



Santa Cruz County

Real Estate Market Minute | June 2025

Santa Cruz County -Residential - Single Family 2025 vs 2024

↑ 14

Median Days on Market
Compared to 12



\$1.3M

Median Price
Compared to \$1.4M

↑ 124

Closed Sales
Compared to 111

↑ 279

New Listings
Compared to 214

↓ 100%

Sale to List Price Ratio
Compared to 101%

Santa Cruz County -Residential - Common Interest 2025 vs 2024

↑ 32

Median Days on Market
Compared to 15

↓ 34

Closed Sales
Compared to 38

↑

\$781.0K

Median Price
Compared to \$730.0K

↑ 55

New Listings
Compared to 45

↓ 98%

Sale to List Price Ratio
Compared to 100%

May 2025 Market Trends

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

Market Trends – May 2025 in Santa Cruz County

Market Trend 1

When looking at median price movement from April to May over the past five years, single family home prices have generally declined where common interest properties more often increase.

Market Trend 2

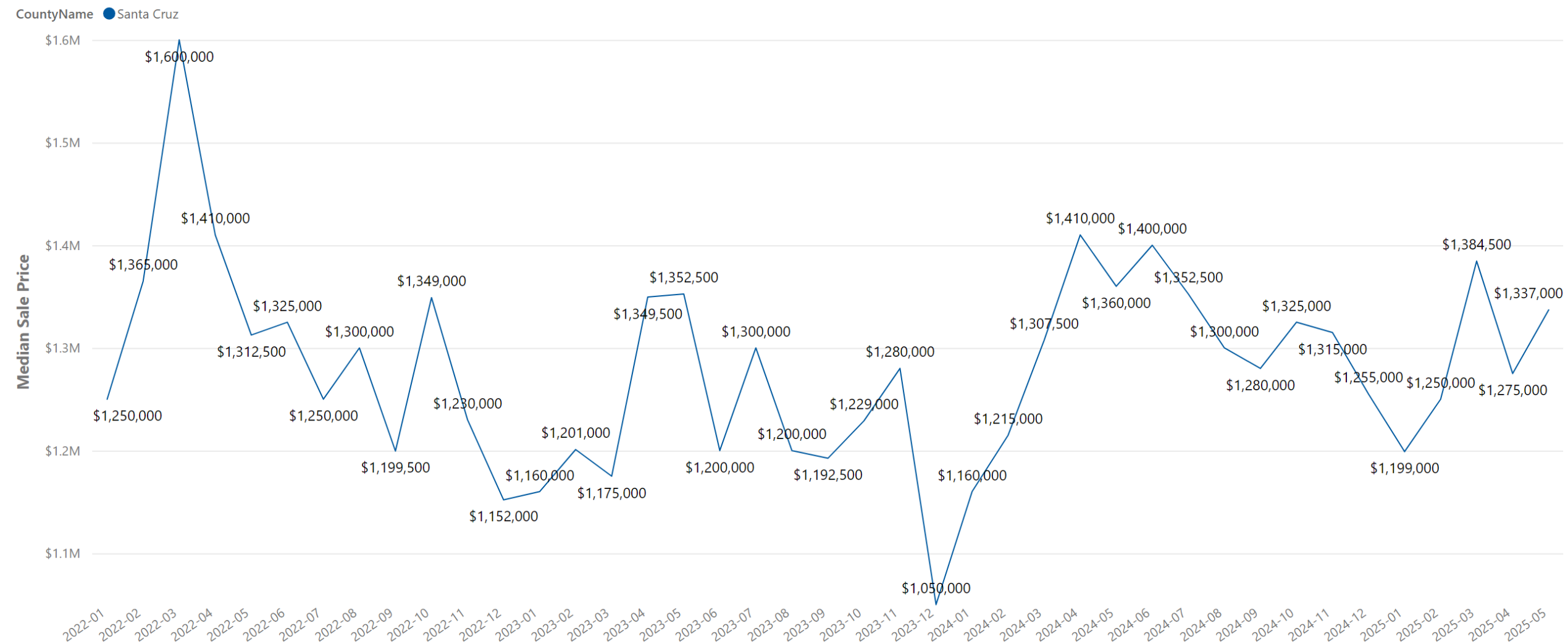
It's a bit early in the year to see transactional data decrease substantially. However, the number of new listings and closed sales each month has been volatile since January.

