

An aerial photograph of Santa Cruz County, California. The image shows a winding river in the upper left, a densely populated urban area with many houses and buildings, a sandy beach with numerous people and cars, and a long pier extending into the ocean. The ocean is a deep blue, and several sailboats are visible in the water. A semi-transparent blue banner is overlaid across the middle of the image, containing the title text.

# Santa Cruz County

Real Estate Market Minute | July 2025



# Santa Cruz County -Residential - Single Family 2025 vs 2024

↑ 15

Median Days on Market  
Compared to 13



**\$1.3M**

Median Price  
Compared to \$1.4M

↑ 130

Closed Sales  
Compared to 113

↑ 209

New Listings  
Compared to 169

↓ 99%

Sale to List Price Ratio  
Compared to 100%

# Santa Cruz County -Residential - Common Interest 2025 vs 2024

↑ 19

Median Days on Market  
Compared to 13



**\$845.0K**

Median Price  
Compared to \$865.0K

↑ 40

Closed Sales  
Compared to 26

↑ 53

New Listings  
Compared to 52

↓ 98%

Sale to List Price Ratio  
Compared to 100%

# June 2025 Market Trends

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

# Market Trends – June 2025 in Santa Cruz County

## Market Trend 1

When looking back over the past four or five years, it is most likely to experience a median price increase from May to June in both the single family and common interest markets.

## Market Trend 2

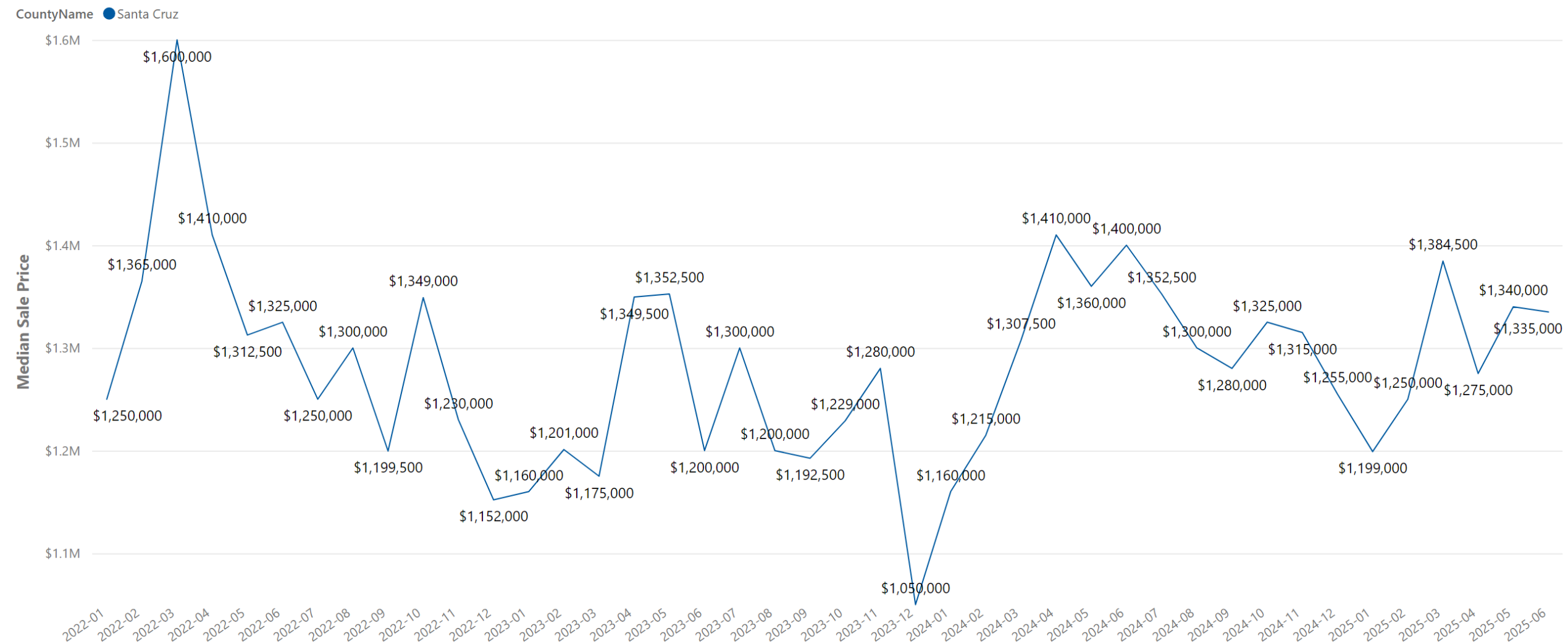
Unlike some neighboring counties, we saw an increase in closed sales from May to June. An important question is whether sustained, high inventory levels will affect prices.

