



Santa Cruz County

Real Estate Market Minute | August 2026

Santa Cruz County - Residential - Single Family 2025 vs 2026

↑ 21

Median Days on Market
Compared to 17



\$1.4M

Median Price
Compared to \$1.4M

↓ 138

Closed Sales
Compared to 144

↓ 185

New Listings
Compared to 213

= 99%

Sale to List Price Ratio
Compared to 99%

Santa Cruz County - Residential - Common Interest 2025 vs 2026

↑ 30

Median Days on Market
Compared to 24



\$680.0K

Median Price
Compared to \$810.0K

↑ 35

Closed Sales
Compared to 27

↓ 50

New Listings
Compared to 53

↑ 99%

Sale to List Price Ratio
Compared to 98%

July 2026 Market Trends

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

Market Trends – July 2026 in Santa Cruz County

Pricing Trends

The single-family and common interest markets are moving in opposite directions. Single-family median prices surged to an 11-month high, while common interest prices fell to their lowest level in more than two years, widening the gap between the two markets.

Transactional Trends

Single-family new listings increased for the first time in three months, while closed sales fell for only the second time this year. Common interest had a fourth straight monthly decline in new listings, with the number of closed sales continuing to show month-to-month volatility.

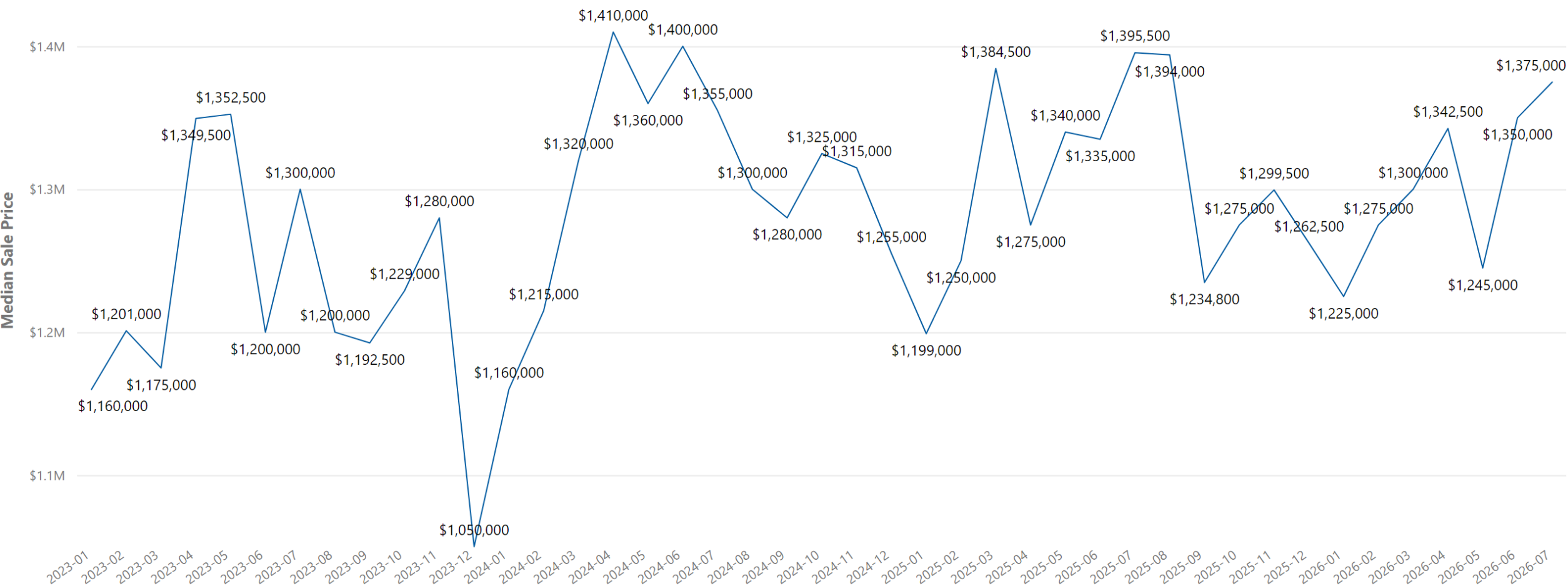
Market Competition

Days on market continued to increase significantly in both markets. Homes in the single family market had sale to list price ratios dip below 100%, while common interest properties experienced a modest increase, but not quite getting to 100% of ask.