Market Trend 3

There are many ways to evaluate market competitiveness, but with sale to list price ratios declining and Days on Market (DOM) increasing, demand seems to be declining.

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

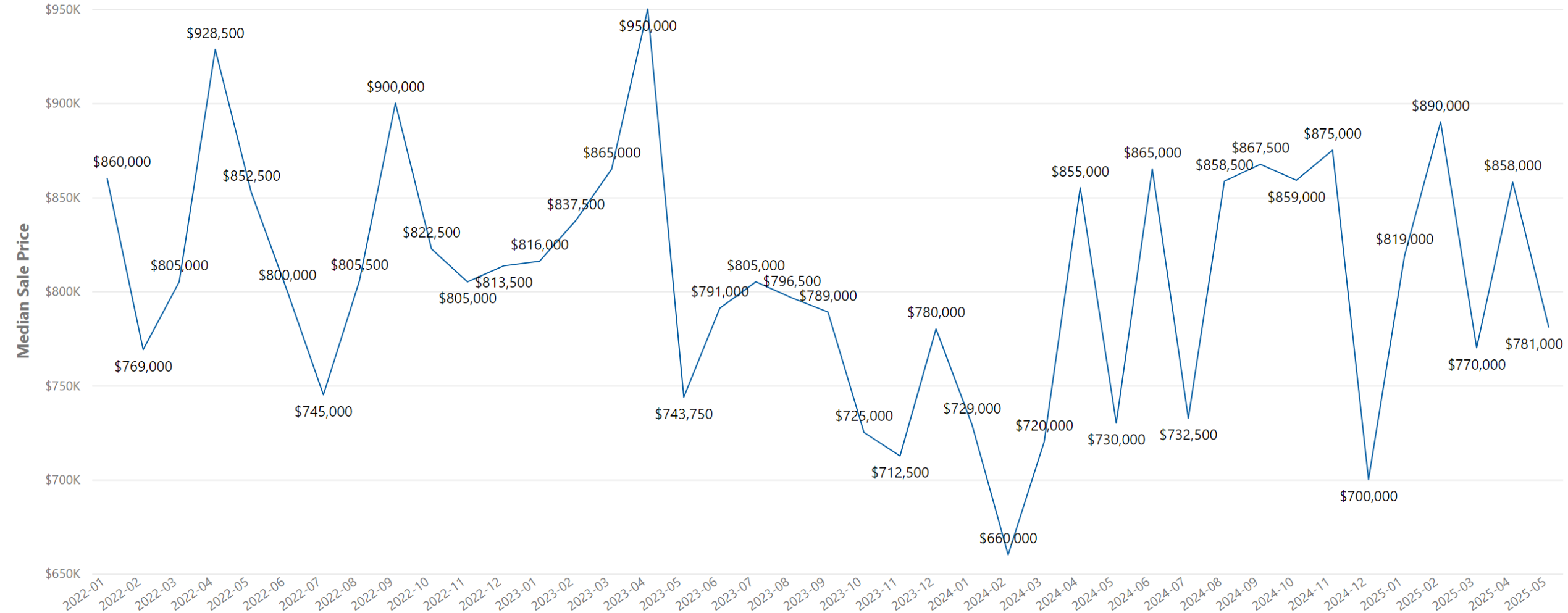
City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
Capitola	\$2,526,500	\$1,452,500	74%
Watsonville	\$942,000	\$745,000	26%
Aptos	\$1,676,500	\$1,352,500	24%
Freedom	\$820,000	\$735,000	12%

Santa Cruz County - Decreased Median Price

City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
Mount Hermon	\$0	\$790,000	-100%
Boulder Creek	\$625,000	\$877,500	-29%
La Selva Beach	\$1,445,000	\$1,841,550	-22%
Soquel	\$1,372,000	\$1,700,000	-19%
Scotts Valley	\$1,350,000	\$1,555,000	-13%
Santa Cruz	\$1,600,000	\$1,750,000	-9%
Los Gatos	\$1,622,500	\$1,660,000	-2%
Felton	\$875,000	\$887,500	-1%
Ben Lomond	\$939,000	\$950,000	-1%

