

Santa Cruz County Market Minute Update



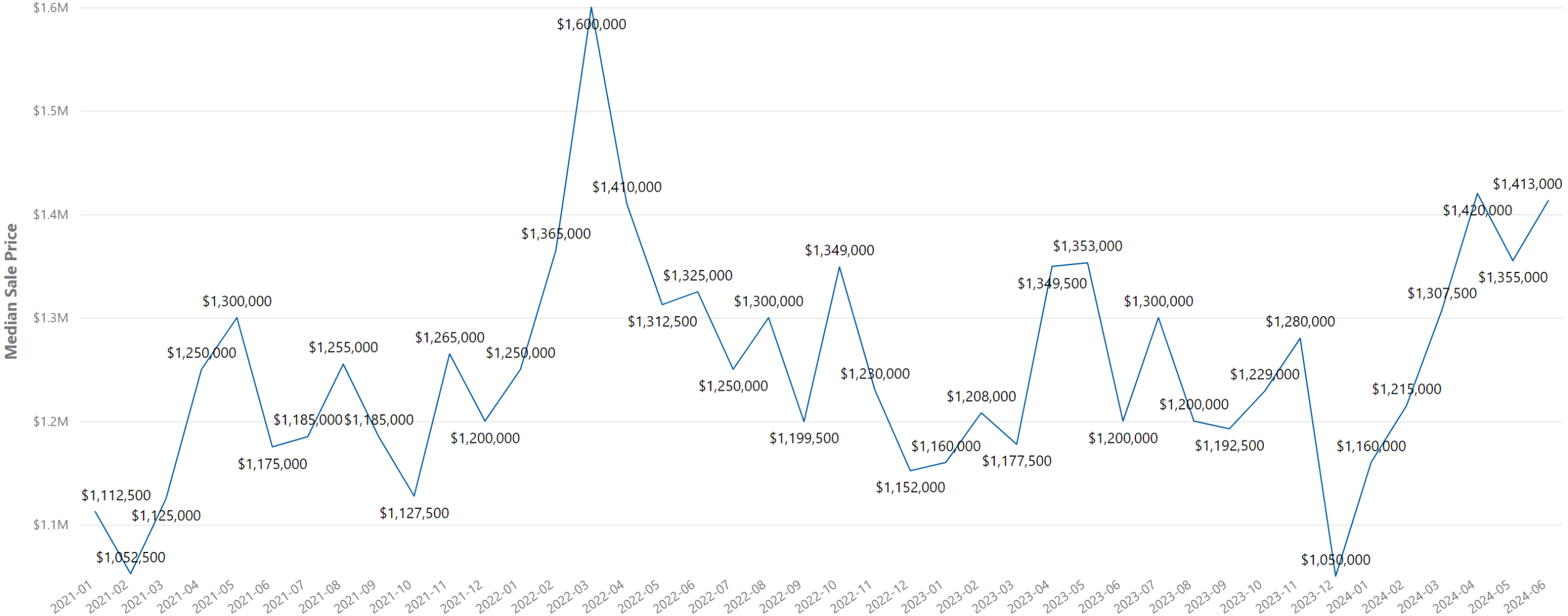
Statistics

July 2024

POWER ON
POWER OFF
EMAIL
INTERNET
WORLD
NO
SEARCH

Santa Cruz County - Median Sale Price

CountyName ● Santa Cruz



Santa Cruz County - Increased Median Price

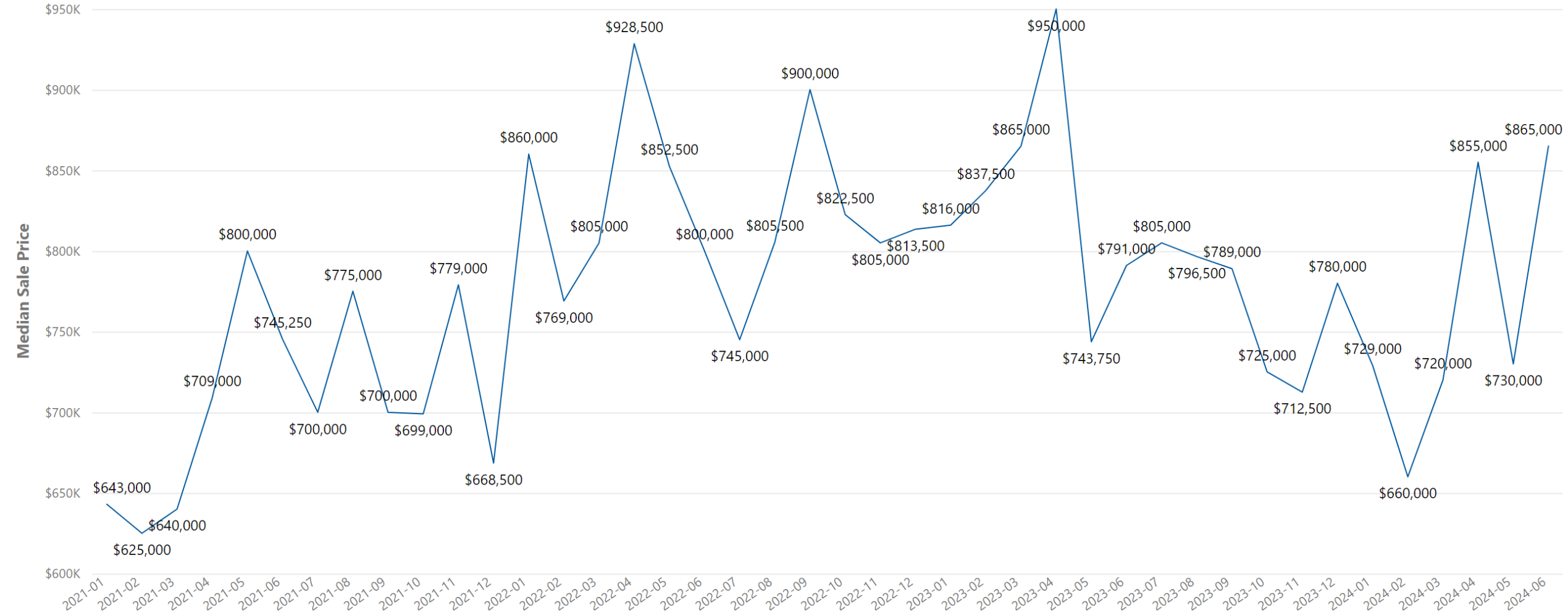
City	Median Sale Price	Median Sale Price Last Year	% Med Price Change
La Selva Beach	\$2,225,000	\$1,349,500	65%
Capitola	\$2,515,000	\$1,774,500	42%
Los Gatos	\$1,989,000	\$1,520,000	31%
Aptos	\$1,595,000	\$1,250,000	28%
Ben Lomond	\$1,125,000	\$895,000	26%
Soquel	\$1,602,500	\$1,458,500	10%
Felton	\$824,500	\$772,000	7%
Watsonville	\$940,500	\$925,500	2%
Santa Cruz	\$1,600,000	\$1,576,500	1%
Boulder Creek	\$825,000	\$822,500	0%

Santa Cruz County - Decreased Median Price

City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
Brookdale	\$0	\$822,500	-100%
Corralitos	\$0	\$1,170,000	-100%
Freedom	\$0	\$760,000	-100%
Mount Hermon	\$0	\$1,230,000	-100%
Scotts Valley	\$1,090,000	\$1,335,000	-18%