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



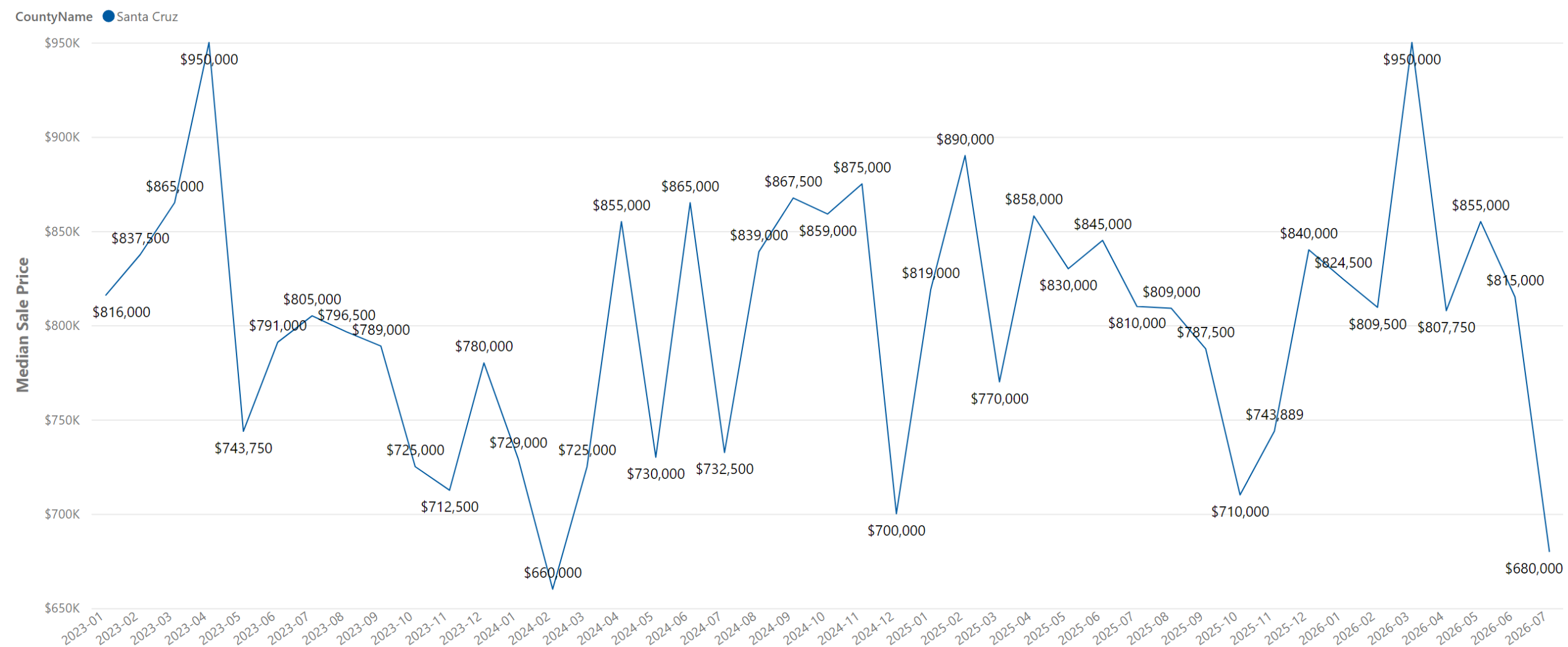
Santa Cruz County - Increased Median Price

City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
Brookdale	\$975,000	\$0	N/A
Mount Hermon	\$1,162,000	\$0	N/A
Los Gatos	\$1,664,250	\$1,240,000	34%
Boulder Creek	\$870,000	\$650,000	34%
Corralitos	\$1,175,000	\$899,000	31%
Felton	\$915,000	\$840,000	9%
Aptos	\$1,595,000	\$1,499,000	6%
Ben Lomond	\$1,107,000	\$1,050,000	5%

