



Santa Cruz County

Real Estate Market Minute | July 2026

Santa Cruz County - Residential - Single Family 2025 vs 2026

↑ 16

Median Days on Market
Compared to 15

↑ 155

Closed Sales
Compared to 132



\$1.4M

Median Price
Compared to \$1.3M

↓ 170

New Listings
Compared to 200

↑ 101%

Sale to List Price Ratio
Compared to 100%

Santa Cruz County - Residential - Common Interest 2025 vs 2026

↑ 22

Median Days on Market
Compared to 19



\$807.5K

Median Price
Compared to \$845.0K

↑ 54

Closed Sales
Compared to 40

↓ 42

New Listings
Compared to 49

= 98%

Sale to List Price Ratio
Compared to 98%

June 2026 Market Trends

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

Market Trends – June 2026 in Santa Cruz County

Pricing Trends

The single-family and common interest markets continued to move in opposite directions. The single family market recorded its highest median price this year, while the common interest market fell to its lowest.

Transactional Trends

The number of new listings declined in both markets, marking the first decrease of the year for the single family market. Despite fewer new listings, closed sales in both markets reached multi-year highs.

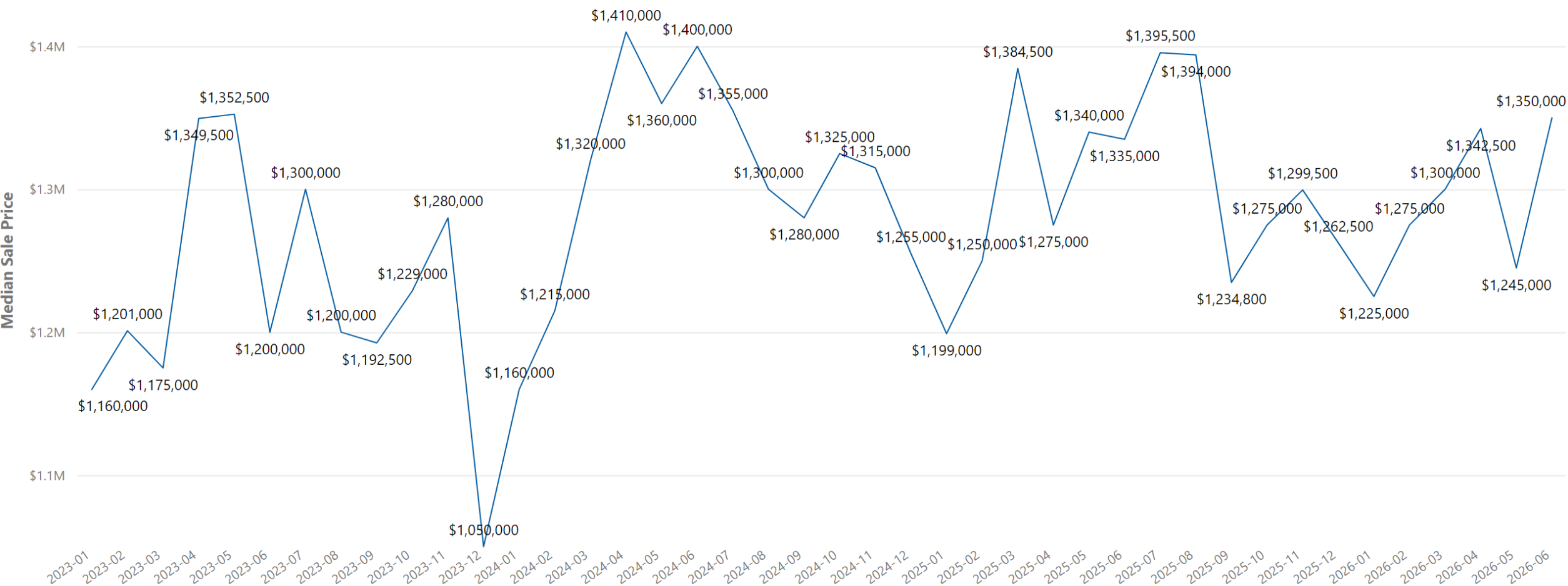
Market Competition

In the single family market, median days on market increased while the sale to list price ratio also edged higher. In the common interest market, both median days on market and the sale to list price ratio declined, making the level of competition less clear.

