

An aerial photograph of Santa Cruz, California, featuring the beach, pier, and city skyline. The beach is crowded with people, and the pier extends into the ocean. The city skyline is visible in the background, with various buildings and landmarks.

# Santa Cruz County

Real Estate Market Minute | February 2026

# Santa Cruz County - Residential - Single Family 2025 vs 2026

↑ 43

Median Days on Market  
Compared to 32

↓ 111

New Listings  
Compared to 138

↑

\$1.2M

Median Price  
Compared to \$1.2M

↓ 57

Closed Sales  
Compared to 69

↓ 98%

Sale to List Price Ratio  
Compared to 99%

# Santa Cruz County - Residential - Common Interest 2025 vs 2026

↑ 62

Median Days on Market  
Compared to 44

↓ 28

New Listings  
Compared to 55



\$799.0K

Median Price  
Compared to \$819.0K

↓ 17

Closed Sales  
Compared to 21

↓ 98%

Sale to List Price Ratio  
Compared to 99%

# January 2026 Market Trends

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

# Market Trends – January 2026 in Santa Cruz County

## Pricing Trends

Consistently high median prices over the winter months in the single family market continue, with year over year increases but a month over month decrease. Similar in common interest with a decline from a robust December price, but up big over last year.

## Transactional Trends

New listings are up compared to December, but lower than we saw a year ago in both markets. There was one more closed sale in the common interest market than in December, but otherwise, we are talking multi-year lows in both markets.

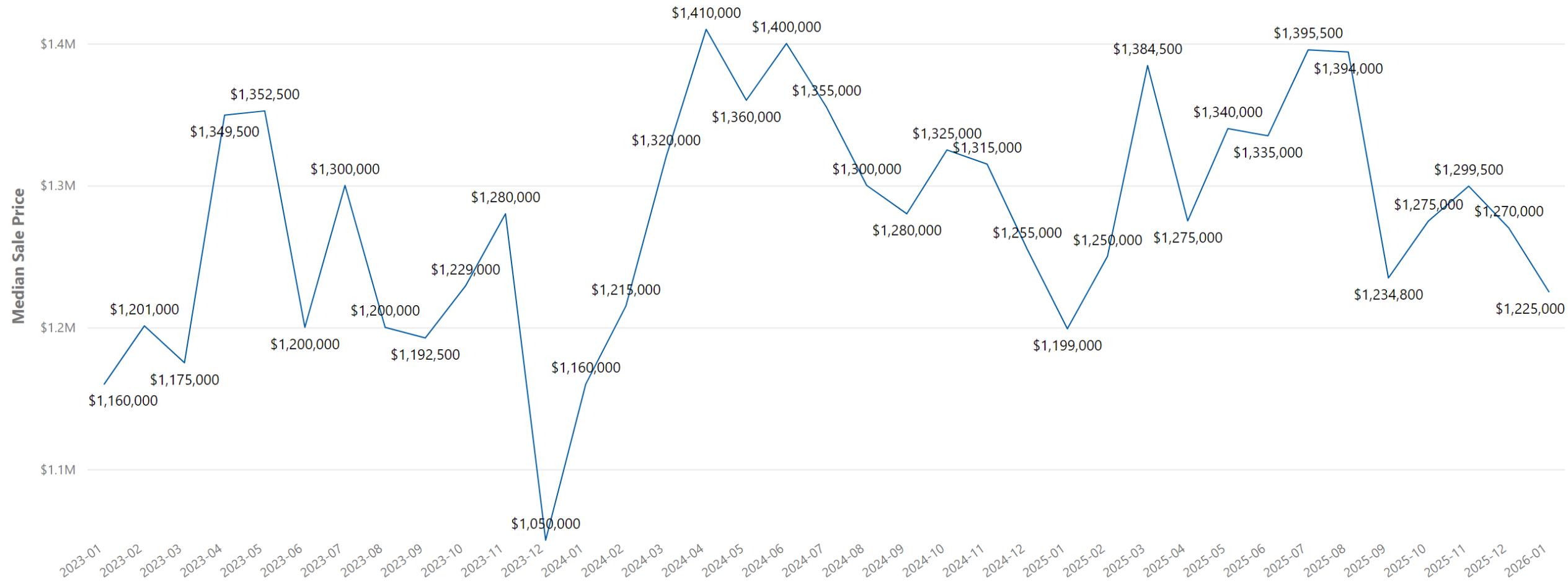
## Market Competition

Sale to list price ratios stayed the same in both markets, a bit under 100% at 98%, however Days on Market shot up to multi-year highs in both markets signaling a significant slow down in the county – a welcome sign for buyers.

