



# 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

↓ 57

Closed Sales  
Compared to 69



\$1.2M

Median Price  
Compared to \$1.2M

↓ 111

New Listings  
Compared to 138

↓ 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



**\$799.0K**

Median Price  
Compared to \$819.0K

↓ 17

Closed Sales  
Compared to 21

↓ 28

New Listings  
Compared to 55

↓ 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.

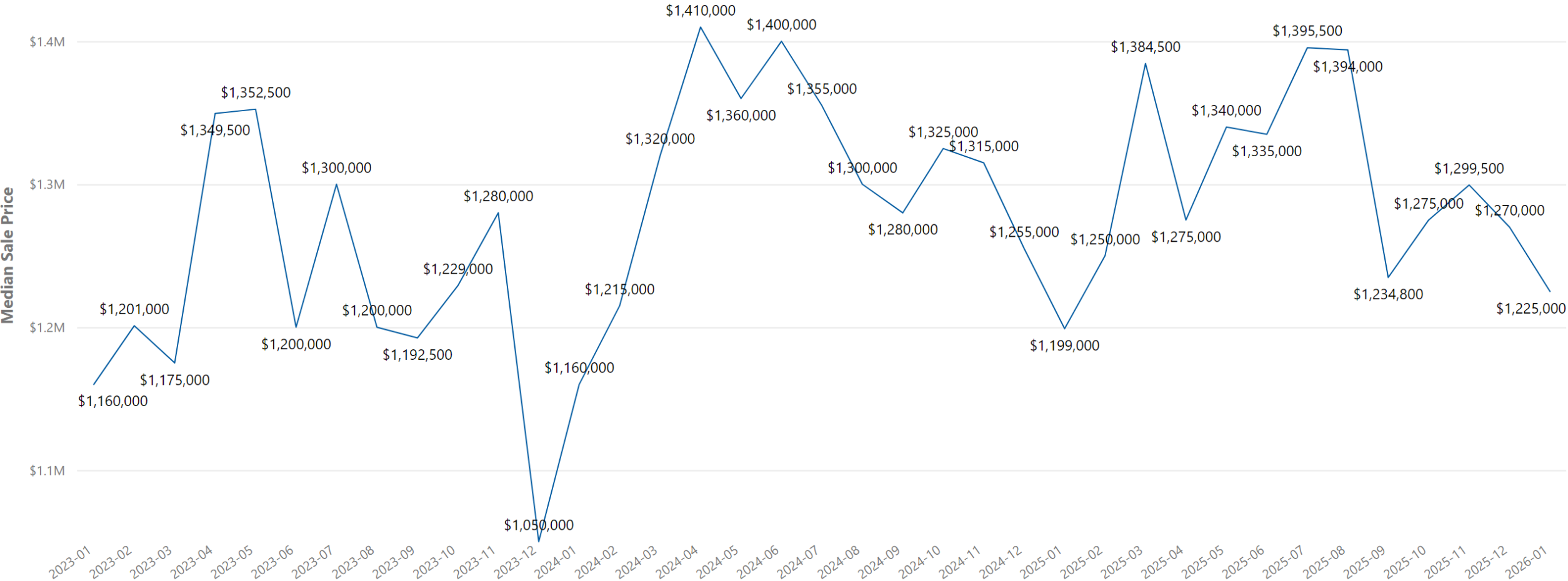
## Market Competition

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



