

An aerial photograph of Santa Cruz County, California, showing a densely populated coastal town. A large, light-colored building, likely a convention center or arena, is prominent near the beach. The ocean is a deep blue, and several sailboats are visible in the water. A dark blue banner with white text is overlaid on the bottom half of the image.

Santa Cruz County

Real Estate Market Minute | April 2026

Santa Cruz County - Residential - Single Family 2025 vs 2026

↑ 14

Median Days on Market
Compared to 13

↑ 108

Closed Sales
Compared to 94

↓

\$1.3M

Median Price
Compared to \$1.4M

↓ 188

New Listings
Compared to 214

= 100%

Sale to List Price Ratio
Compared to 100%

Santa Cruz County - Residential - Common Interest 2025 vs 2026

↑ 31

Median Days on Market
Compared to 16

↓ 18

Closed Sales
Compared to 31

↑

\$924.5K

Median Price
Compared to \$770.0K

↑ 61

New Listings
Compared to 56

↓ 99%

Sale to List Price Ratio
Compared to 100%

March 2026 Market Trends

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

Market Trends – March 2026 in Santa Cruz County

Pricing Trends

As is common, but not a given, heading into spring, median prices increased from February to March. The pattern continues this year, with a seasonal shift toward rising prices for both the single family and especially the common interest market.

Transactional Trends

Many areas experienced an uptick in transactions, with only a few cities with year over year decreases. As spring activity accelerates, inventory will play a central role in determining competition, pricing dynamics, and overall market momentum.

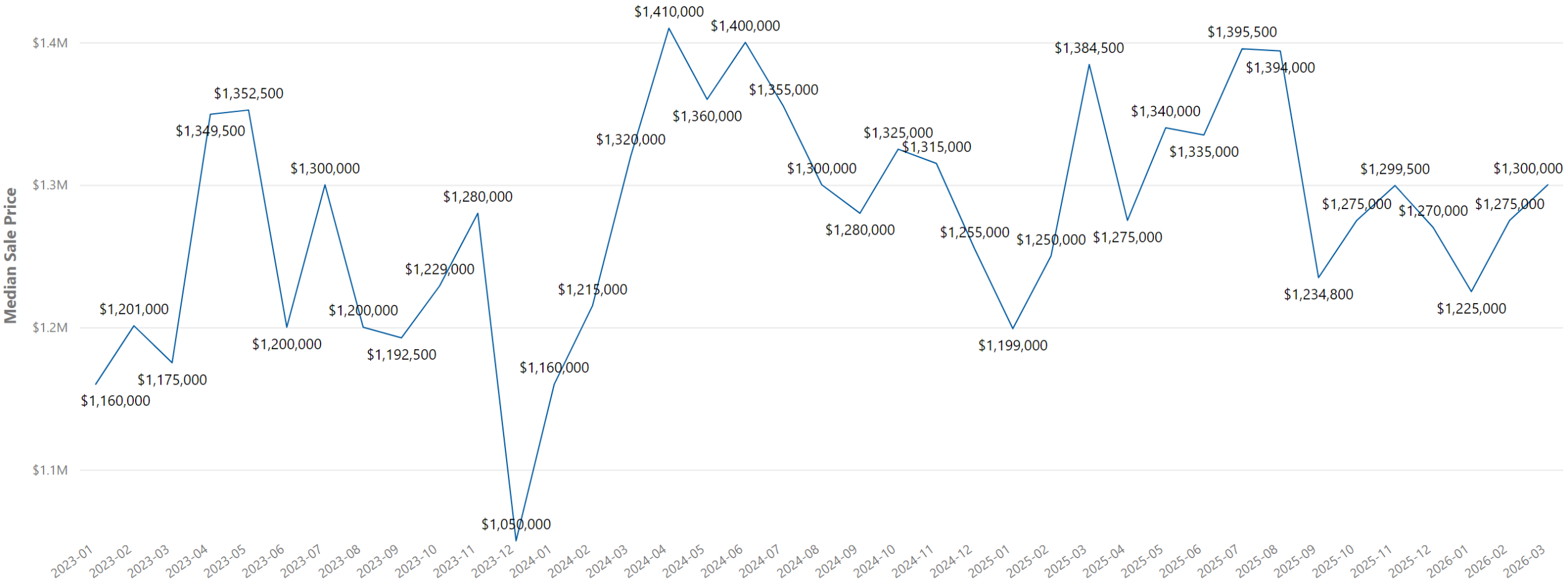
Market Competition

This period is typically one of the most competitive—though not every year follows that pattern. The market opened with momentum, as days on market has fallen sharply in 2026 and sale-to-list price ratios rose or held at seasonal norms in both markets.