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

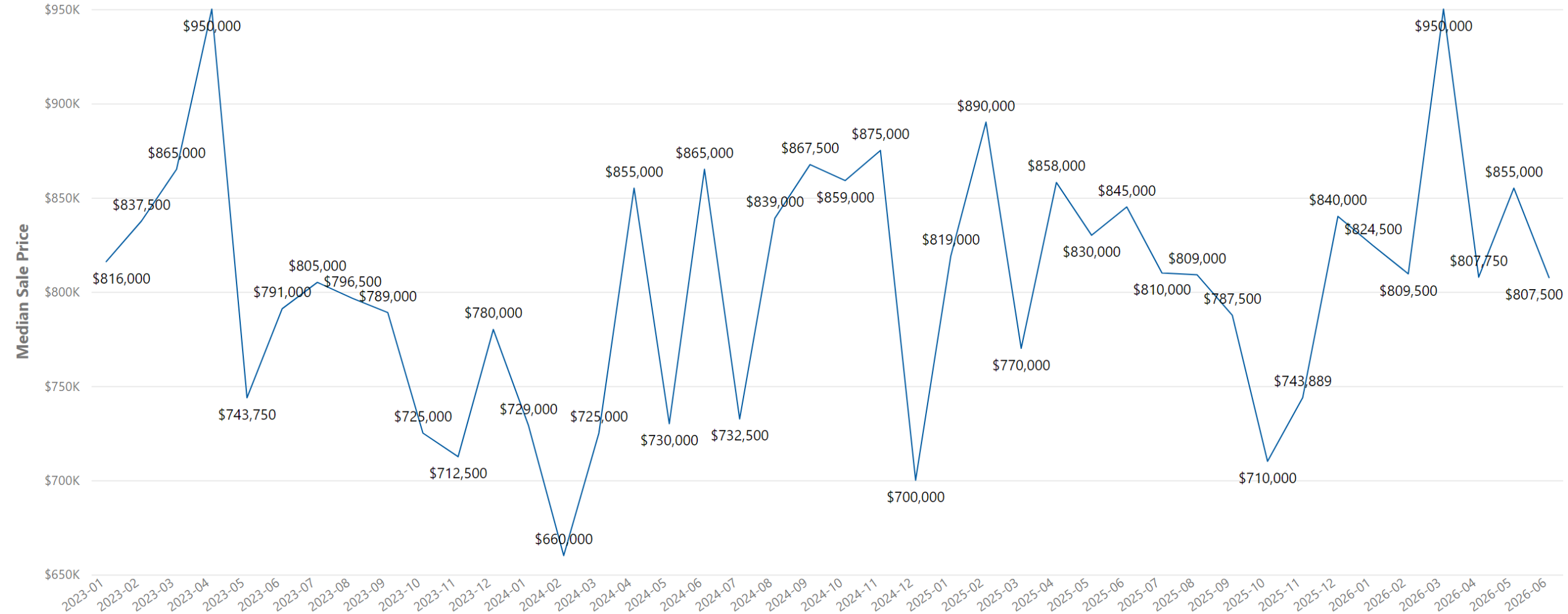
City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
Brookdale	\$795,000	\$0	N/A
Freedom	\$660,000	\$0	N/A
La Selva Beach	\$10,500,000	\$2,608,750	302%
Watsonville	\$920,000	\$765,000	20%
Santa Cruz	\$1,747,500	\$1,510,000	16%
Ben Lomond	\$1,022,500	\$889,000	15%
Soquel	\$1,561,000	\$1,447,500	8%
Capitola	\$1,857,500	\$1,786,700	4%

Santa Cruz County - Decreased Median Price

City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
Mount Hermon	\$0	\$700,000	-100%
Los Gatos	\$1,264,544	\$1,697,500	-26%
Aptos	\$1,350,000	\$1,800,000	-25%
Felton	\$869,000	\$955,000	-9%
Boulder Creek	\$779,500	\$801,000	-3%
Corralitos	\$1,425,000	\$1,450,000	-2%
Scotts Valley	\$1,525,000	\$1,550,000	-2%