## Market Trend 3

Days on Market (DOM) and sale to list price ratios moved moderately – in different directions – for the single family and common interest markets, but price decreases are up 75% from last June.

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
Corralitos	\$1,450,000	\$0	N/A
Mount Hermon	\$700,000	\$0	N/A
Scotts Valley	\$1,550,000	\$1,090,000	42%
La Selva Beach	\$2,608,750	\$2,225,000	17%
Felton	\$955,000	\$824,500	16%
Aptos	\$1,800,000	\$1,595,000	13%
Los Gatos	\$1,697,500	\$1,569,500	8%

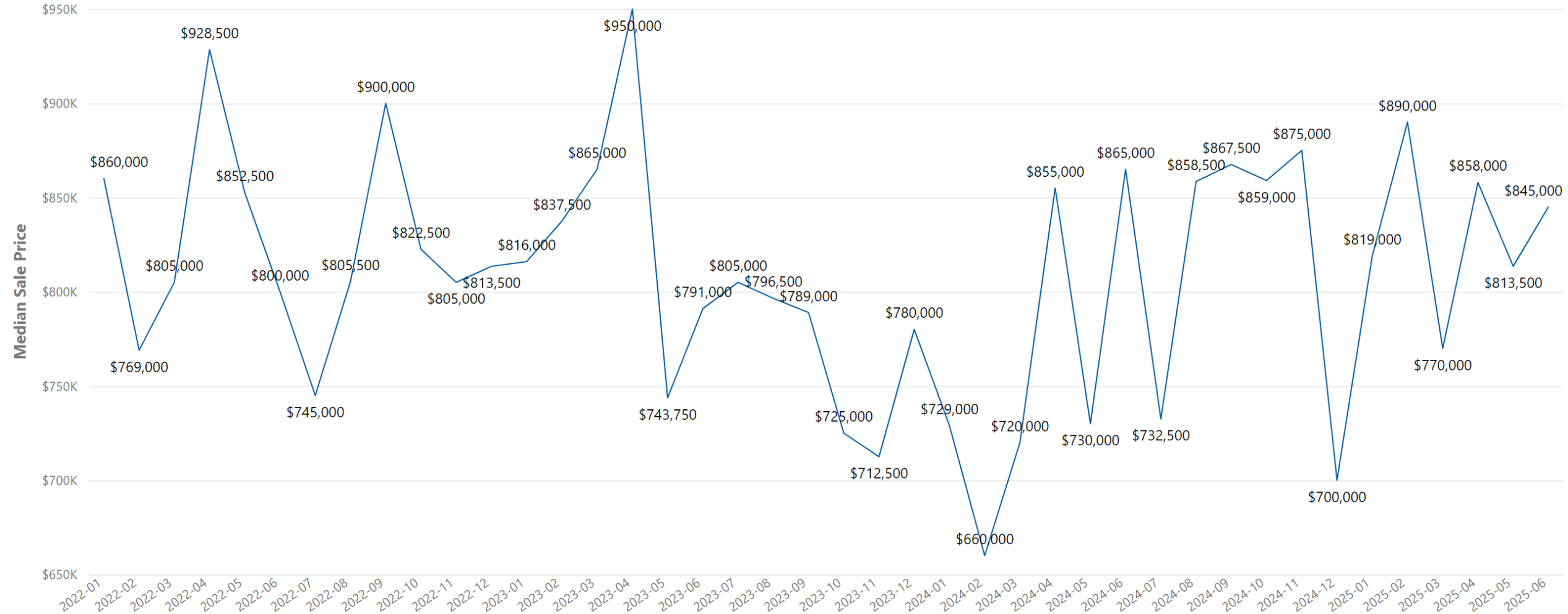
## Santa Cruz County - Decreased Median Price