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 4/7/2026

Aculist@2026

Residential Single Family: 2023-2026

Santa Cruz County - Increased Median Price

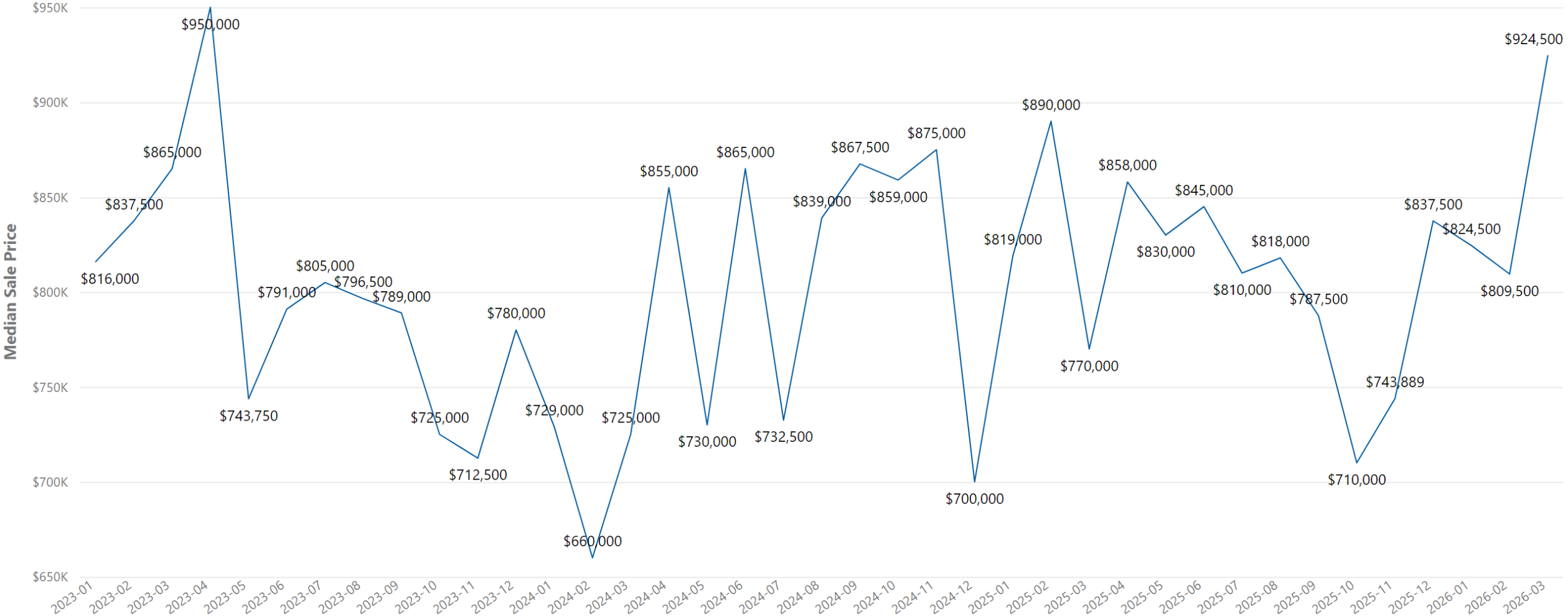
City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
Corralitos	\$2,145,000	\$0	N/A
Boulder Creek	\$735,000	\$600,000	23%
Felton	\$759,500	\$725,000	5%

Santa Cruz County - Decreased Median Price

City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
La Selva Beach	\$0	\$1,349,900	-100%
Ben Lomond	\$888,000	\$1,300,000	-32%
Capitola	\$1,542,500	\$2,175,000	-29%
Scotts Valley	\$1,450,000	\$1,812,500	-20%
Santa Cruz	\$1,447,500	\$1,712,500	-15%
Los Gatos	\$1,258,000	\$1,454,500	-14%
Brookdale	\$695,000	\$795,000	-13%
Aptos	\$1,525,000	\$1,671,000	-9%
Soquel	\$1,438,500	\$1,535,000	-6%
Watsonville	\$793,000	\$801,000	-1%