Santa Cruz County - Median Sale Price

CountyName ● Santa Cruz



Santa Cruz County - Increased Median Price

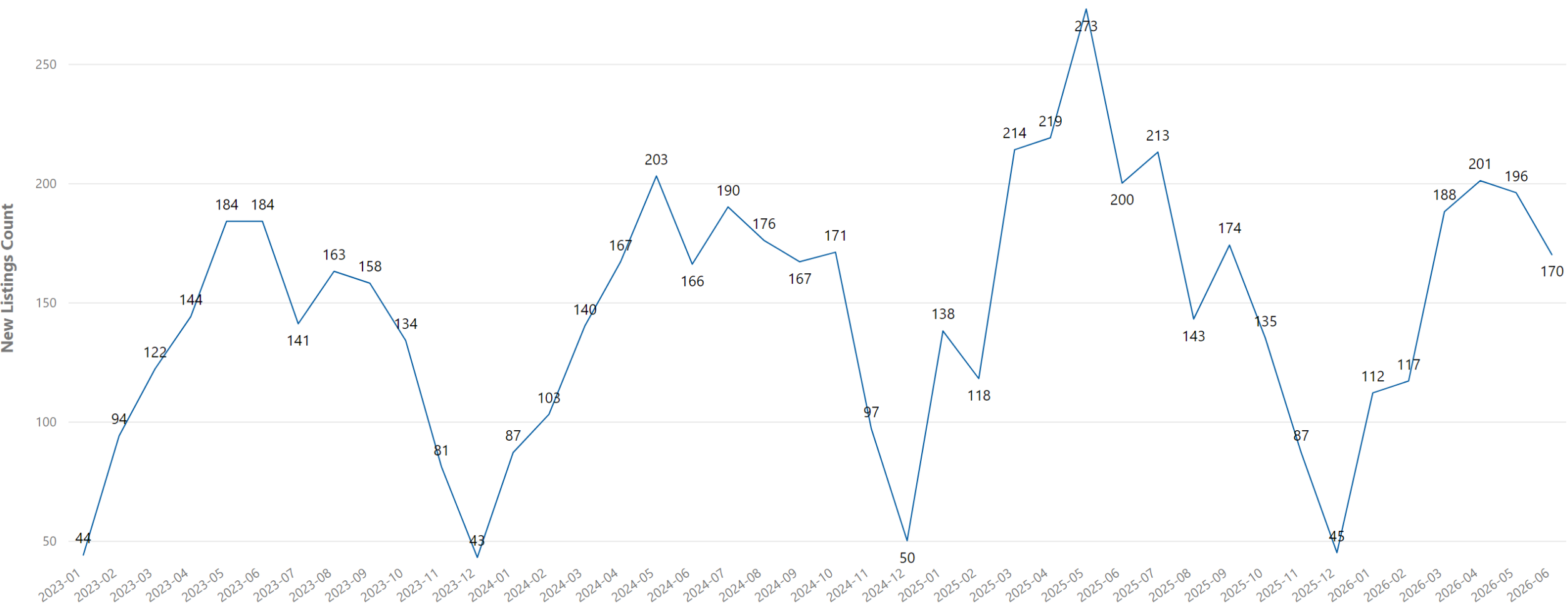
City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
Aptos	\$1,024,000	\$825,500	24%
Boulder Creek	\$655,000	\$546,500	20%
Santa Cruz	\$850,000	\$845,000	1%

Santa Cruz County - Decreased Median Price

City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
Soquel	\$533,485	\$880,000	-39%
Watsonville	\$667,000	\$837,500	-20%
Scotts Valley	\$800,000	\$875,000	-9%
Capitola	\$607,500	\$655,000	-7%