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 2/6/2026

Aculist@2026

Residential Single Family: 2023-2026

## Santa Cruz County - Increased Median Price

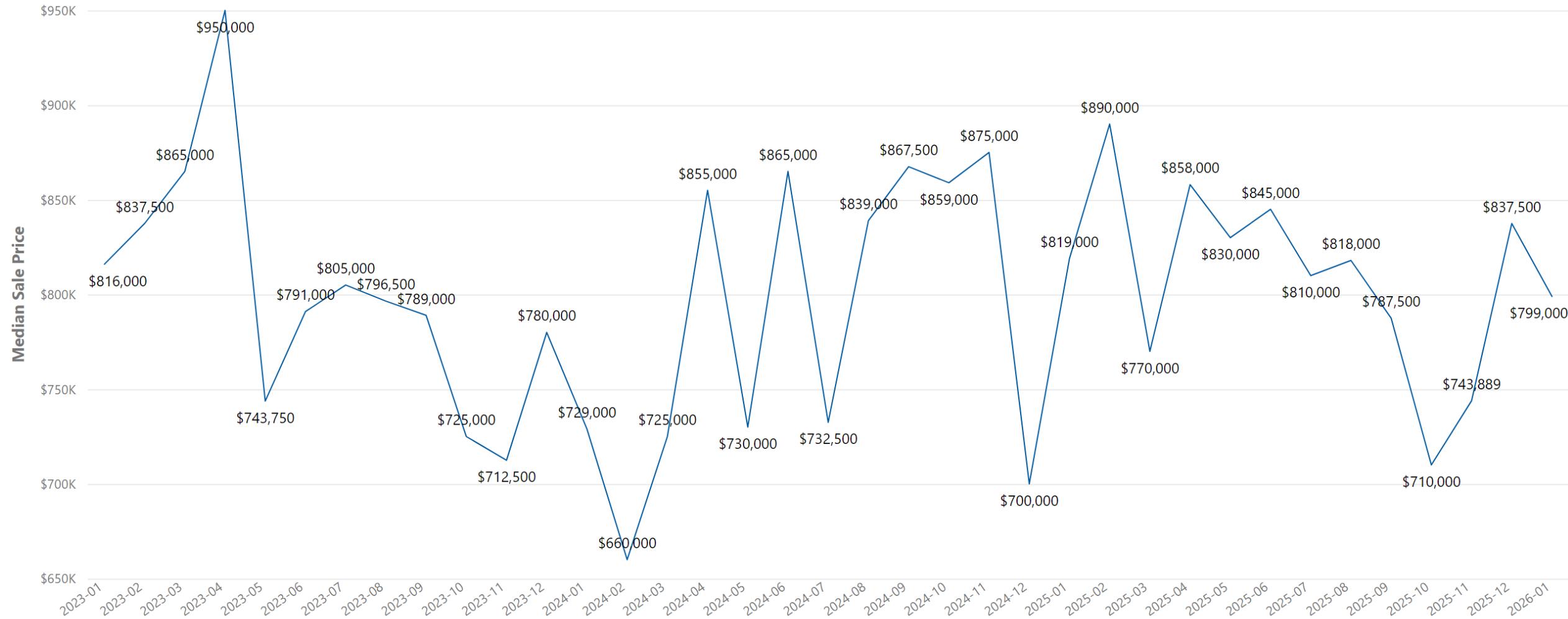
City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
Brookdale	\$805,000	\$0	N/A
Davenport	\$1,225,000	\$0	N/A
Freedom	\$740,000	\$0	N/A
Scotts Valley	\$1,400,000	\$1,110,000	26%
Aptos	\$1,636,500	\$1,330,000	23%
Boulder Creek	\$792,500	\$675,000	17%
Los Gatos	\$1,690,000	\$1,500,000	13%
Soquel	\$1,267,500	\$1,160,000	9%
Santa Cruz	\$1,487,500	\$1,425,000	4%