Santa Cruz County - Decreased Median Price

City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
Freedom	\$0	\$887,000	-100%
Scotts Valley	\$1,530,000	\$1,730,100	-12%
Watsonville	\$800,000	\$897,500	-11%
Santa Cruz	\$1,512,500	\$1,685,000	-10%
Soquel	\$1,325,000	\$1,450,000	-9%
Capitola	\$1,600,000	\$1,655,205	-3%

Santa Cruz County - Median Sale Price



Santa Cruz County - Increased Median Price

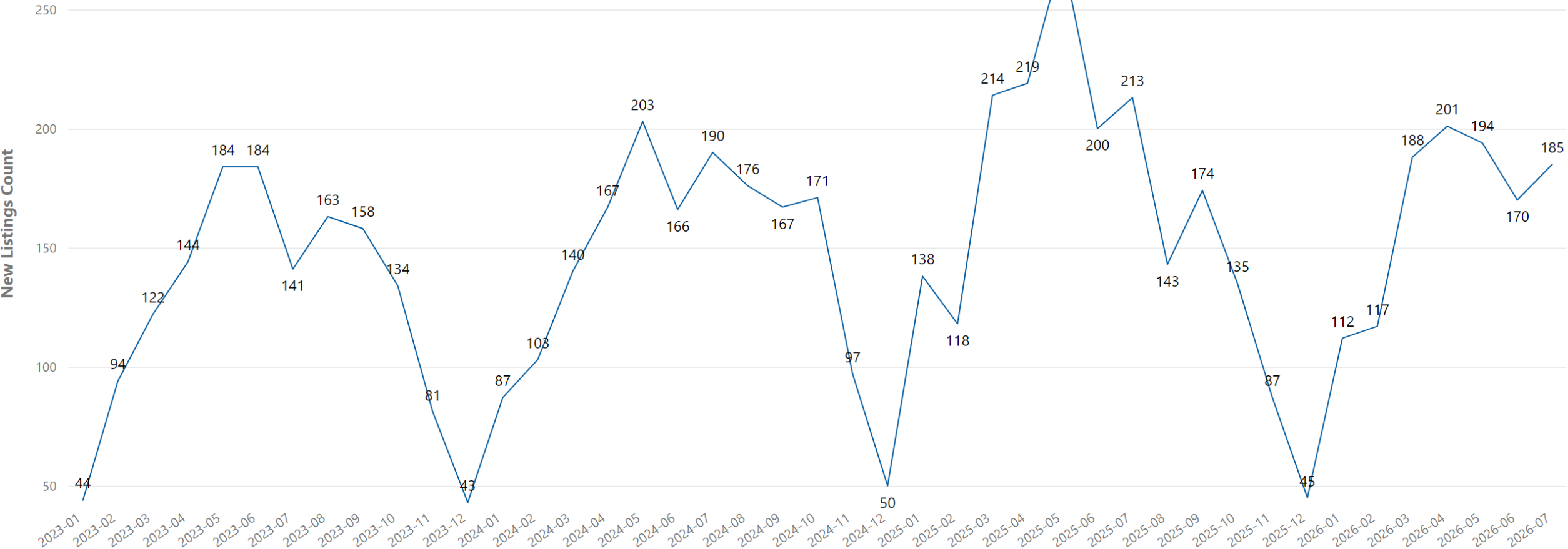
City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
Boulder Creek	\$575,000	\$0	N/A
Aptos	\$948,400	\$810,000	17%
Santa Cruz	\$771,000	\$764,000	1%

Santa Cruz County - Decreased Median Price

City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
La Selva Beach	\$0	\$1,325,000	-100%
Watsonville	\$649,000	\$868,000	-25%
Capitola	\$596,500	\$785,000	-24%
Soquel	\$590,000	\$775,000	-24%
Scotts Valley	\$890,000	\$899,000	-1%

