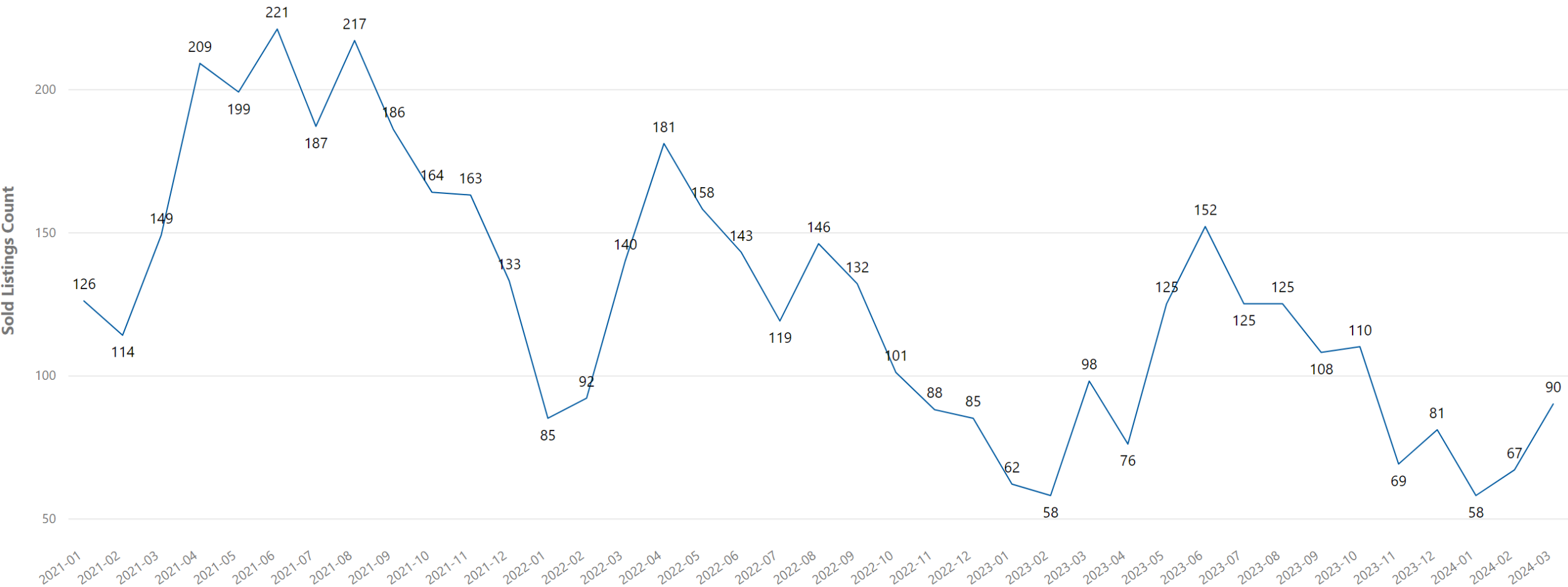
City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
Boulder Creek	\$639,000	\$0	N/A
Soquel	\$1,362,500	\$0	N/A
Watsonville	\$638,000	\$395,000	62%

Santa Cruz County - Decreased Median Price

City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
La Selva Beach	\$0	\$1,195,000	-100%
Santa Cruz	\$525,000	\$815,000	-36%
Scotts Valley	\$885,000	\$1,090,000	-19%
Aptos	\$880,000	\$1,035,000	-15%
Capitola	\$736,250	\$862,500	-15%

Santa Cruz County - Closed Sales

CountyName ● Santa Cruz



Santa Cruz County - Increased Closed Sales

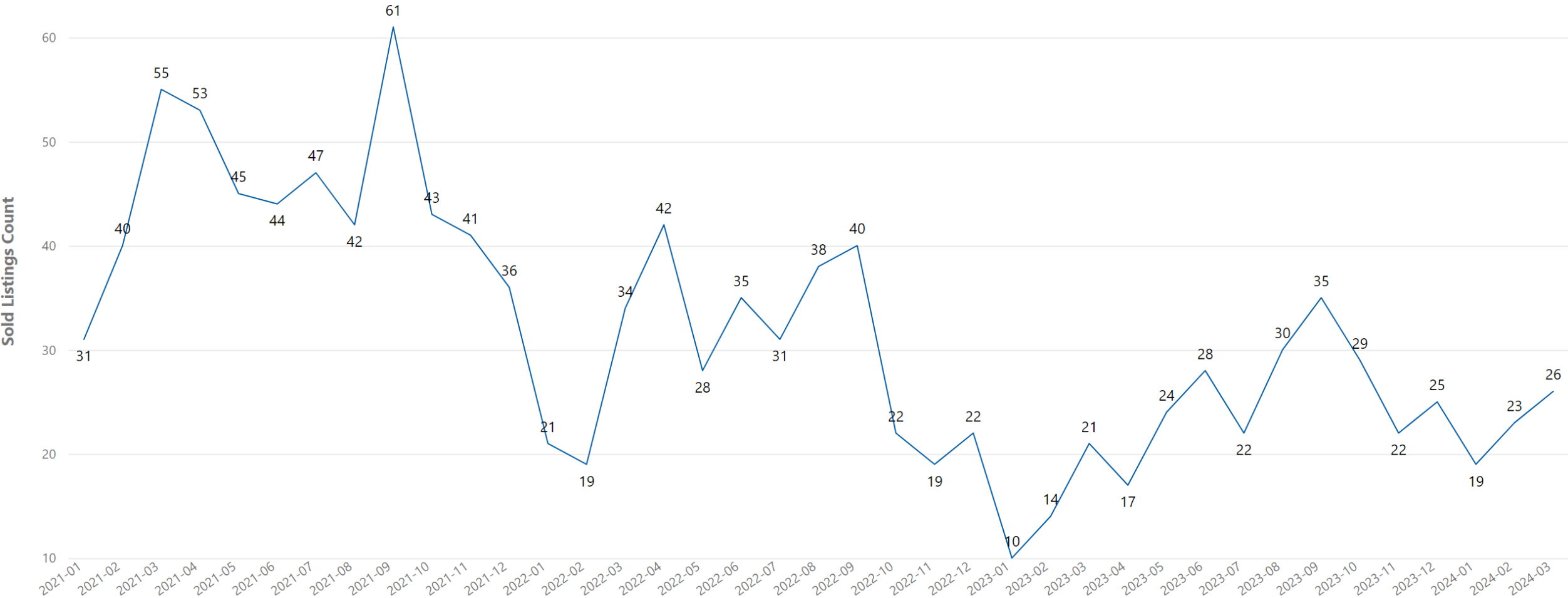
City	Sold This Year	Sold Last Year	% Sold Change
Corralitos	1	0	N/A
Los Gatos	11	1	1000%
La Selva Beach	2	1	100%
Boulder Creek	10	7	43%
Capitola	4	3	33%
Soquel	4	3	33%