Santa Cruz County - Median Sale Price

CountyName ● Santa Cruz



Data as of 4/7/2026

Aculist@2026

Residential Common Interest: 2023-2026

Santa Cruz County - Increased Median Price

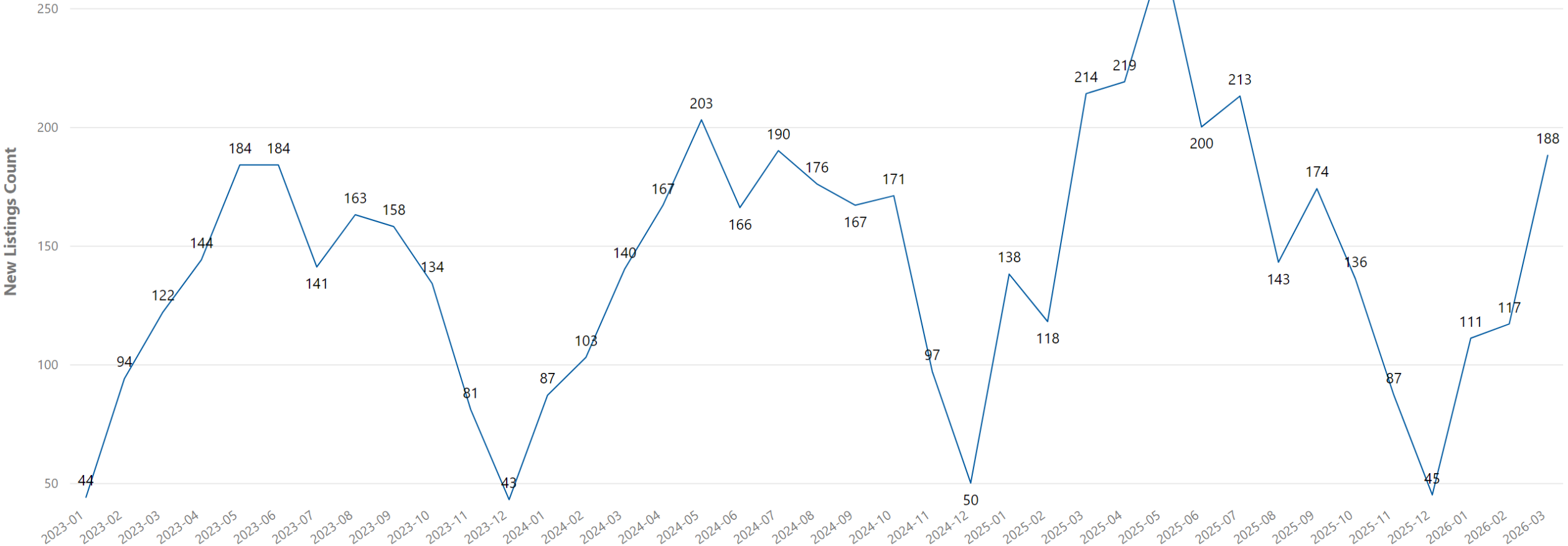
City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
La Selva Beach	\$755,000	\$260,000	190%
Santa Cruz	\$1,037,500	\$747,550	39%
Soquel	\$850,000	\$675,000	26%
Capitola	\$842,500	\$804,500	5%
Aptos	\$1,049,000	\$1,007,500	4%

Santa Cruz County - Decreased Median Price

City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
Watsonville	\$255,000	\$658,000	-61%
Scotts Valley	\$799,000	\$1,181,250	-32%