Santa Cruz County - Median Sale Price

CountyName ● Santa Cruz



Santa Cruz County - Increased Median Price

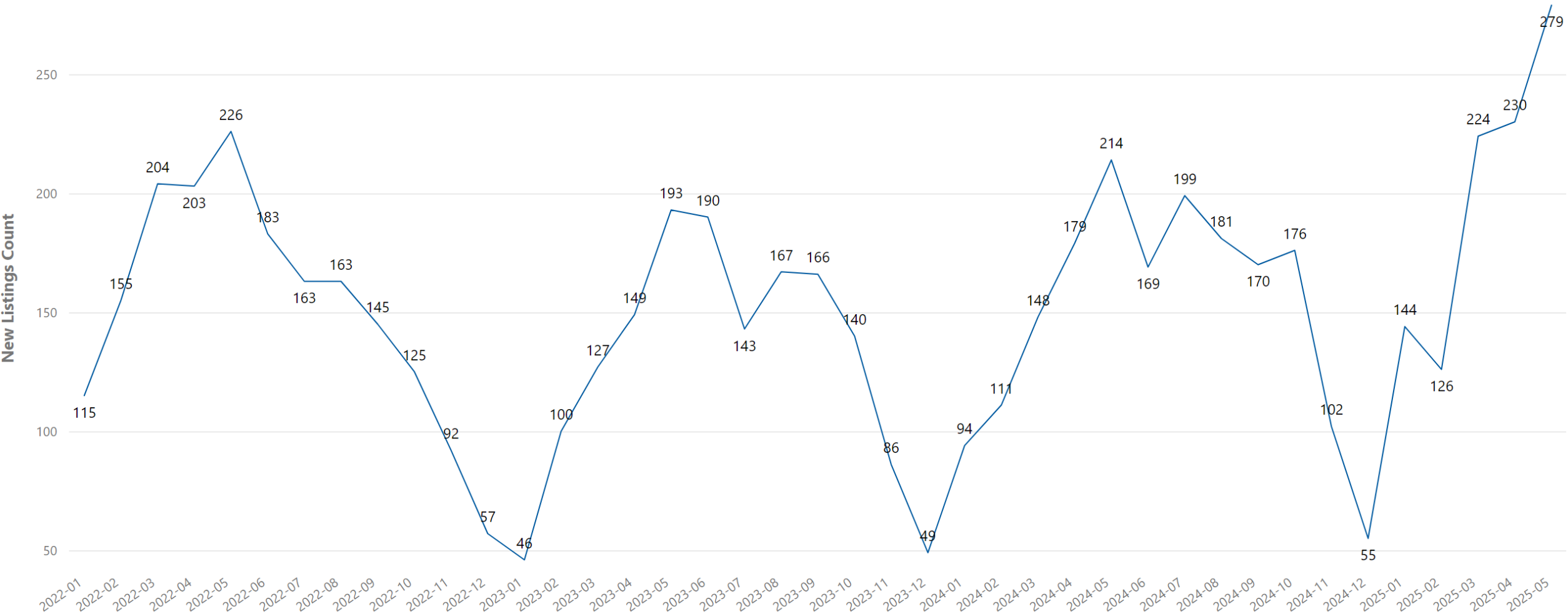
City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
La Selva Beach	\$2,103,750	\$0	N/A
Watsonville	\$702,000	\$457,500	53%
Aptos	\$1,040,000	\$978,500	6%

Santa Cruz County - Decreased Median Price

City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
Boulder Creek	\$0	\$699,000	-100%
Soquel	\$0	\$350,619	-100%
Capitola	\$625,000	\$716,000	-13%
Scotts Valley	\$760,000	\$870,000	-13%
Santa Cruz	\$789,500	\$812,500	-3%