## 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%

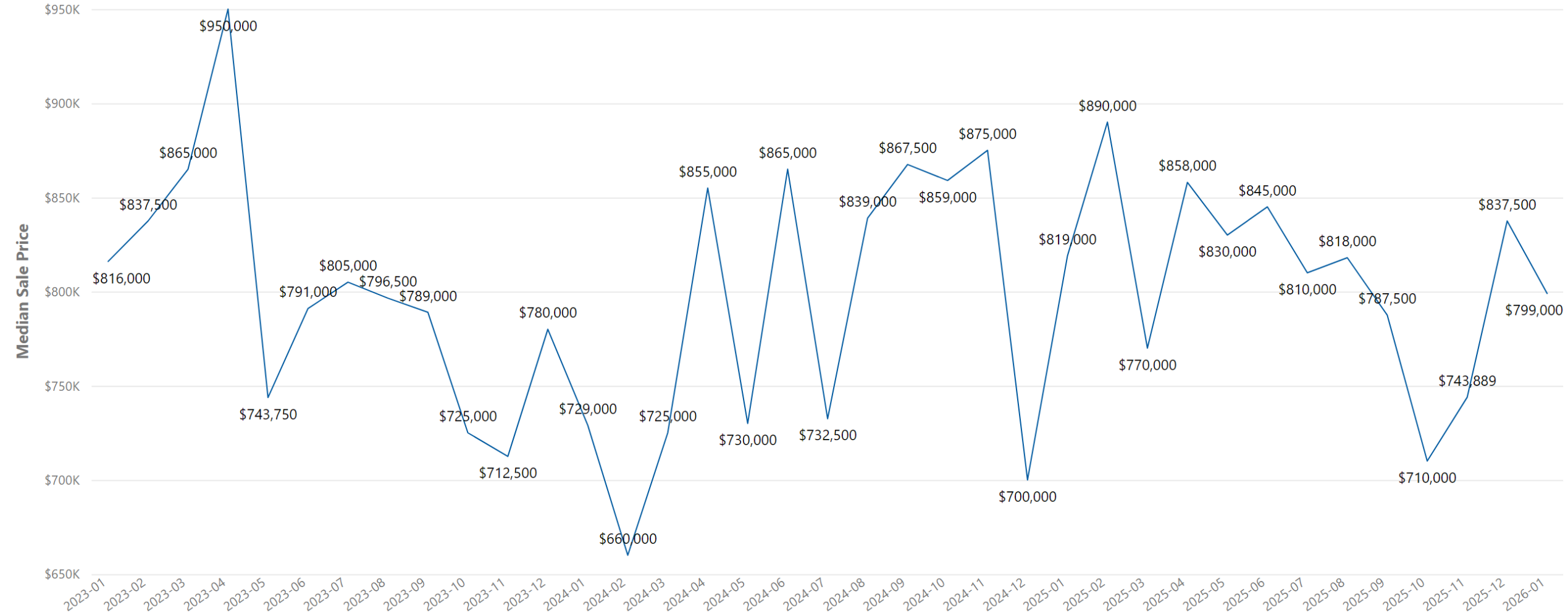
## Santa Cruz County - Decreased Median Price

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



# Santa Cruz County - Increased Median Price

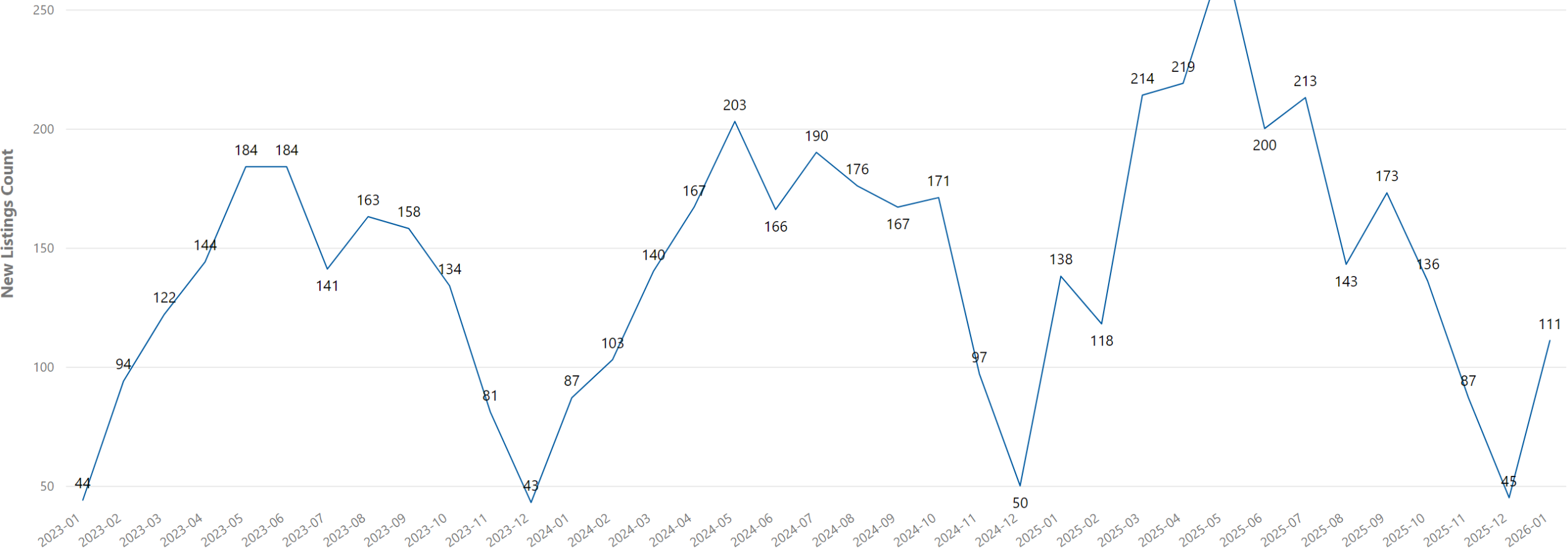
City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
Watsonville	\$1,049,500	\$394,500	166%
Scotts Valley	\$1,149,000	\$880,000	31%
Capitola	\$623,500	\$565,000	10%
Aptos	\$946,000	\$927,000	2%