Santa Cruz County - New Listings

CountyName ● Santa Cruz



Santa Cruz County - Increased New Listings

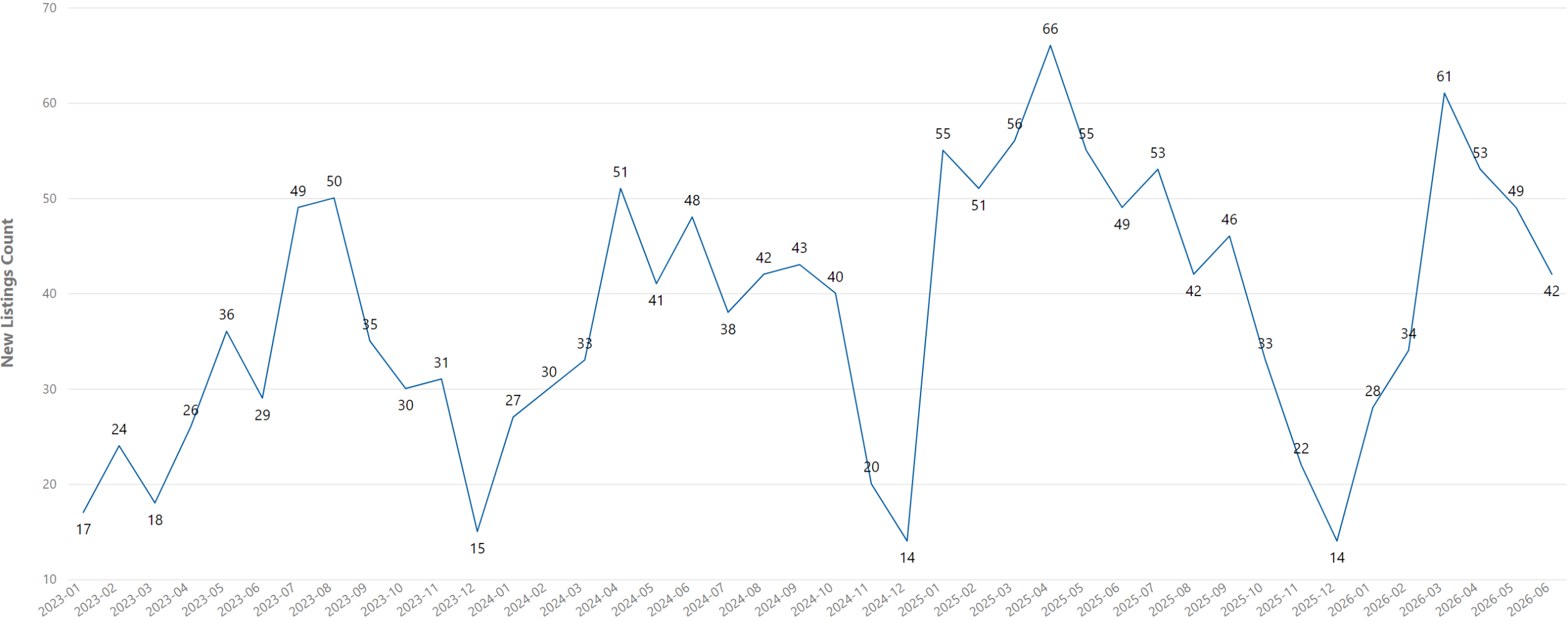
City	New Listings This Year	New Listings Last Year	% New Listings Change
Brookdale	2	1	100%
Scotts Valley	20	13	54%
Capitola	10	7	43%
Felton	13	11	18%
Ben Lomond	5	5	0%
Soquel	10	10	0%

Santa Cruz County - Decreased New Listings

City	New Listings This Year	New Listings Last Year	% New Listings Change
Los Gatos	7	10	-30%
Aptos	27	37	-27%
Santa Cruz	43	56	-23%
Watsonville	18	23	-22%
Boulder Creek	15	19	-21%