## Santa Cruz County - Decreased Median Price

City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
Ben Lomond	\$550,000	\$1,022,500	-46%
Felton	\$420,000	\$713,243	-41%
Capitola	\$831,600	\$1,400,000	-41%
La Selva Beach	\$1,555,000	\$1,685,000	-8%
Watsonville	\$765,000	\$823,000	-7%

# Santa Cruz County - Median Sale Price

CountyName ● Santa Cruz



Data as of 2/6/2026

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
Watsonville	\$1,049,500	\$394,500	166%
Scotts Valley	\$1,149,000	\$880,000	31%
Capitola	\$623,500	\$565,000	10%
Aptos	\$946,000	\$927,000	2%

Data as of 2/6/2026

Aculist@2026

Residential Common Interest: January 2025/2026

## Santa Cruz County - Decreased Median Price

City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
Santa Cruz	\$725,000	\$819,000	-11%

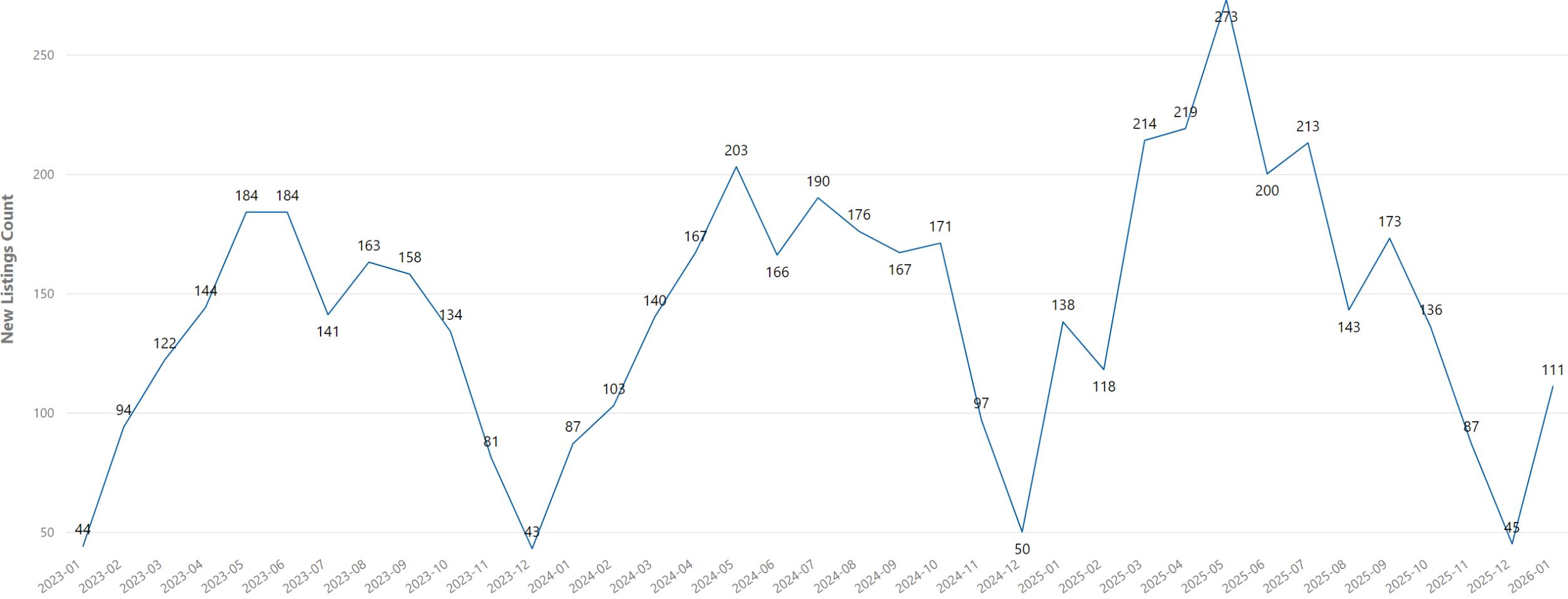
Data as of 2/6/2026

Aculist@2026

Residential Common Interest: January 2025/2026

# Santa Cruz County - New Listings

CountyName ● Santa Cruz



Data as of 2/6/2026

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Residential Single Family: 2023-2026