Santa Cruz County - New Listings

CountyName ● Santa Cruz



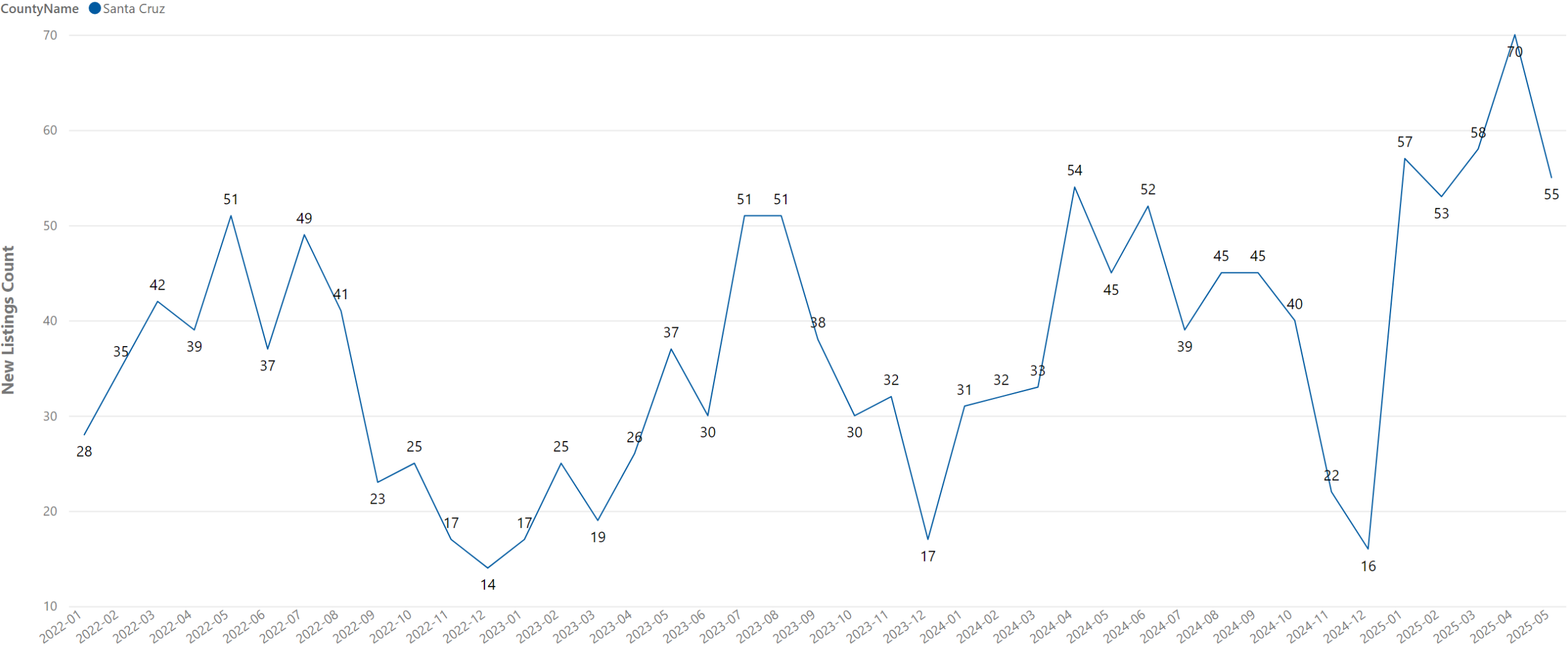
Santa Cruz County - Increased New Listings

City	New Listings This Year	New Listings Last Year	% New Listings Change
Brookdale	1	0	N/A
Davenport	1	0	N/A
Mount Hermon	1	0	N/A
Freedom	3	0	N/A
Corralitos	6	2	200%
Boulder Creek	24	10	140%
Soquel	12	7	71%
Watsonville	30	18	67%
Santa Cruz	85	60	42%
Aptos	42	33	27%
Los Gatos	18	16	13%

Santa Cruz County - Decreased New Listings

City	New Listings This Year	New Listings Last Year	% New Listings Change
La Selva Beach	4	7	-43%
Ben Lomond	9	14	-36%
Capitola	9	10	-10%
Scotts Valley	18	20	-10%
Felton	16	17	-6%