Santa Cruz County - New Listings

CountyName ● Santa Cruz



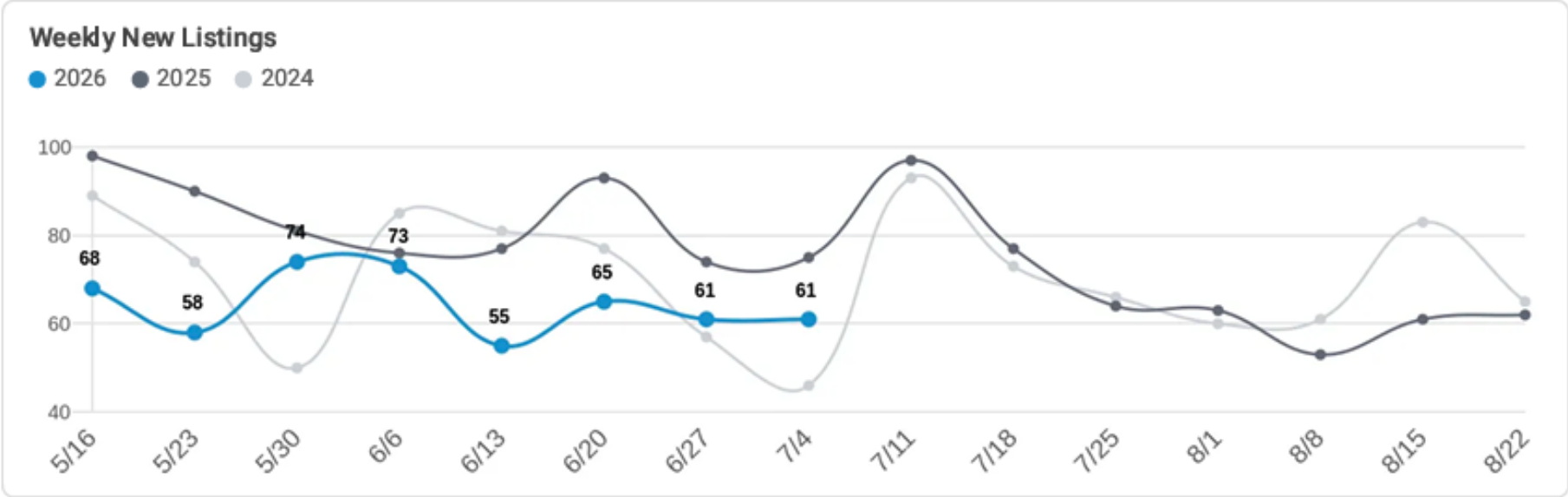
Santa Cruz County - Increased New Listings

City	New Listings This Year	New Listings Last Year	% New Listings Change
Soquel	1	0	N/A
Watsonville	11	8	38%
La Selva Beach	2	2	0%
Aptos	9	9	0%

Santa Cruz County - Decreased New Listings

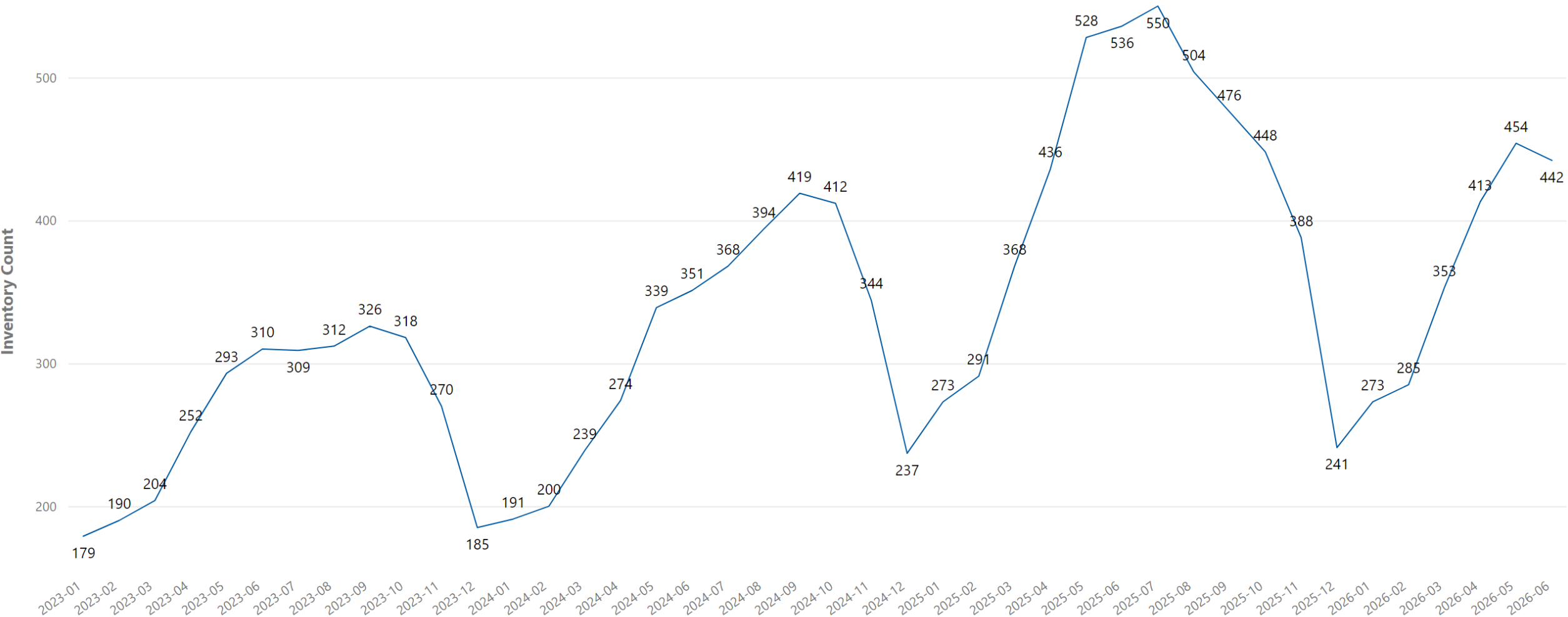
City	New Listings This Year	New Listings Last Year	% New Listings Change
Scotts Valley	1	5	-80%
Capitola	5	8	-38%
Santa Cruz	13	16	-19%