# Santa Cruz County - Increased New Listings

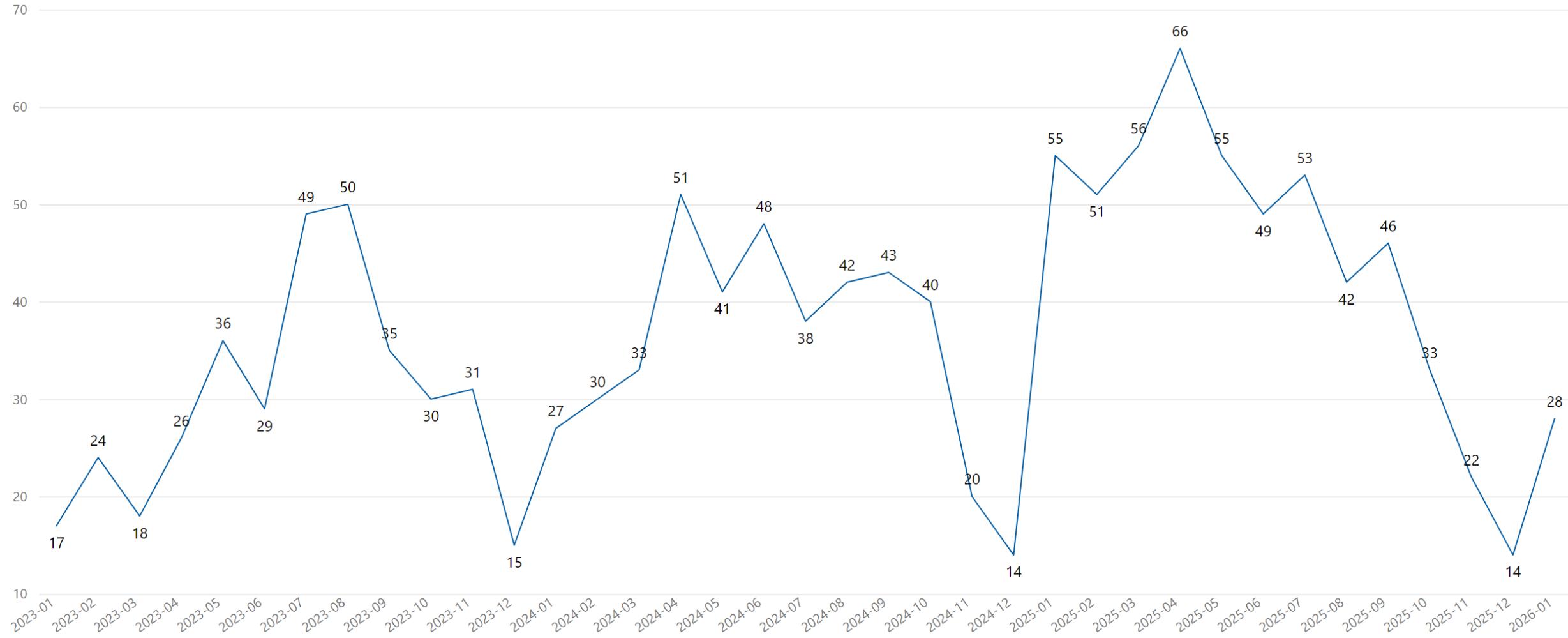
City	New Listings This Year	New Listings Last Year	% New Listings Change
Davenport	1	0	N/A
Santa Cruz	39	30	30%
Scotts Valley	7	6	17%
Brookdale	1	1	0%
Corralitos	1	1	0%
Freedom	1	1	0%
Capitola	3	3	0%
Watsonville	15	15	0%

# Santa Cruz County - Decreased New Listings

City	New Listings This Year	New Listings Last Year	% New Listings Change
Felton	1	9	-89%
La Selva Beach	2	5	-60%
Ben Lomond	4	8	-50%
Los Gatos	7	13	-46%
Aptos	16	28	-43%
Boulder Creek	8	11	-27%
Soquel	5	6	-17%

# Santa Cruz County - New Listings

CountyName ● Santa Cruz



Data as of 2/6/2026

Aculist@2026

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	1	0	N/A
Watsonville	5	4	25%
Soquel	1	1	0%
Scotts Valley	5	5	0%