Santa Cruz County - Decreased Closed Sales

City	Sold This Year	Sold Last Year	% Sold Change
Felton	1	6	-83%
Freedom	1	3	-67%
Ben Lomond	3	6	-50%
Aptos	11	17	-35%
Watsonville	13	16	-19%
Scotts Valley	5	6	-17%
Santa Cruz	24	27	-11%

Santa Cruz County - Closed Sales

CountyName ● Santa Cruz



Data as of 4/8/2024

Aculist@2024

Residential Common Interest: 2021 - 2024

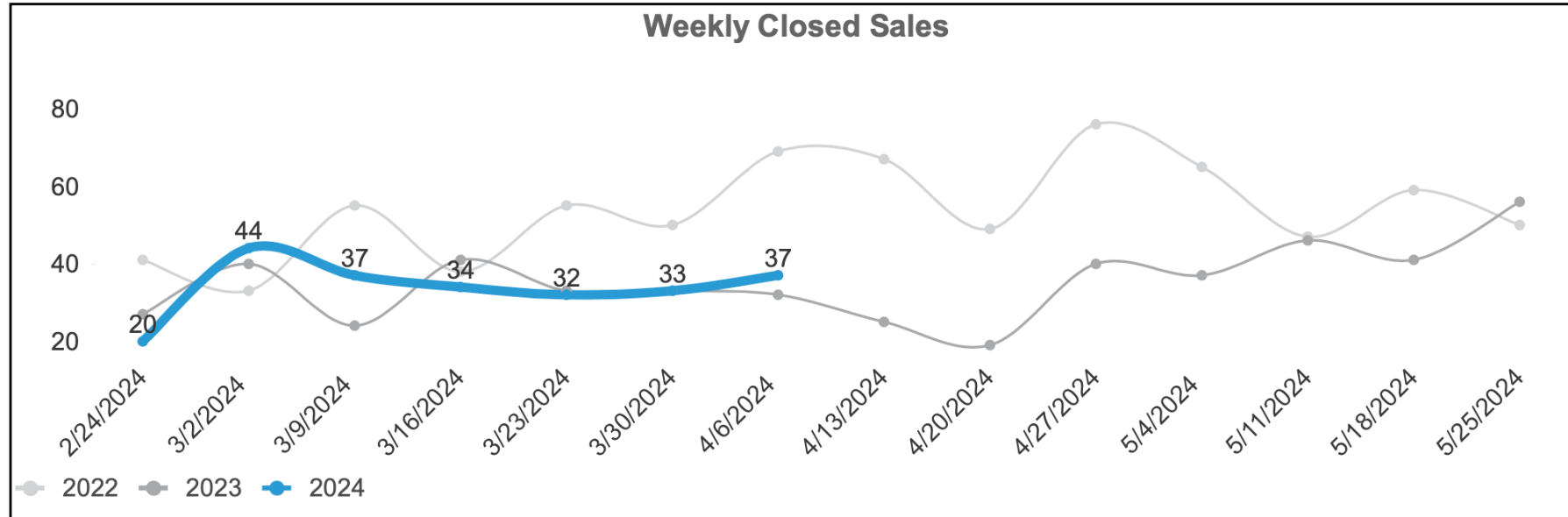
Santa Cruz County - Increased Closed Sales

City	Sold This Year	Sold Last Year	% Sold Change
Boulder Creek	3	0	N/A
Soquel	2	0	N/A
Capitola	6	2	200%
Aptos	5	3	67%
Watsonville	3	2	50%
Scotts Valley	2	2	0%

Santa Cruz County - Decreased Closed Sales

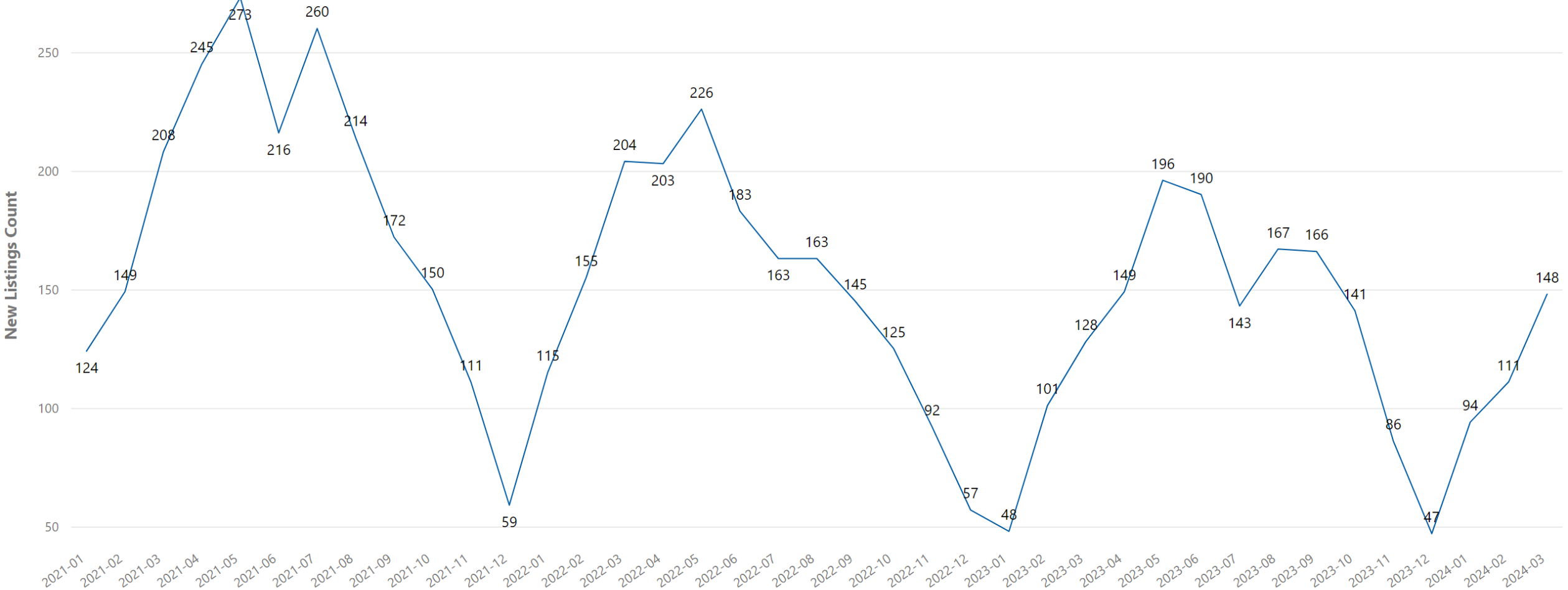
City	Sold This Year	Sold Last Year	% Sold Change
Santa Cruz	5	11	-55%

