



# Santa Cruz County

Real Estate Market Minute | April 2025

# Santa Cruz County – Single Family Market 2025 v. 2024

↓ 13

Median Days on Market  
Compared to 16



\$1.40M

Median Price  
Compared to \$1.31M

↑ 93

Closed Sales  
Compared to 90

↑ 221

New Listings  
Compared to 148

↓ 100%

Sale to List Price Ratio  
Compared to 101%

# Santa Cruz County – Common Interest Market 2025 v. 2024

↑ 16

Median Days on Market  
Compared to 14



\$770K

Median Price  
Compared to \$720K

↑ 31

Closed Sales  
Compared to 26

↑ 58

New Listings  
Compared to 33

= 100%

Sale to List Price Ratio  
Compared to 100%

# March 2025 Market Trends

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

# Market Trends – March 2025 in Santa Cruz County

## Market Trend 1

We saw a significant deviation in the median price for single family versus common interest properties.

## Market Trend 2

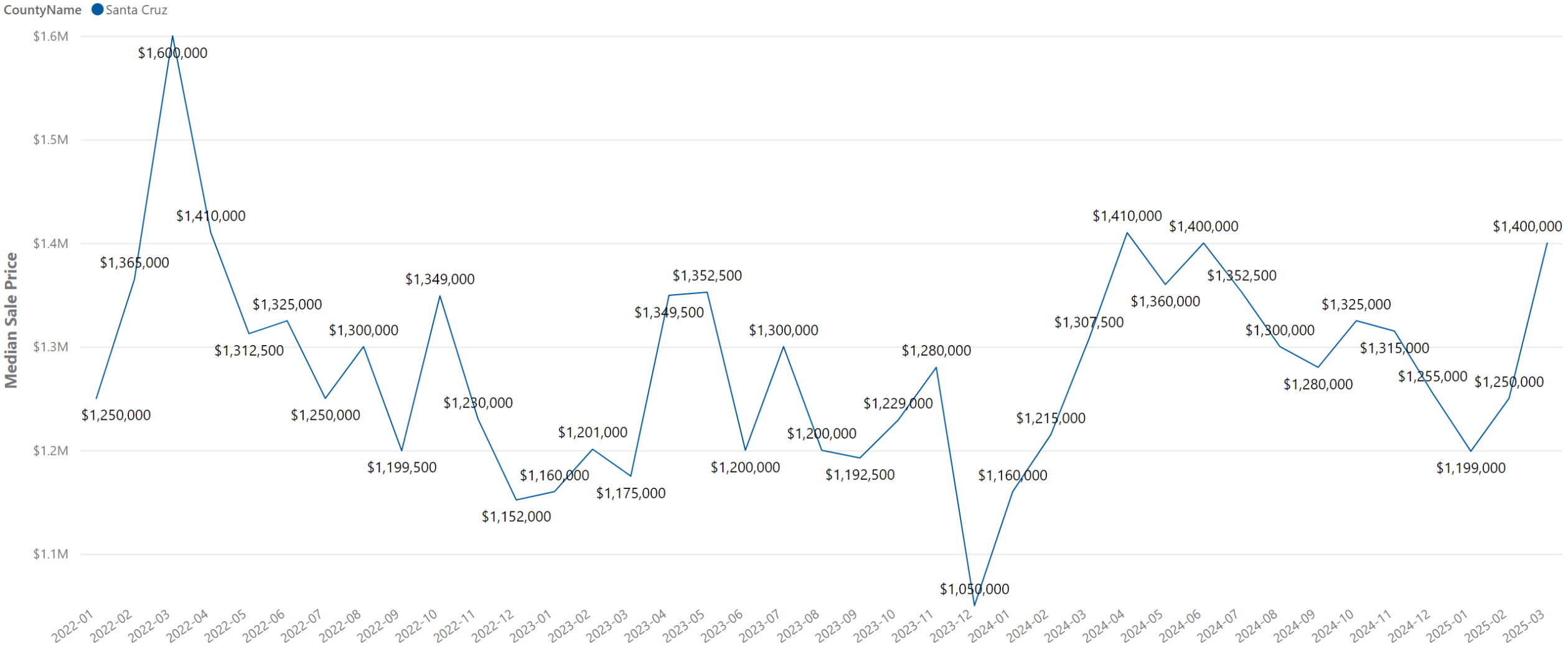
At a time of year when we would expect to see an increase in transactions, we saw a MoM decrease as well as YoY decreases.