## Santa Cruz County - Decreased New Listings

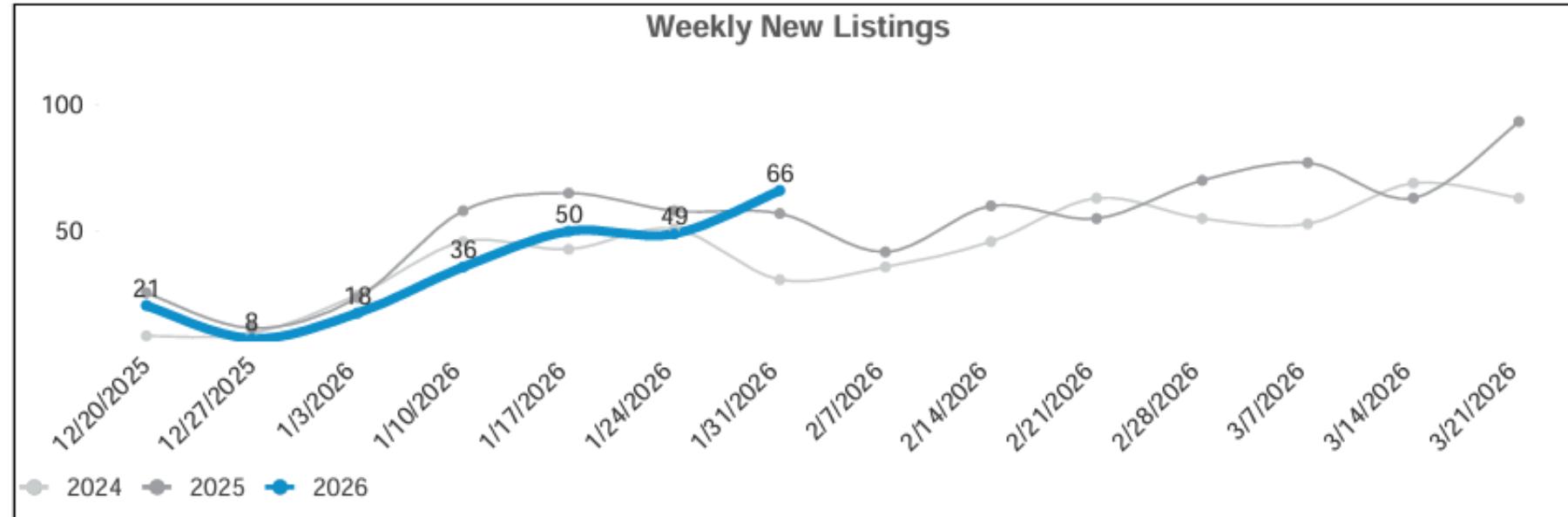
City	New Listings This Year	New Listings Last Year	% New Listings Change
Santa Cruz	4	22	-82%
Aptos	6	13	-54%
Capitola	6	9	-33%