Santa Cruz County – Closed Sales Week Ending 04/06/2024



Santa Cruz County - New Listings

CountyName ● Santa Cruz



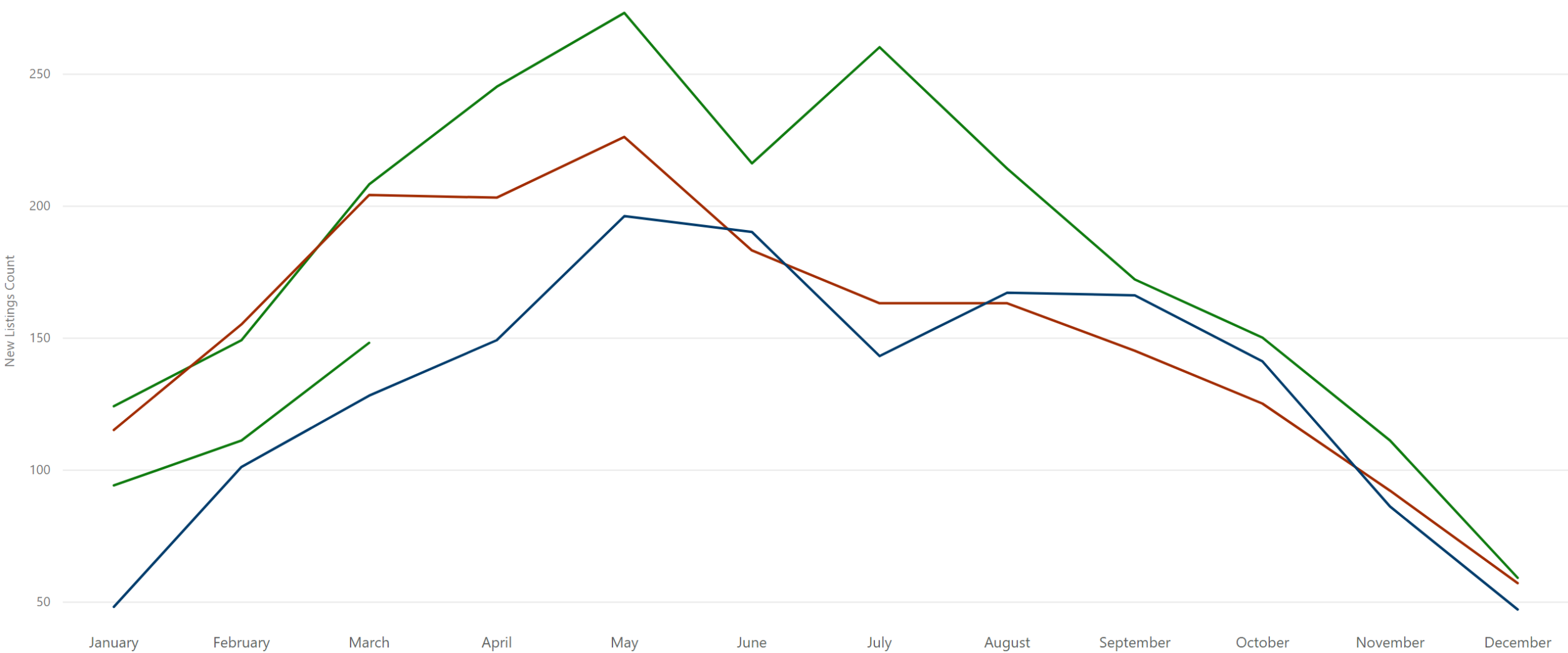
Data as of 4/8/2024

Aculist@2024

Residential Single Family: 2021-2024

Santa Cruz County - New Listings Since 2021

Year ● 2021 ● 2022 ● 2023 ● 2024



Data as of 4/8/2024

Aculist@2024

Residential Single Family: 2021-2024

Santa Cruz County - Increased New Listings

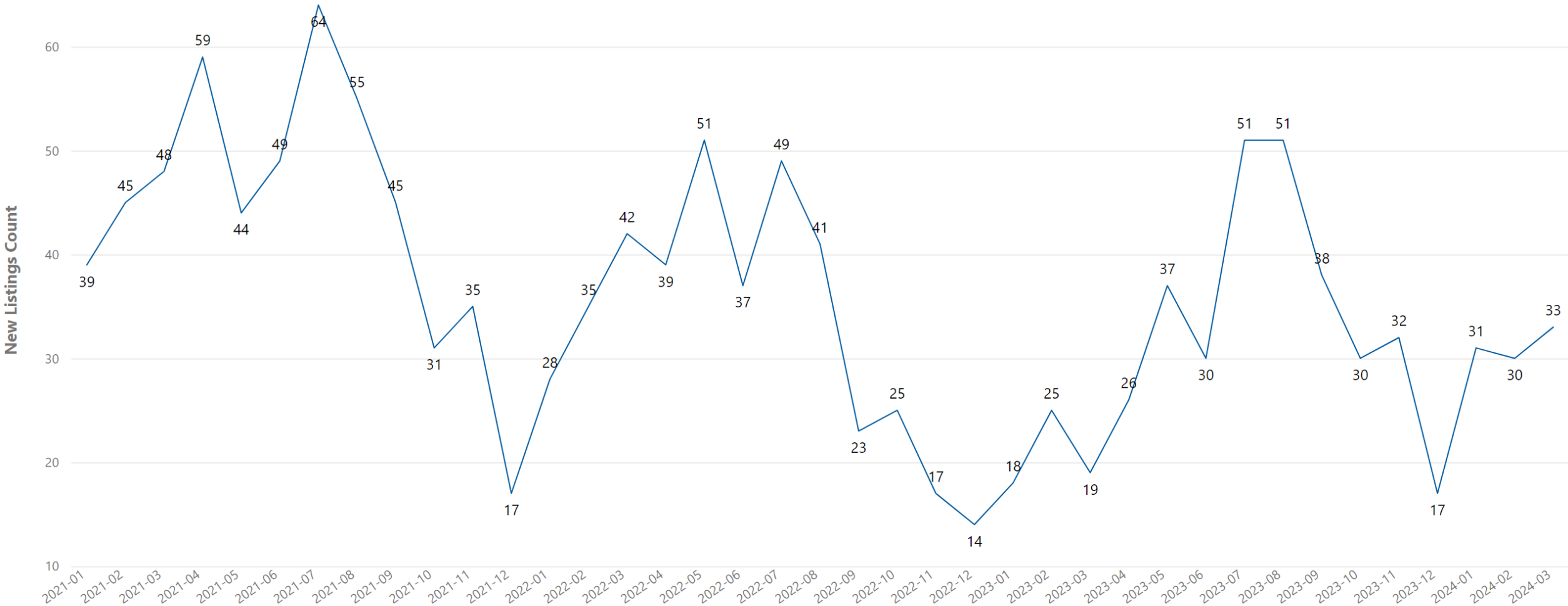
City	New Listings This Year	New Listings Last Year	% New Listings Change
Ben Lomond	13	2	550%
Freedom	2	1	100%
La Selva Beach	2	1	100%
Mount Hermon	2	1	100%
Capitola	10	5	100%
Los Gatos	11	6	83%
Soquel	6	4	50%
Boulder Creek	10	7	43%
Felton	7	5	40%
Santa Cruz	45	40	13%

Santa Cruz County - Decreased New Listings

City	New Listings This Year	New Listings Last Year	% New Listings Change
Corralitos	1	2	-50%
Scotts Valley	8	13	-38%
Aptos	19	23	-17%
Watsonville	12	14	-14%