## Market Trend 3

If inventory continues to rise and DOM and sale to list stay relatively stable, we could see pressure on prices in the coming months.

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



# Santa Cruz County - Increased Median Price

City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
Brookdale	\$795,000	\$0	N/A
Scotts Valley	\$1,812,500	\$1,160,000	56%
Ben Lomond	\$1,396,000	\$965,000	45%
Soquel	\$1,535,000	\$1,173,375	31%
Santa Cruz	\$1,712,500	\$1,409,250	22%
Aptos	\$1,671,000	\$1,450,000	15%
Felton	\$725,000	\$643,000	13%
Capitola	\$2,175,000	\$2,045,000	6%
Watsonville	\$801,000	\$775,000	3%

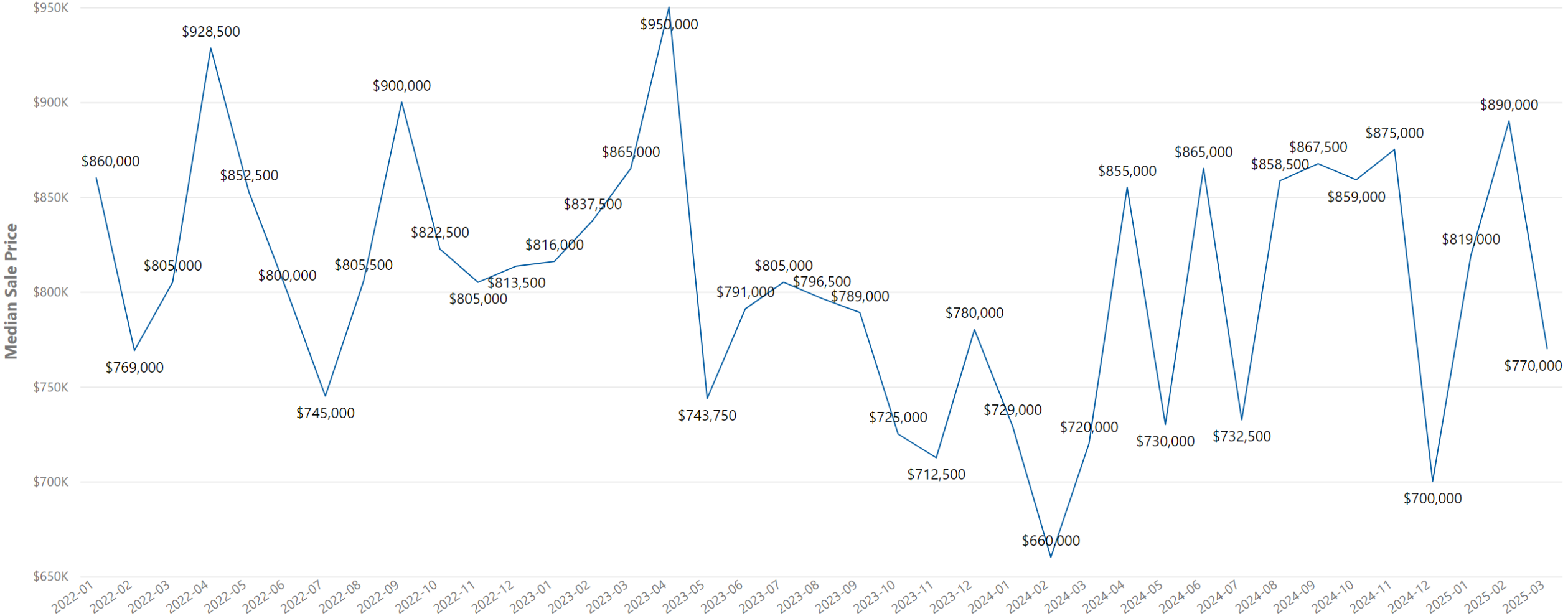
# Santa Cruz County - Decreased Median Price

