



Santa Cruz County

Real Estate Market Minute | March 2025

Santa Cruz County – Single Family Market 2025 v. 2024

↑ 18

Median Days on Market
Compared to 15



\$1.25M

Median Price
Compared to \$1.22M

↓ 57

Closed Sales
Compared to 67

↑ 119

New Listings
Compared to 111

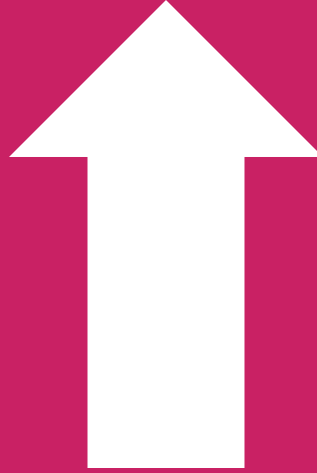
↓ 97%

Sale to List Price Ratio
Compared to 101%

Santa Cruz County – Common Interest Market 2025 v. 2024

↓ 13

Median Days on Market
Compared to 44



\$859K

Median Price
Compared to \$660K

↓ 41

Closed Sales
Compared to 52

↑ 53

New Listings
Compared to 32

↑ 102%

Sale to List Price Ratio
Compared to 100%



February 2025 Market Trends

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

Market Trends – February 2025 in Santa Cruz County

Market Trend 1

Prices are increasing – as is a seasonal expectation – in both classes in Santa Cruz County.

Market Trend 2

Closed sales decreasing (SFR) and the number of new listings decreasing are intriguing.

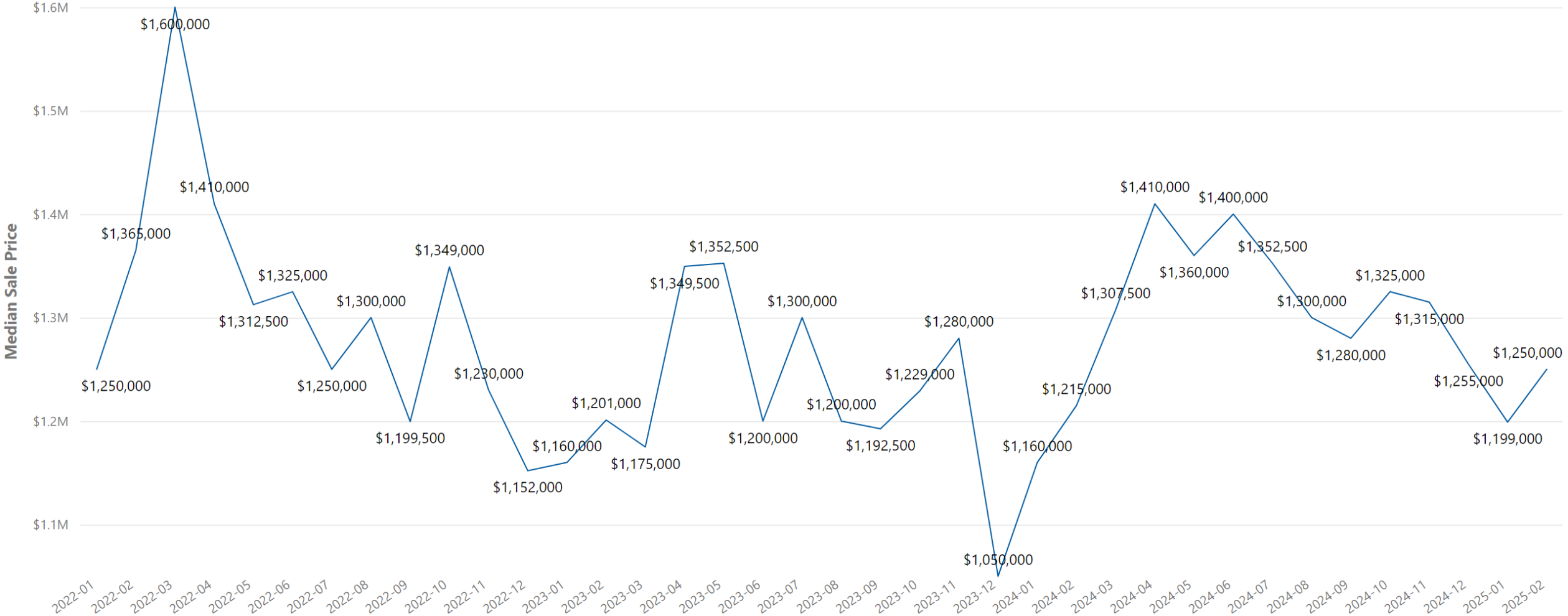
Market Trend 3

We know the market remains competitive based on DOM and sale to list price data, as well as other factors.