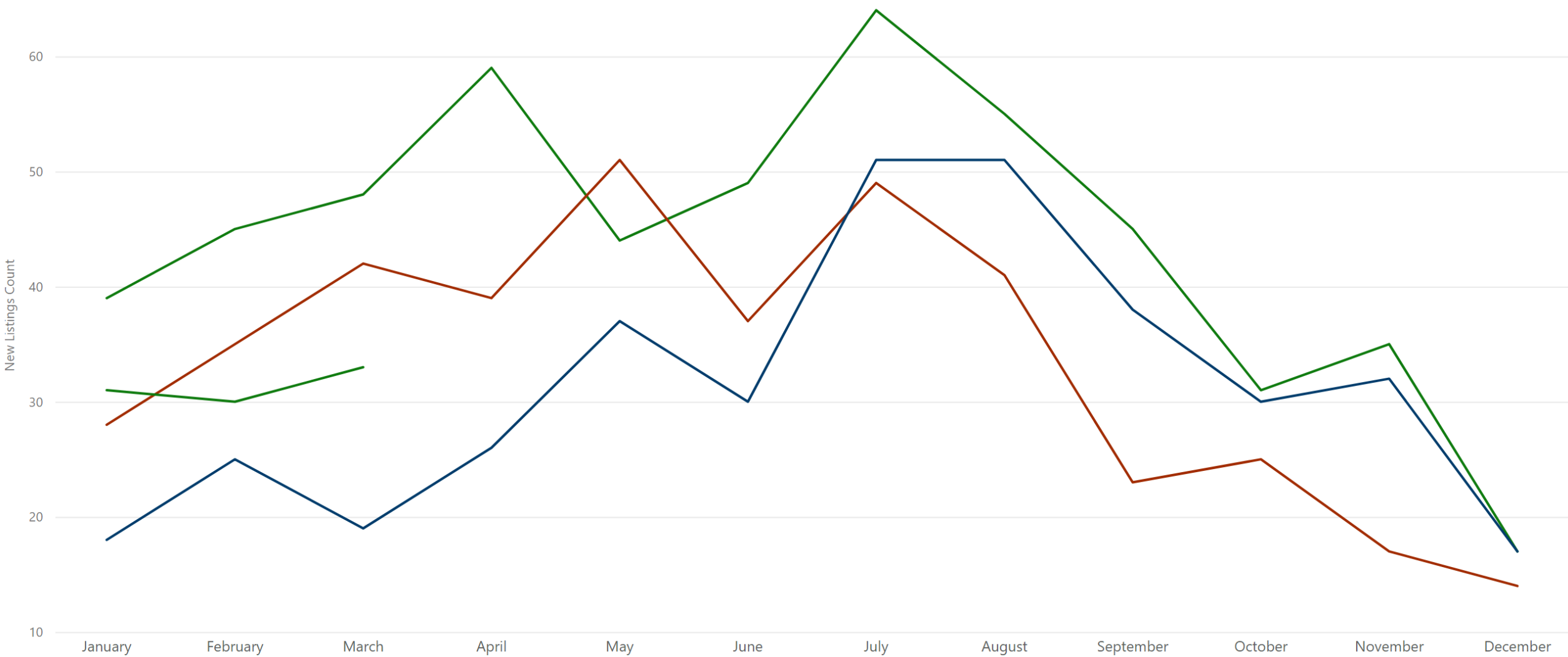
Santa Cruz County - New Listings

CountyName ● Santa Cruz



Santa Cruz County - New Listings Since 2021

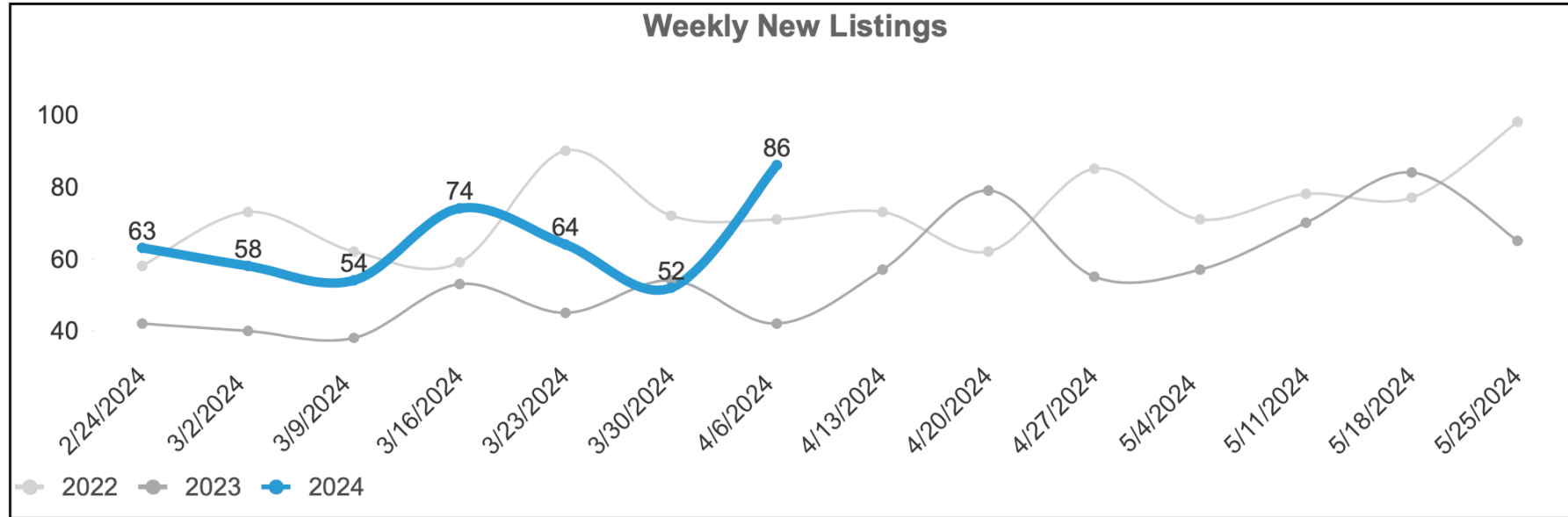
Year ● 2021 ● 2022 ● 2023 ● 2024



Santa Cruz County - Increased New Listings

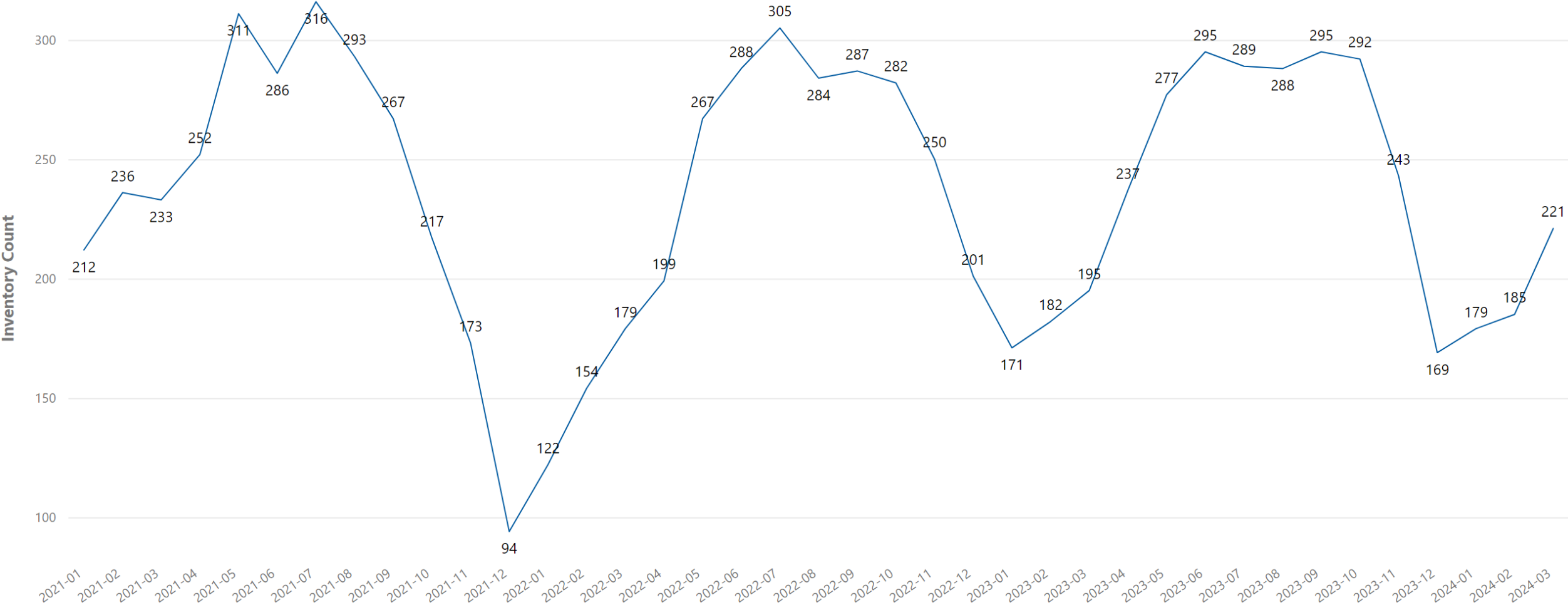
City	New Listings This Year	New Listings Last Year	% New Listings Change
Soquel	1	0	N/A
La Selva Beach	2	0	N/A
Aptos	6	2	200%
Watsonville	7	4	75%
Capitola	4	3	33%
Santa Cruz	8	6	33%
Scotts Valley	5	4	25%

Santa Cruz County – New Listings Week Ending 04/06/2024



Santa Cruz County - Inventory