Santa Cruz County - New Listings

CountyName ● Santa Cruz



Data as of 4/7/2026

Aculist@2026

Residential Single Family: 2023-2026

Santa Cruz County - Increased New Listings

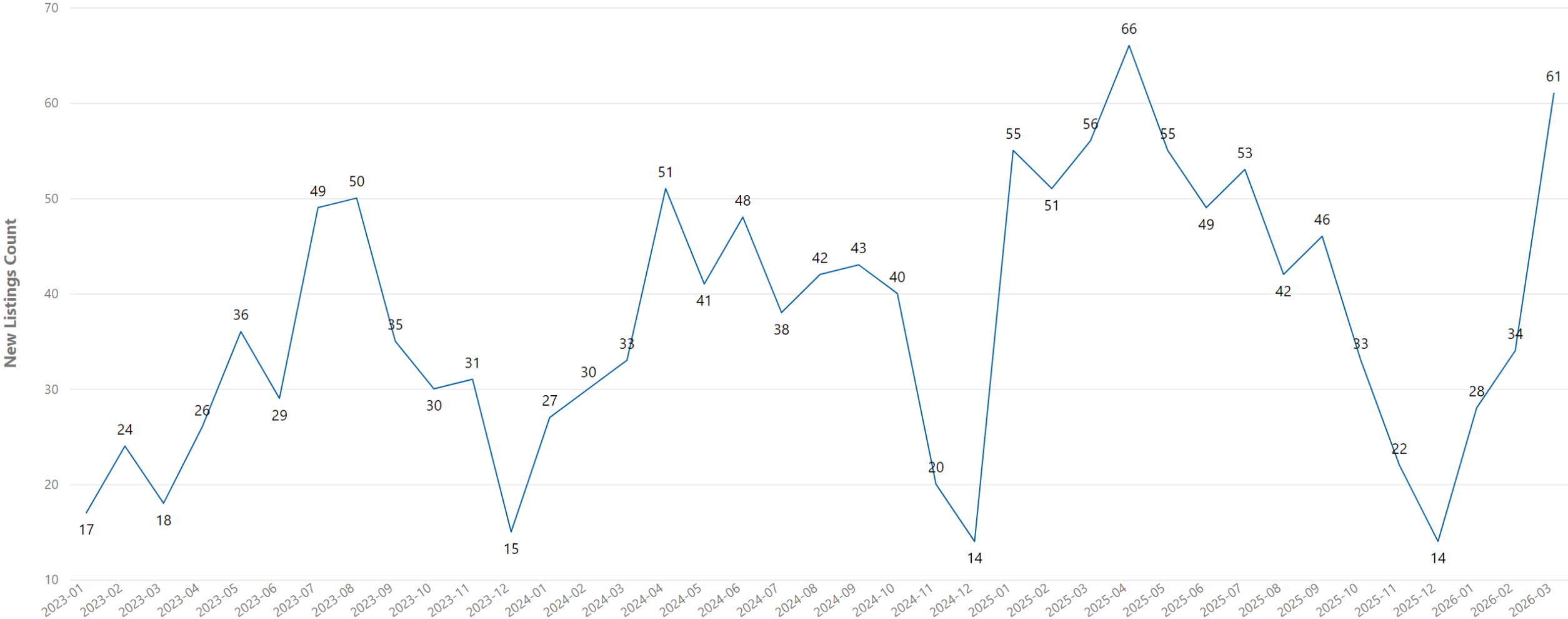
City	New Listings This Year	New Listings Last Year	% New Listings Change
Davenport	1	0	N/A
Mount Hermon	2	0	N/A
Corralitos	2	1	100%
La Selva Beach	2	1	100%
Watsonville	26	16	63%
Ben Lomond	8	7	14%
Freedom	1	1	0%
Soquel	6	6	0%
Los Gatos	15	15	0%

Santa Cruz County - Decreased New Listings

City	New Listings This Year	New Listings Last Year	% New Listings Change
Brookdale	1	4	-75%
Felton	10	16	-38%
Scotts Valley	13	20	-35%
Aptos	26	36	-28%
Capitola	8	11	-27%
Santa Cruz	53	65	-18%
Boulder Creek	14	15	-7%

Santa Cruz County - New Listings

CountyName ● Santa Cruz



Data as of 4/7/2026

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Residential Common Interest: 2023-2026