City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
Capitola	\$1,786,700	\$2,515,000	-29%
Ben Lomond	\$889,000	\$1,125,000	-21%
Watsonville	\$765,000	\$940,500	-19%
Soquel	\$1,447,500	\$1,602,500	-10%
Santa Cruz	\$1,510,000	\$1,600,000	-6%
Boulder Creek	\$805,500	\$825,000	-2%



# Santa Cruz County - Median Sale Price

CountyName ● Santa Cruz



# Santa Cruz County - Increased Median Price

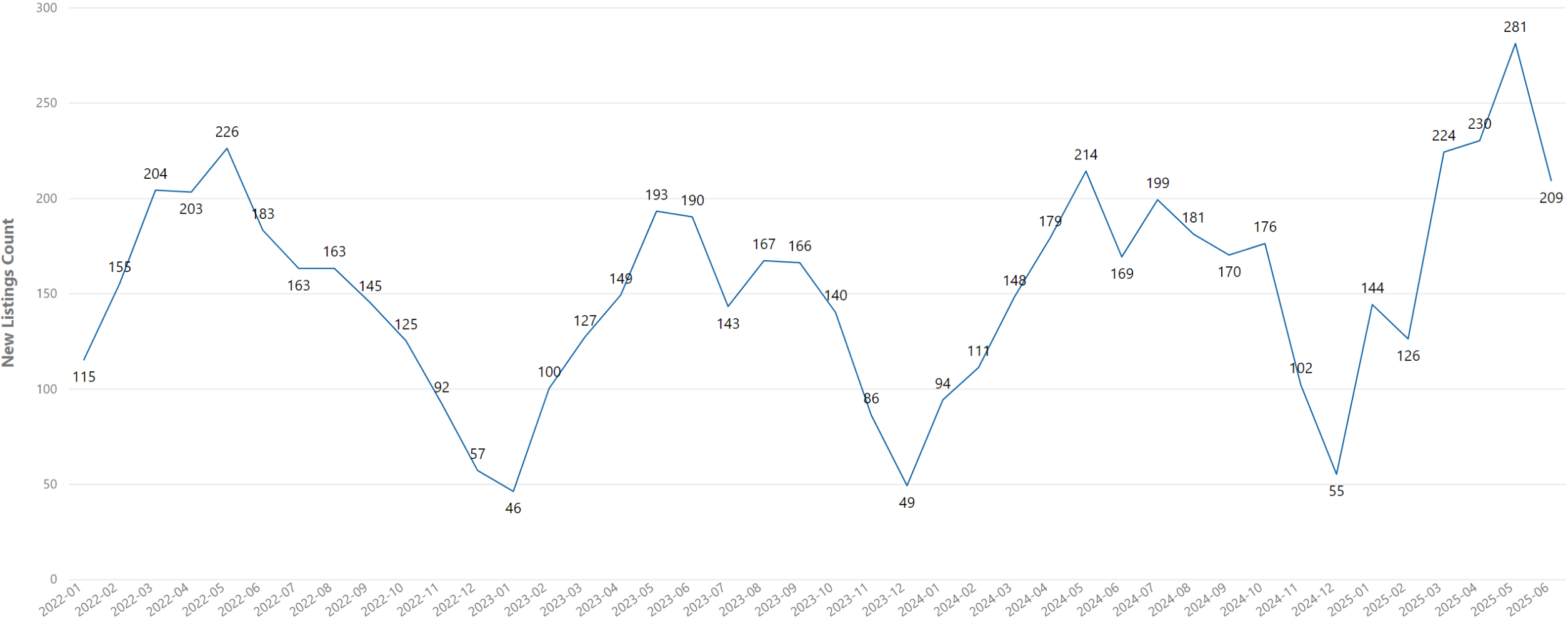
City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
Boulder Creek	\$546,500	\$0	N/A
Watsonville	\$837,500	\$355,000	136%
Santa Cruz	\$845,000	\$820,000	3%