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 3/6/2025

Aculist@2025

Residential Single Family: 2022-2025

Santa Cruz County - Increased Median Price

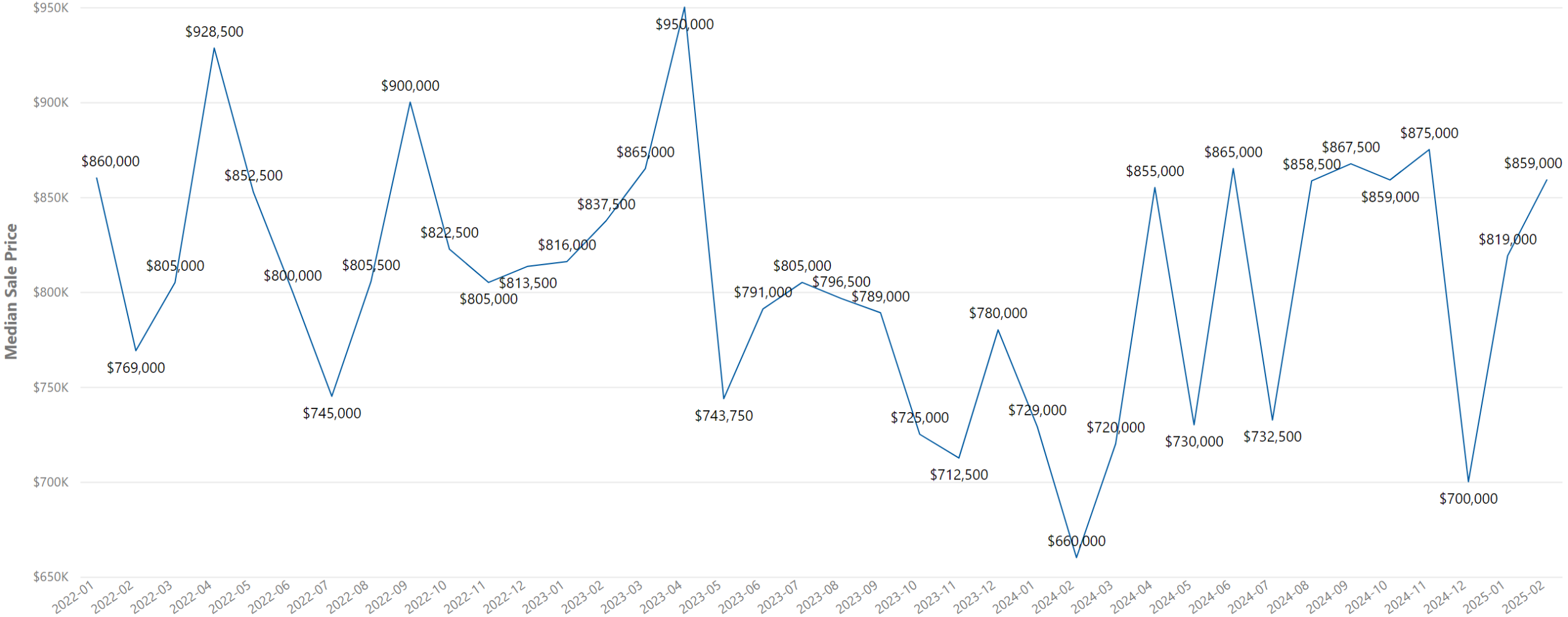
City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
Freedom	\$750,000	\$0	N/A
Mount Hermon	\$310,000	\$0	N/A
Ben Lomond	\$1,057,000	\$773,500	37%
Santa Cruz	\$1,482,500	\$1,250,000	19%
Soquel	\$1,565,000	\$1,365,000	15%
Watsonville	\$810,000	\$727,000	11%
Aptos	\$1,586,500	\$1,442,500	10%
Boulder Creek	\$642,500	\$585,000	10%

Santa Cruz County - Decreased Median Price

City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
Los Gatos	\$1,146,000	\$1,675,000	-32%
Felton	\$812,000	\$940,000	-14%
Scotts Valley	\$1,315,000	\$1,464,500	-10%

Santa Cruz County - Median Sale Price

CountyName ● Santa Cruz



Data as of 3/6/2025

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Residential Common Interest: 2022-2025