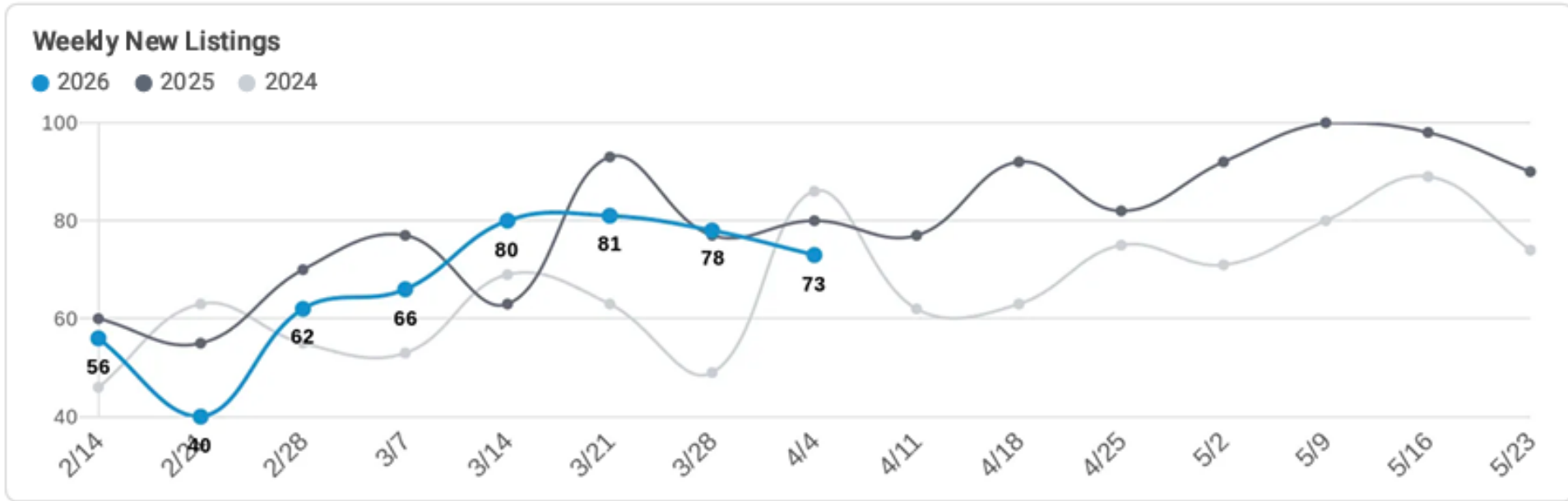
Santa Cruz County - Increased New Listings

City	New Listings This Year	New Listings Last Year	% New Listings Change
Boulder Creek	2	0	N/A
Soquel	4	1	300%
Watsonville	12	7	71%
Aptos	13	11	18%
Santa Cruz	16	16	0%

Santa Cruz County - Decreased New Listings

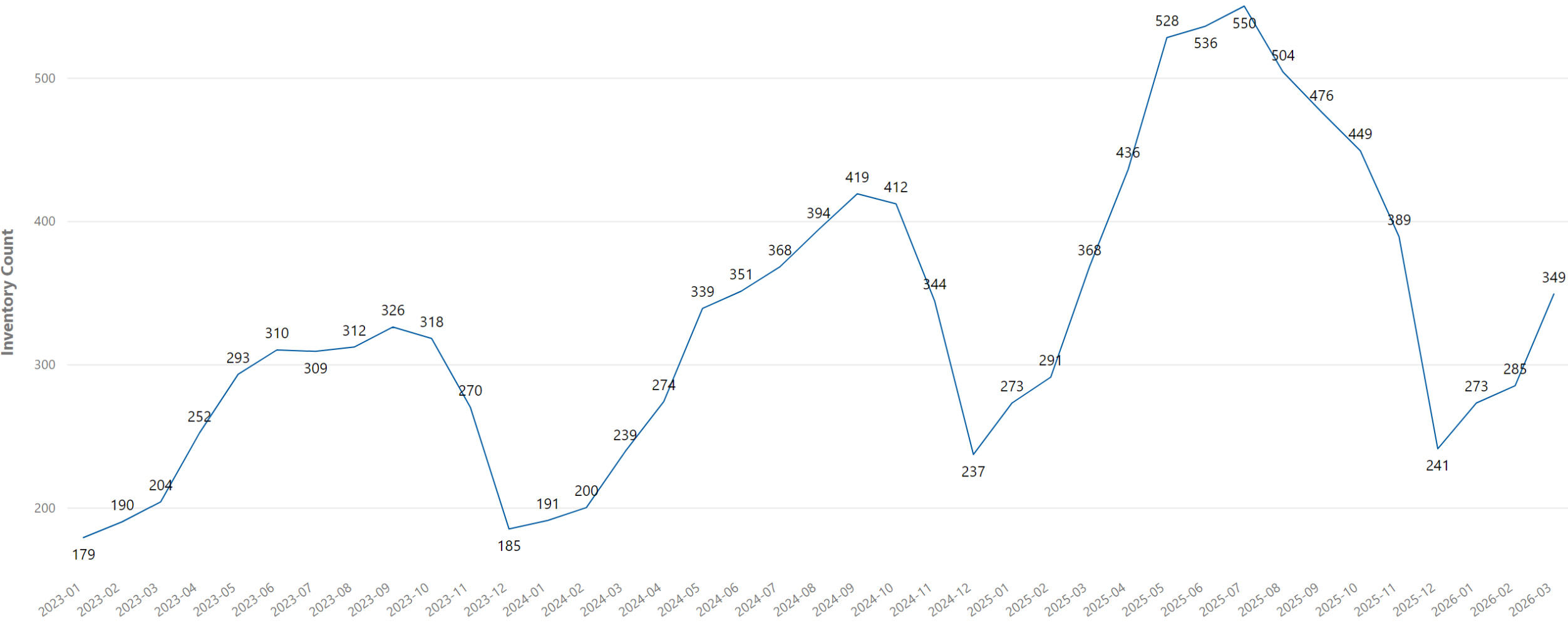
City	New Listings This Year	New Listings Last Year	% New Listings Change
La Selva Beach	1	2	-50%
Capitola	6	10	-40%
Scotts Valley	7	9	-22%