Santa Cruz County - New Listings

CountyName ● Santa Cruz



Santa Cruz County - Increased New Listings

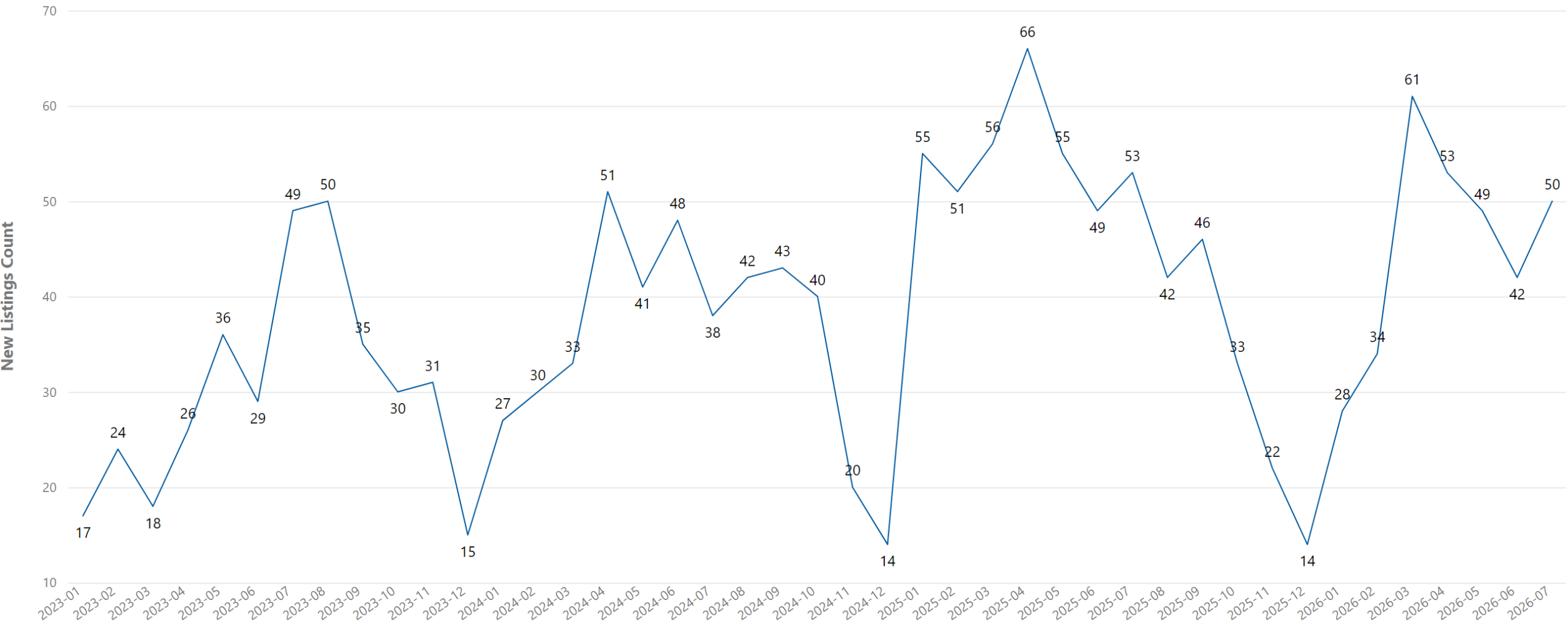
City	New Listings This Year	New Listings Last Year	% New Listings Change
Capitola	12	11	9%
Watsonville	26	24	8%
Scotts Valley	16	15	7%
Brookdale	2	2	0%
Soquel	9	9	0%

Santa Cruz County - Decreased New Listings

City	New Listings This Year	New Listings Last Year	% New Listings Change
Davenport	1	2	-50%
Corralitos	2	3	-33%
La Selva Beach	2	3	-33%
Aptos	27	37	-27%
Santa Cruz	42	56	-25%
Ben Lomond	6	7	-14%
Boulder Creek	14	16	-13%
Felton	13	14	-7%
Los Gatos	13	14	-7%