CountyName ● Santa Cruz



Santa Cruz County - Increased Inventory

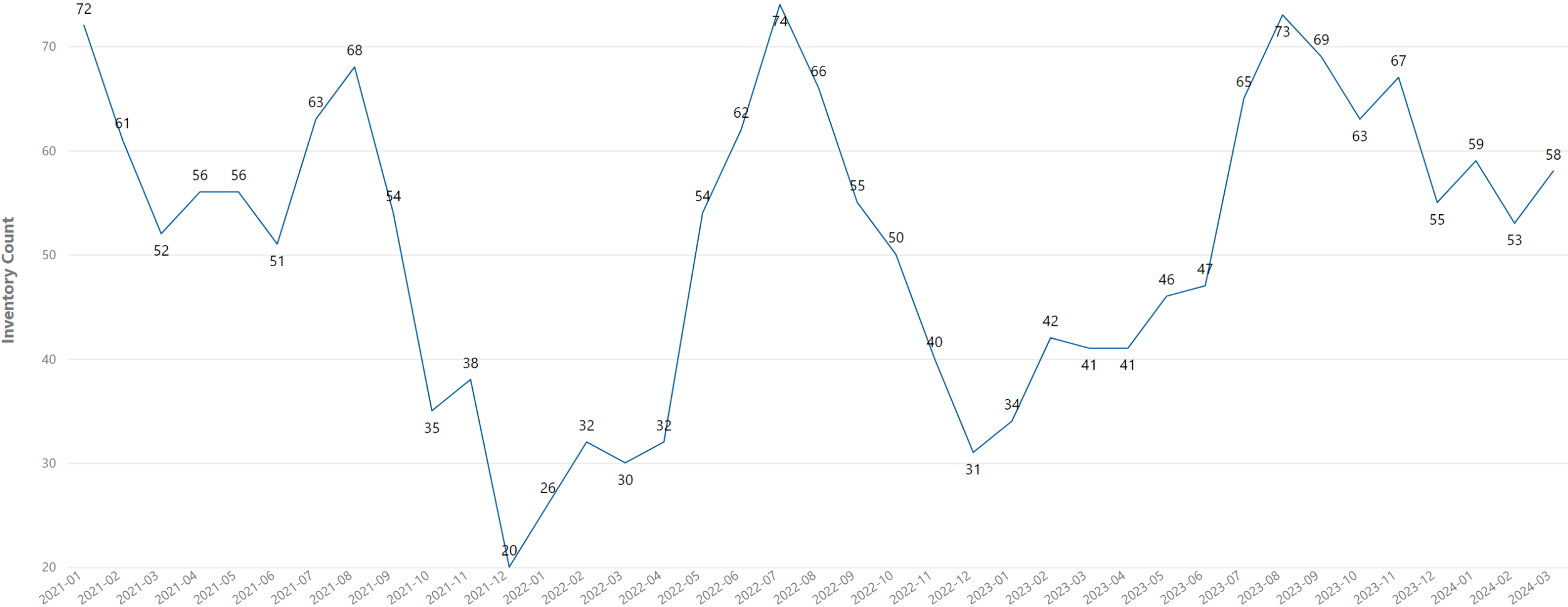
City	Inventory This Year	Inventory Last Year	% Inventory Change
Ben Lomond	14	3	367%
Mount Hermon	3	1	200%
Capitola	10	4	150%
Freedom	2	1	100%
Felton	19	11	73%
La Selva Beach	4	3	33%
Corralitos	5	4	25%
Soquel	8	7	14%
Boulder Creek	18	16	13%
Aptos	29	29	0%
Brookdale	3	3	0%
Santa Cruz	61	61	0%

Santa Cruz County - Decreased Inventory

City	Inventory This Year	Inventory Last Year	% Inventory Change
Los Gatos	9	15	-40%
Scotts Valley	12	13	-8%
Watsonville	23	24	-4%