Santa Cruz County - Median Sale Price

CountyName ● Santa Cruz



Santa Cruz County - Increased Median Price

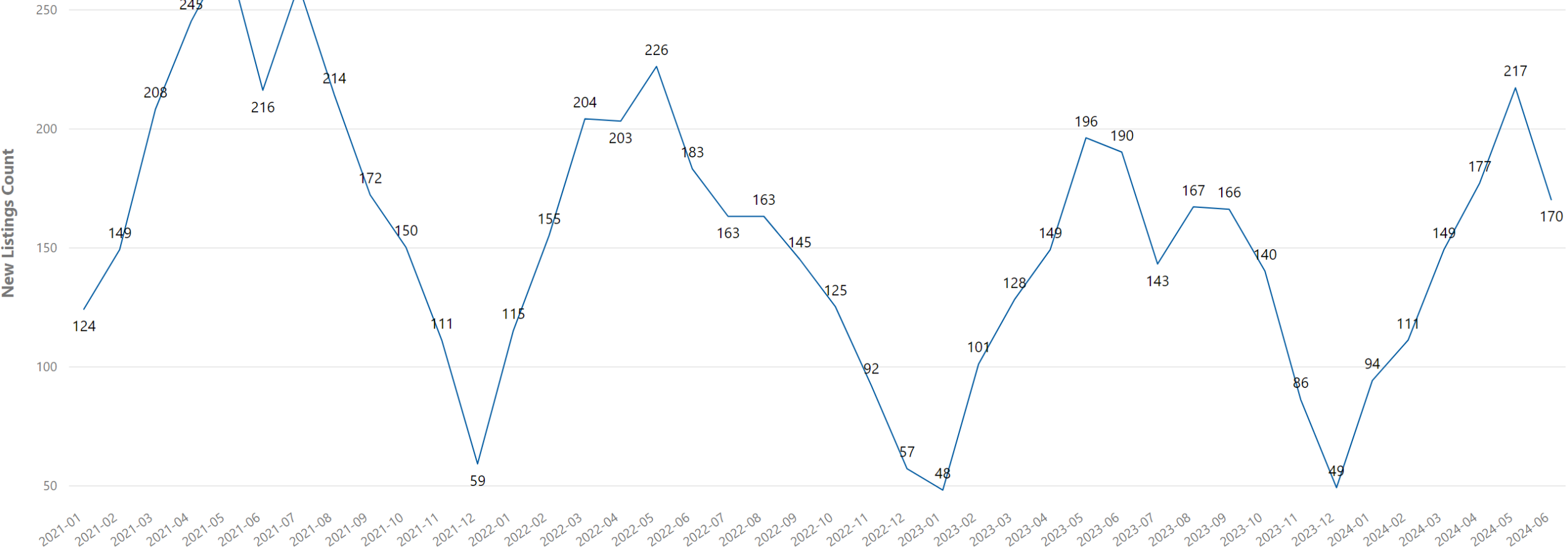
City	Median Sale Price	Median Sale Price Last Year	% Med Price Change
Soquel	\$900,000	\$800,000	13%
Aptos	\$1,037,500	\$925,000	12%
Scotts Valley	\$901,875	\$880,000	2%
Capitola	\$770,500	\$764,888	1%

Santa Cruz County - Decreased Median Price

City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
Boulder Creek	\$0	\$417,500	-100%
Freedom	\$0	\$304,498	-100%
Watsonville	\$355,000	\$488,000	-27%
La Selva Beach	\$1,275,000	\$1,442,000	-12%
Santa Cruz	\$820,000	\$835,000	-2%