Santa Cruz County – New Listings Week Ending 07/04/2026



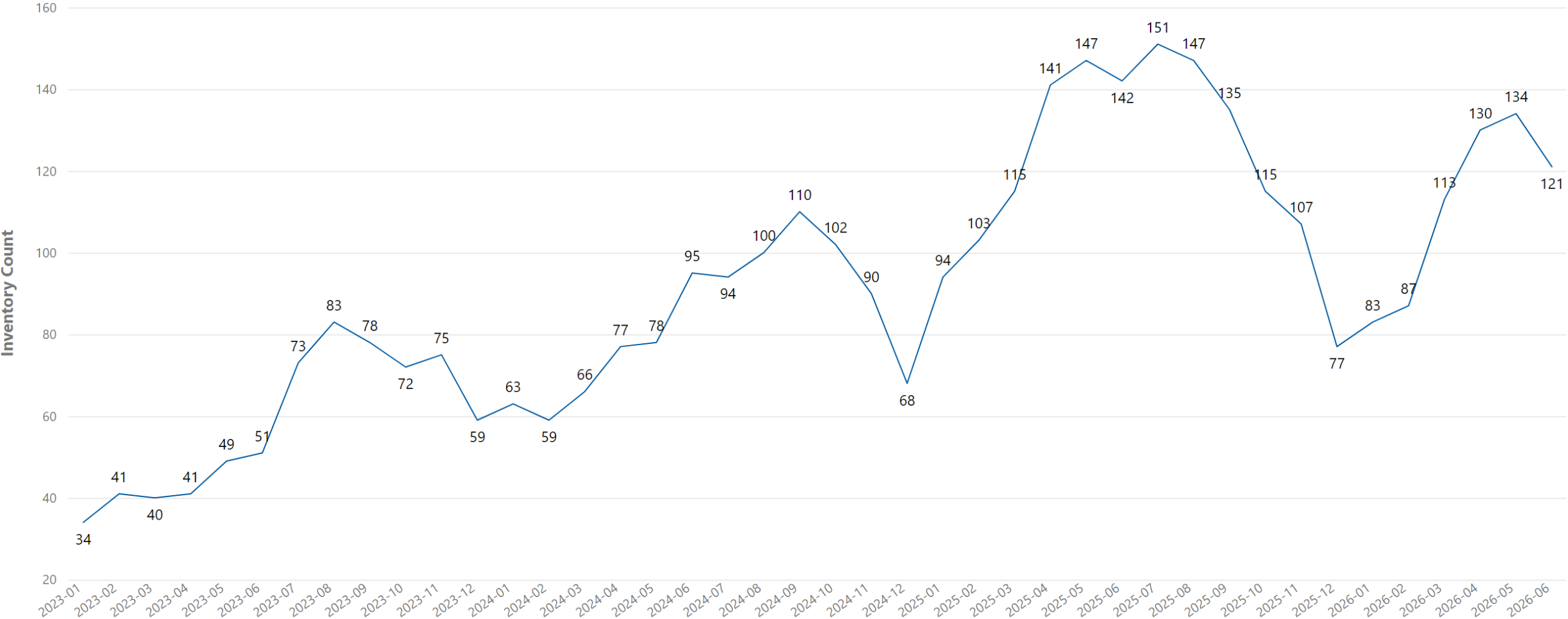
Santa Cruz County - Inventory

CountyName ● Santa Cruz



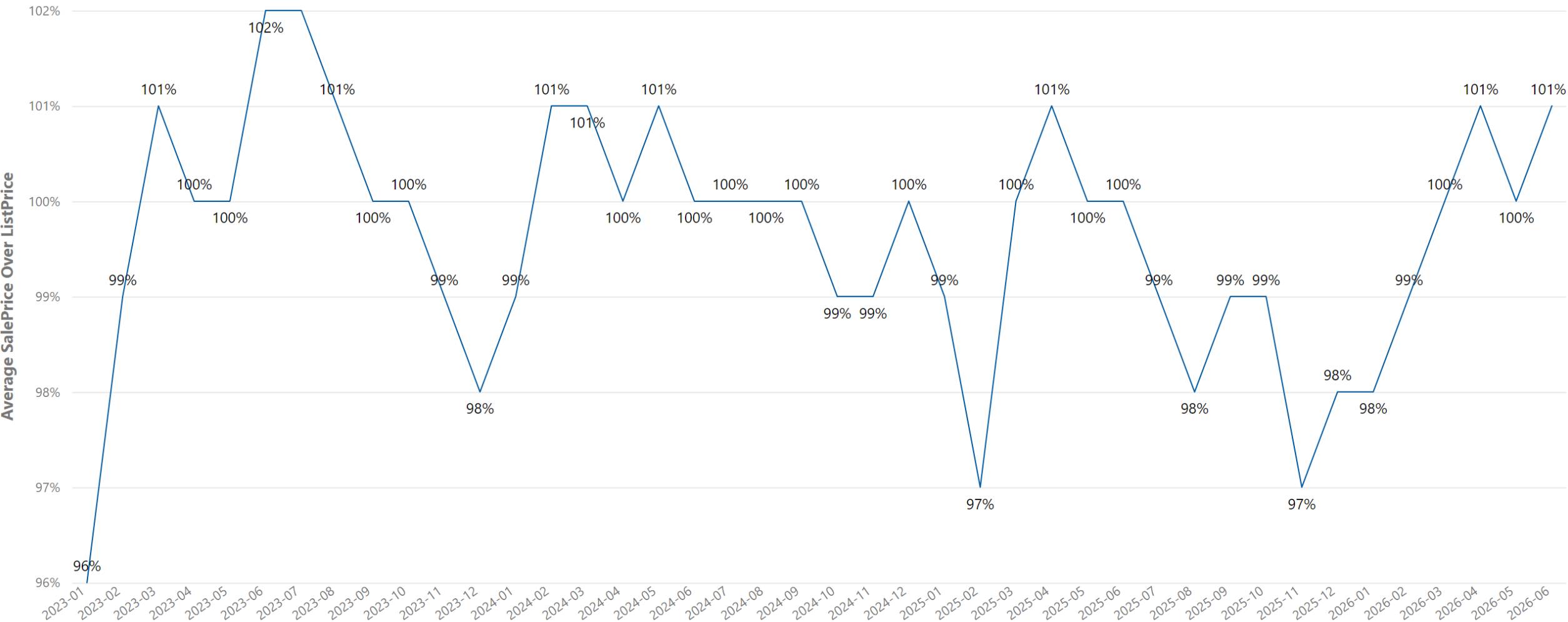
Santa Cruz County - Inventory

CountyName ● Santa Cruz



Santa Cruz County - Average Sale Price Over List Price

CountyName ● Santa Cruz



Santa Cruz County - Increased Sale To List Price