City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
Corralitos	\$0	\$2,025,000	-100%
Freedom	\$0	\$734,000	-100%
Boulder Creek	\$600,000	\$811,500	-26%
Los Gatos	\$1,454,500	\$1,800,000	-19%
La Selva Beach	\$1,349,900	\$1,632,500	-17%



# Santa Cruz County - Median Sale Price

CountyName ● Santa Cruz



Data as of 4/7/2025

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Residential Common Interest: 2022-2025

# Santa Cruz County - Increased Median Price

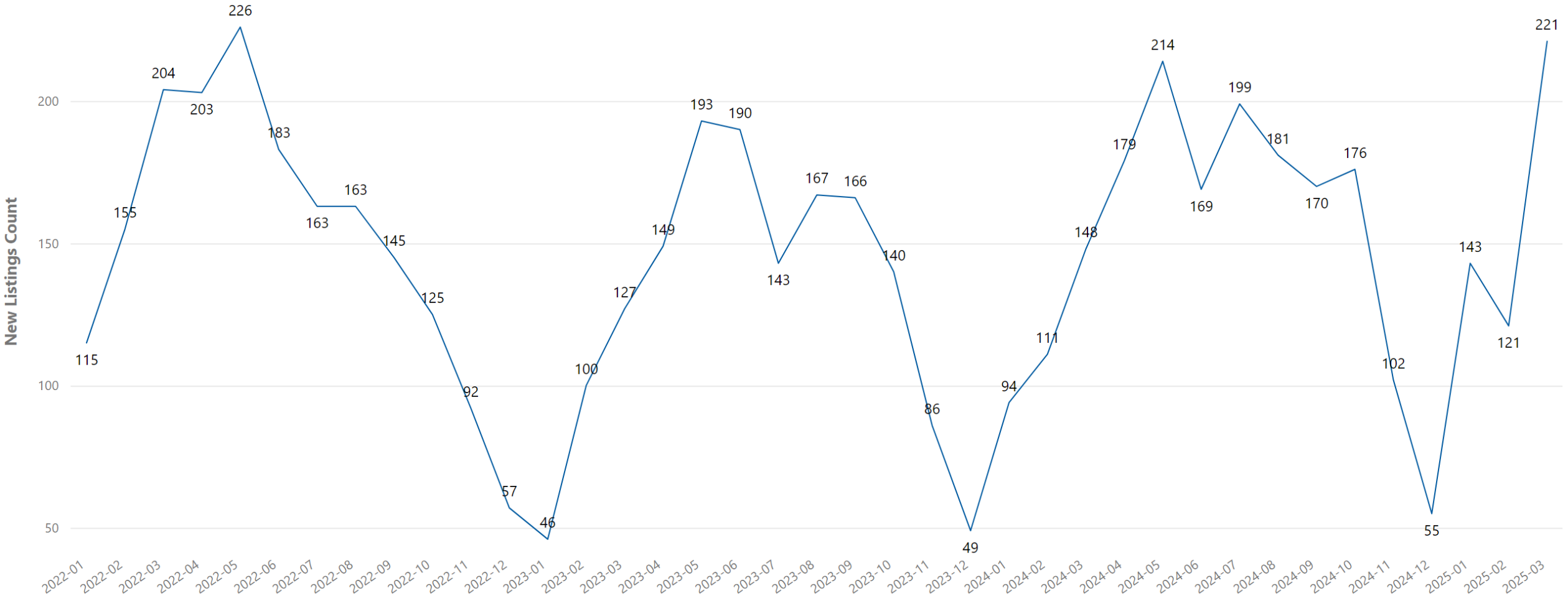
City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
La Selva Beach	\$260,000	\$0	N/A
Santa Cruz	\$747,550	\$525,000	42%
Scotts Valley	\$1,181,250	\$885,000	33%
Aptos	\$1,007,500	\$880,000	14%
Capitola	\$804,500	\$736,250	9%
Watsonville	\$658,000	\$638,000	3%

# Santa Cruz County - Decreased Median Price

City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
Boulder Creek	\$0	\$639,000	-100%
Soquel	\$675,000	\$1,362,500	-50%