Santa Cruz County - New Listings

CountyName ● Santa Cruz



Santa Cruz County - Increased New Listings

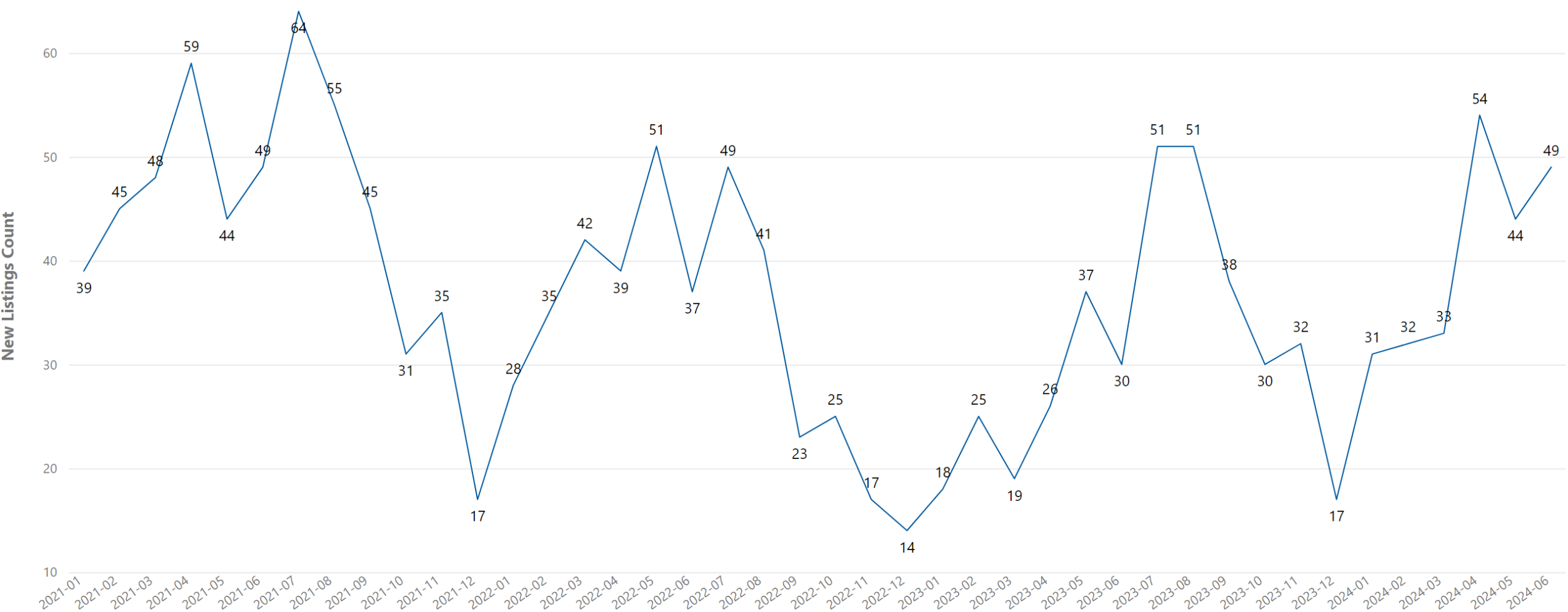
City	New Listings This Year	New Listings Last Year	% New Listings Change
Davenport	1	0	N/A
Mount Hermon	2	1	100%
Scotts Valley	15	12	25%
Santa Cruz	49	43	14%
Corralitos	2	2	0%
La Selva Beach	4	4	0%
Capitola	5	5	0%

Santa Cruz County - Decreased New Listings

City	New Listings This Year	New Listings Last Year	% New Listings Change
Soquel	2	9	-78%
Ben Lomond	11	18	-39%
Felton	9	14	-36%
Brookdale	2	3	-33%
Watsonville	12	15	-20%
Los Gatos	9	11	-18%
Boulder Creek	17	19	-11%
Aptos	30	32	-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
La Selva Beach	2	0	N/A
Scotts Valley	9	1	800%
Aptos	10	4	150%
Santa Cruz	13	9	44%
Boulder Creek	4	3	33%
Capitola	6	6	0%