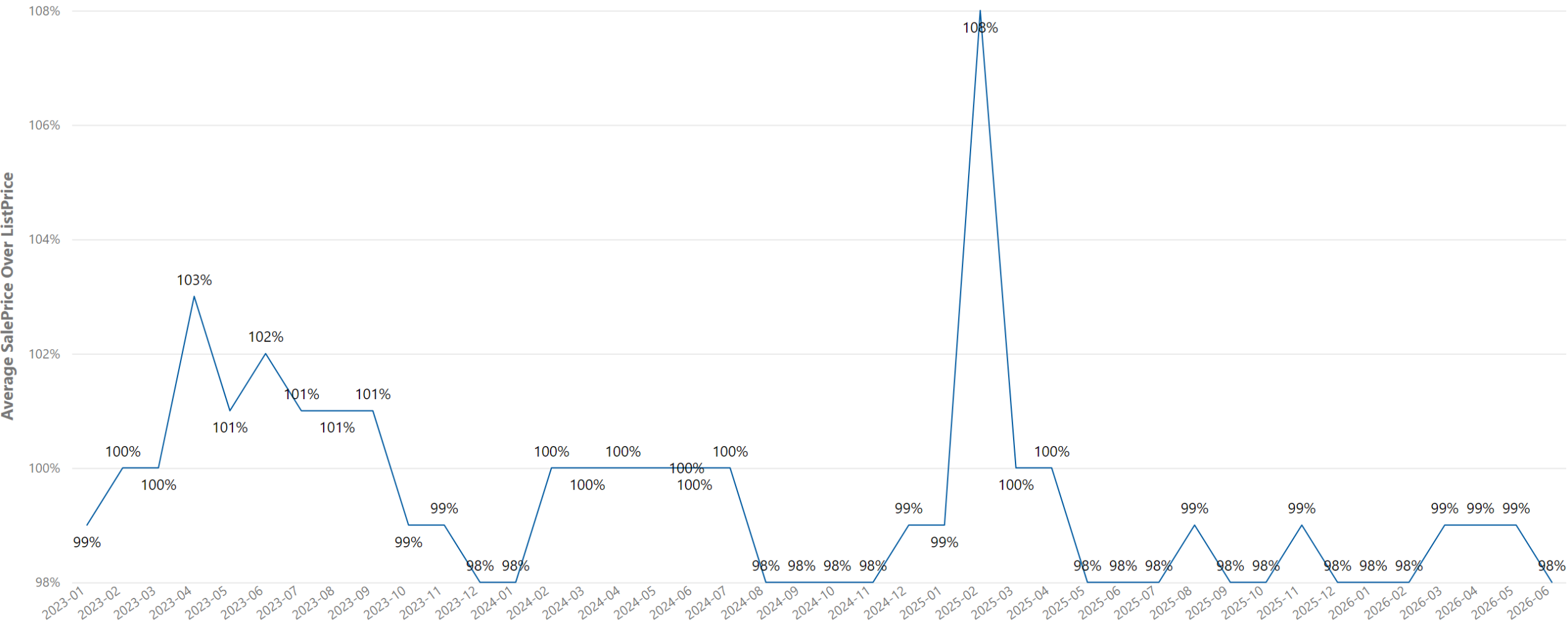
City	Sale Over List Price	Sale Over List Price Last Year	% Sale Over List Price Change
Brookdale	102%	0%	N/A
Freedom	100%	0%	N/A
Felton	102%	87%	17%
Los Gatos	100%	95%	5%
Soquel	102%	99%	3%
Ben Lomond	98%	97%	1%
Boulder Creek	100%	99%	1%
Scotts Valley	101%	100%	1%
Santa Cruz	103%	102%	1%
Watsonville	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
Corralitos	95%	104%	-9%
La Selva Beach	98%	102%	-4%
Aptos	98%	100%	-2%
Capitola	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	101%	95%	6%
Santa Cruz	99%	96%	3%
Soquel	99%	98%	1%
Capitola	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
Aptos	98%	104%	-6%
Watsonville	98%	100%	-2%
Scotts Valley	98%	99%	-1%

Thank You