# Santa Cruz County - New Listings

CountyName ● Santa Cruz



# Santa Cruz County - Increased New Listings

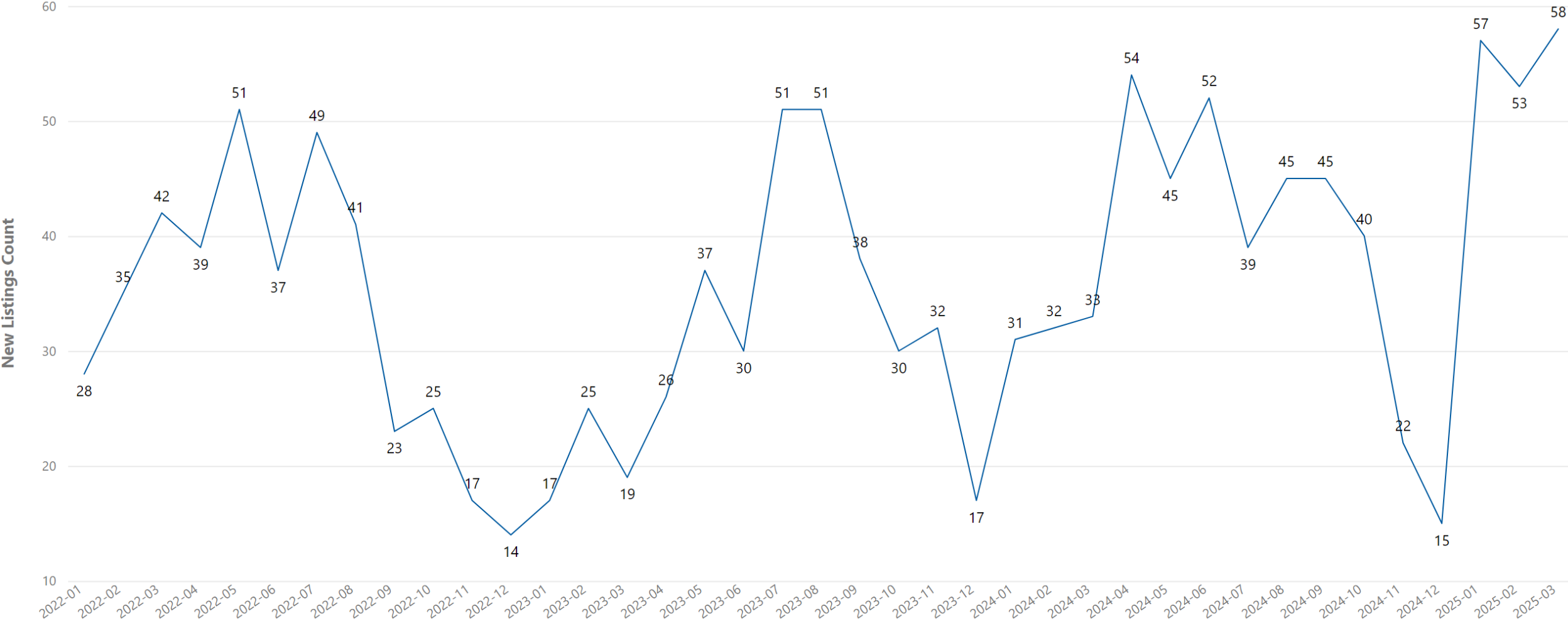
City	New Listings This Year	New Listings Last Year	% New Listings Change
Brookdale	4	0	N/A
Felton	16	7	129%
Scotts Valley	19	9	111%
Aptos	37	19	95%
Boulder Creek	16	10	60%
Los Gatos	16	10	60%
Santa Cruz	67	45	49%
Watsonville	17	12	42%
Capitola	11	10	10%
Corralitos	1	1	0%
Freedom	2	2	0%
Soquel	6	6	0%

# Santa Cruz County - Decreased New Listings

City	New Listings This Year	New Listings Last Year	% New Listings Change
La Selva Beach	1	2	-50%
Ben Lomond	8	13	-38%