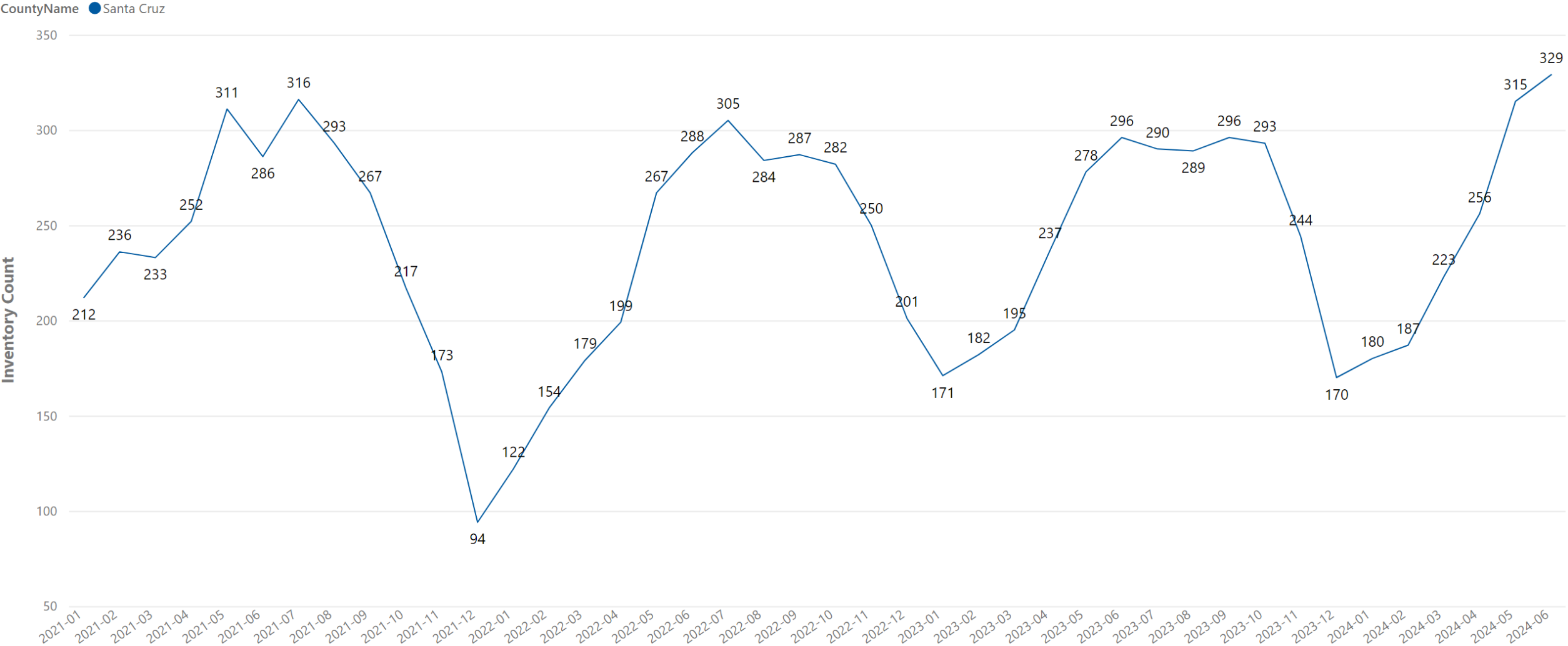
Santa Cruz County - Decreased New Listings

City	New Listings This Year	New Listings Last Year	% New Listings Change