Santa Cruz County - New Listings

CountyName ● Santa Cruz



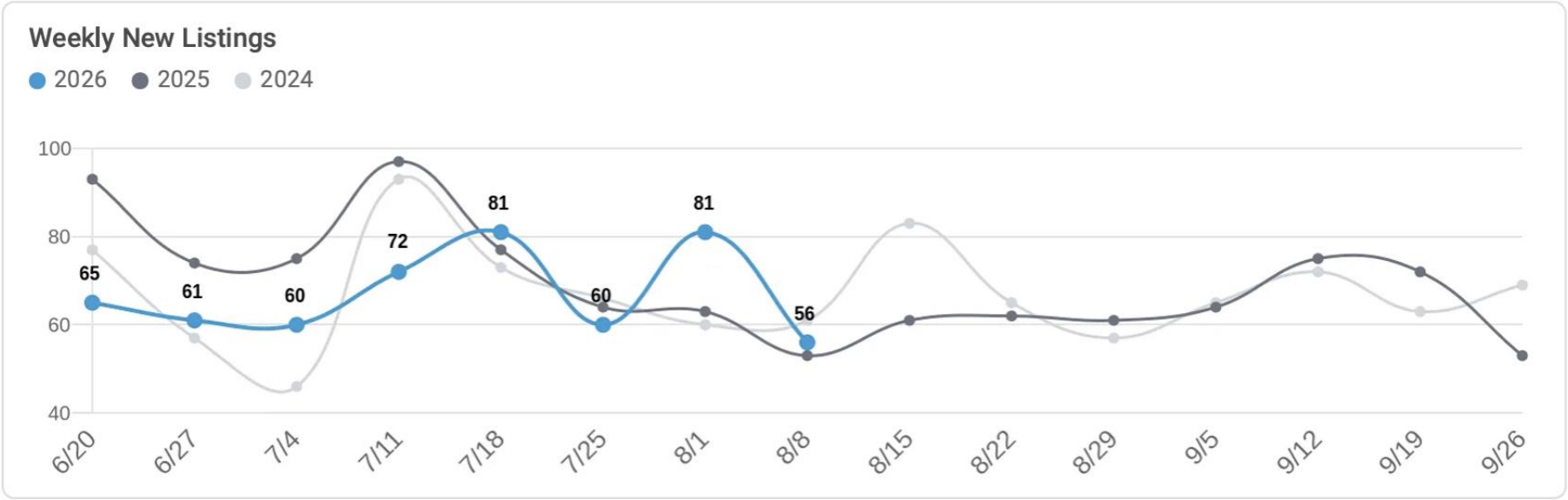
Santa Cruz County - Increased New Listings

City	New Listings This Year	New Listings Last Year	% New Listings Change
Boulder Creek	1	0	N/A
Capitola	7	3	133%
Watsonville	9	6	50%
Scotts Valley	6	6	0%

Santa Cruz County - Decreased New Listings

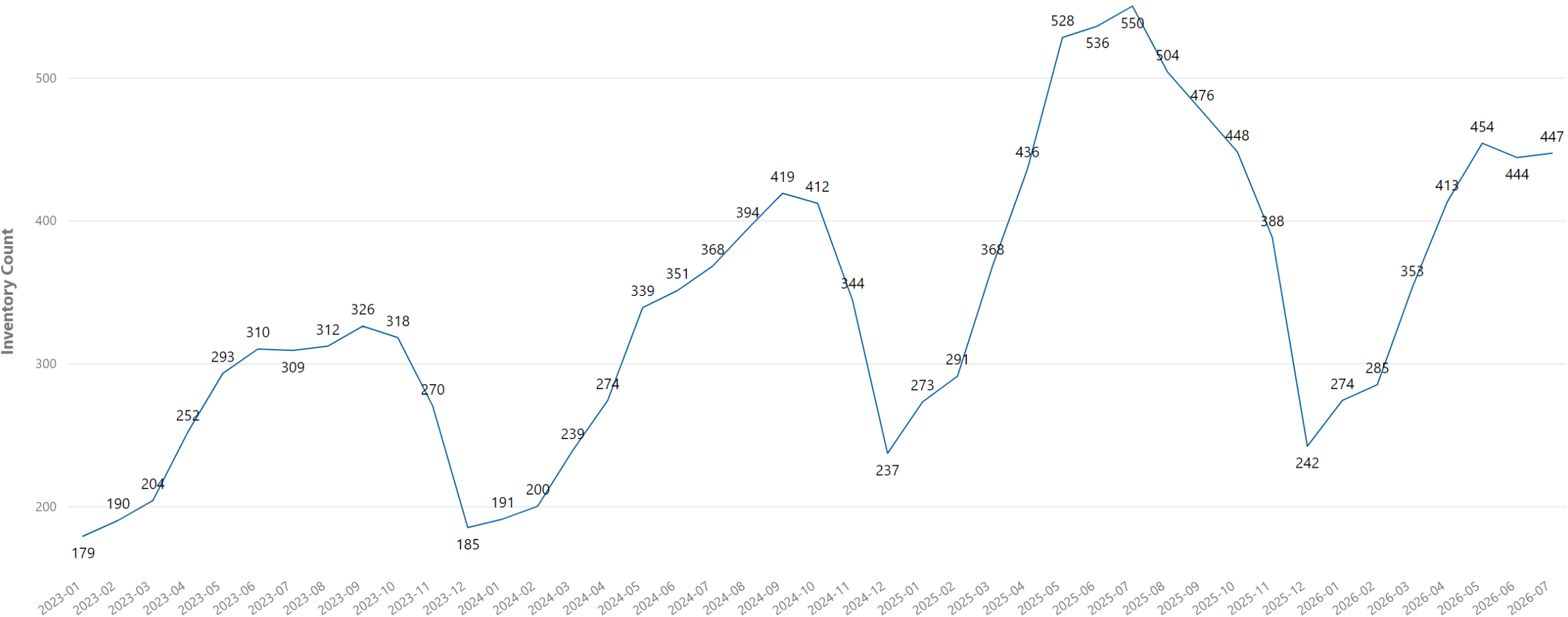
City	New Listings This Year	New Listings Last Year	% New Listings Change
Santa Cruz	13	18	-28%
Aptos	14	15	-7%