# Santa Cruz County - Decreased Median Price

City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
La Selva Beach	\$0	\$1,275,000	-100%
Aptos	\$825,500	\$1,037,500	-20%
Capitola	\$655,000	\$770,500	-15%
Scotts Valley	\$875,000	\$901,875	-3%
Soquel	\$880,000	\$900,000	-2%

# Santa Cruz County - New Listings

CountyName ● Santa Cruz





# Santa Cruz County - Increased New Listings

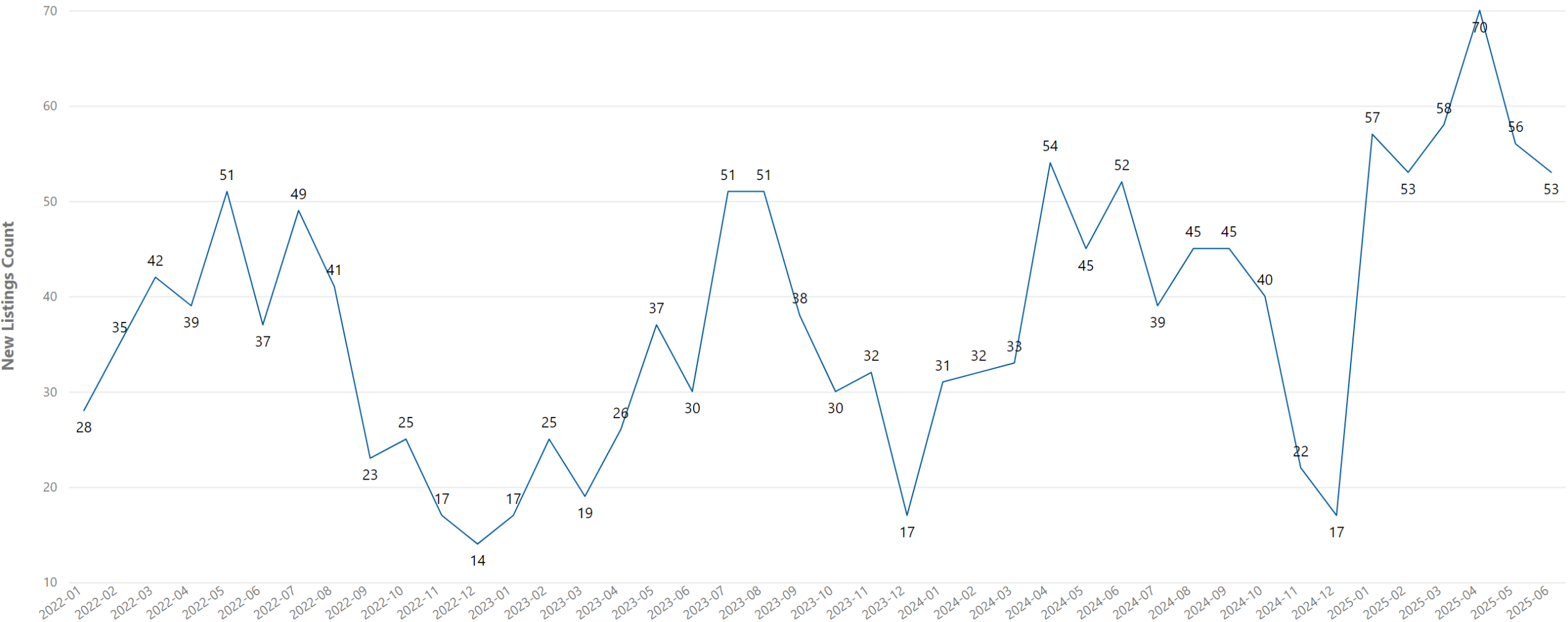
City	New Listings This Year	New Listings Last Year	% New Listings Change
Freedom	2	0	N/A
Soquel	11	1	1000%
Watsonville	23	12	92%
Capitola	7	5	40%
Boulder Creek	23	17	35%
Felton	12	9	33%
Aptos	37	30	23%
Santa Cruz	58	48	21%
Los Gatos	10	9	11%
Mount Hermon	2	2	0%