Santa Cruz County - New Listings



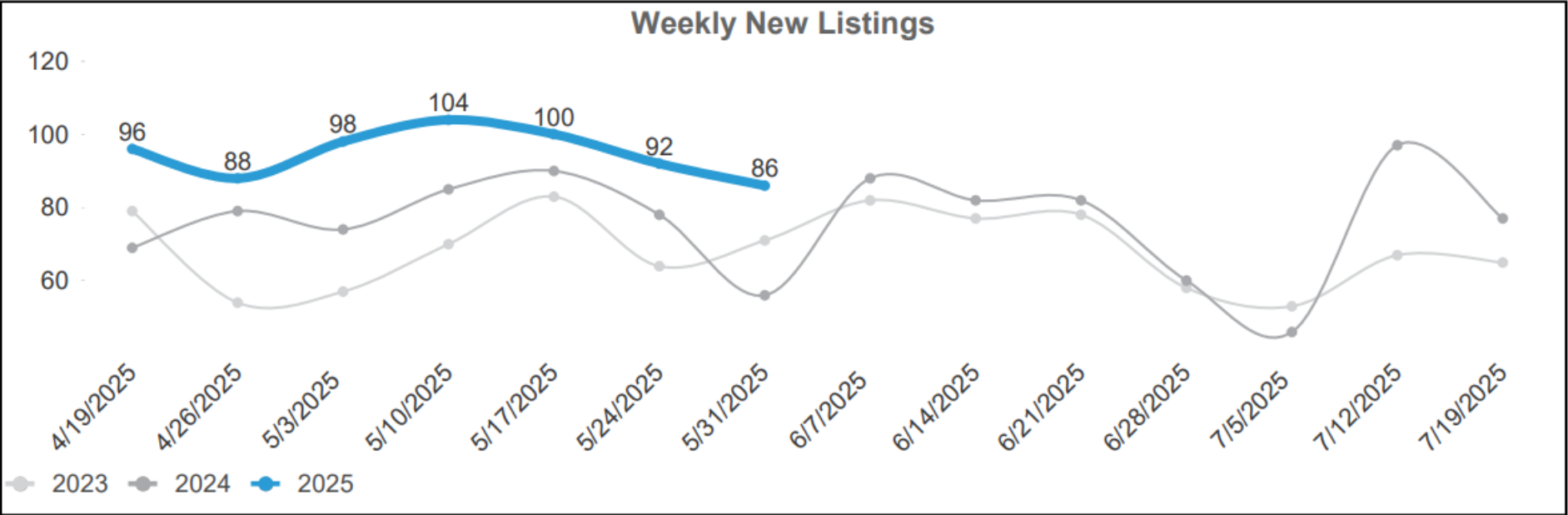
Santa Cruz County - Increased New Listings

City	New Listings This Year	New Listings Last Year	% New Listings Change
La Selva Beach	2	1	100%
Santa Cruz	15	8	88%
Capitola	7	4	75%
Soquel	3	2	50%
Watsonville	8	8	0%
Aptos	15	15	0%