Santa Cruz County – New Listings Week Ending 08/08/2026



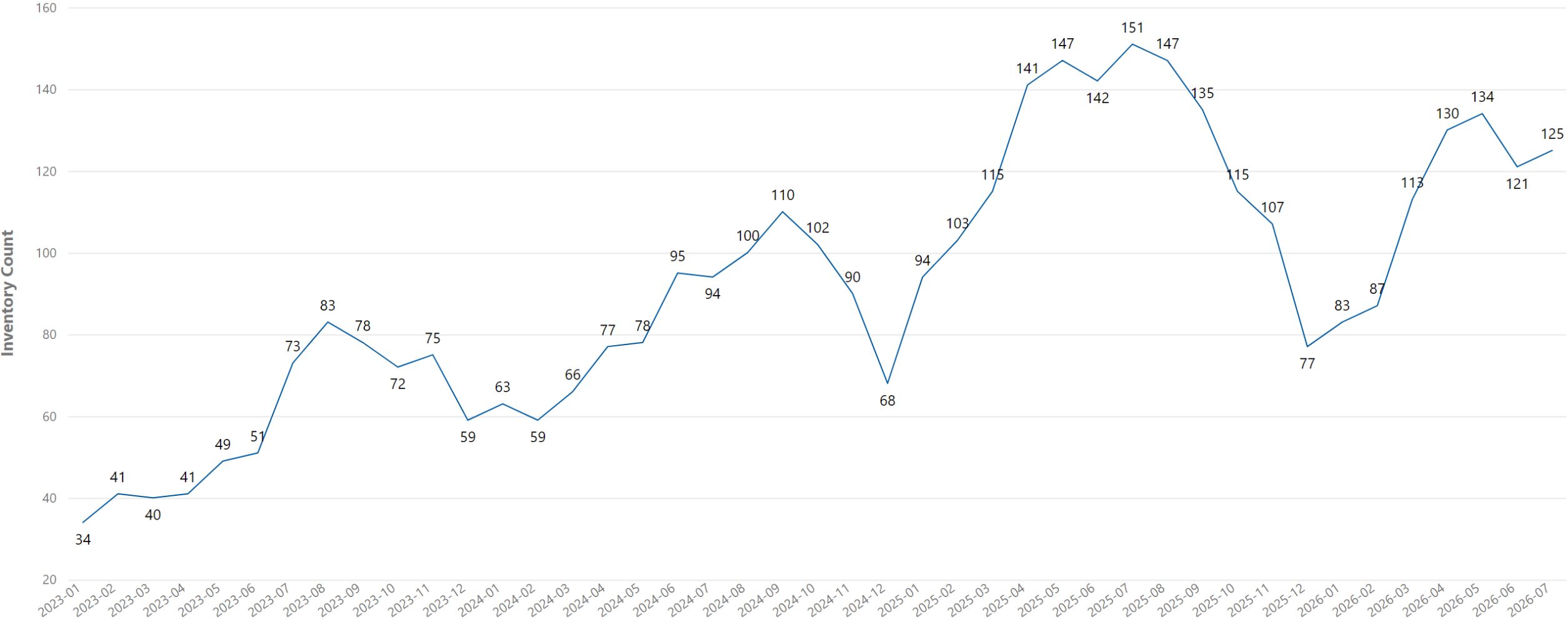
Santa Cruz County - Inventory

CountyName ● Santa Cruz



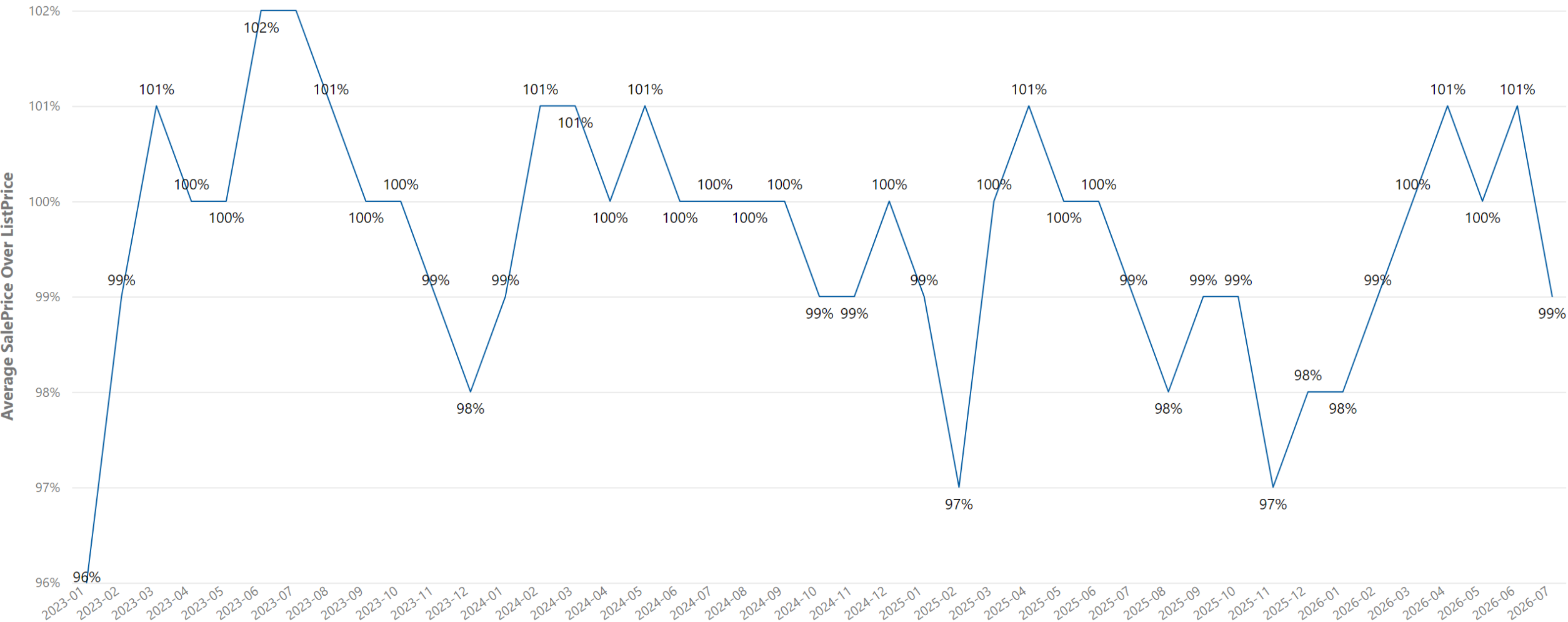
Santa Cruz County - Inventory

CountyName ● Santa Cruz



Santa Cruz County - Average Sale Price Over List Price

CountyName ● Santa Cruz



Santa Cruz County - Increased Sale To List Price