Santa Cruz County - Inventory

CountyName ● Santa Cruz



Santa Cruz County - Increased Inventory

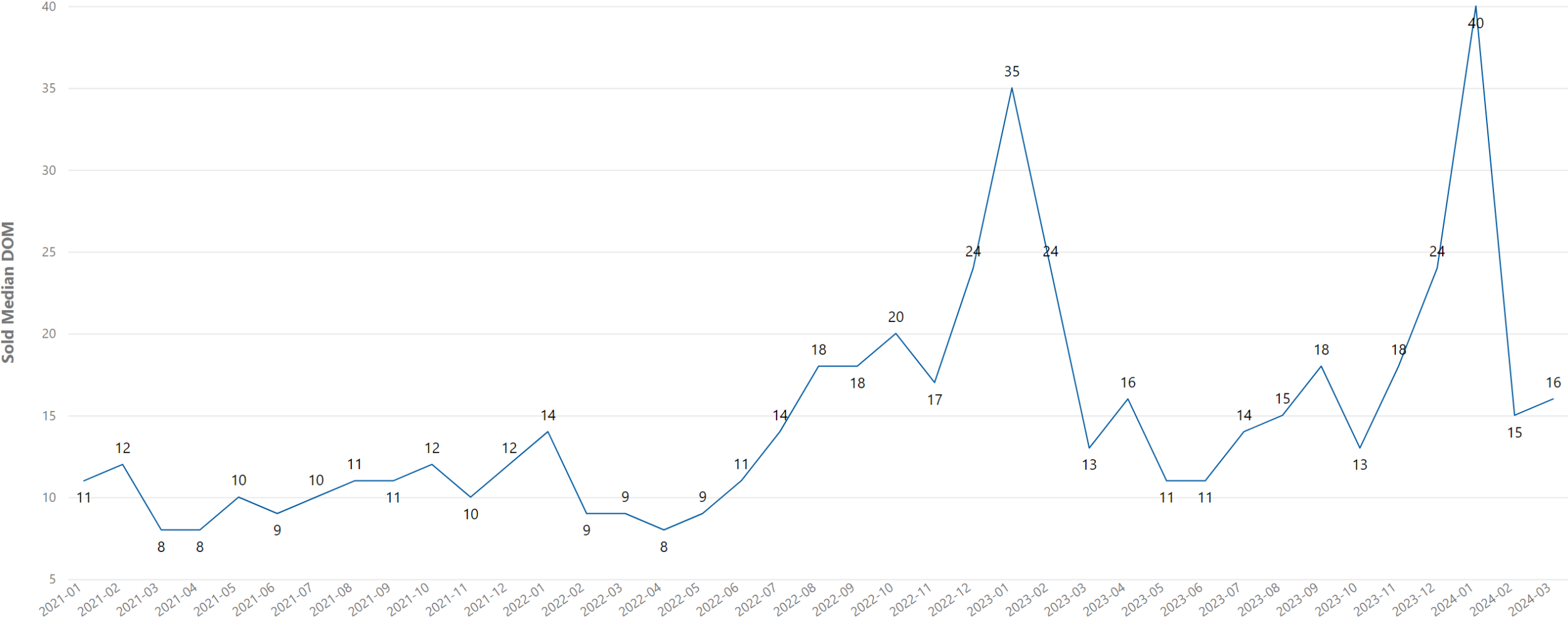
City	Inventory This Year	Inventory Last Year	% Inventory Change
Aptos	17	5	240%
Boulder Creek	2	1	100%
Watsonville	12	7	71%
Scotts Valley	3	3	0%

Santa Cruz County - Decreased Inventory

City	Inventory This Year	Inventory Last Year	% Inventory Change
Freedom	0	1	-100%
La Selva Beach	2	3	-33%
Capitola	5	7	-29%
Santa Cruz	13	14	-7%

Santa Cruz County - Median Days On Market

CountyName ● Santa Cruz



Santa Cruz County - Increased Median Days On Market

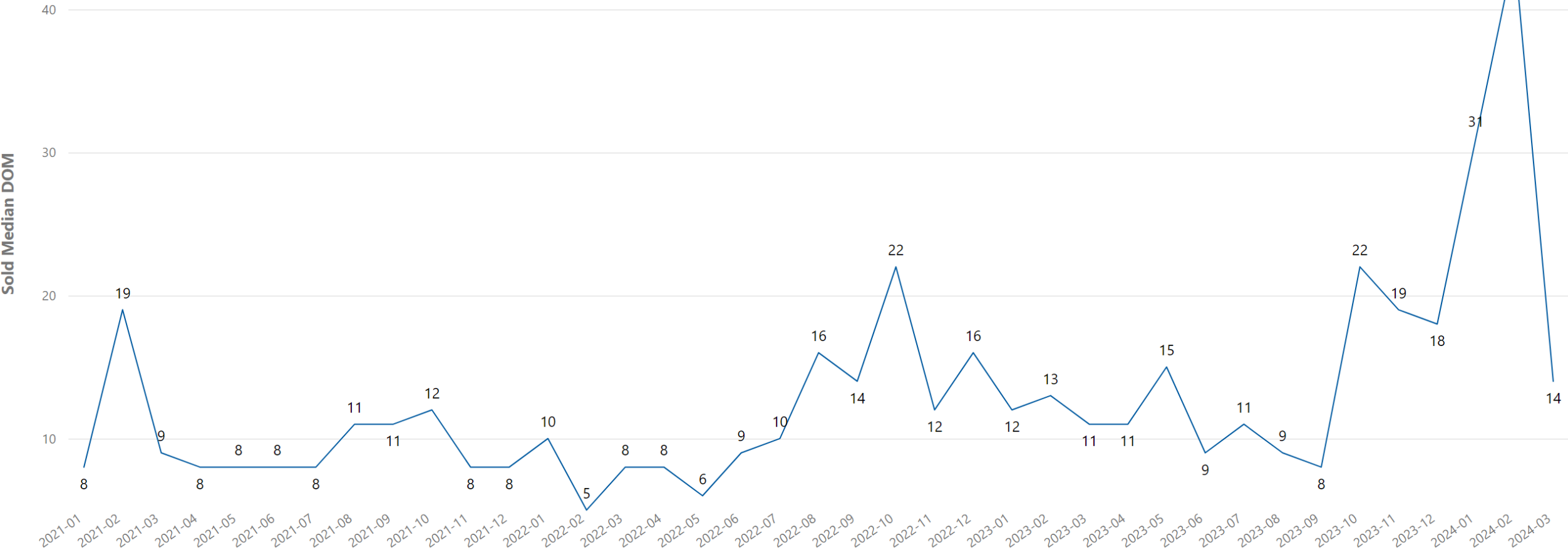
City	Median DOM	Median DOM Last Year	% Median DOM Change
Corralitos	14	0	N/A
Ben Lomond	71	25	184%
Freedom	17	9	89%
Boulder Creek	15	12	25%
Aptos	12	10	20%

Santa Cruz County - Decreased Median Days On Market

City	Median DOM	Median DOM Last Year	% Median DOM Change
Davenport	0	12	-100%
Mount Hermon	0	1	-100%
Capitola	37	158	-77%
Los Gatos	25	62	-60%
Scotts Valley	19	42	-55%
Watsonville	14	28	-50%
La Selva Beach	77	146	-47%
Felton	15	26	-42%
Soquel	20	24	-17%
Santa Cruz	8	9	-11%