Santa Cruz County - Decreased New Listings

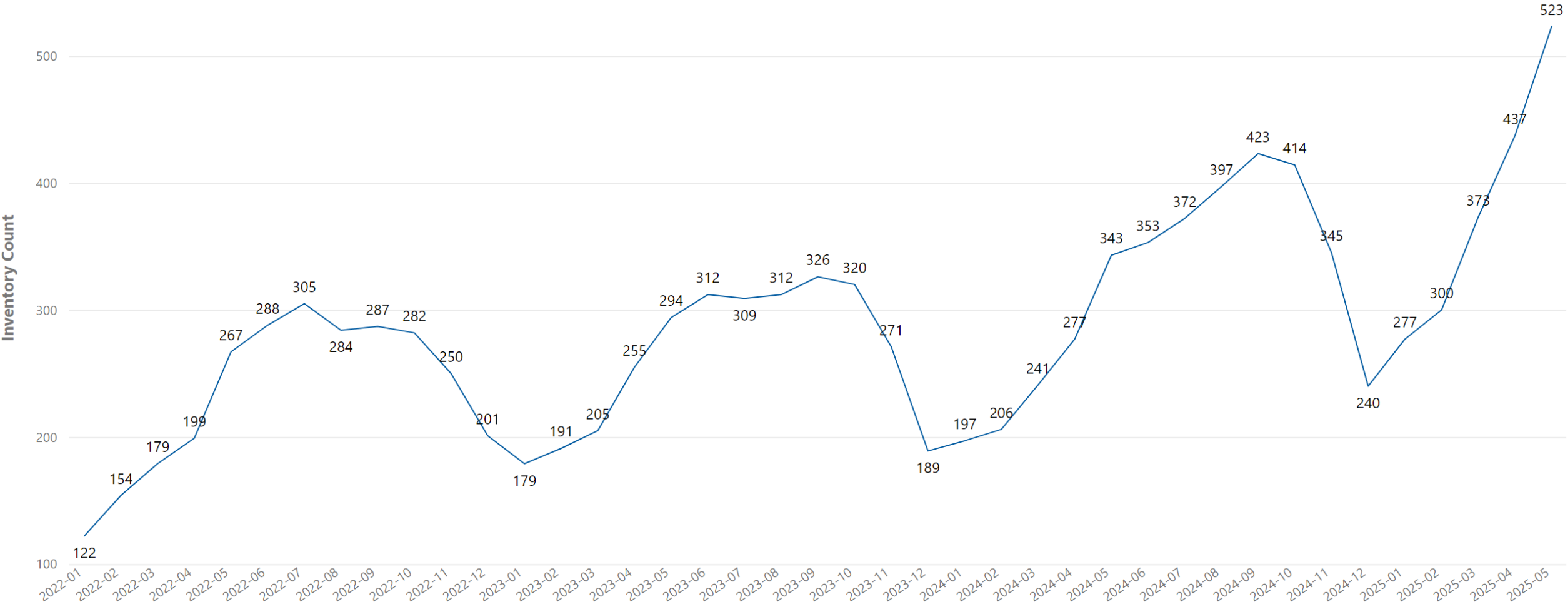
City	New Listings This Year	New Listings Last Year	% New Listings Change
Scotts Valley	3	5	-40%