Watsonville	4	5	-20%

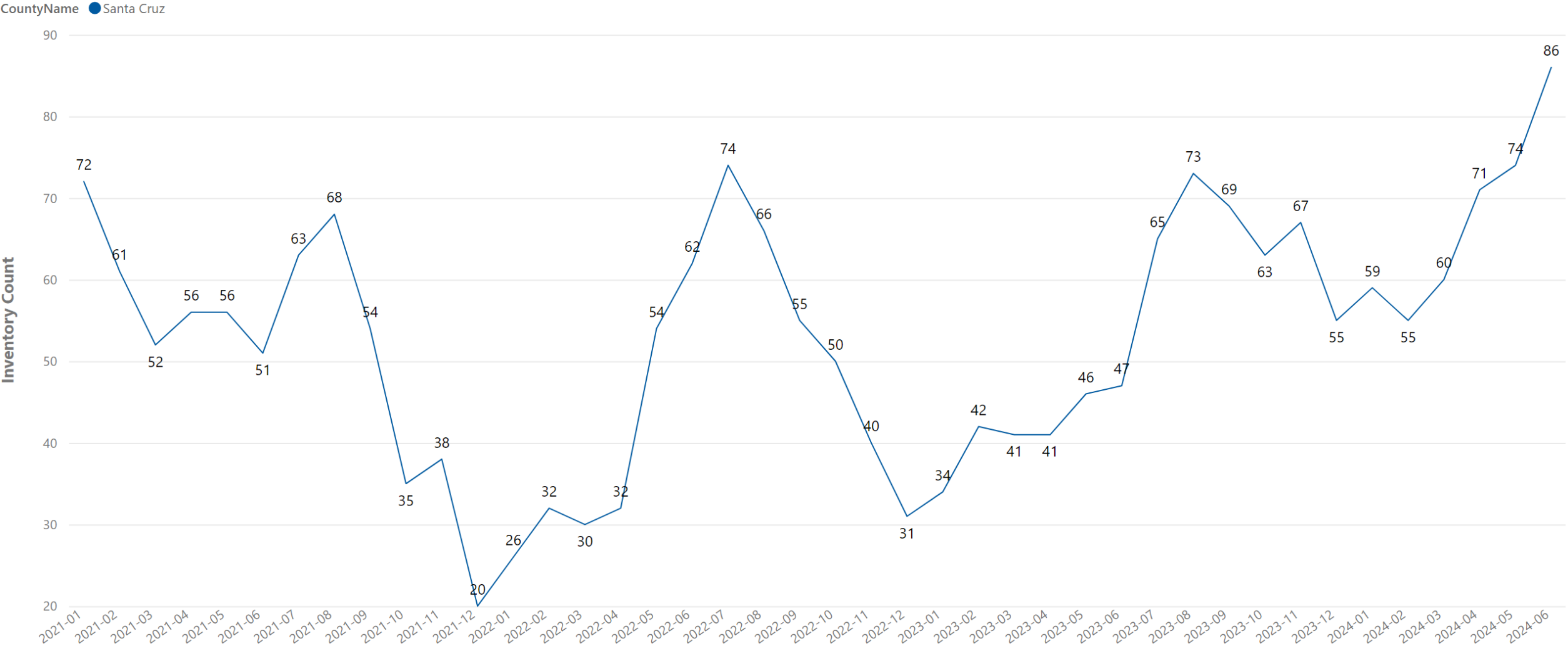
Santa Cruz County – New Listings Week Ending 07/06/2024