# 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%

# Santa Cruz County - New Listings

CountyName ● Santa Cruz





# Santa Cruz County - Increased New Listings

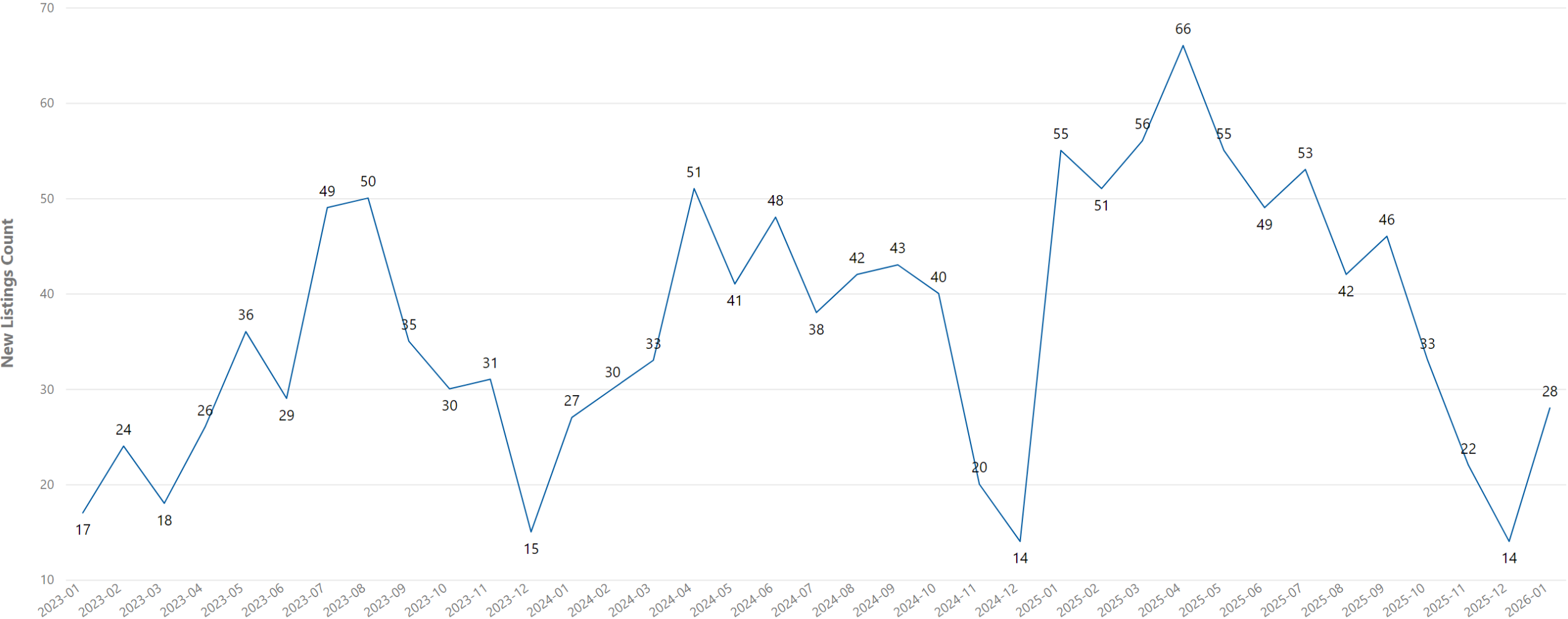
City	New Listings This Year	New Listings Last Year	% New Listings Change
Davenport	1	0	N/A
Santa Cruz	39	30	30%
Scotts Valley	7	6	17%
Brookdale	1	1	0%
Corralitos	1	1	0%
Freedom	1	1	0%
Capitola	3	3	0%
Watsonville	15	15	0%