Santa Cruz County - Increased Median Price

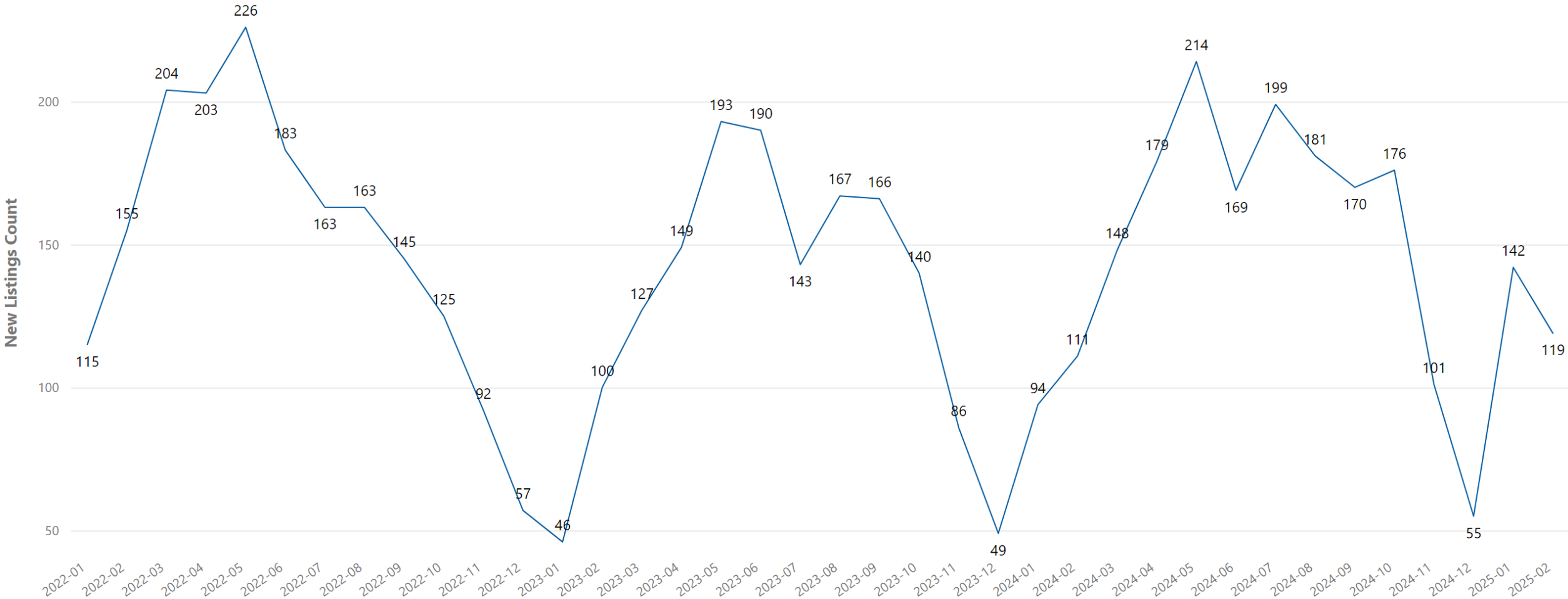
City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
Aptos	\$1,125,000	\$695,250	62%
Santa Cruz	\$1,000,000	\$694,500	44%
Watsonville	\$742,500	\$618,500	20%
Boulder Creek	\$550,000	\$499,000	10%
Soquel	\$830,000	\$765,000	8%

Santa Cruz County - Decreased Median Price

City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
Freedom	\$0	\$527,500	-100%
Scotts Valley	\$710,000	\$868,500	-18%
Capitola	\$890,000	\$1,067,500	-17%

Santa Cruz County - New Listings

CountyName ● Santa Cruz



Data as of 3/6/2025

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Residential Single Family: 2022-2025