Santa Cruz County - Inventory

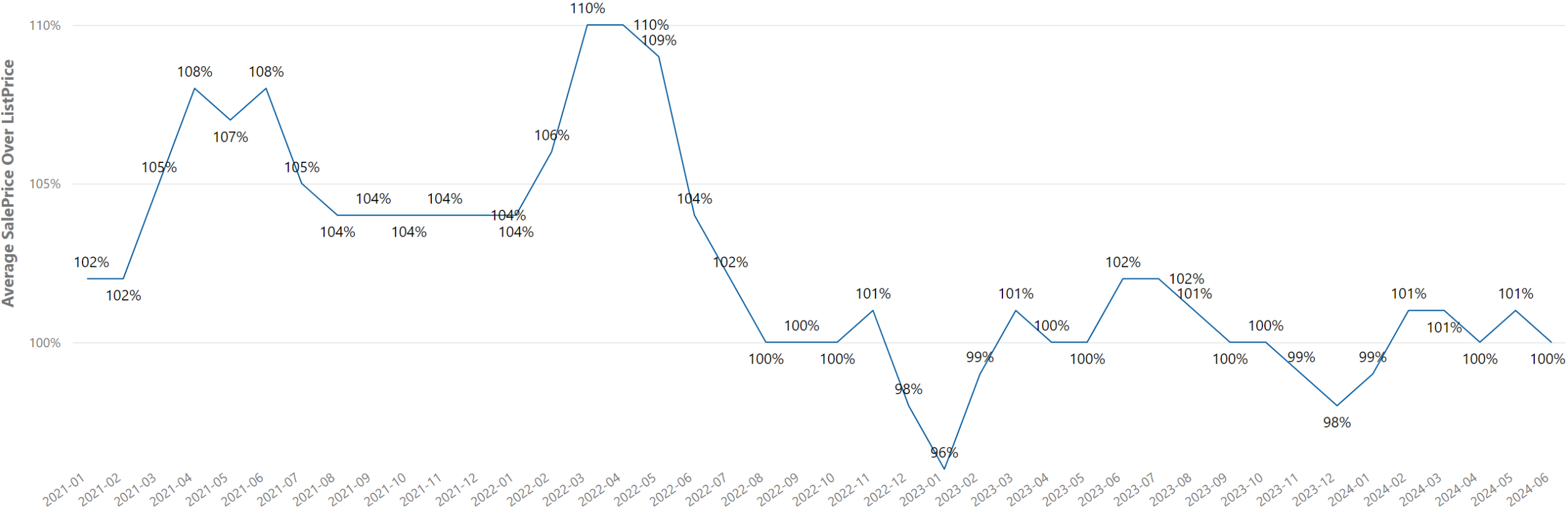


Santa Cruz County - Inventory



Santa Cruz County - Average Sale Price Over List Price

CountyName ● Santa Cruz



Santa Cruz County - Increased Sale To List Price

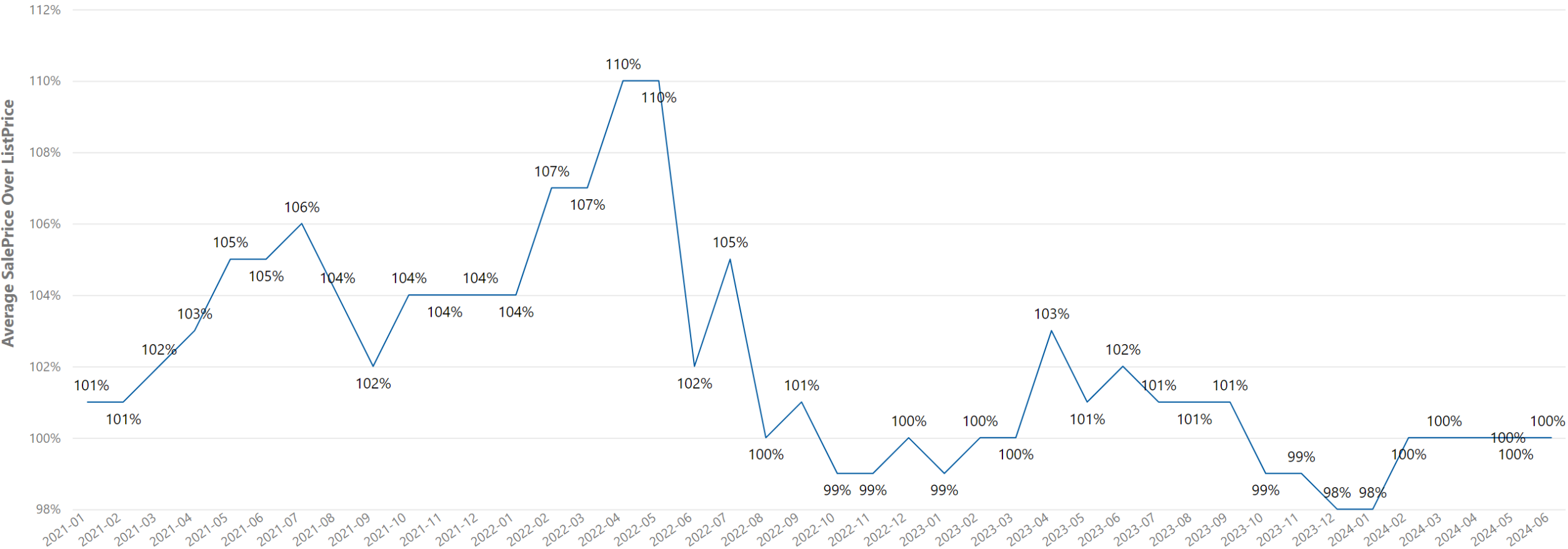
City	Sale Over List Price	Sale Over List Price Last year	% Sale Over List Price Change
La Selva Beach	102%	95%	7%
Capitola	99%	95%	4%
Los Gatos	99%	97%	2%
Ben Lomond	102%	102%	0%
Boulder Creek	103%	103%	0%

Santa Cruz County - Decreased Sale To List Price

City	Sale Over List Price	Sale Over List Price Last Year	% Sale Over List Price Change
Felton	98%	107%	-8%
Santa Cruz	102%	105%	-3%
Watsonville	98%	101%	-3%
Aptos	99%	101%	-2%
Scotts Valley	100%	102%	-2%
Soquel	99%	101%	-2%

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
Santa Cruz	102%	101%	1%
La Selva Beach	100%	100%	0%
Soquel	101%	101%	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%	105%	-7%
Watsonville	98%	104%	-6%
Aptos	100%	101%	-1%
Capitola	101%	102%	-1%

Thank You