# Santa Cruz County - New Listings

CountyName ● Santa Cruz



Data as of 4/7/2025

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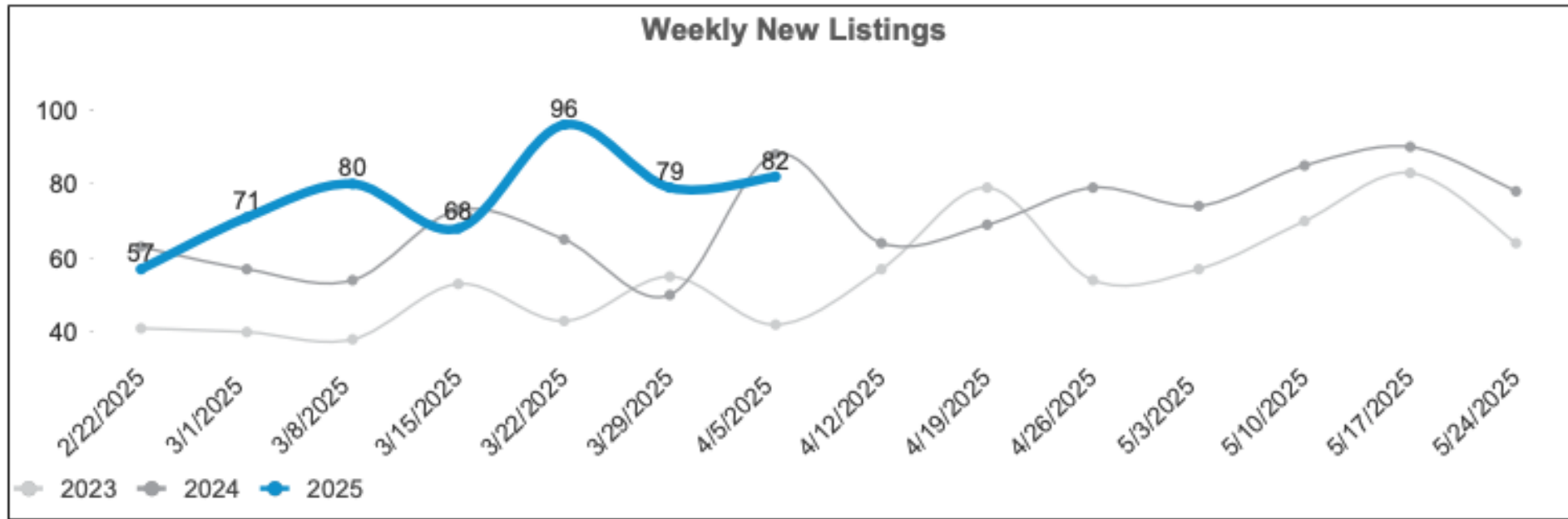
Residential Common Interest: 2022-2025

# Santa Cruz County - Increased New Listings

City	New Listings This Year	New Listings Last Year	% New Listings Change
Capitola	10	4	150%
Santa Cruz	17	8	113%
Aptos	12	6	100%
Scotts Valley	9	5	80%
Soquel	1	1	0%
La Selva Beach	2	2	0%
Watsonville	7	7	0%