Santa Cruz County - Increased New Listings

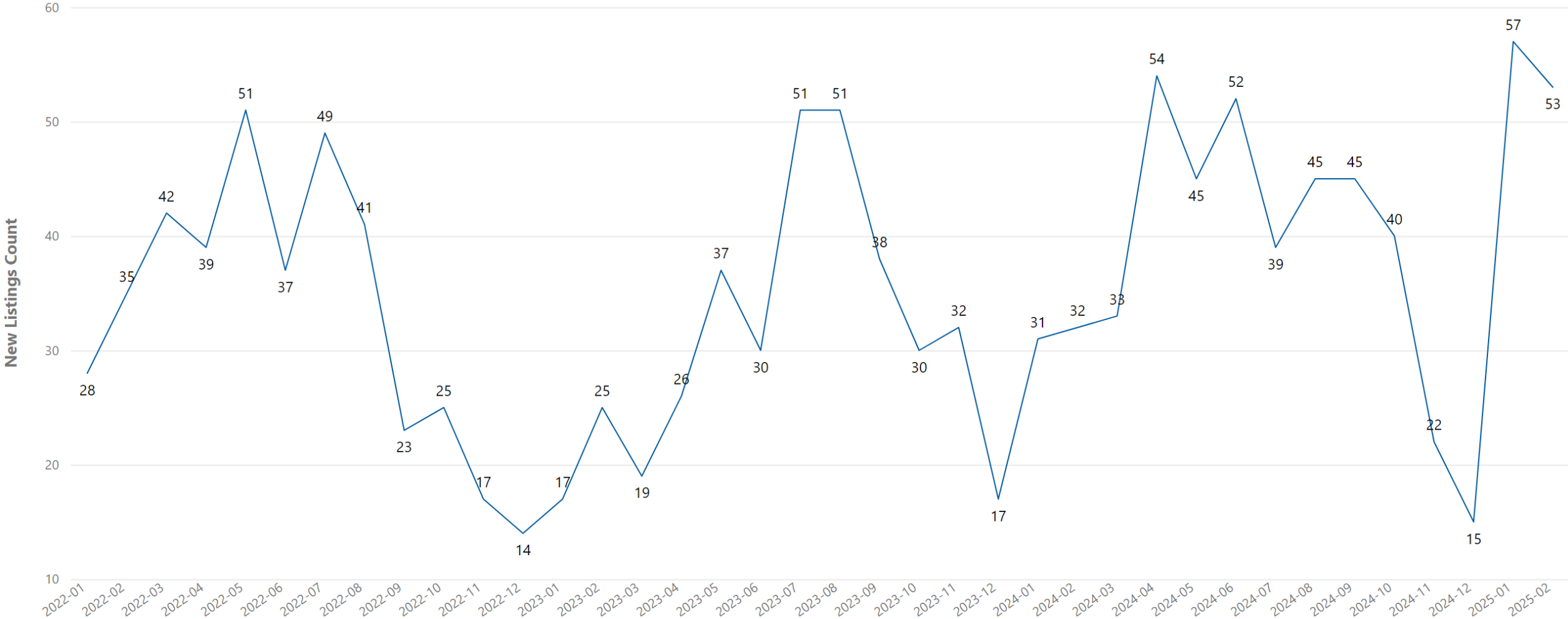
City	New Listings This Year	New Listings Last Year	% New Listings Change
La Selva Beach	4	0	N/A
Ben Lomond	4	1	300%
Soquel	8	5	60%
Aptos	20	14	43%
Los Gatos	8	6	33%
Santa Cruz	38	34	12%
Watsonville	12	11	9%
Capitola	4	4	0%

Santa Cruz County - Decreased New Listings

City	New Listings This Year	New Listings Last Year	% New Listings Change
Felton	4	8	-50%
Boulder Creek	9	13	-31%
Scotts Valley	8	10	-20%