Data as of 2/6/2026

Aculist@2026

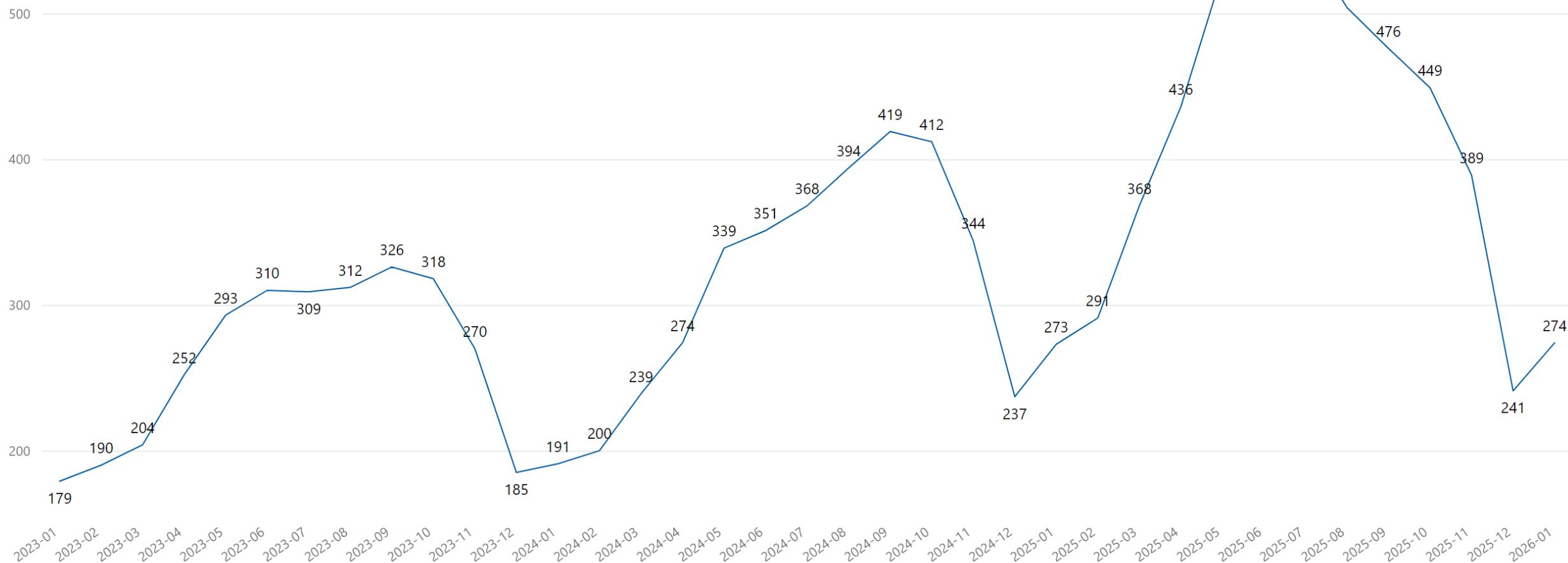
Residential Common Interest: January 2025/2026