Santa Cruz County – New Listings Week Ending 04/04/2026



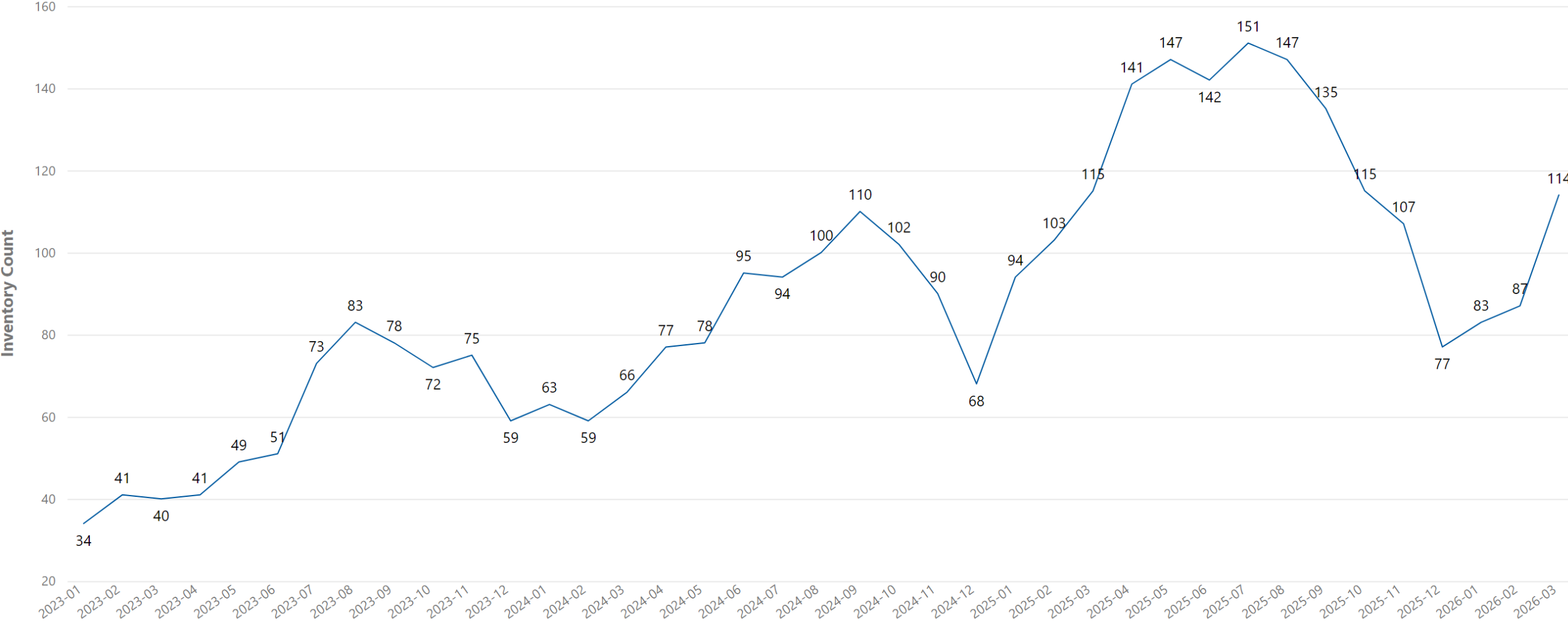
Santa Cruz County - Inventory

CountyName ● Santa Cruz



Santa Cruz County - Inventory

CountyName ● Santa Cruz



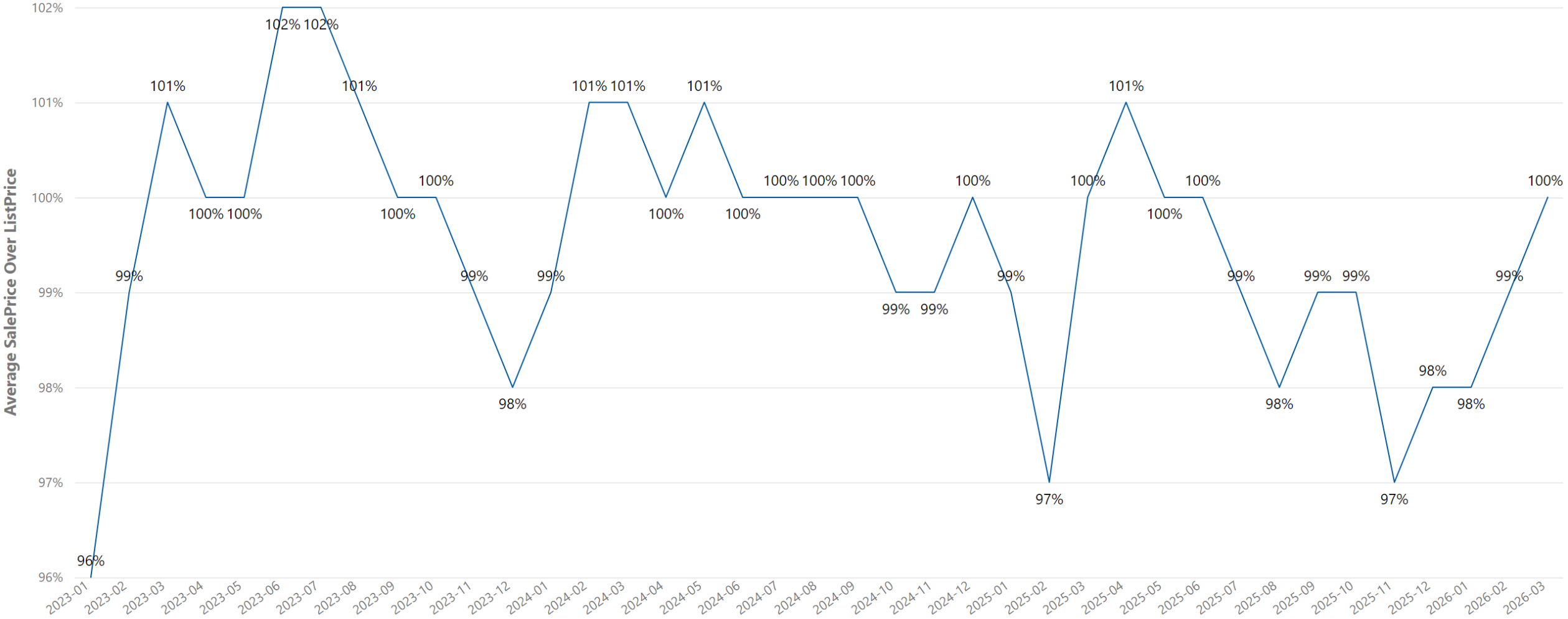
Data as of 4/7/2026

Aculist@2026

Residential Common Interest: 2023-2026

Santa Cruz County - Average Sale Price Over List Price

CountyName ● Santa Cruz



Data as of 4/7/2026

Aculist@2026

Residential Single Family: 2023-2026