Santa Cruz County - New Listings

CountyName ● Santa Cruz



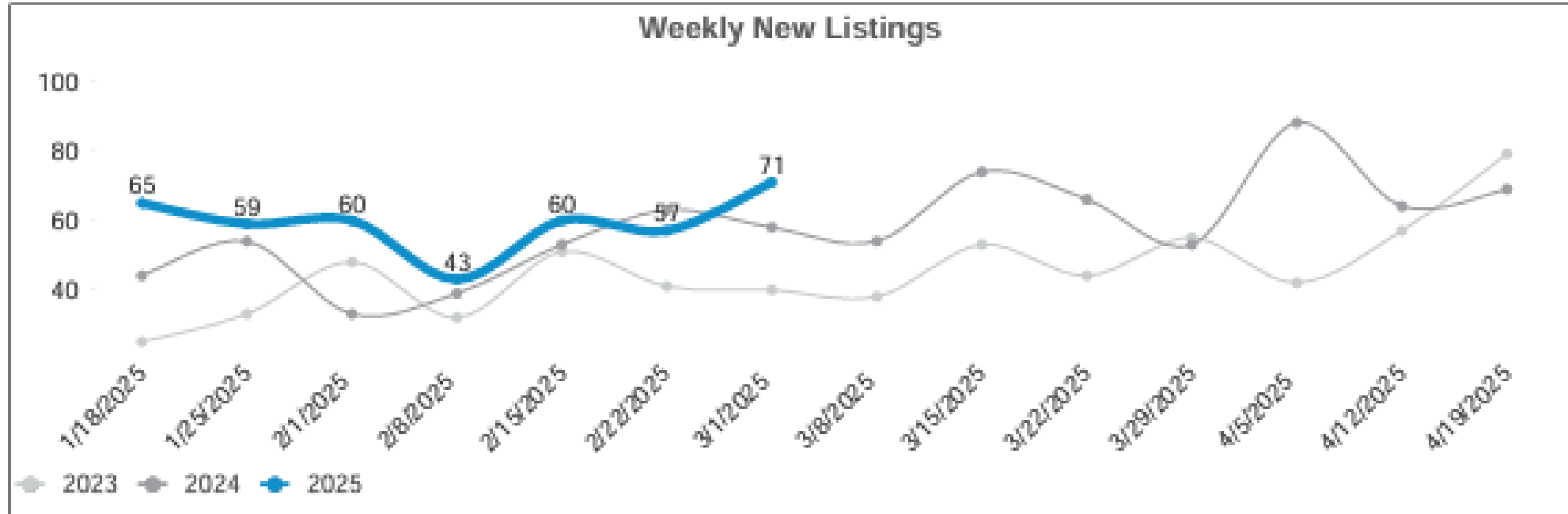
Santa Cruz County - Increased New Listings

City	New Listings This Year	New Listings Last Year	% New Listings Change
Soquel	4	1	300%
Scotts Valley	8	3	167%
Santa Cruz	18	7	157%
Capitola	6	5	20%
Aptos	11	10	10%
Watsonville	6	6	0%

Santa Cruz County - Decreased New Listings

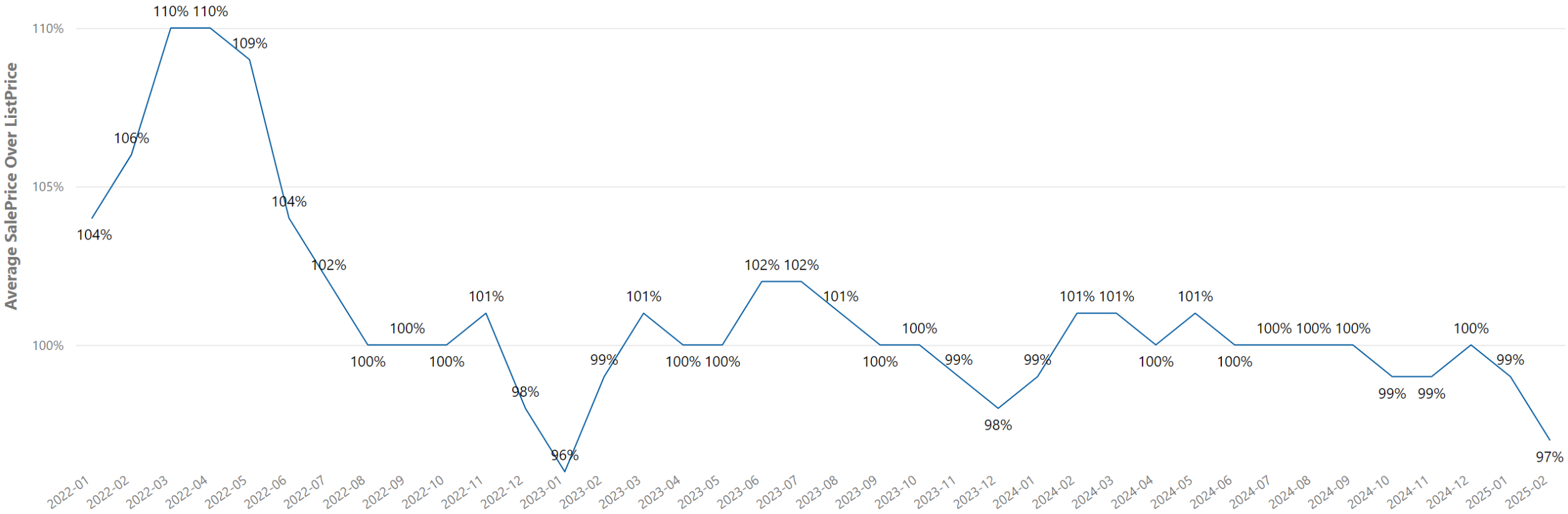
City	New Listings This Year	New Listings Last Year	% New Listings Change
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Santa Cruz County – New Listings Week Ending 3/1/2025