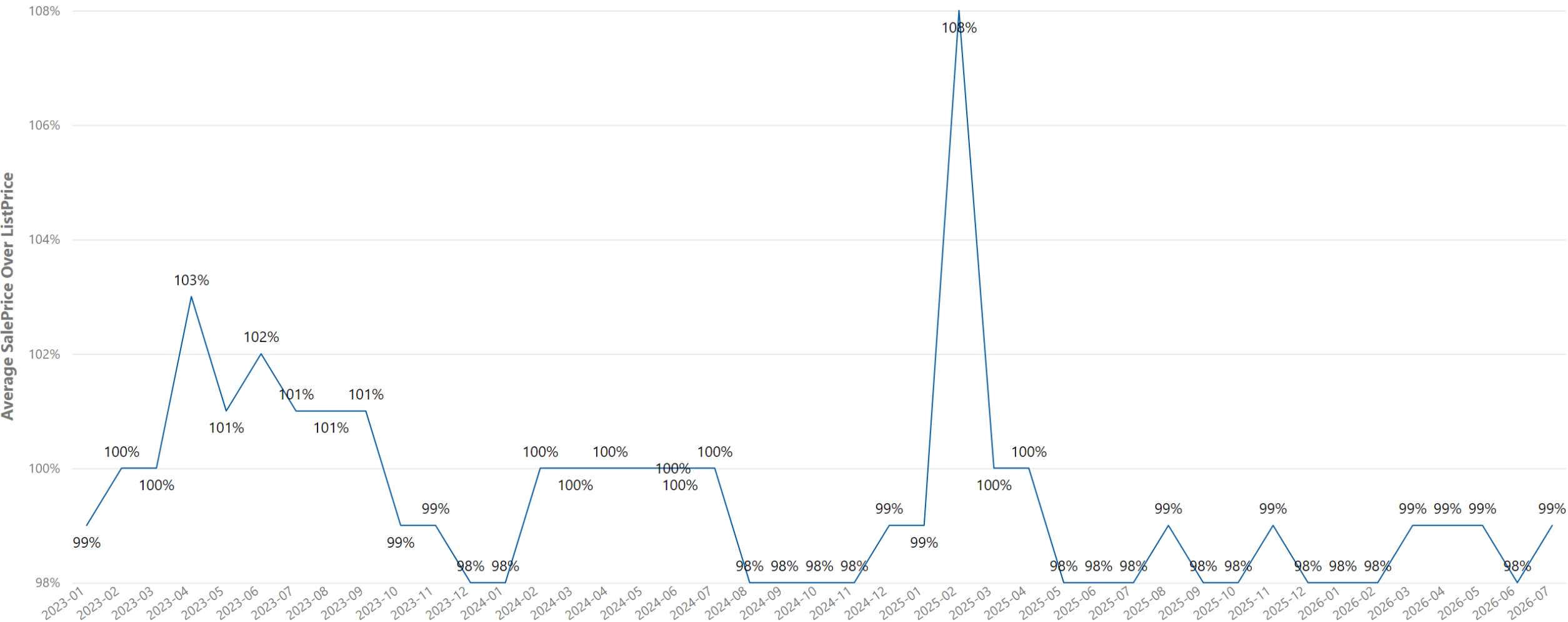
City	Sale Over List Price	Sale Over List Price Last Year	% Sale Over List Price Change
Brookdale	109%	0%	N/A
Mount Hermon	91%	0%	N/A
Felton	101%	96%	5%
Boulder Creek	102%	98%	4%
Capitola	102%	98%	4%
Ben Lomond	100%	100%	0%
Los Gatos	97%	97%	0%
Santa Cruz	100%	100%	0%

Santa Cruz County - Decreased Sale To List Price

City	Sale Over List Price	Sale Over List Price Last Year	% Sale Over List Price Change
Scotts Valley	98%	103%	-5%
Corralitos	98%	100%	-2%
Soquel	96%	97%	-1%
Aptos	98%	99%	-1%
Watsonville	98%	99%	-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	97%	0%	N/A
Aptos	98%	95%	3%
Watsonville	99%	98%	1%
Capitola	98%	98%	0%
Santa Cruz	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
Scotts Valley	96%	100%	-4%
Soquel	99%	103%	-4%

Thank You