Santa Cruz County – New Listings Week Ending 5/31/2025

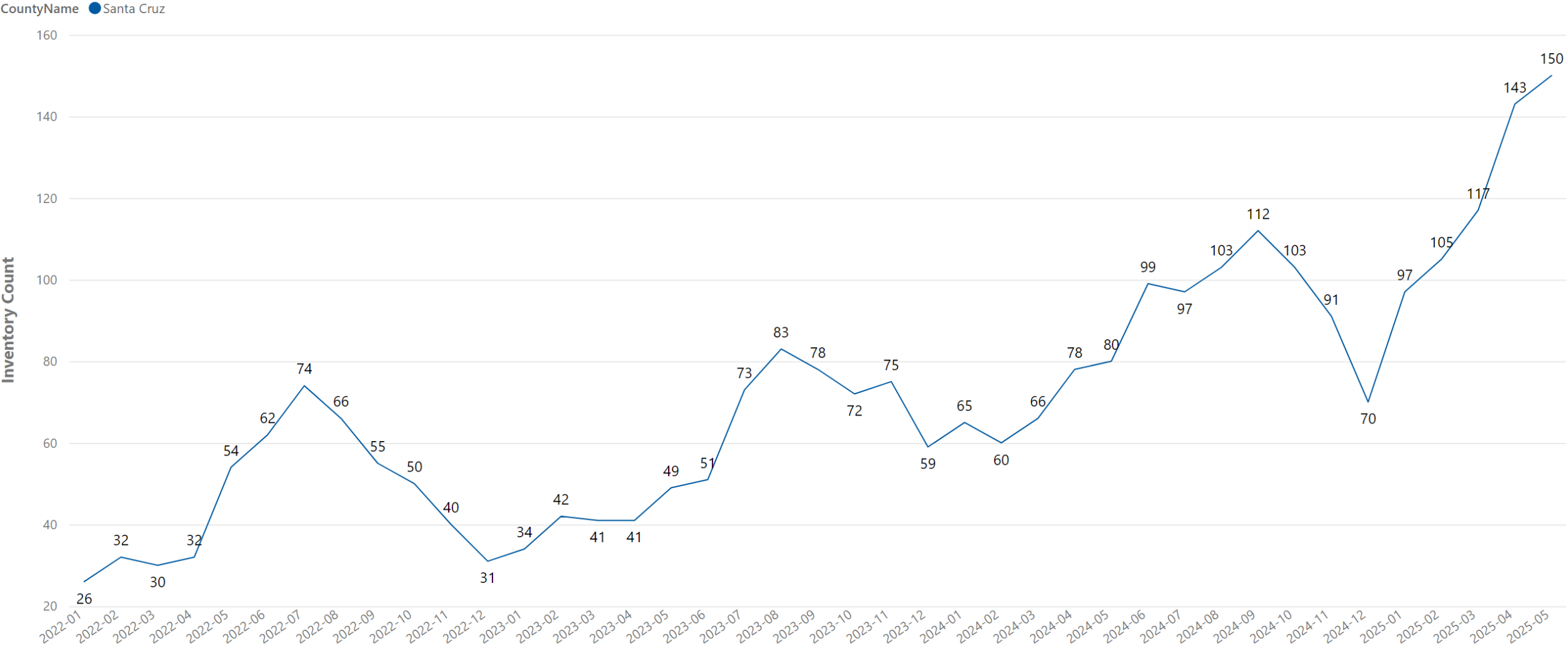


Santa Cruz County - Inventory

CountyName ● Santa Cruz

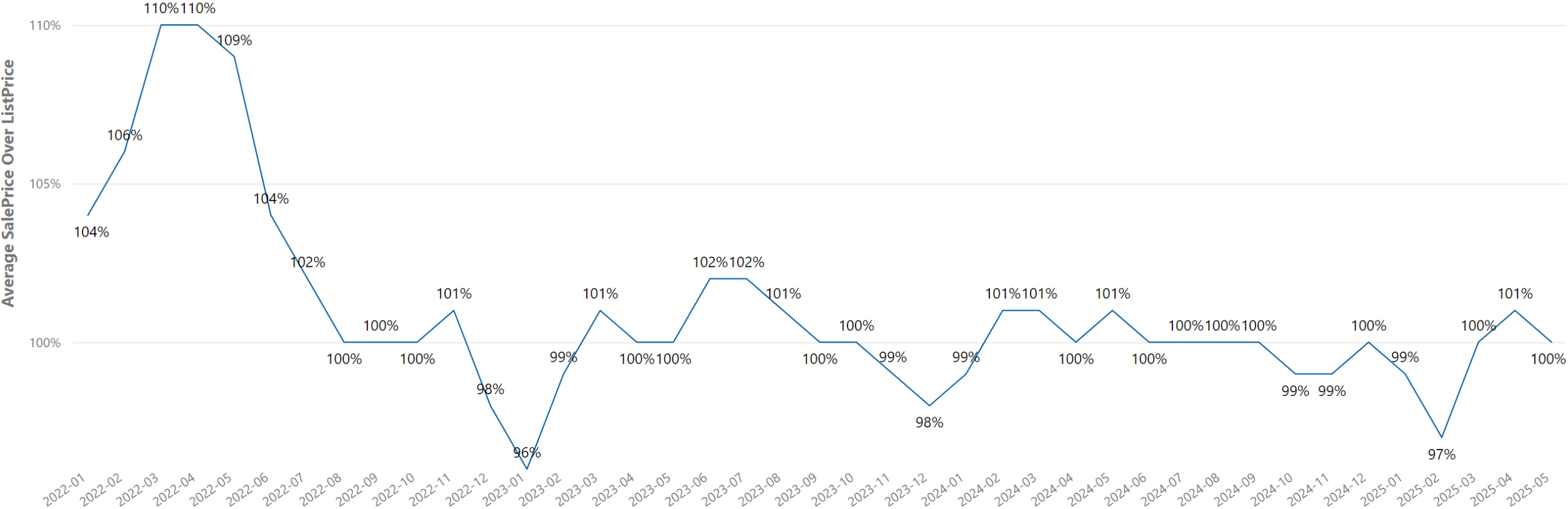


Santa Cruz County - Inventory



Santa Cruz County - Average Sale Price Over List Price

CountyName ● Santa Cruz



Santa Cruz County - Increased Sale To List Price

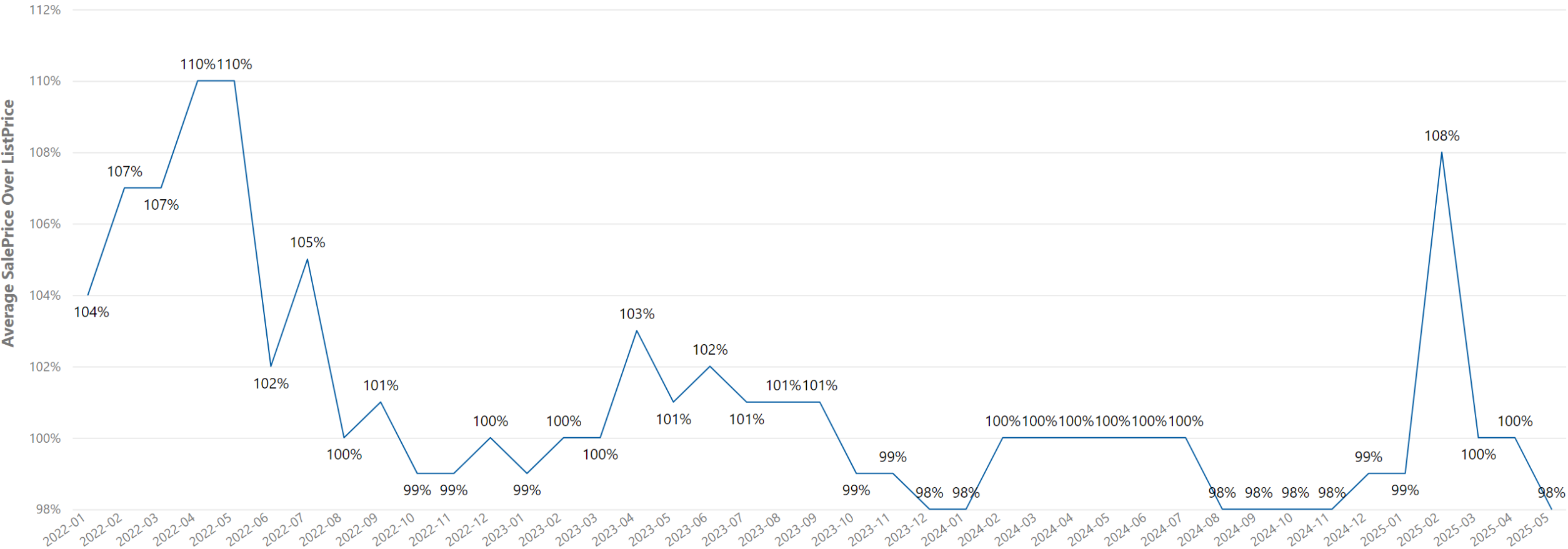
City	Sale Over List Price	Sale Over List Price Last Year	% Sale Over List Price Change
Capitola	102%	91%	12%
Soquel	100%	99%	1%
Aptos	101%	100%	1%
Boulder Creek	101%	100%	1%

Santa Cruz County - Decreased Sale To List Price

City	Sale Over List Price	Sale Over List Price Last Year	% Sale Over List Price Change
Ben Lomond	95%	100%	-5%
La Selva Beach	97%	100%	-3%
Freedom	98%	101%	-3%
Los Gatos	98%	101%	-3%
Felton	101%	104%	-3%
Scotts Valley	99%	101%	-2%
Santa Cruz	100%	101%	-1%
Watsonville	101%	102%	-1%

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	84%	0%	N/A
Santa Cruz	100%	100%	0%
Watsonville	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
Aptos	93%	100%	-7%
Capitola	100%	103%	-3%
Scotts Valley	98%	100%	-2%

Thank You