Santa Cruz County - Average Sale Price Over List Price

CountyName ● Santa Cruz



Data as of 3/6/2025

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Residential Single Family: 2022-2025

Santa Cruz County - Increased Sale To List Price

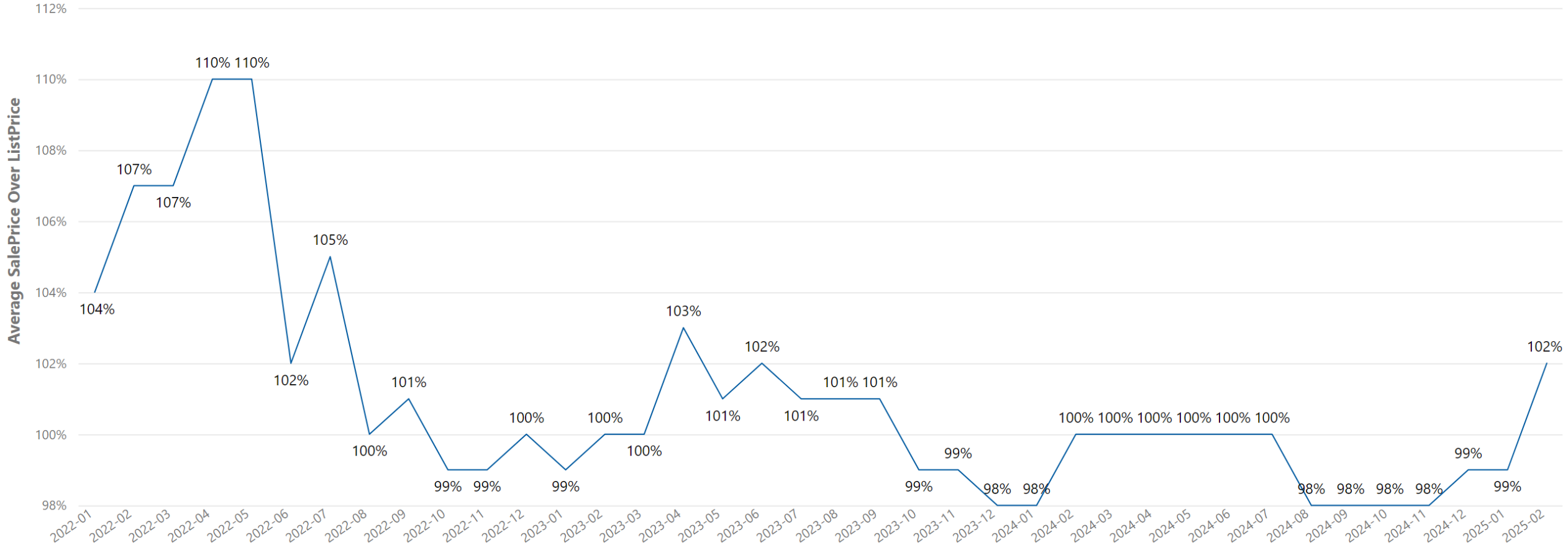
City	Sale Over List Price	Sale Over List Price Last Year	% Sale Over List Price Change
Freedom	107%	0%	N/A
Mount Hermon	79%	0%	N/A
Ben Lomond	104%	93%	12%
Los Gatos	100%	97%	3%
Soquel	98%	96%	2%
Felton	100%	99%	1%

Santa Cruz County - Decreased Sale To List Price

City	Sale Over List Price	Sale Over List Price Last Year	% Sale Over List Price Change
Boulder Creek	89%	101%	-12%
Scotts Valley	97%	103%	-6%
Santa Cruz	98%	104%	-6%
Aptos	98%	102%	-4%
Watsonville	97%	98%	-1%

Santa Cruz County - Average Sale Price Over List Price

CountyName ● Santa Cruz



Data as of 3/6/2025

Aculist@2025

Residential Common Interest: 2022-2025

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	157%	100%	57%
Santa Cruz	118%	100%	18%
Scotts Valley	102%	99%	3%
Aptos	99%	98%	1%
Soquel	100%	100%	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
Capitola	102%	107%	-5%
Watsonville	98%	100%	-2%

Thank You