## Santa Cruz County - Decreased New Listings

City	New Listings This Year	New Listings Last Year	% New Listings Change
Brookdale	1	2	-50%
Corralitos	1	2	-50%
La Selva Beach	2	4	-50%
Ben Lomond	6	11	-45%
Scotts Valley	13	16	-19%

# Santa Cruz County - New Listings

CountyName ● Santa Cruz



# Santa Cruz County - Increased New Listings

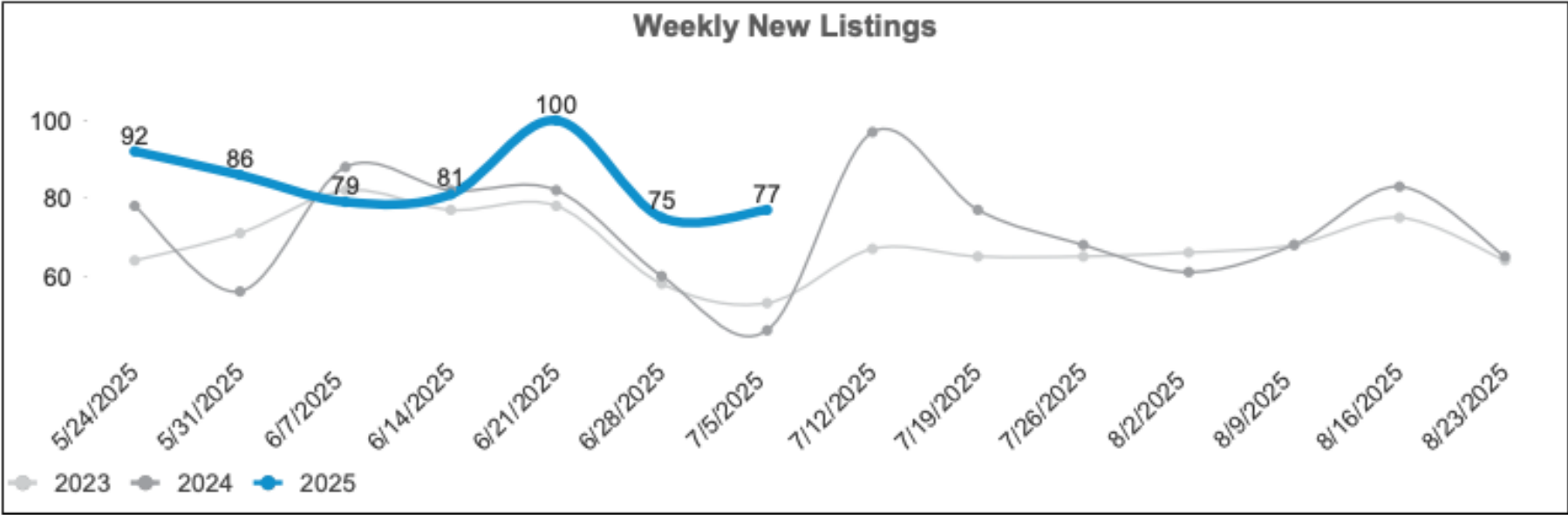
City	New Listings This Year	New Listings Last Year	% New Listings Change
Watsonville	9	5	80%
Santa Cruz	18	13	38%
Capitola	8	7	14%
La Selva Beach	2	2	0%