# Santa Cruz County – New Listings Week Ending 01/31/2026



# Santa Cruz County - Inventory

CountyName ● Santa Cruz



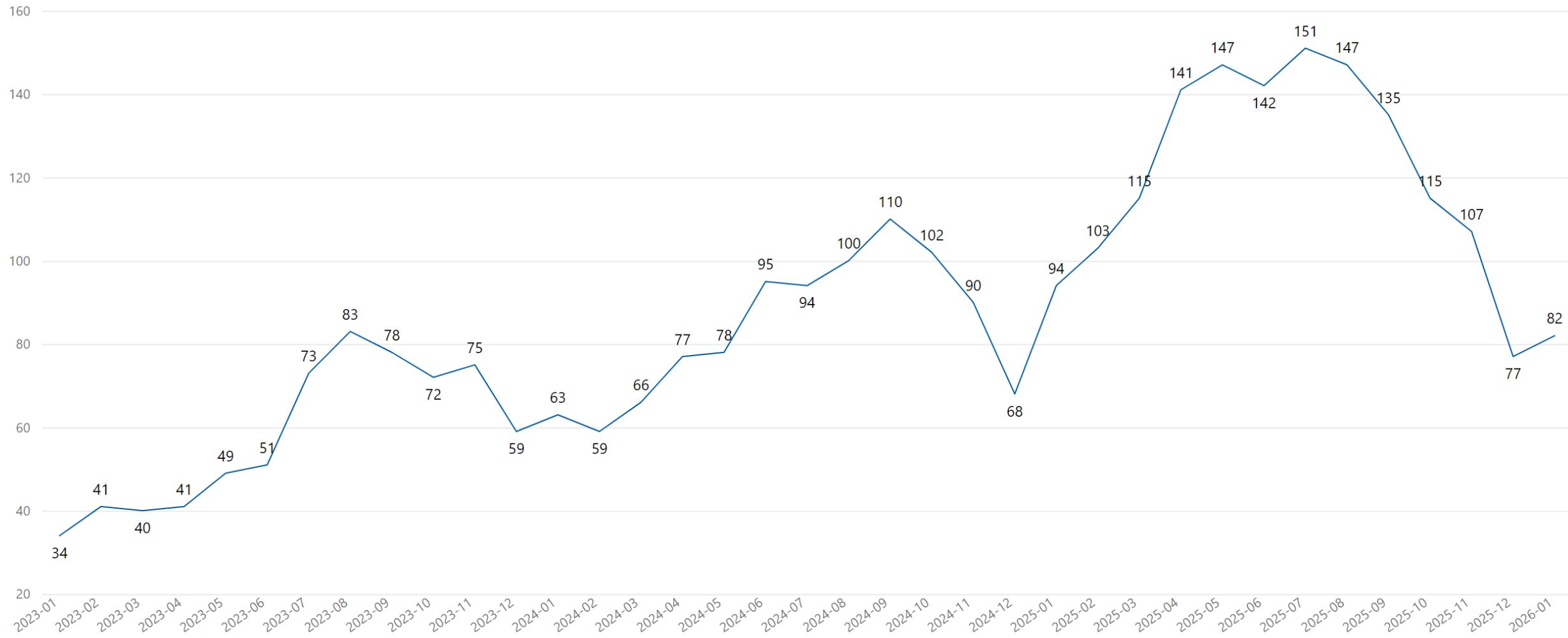
Data as of 2/6/2026

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Residential Single Family: 2023-2026