Santa Cruz County - Median Days On Market

CountyName ● Santa Cruz



Santa Cruz County - Increased Median Days On Market

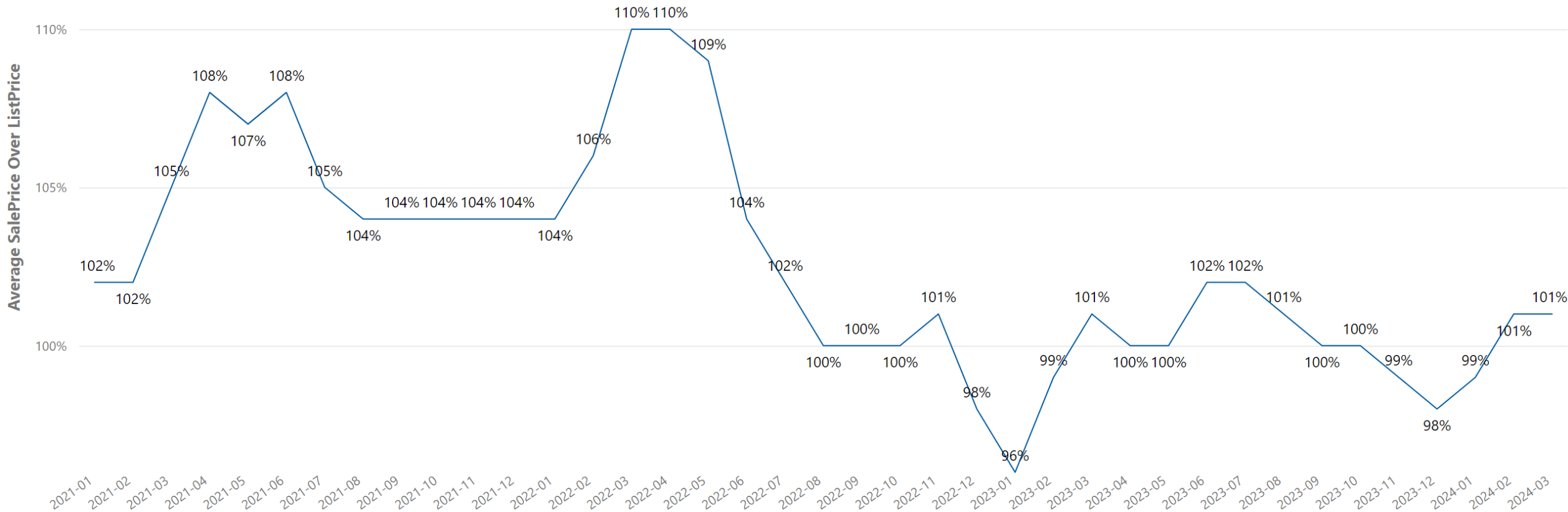
City	Median DOM	Median DOM Last Year	% Median DOM Change
Boulder Creek	20	0	N/A
Soquel	109	0	N/A
Scotts Valley	58	19	205%
Capitola	12	8	50%

Santa Cruz County - Decreased Median Days On Market

City	Median DOM	Median DOM Last Year	% Median DOM Change
La Selva Beach	0	20	-100%
Watsonville	9	118	-92%
Aptos	9	15	-40%
Santa Cruz	9	11	-18%

Santa Cruz County - Average Sale Price Over List Price

CountyName ● Santa Cruz



Data as of 4/8/2024

Aculist@2024

Residential Single Family: 2021-2024

Santa Cruz County - Increased Sale To List Price

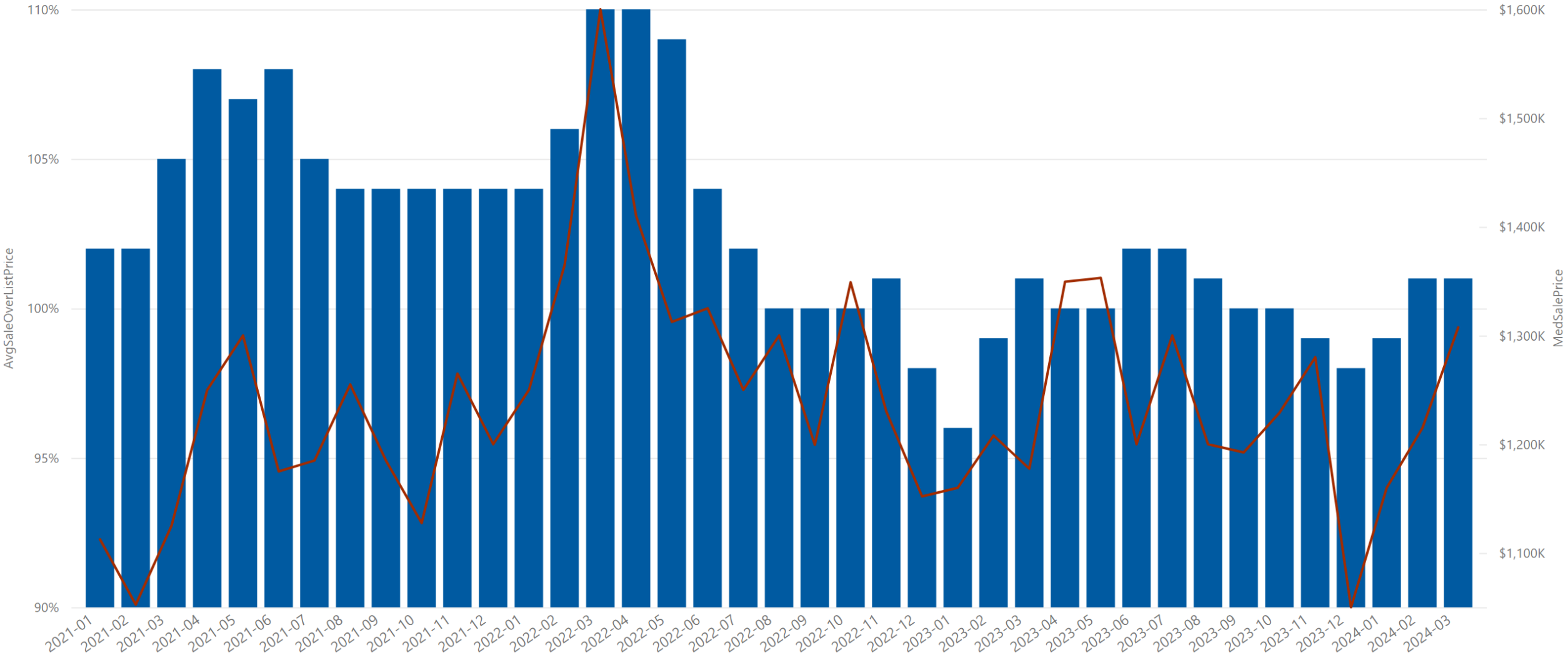
City	Sale Over List Price	Sale Over List Price Last Year	% Sale Over List Price Change
Corralitos	117%	0%	N/A
Felton	116%	101%	15%
La Selva Beach	101%	97%	4%
Scotts Valley	100%	97%	3%
Capitola	102%	99%	3%
Los Gatos	99%	97%	2%
Aptos	104%	102%	2%
Santa Cruz	102%	101%	1%