## 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



# Santa Cruz County - Increased New Listings

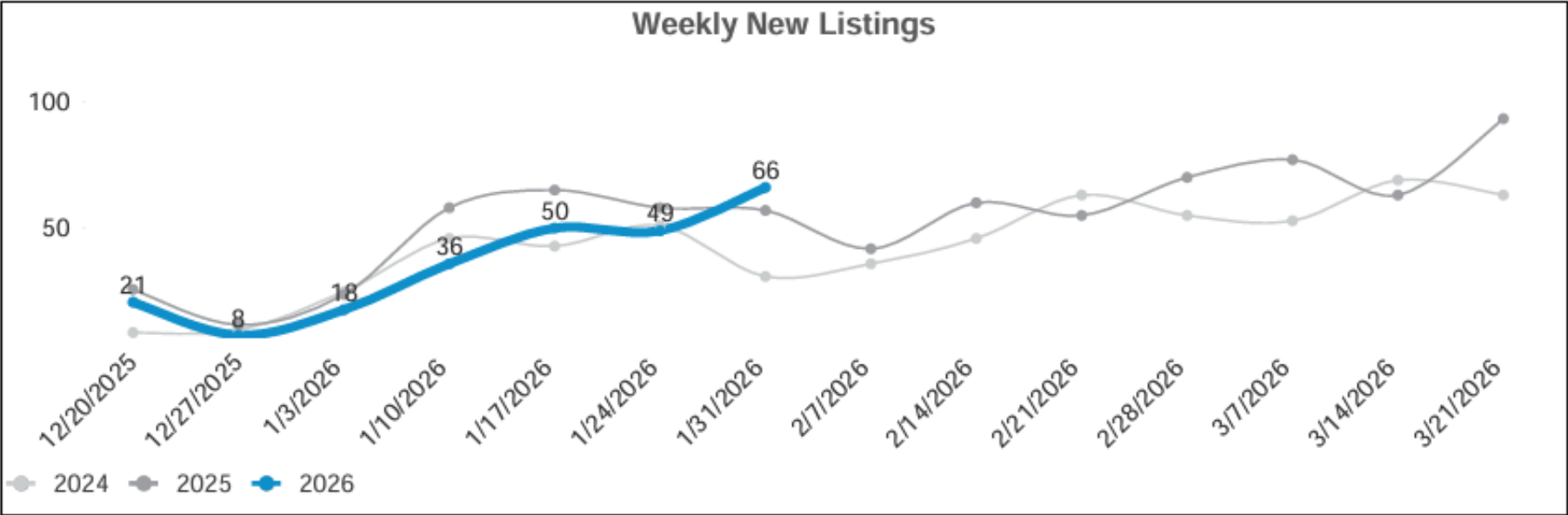
City	New Listings This Year	New Listings Last Year	% New Listings Change
Boulder Creek	1	0	N/A
Watsonville	5	4	25%
Soquel	1	1	0%
Scotts Valley	5	5	0%