# Santa Cruz County - Inventory

CountyName ● Santa Cruz



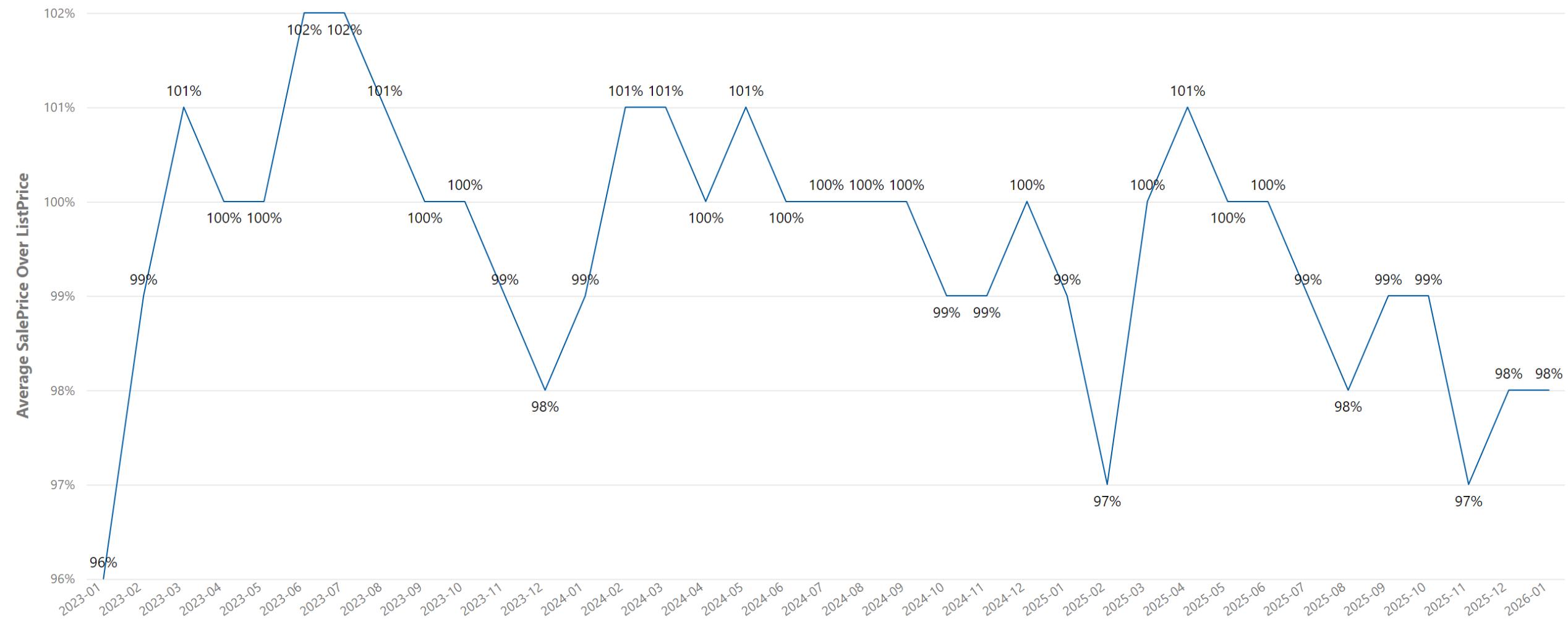
Data as of 2/6/2026

Aculist@2026

Residential Common Interest: 2023-2026

# Santa Cruz County - Average Sale Price Over List Price

CountyName ● Santa Cruz



Data as of 2/6/2026

Aculist@2026

Residential Single Family: 2023-2026

## Santa Cruz County - Increased Sale To List Price

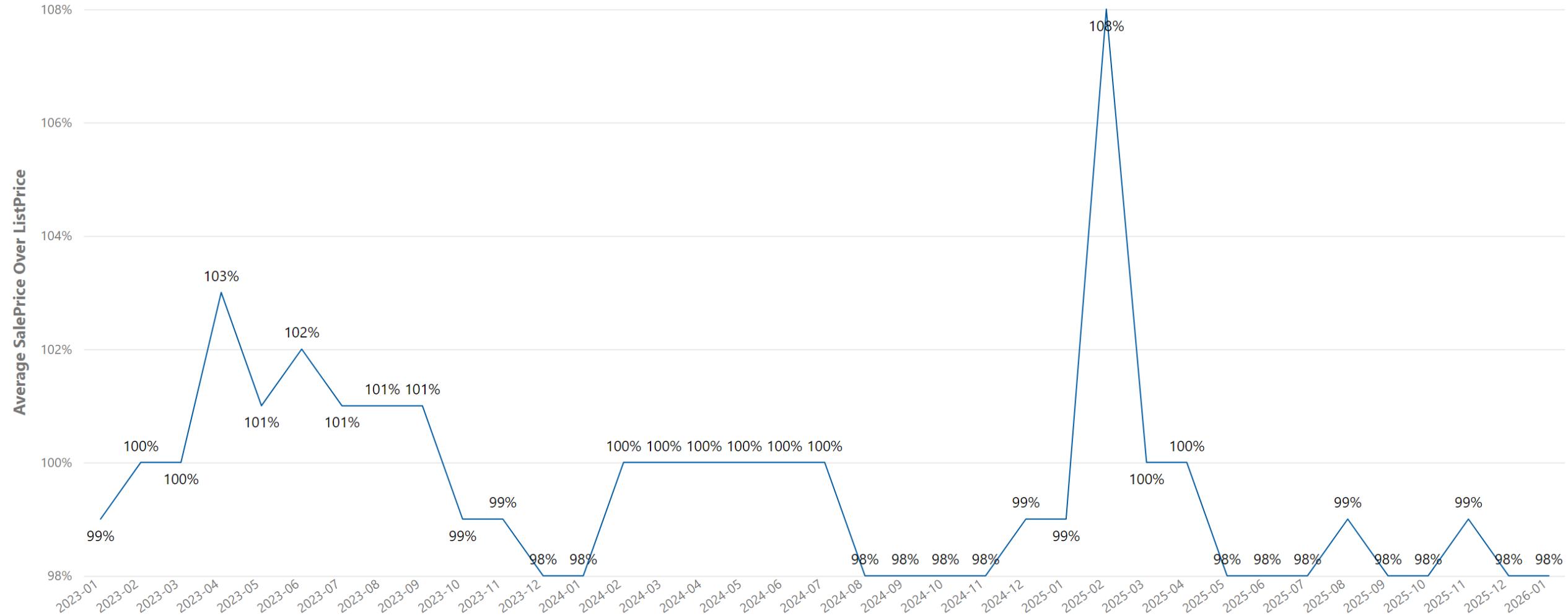
City	Sale Over List Price	Sale Over List Price Last Year	% Sale Over List Price Change
Brookdale	95%	0%	N/A
Davenport	98%	0%	N/A
Freedom	100%	0%	N/A
Capitola	104%	93%	12%
Santa Cruz	100%	97%	3%
Los Gatos	101%	98%	3%
Watsonville	100%	100%	0%

## Santa Cruz County - Decreased Sale To List Price

City	Sale Over List Price	Sale Over List Price Last Year	% Sale Over List Price Change
Soquel	97%	106%	-8%
Aptos	97%	103%	-6%
La Selva Beach	95%	99%	-4%
Felton	94%	97%	-3%
Scotts Valley	97%	100%	-3%
Boulder Creek	96%	97%	-1%
Ben Lomond	98%	99%	-1%

# Santa Cruz County - Average Sale Price Over List Price

CountyName ● Santa Cruz



Data as of 2/6/2026

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
Scotts Valley	100%	99%	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
Watsonville	96%	99%	-3%
Aptos	100%	103%	-3%
Capitola	98%	100%	-2%
Santa Cruz	98%	99%	-1%

# Thank You