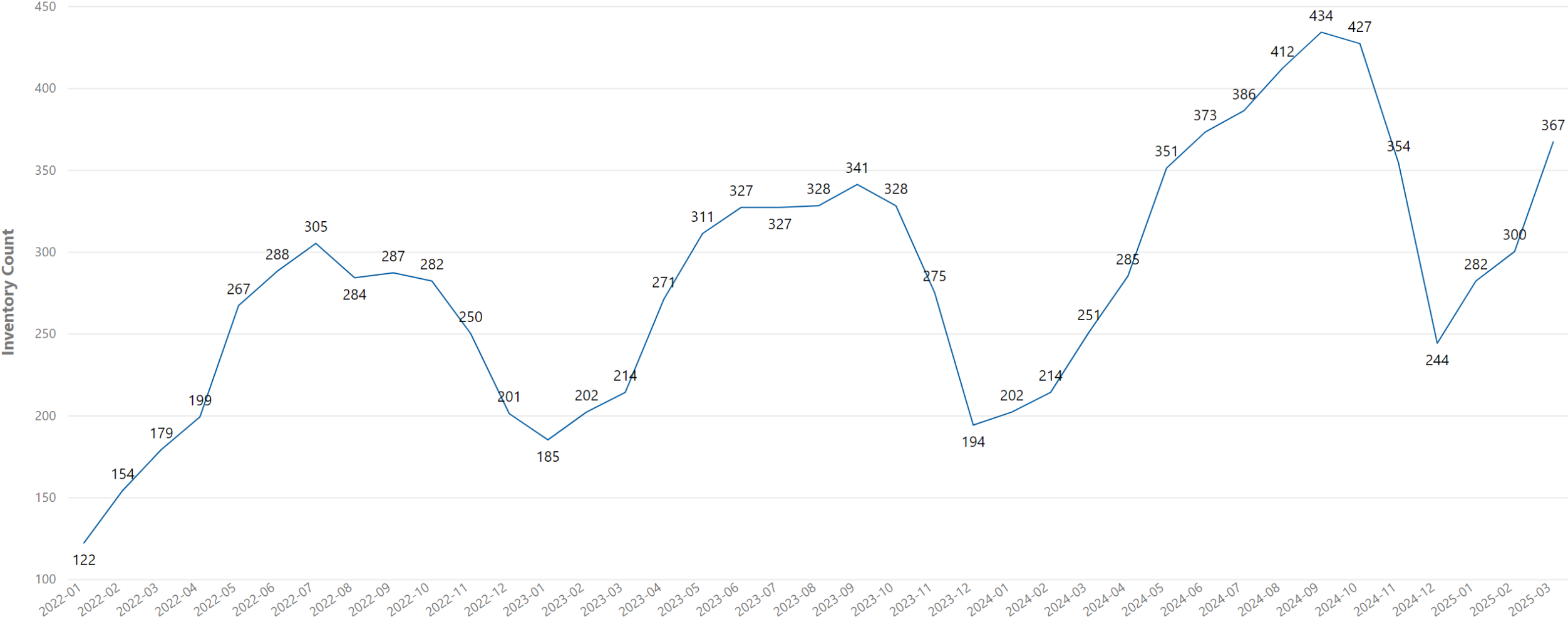


# Santa Cruz County – New Listings Week Ending 4/5/2025



# Santa Cruz County - Inventory

CountyName ● Santa Cruz



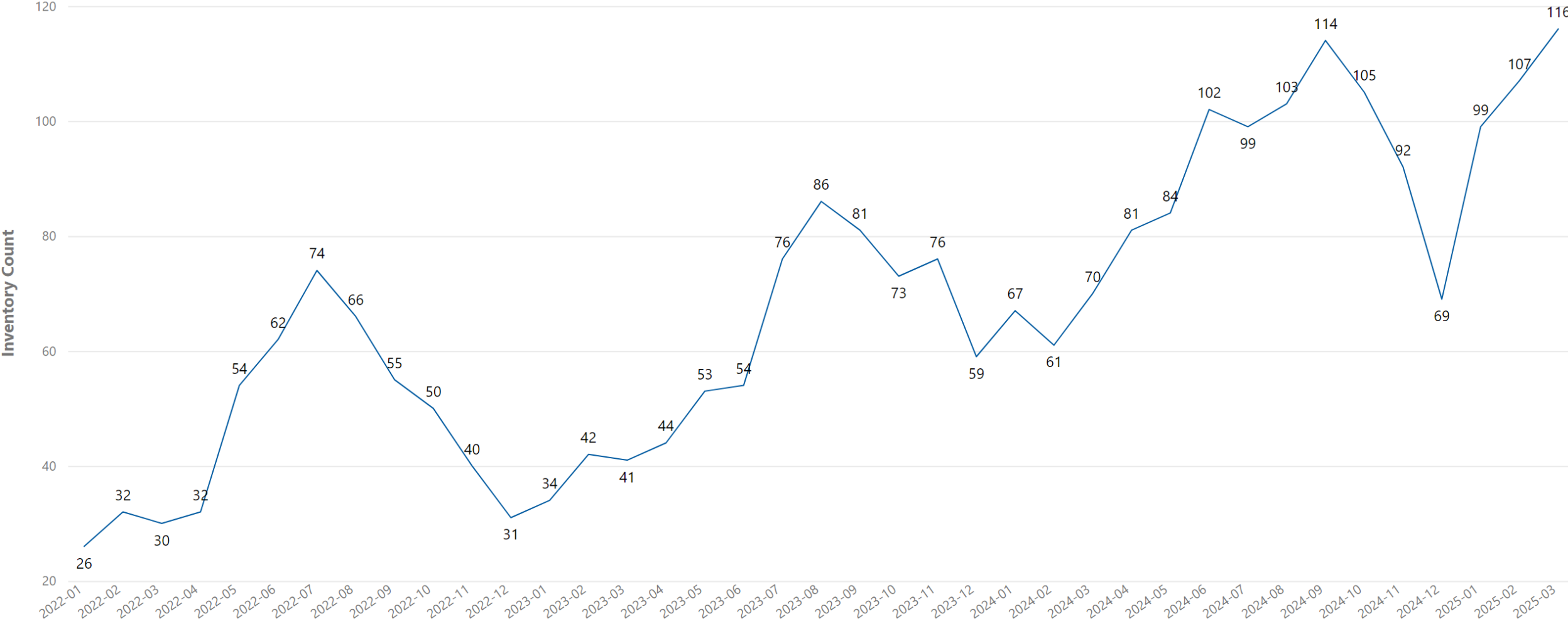
Data as of 4/7/2025

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Residential Single Family: 2022-2025