## Santa Cruz County - Decreased New Listings

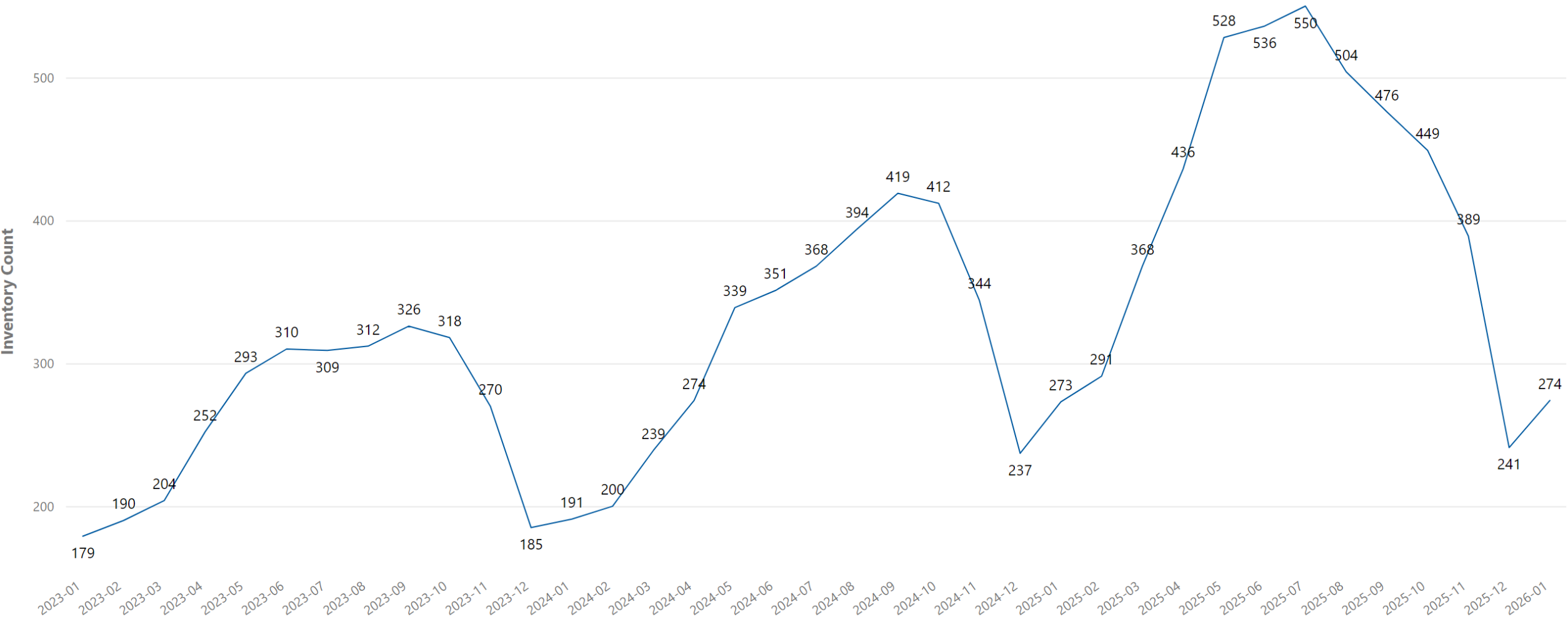
City	New Listings This Year	New Listings Last Year	% New Listings Change
Santa Cruz	4	22	-82%
Aptos	6	13	-54%
Capitola	6	9	-33%