Santa Cruz County - Increased Sale To List Price

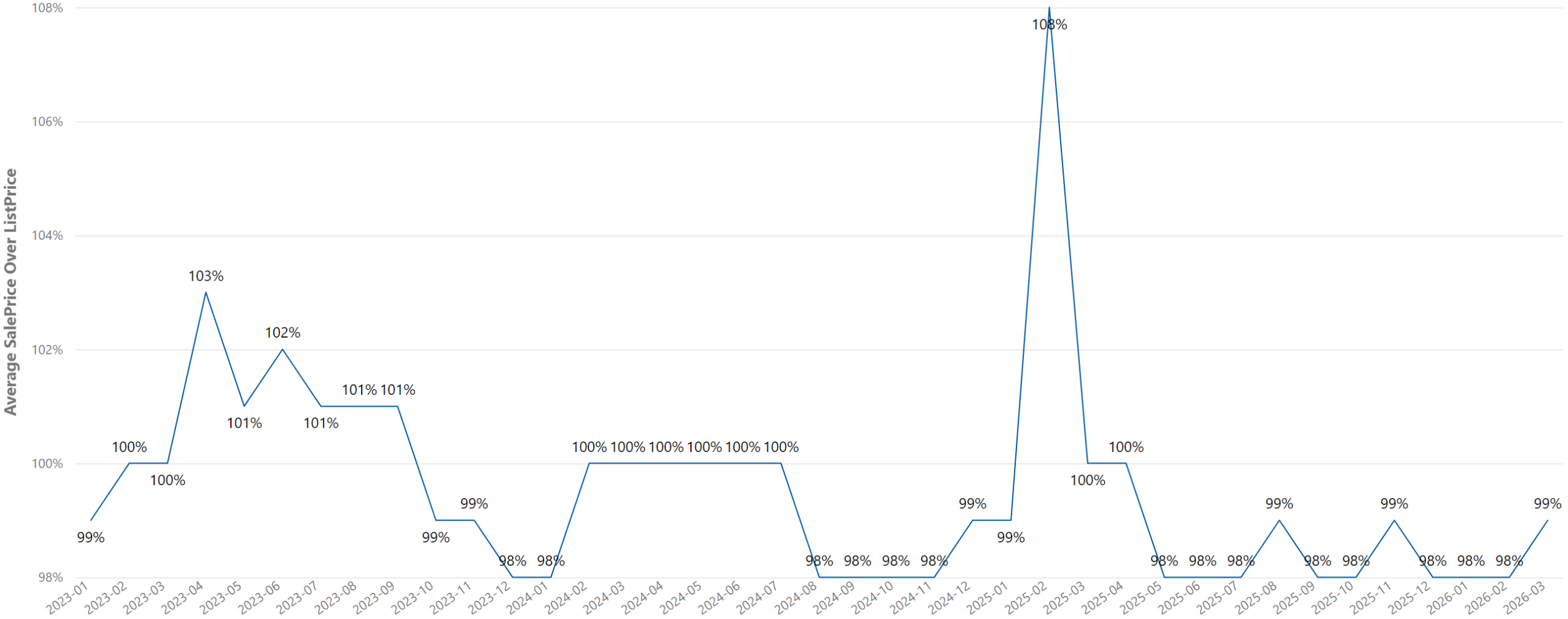
City	Sale Over List Price	Sale Over List Price Last Year	% Sale Over List Price Change
Corralitos	98%	0%	N/A
Felton	99%	93%	6%
Soquel	103%	98%	5%
Boulder Creek	99%	97%	2%
Capitola	99%	97%	2%
Brookdale	100%	99%	1%
Santa Cruz	102%	101%	1%
Los Gatos	94%	94%	0%

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	100%	105%	-5%
Scotts Valley	100%	102%	-2%
Aptos	97%	98%	-1%
Ben Lomond	99%	100%	-1%

Santa Cruz County - Average Sale Price Over List Price

CountyName ● Santa Cruz



Data as of 4/7/2026

Aculist@2026

Residential Common Interest: 2023-2026

Santa Cruz County - Increased Sale To List Price

City	Sale Over List Price	Sale Over List Price Last Year	% Sale Over List Price Change
Watsonville	100%	96%	4%
Soquel	103%	100%	3%
Capitola	101%	100%	1%
Scotts Valley	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	100%	104%	-4%
Santa Cruz	96%	99%	-3%
La Selva Beach	91%	93%	-2%

Thank You