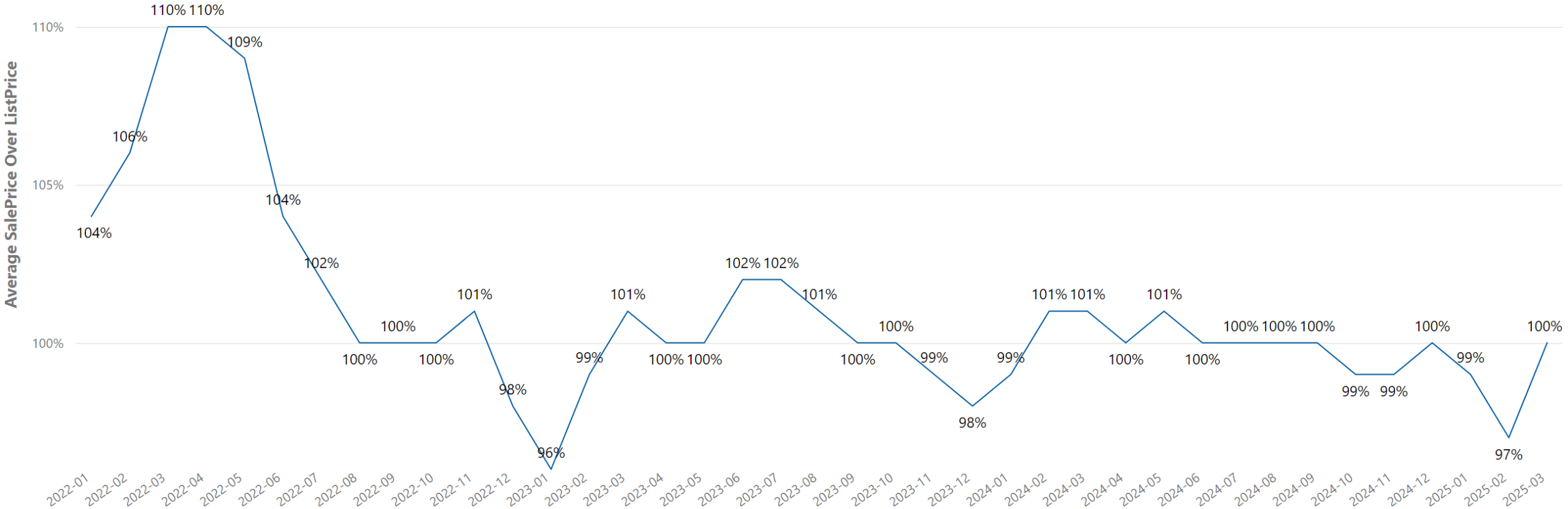
# Santa Cruz County - Inventory

CountyName ● Santa Cruz



# Santa Cruz County - Average Sale Price Over List Price

CountyName ● Santa Cruz



Data as of 4/7/2025

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Residential Single Family: 2022-2025