Santa Cruz County - Decreased Sale To List Price

City	Sale Over List Price	Sale Over List Price Last Year	% Sale Over List Price Change
Soquel	95%	107%	-11%
Watsonville	98%	103%	-5%
Ben Lomond	96%	100%	-4%
Freedom	100%	103%	-3%
Boulder Creek	102%	103%	-1%

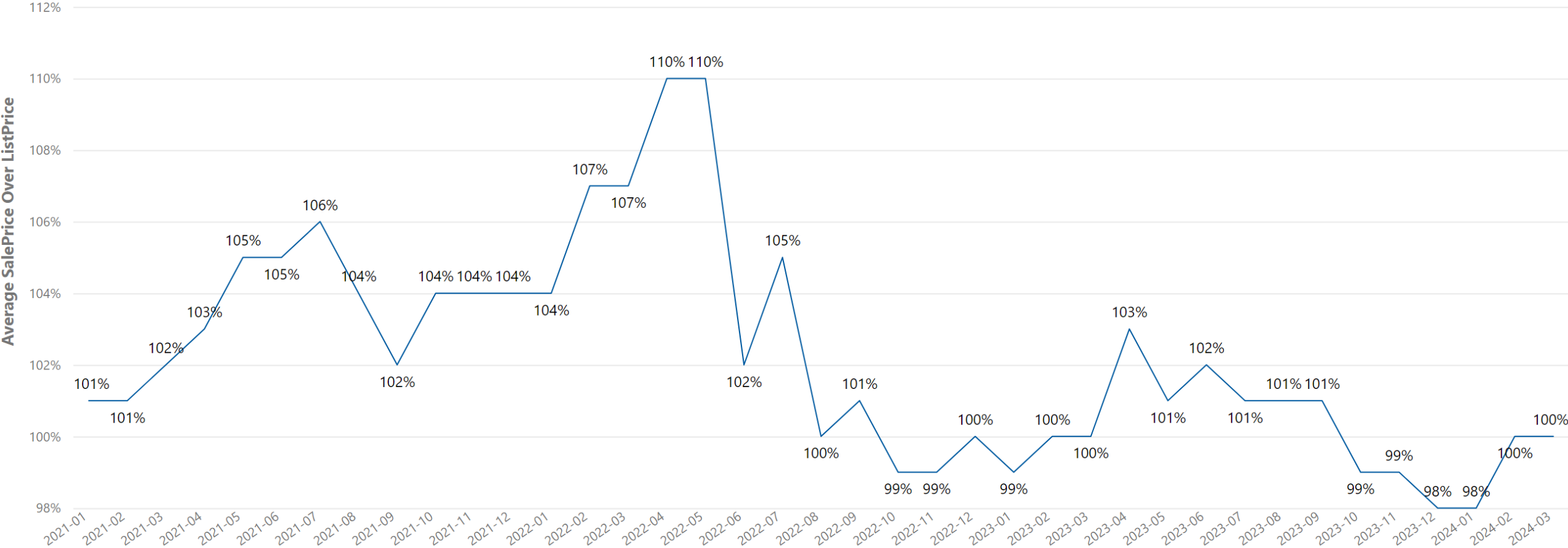
Santa Cruz County - List Price Received vs Median Sale Price

● AvgSaleOverListPrice ● MedSalePrice



Santa Cruz County - Average Sale Price Over List Price

CountyName ● Santa Cruz



Santa Cruz County - Increased Sale To List Price

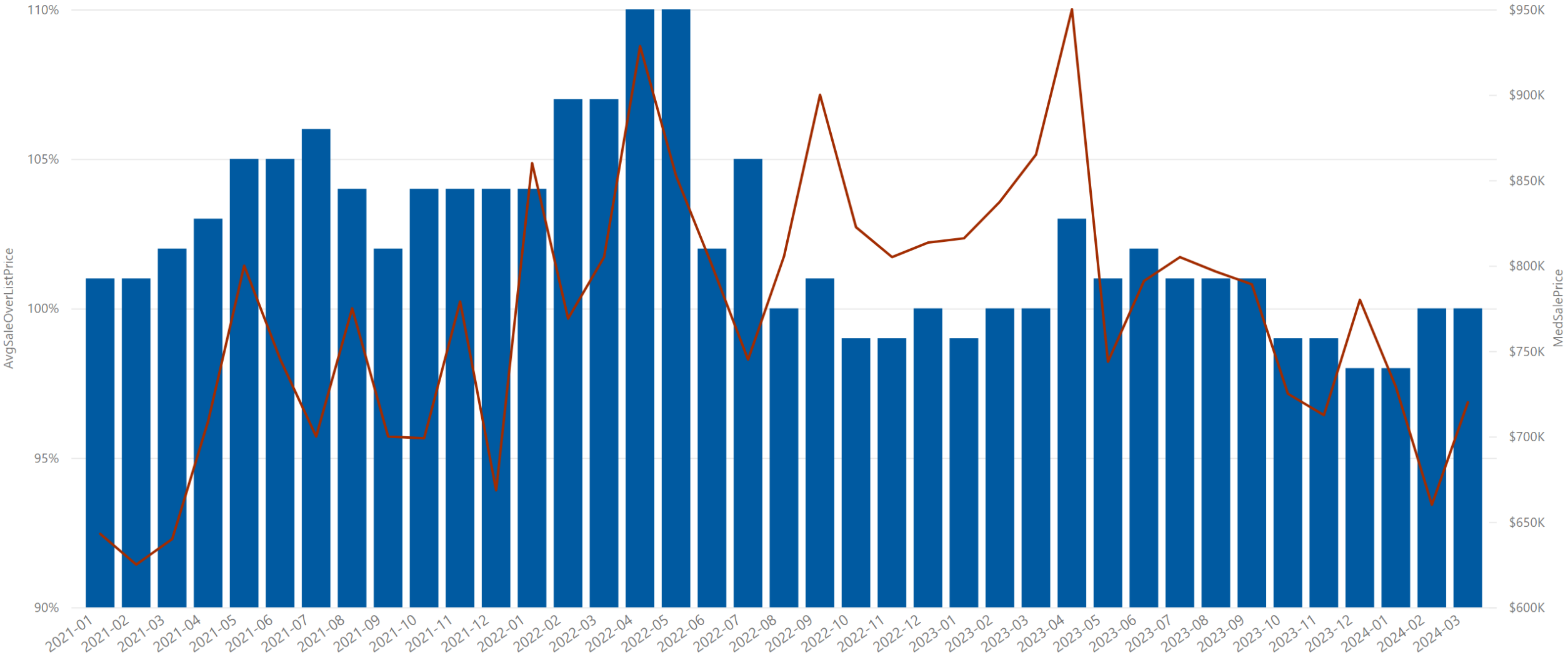
City	Sale Over List Price	Sale Over List Price Last Year	% Sale Over List Price Change
Boulder Creek	99%	0%	N/A
Soquel	100%	0%	N/A
Watsonville	103%	101%	2%

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	99%	100%	-1%
Capitola	100%	101%	-1%
Scotts Valley	102%	103%	-1%

Santa Cruz County - List Price Received vs Median Sale Price

● AvgSaleOverListPrice ● MedSalePrice



Thank You