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



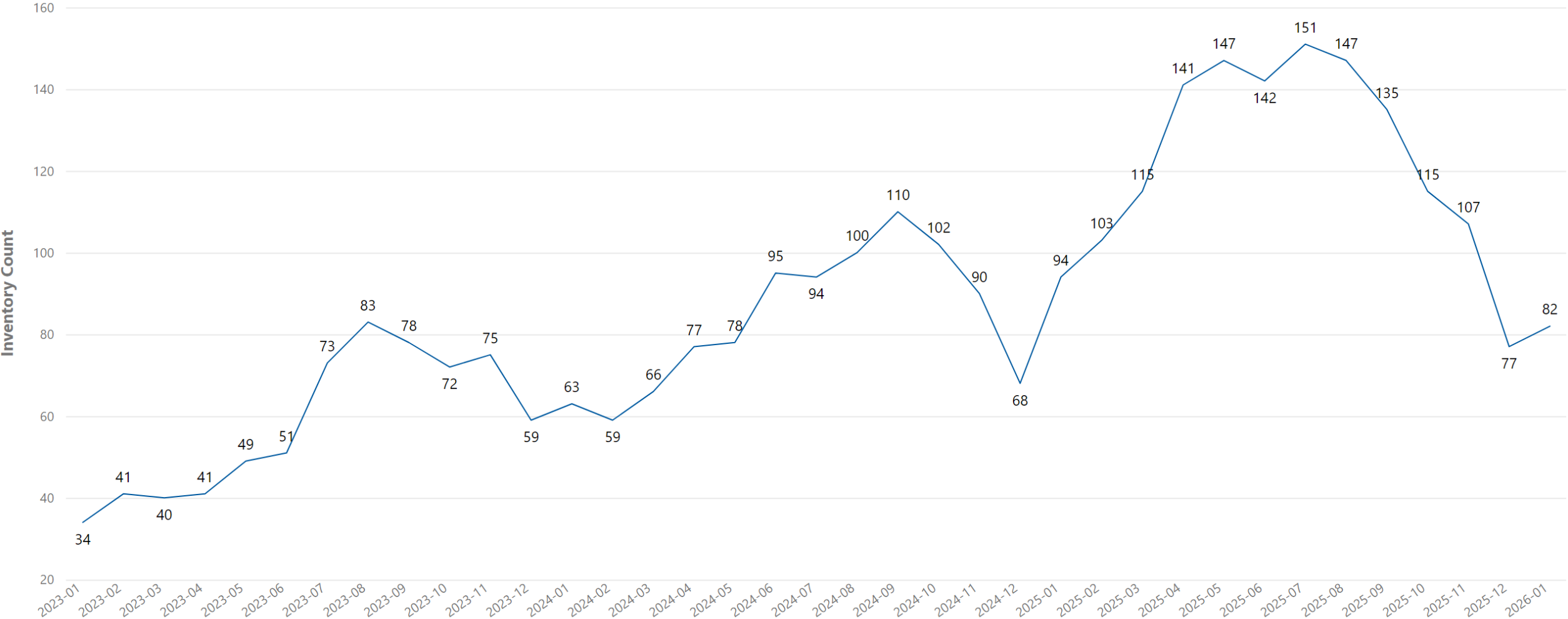
# Santa Cruz County - Inventory

CountyName ● Santa Cruz



# Santa Cruz County - Inventory

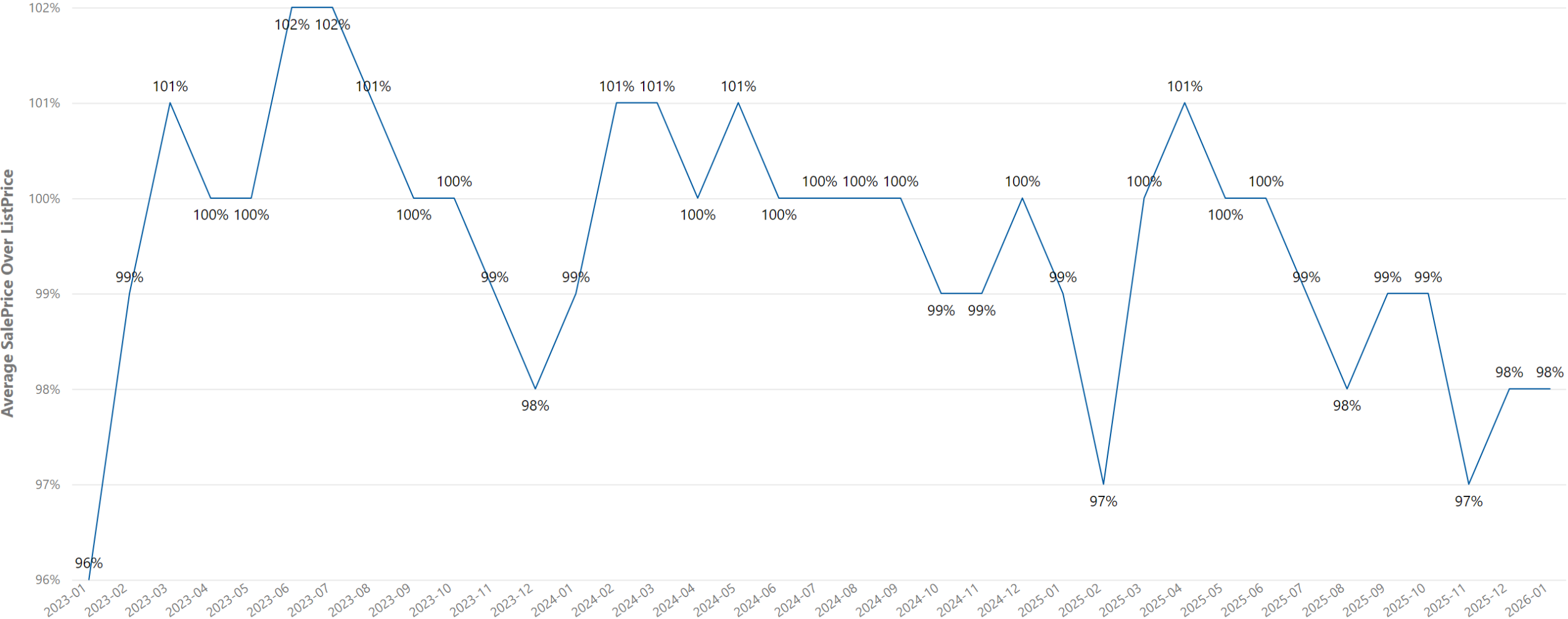
CountyName ● Santa Cruz





# Santa Cruz County - Average Sale Price Over List Price

CountyName ● Santa Cruz



## Santa Cruz County - Increased Sale To List Price

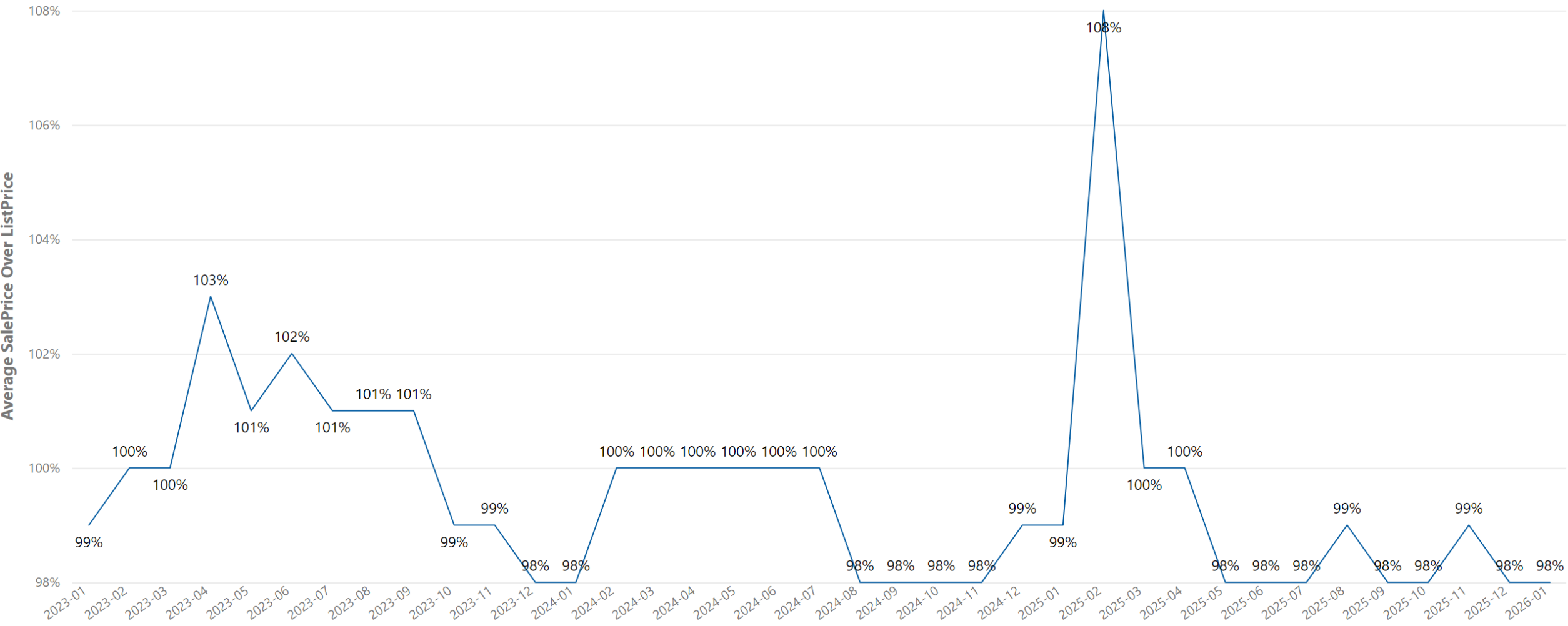
City	Sale Over List Price	Sale Over List Price Last Year	% Sale Over List Price Change
Brookdale	95%	0%	N/A
Davenport	98%	0%	N/A
Freedom	100%	0%	N/A
Capitola	104%	93%	12%
Santa Cruz	100%	97%	3%
Los Gatos	101%	98%	3%
Watsonville	100%	100%	0%

# 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





# 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