# Santa Cruz County - Increased Sale To List Price

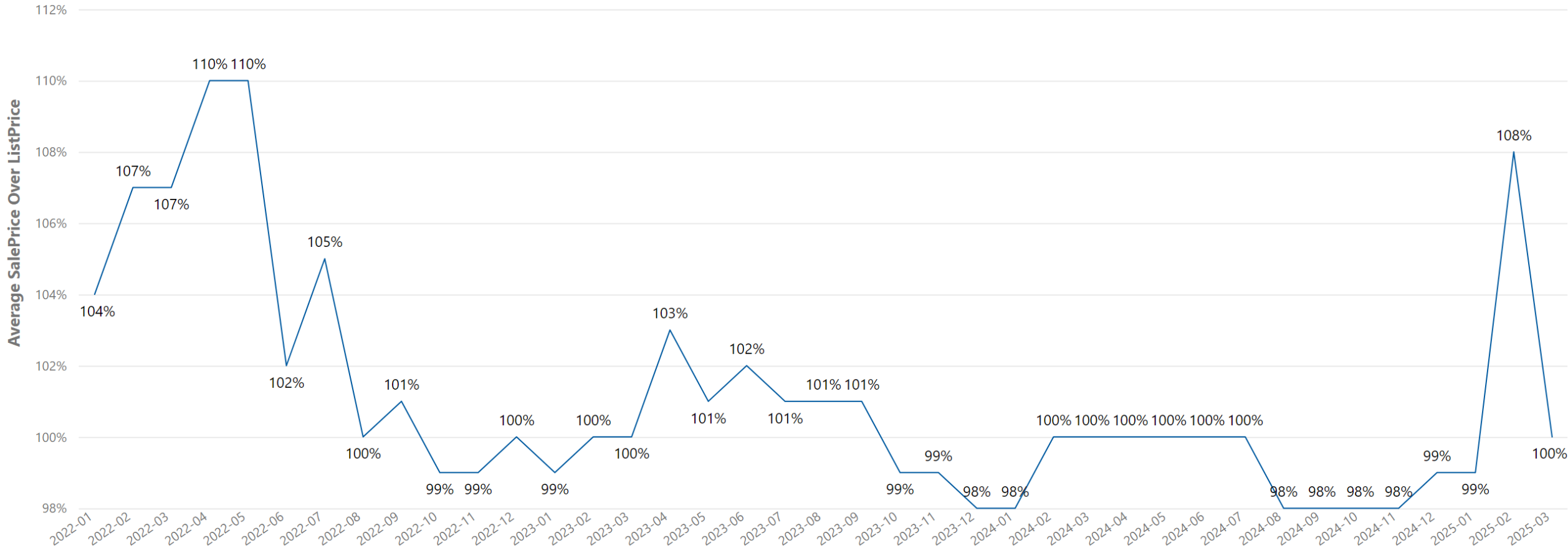
City	Sale Over List Price	Sale Over List Price Last Year	% Sale Over List Price Change
Brookdale	99%	0%	N/A
Watsonville	105%	98%	7%
Ben Lomond	101%	96%	5%
Soquel	98%	95%	3%
Scotts Valley	102%	100%	2%

# Santa Cruz County - Decreased Sale To List Price

City	Sale Over List Price	Sale Over List Price Last Year	% Sale Over List Price Change
Felton	93%	116%	-20%
Aptos	98%	104%	-6%
Los Gatos	94%	99%	-5%
Boulder Creek	97%	102%	-5%
Capitola	97%	102%	-5%
La Selva Beach	100%	101%	-1%
Santa Cruz	101%	102%	-1%

# Santa Cruz County - Average Sale Price Over List Price

CountyName ● Santa Cruz



Data as of 4/7/2025

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
La Selva Beach	93%	0%	N/A
Aptos	104%	99%	5%
Capitola	100%	100%	0%
Santa Cruz	99%	99%	0%
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
Watsonville	96%	103%	-7%
Scotts Valley	100%	102%	-2%

# Thank You