## Santa Cruz County - Decreased New Listings

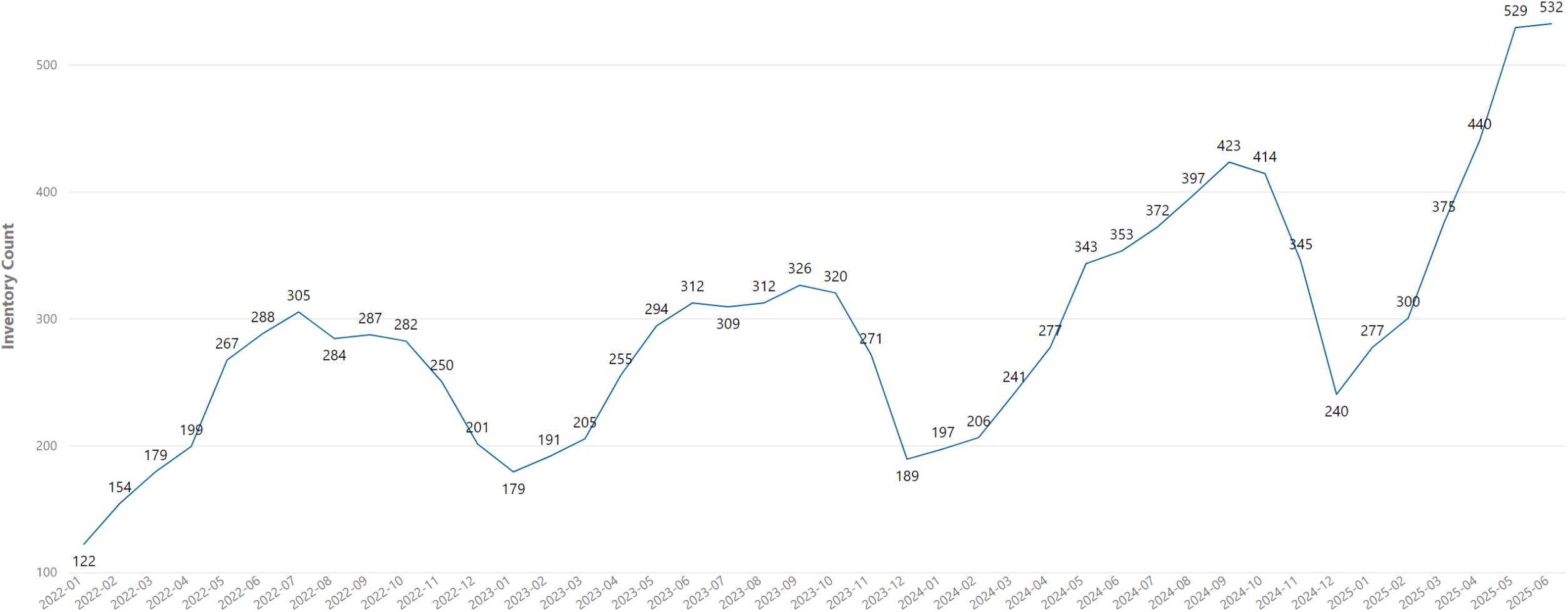
City	New Listings This Year	New Listings Last Year	% New Listings Change
Boulder Creek	1	4	-75%
Scotts Valley	6	10	-40%
Aptos	9	10	-10%

# Santa Cruz County – New Listings Week Ending 7/5/2025

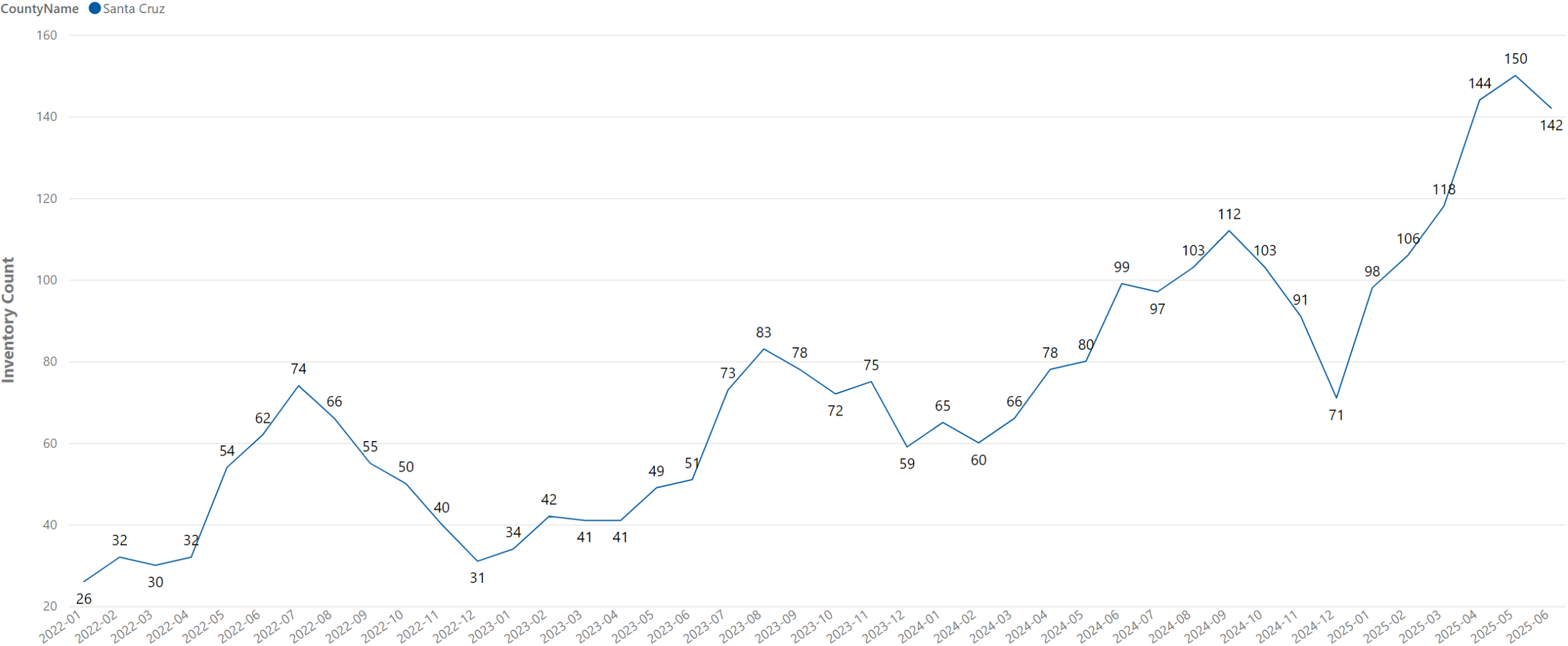


# Santa Cruz County - Inventory

CountyName ● Santa Cruz



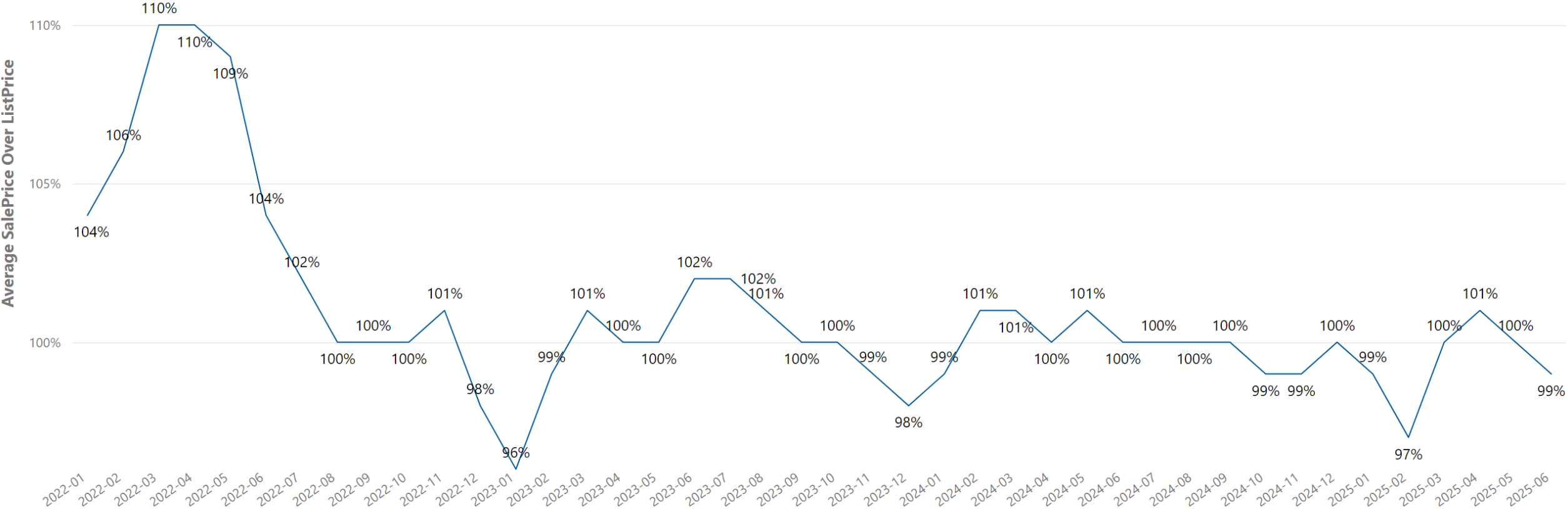
# Santa Cruz County - Inventory





# Santa Cruz County - Average Sale Price Over List Price

CountyName ● Santa Cruz



# Santa Cruz County - Increased Sale To List Price

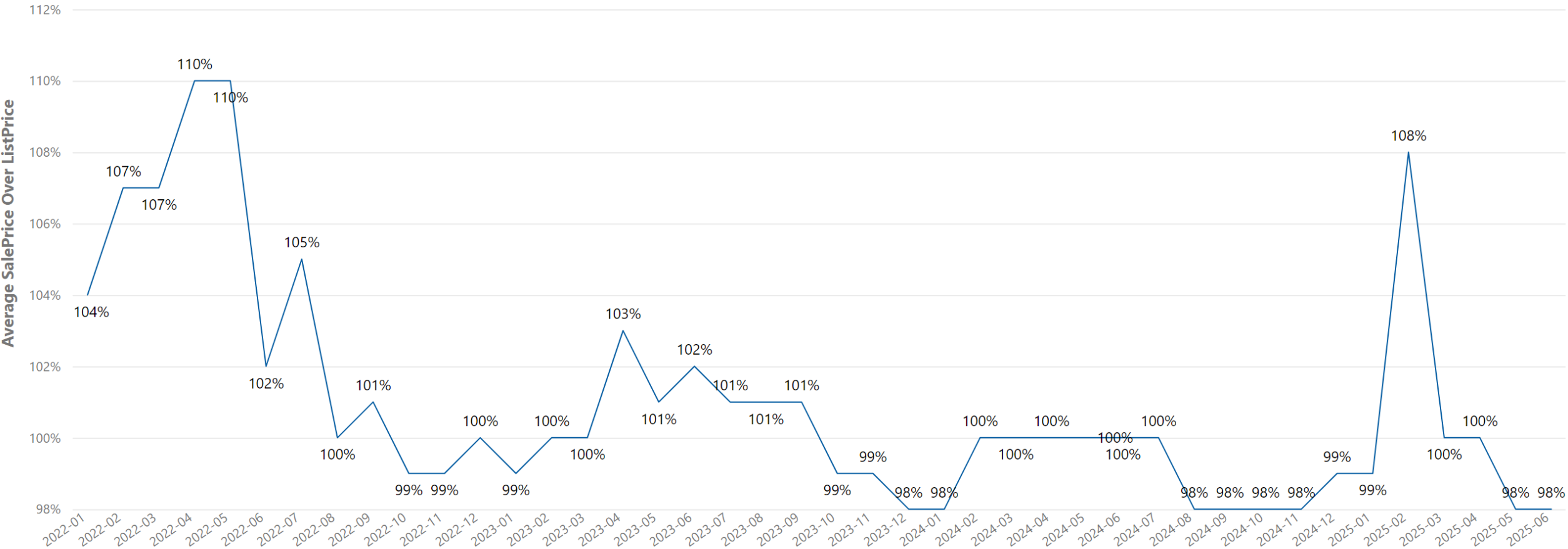
City	Sale Over List Price	Sale Over List Price Last Year	% Sale Over List Price Change
Corralitos	104%	0%	N/A
Mount Hermon	100%	0%	N/A
Capitola	102%	99%	3%
Watsonville	100%	98%	2%
Los Gatos	95%	94%	1%
Aptos	100%	99%	1%
La Selva Beach	102%	102%	0%
Scotts Valley	100%	100%	0%
Soquel	99%	99%	0%

# 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	87%	98%	-11%
Ben Lomond	97%	102%	-5%
Boulder Creek	98%	103%	-5%
Santa Cruz	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
Boulder Creek	95%	0%	N/A
Aptos	104%	100%	4%
Watsonville	100%	98%	2%
Scotts Valley	99%	98%	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
Santa Cruz	96%	102%	-6%
Soquel	98%	101%	-3%
Capitola	99%	101%	-2%

# Thank You

