



Santa Cruz County

Real Estate Market Minute | November 2025

Santa Cruz County -Residential - Single Family 2025 vs 2024

↑ 27

Median Days on Market
Compared to 19

↓ 123

Closed Sales
Compared to 135



\$1.3M

Median Price
Compared to \$1.3M

↓ 137

New Listings
Compared to 171

= 99%

Sale to List Price Ratio
Compared to 99%

Santa Cruz County -Residential - Common Interest 2025 vs 2024

↑ 25

Median Days on Market
Compared to 22



\$710.0K

Median Price
Compared to \$859.0K

↑ 35

Closed Sales
Compared to 34

↓ 33

New Listings
Compared to 40

= 98%

Sale to List Price Ratio
Compared to 98%

October 2025 Market Trends

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

Market Trends – October 2025 in Santa Cruz County

Market Trend 1

After a big decline from August to September, there was a sizeable increase in the median price for single family homes. The common interest market declined, a five year monthly low.

Market Trend 2

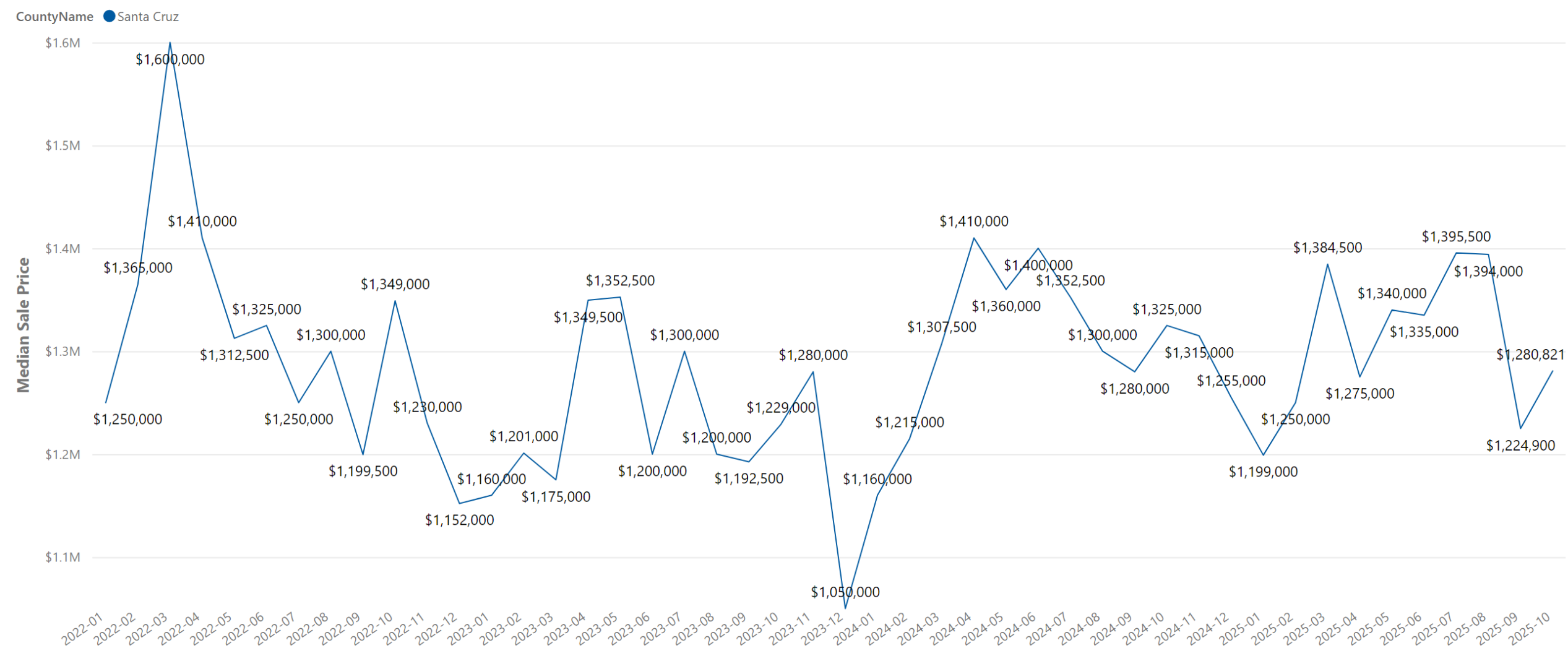
Fewer closed sales and new listings are expected this time of year, but October brought the lowest number in five years in the single family market, common interest fared marginally better.

Market Trend 3

The October market showed increased buyer demand with Days on Market decreasing and sale to list price ratios increasing – or at least staying the same – 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



Santa Cruz County - Increased Median Price

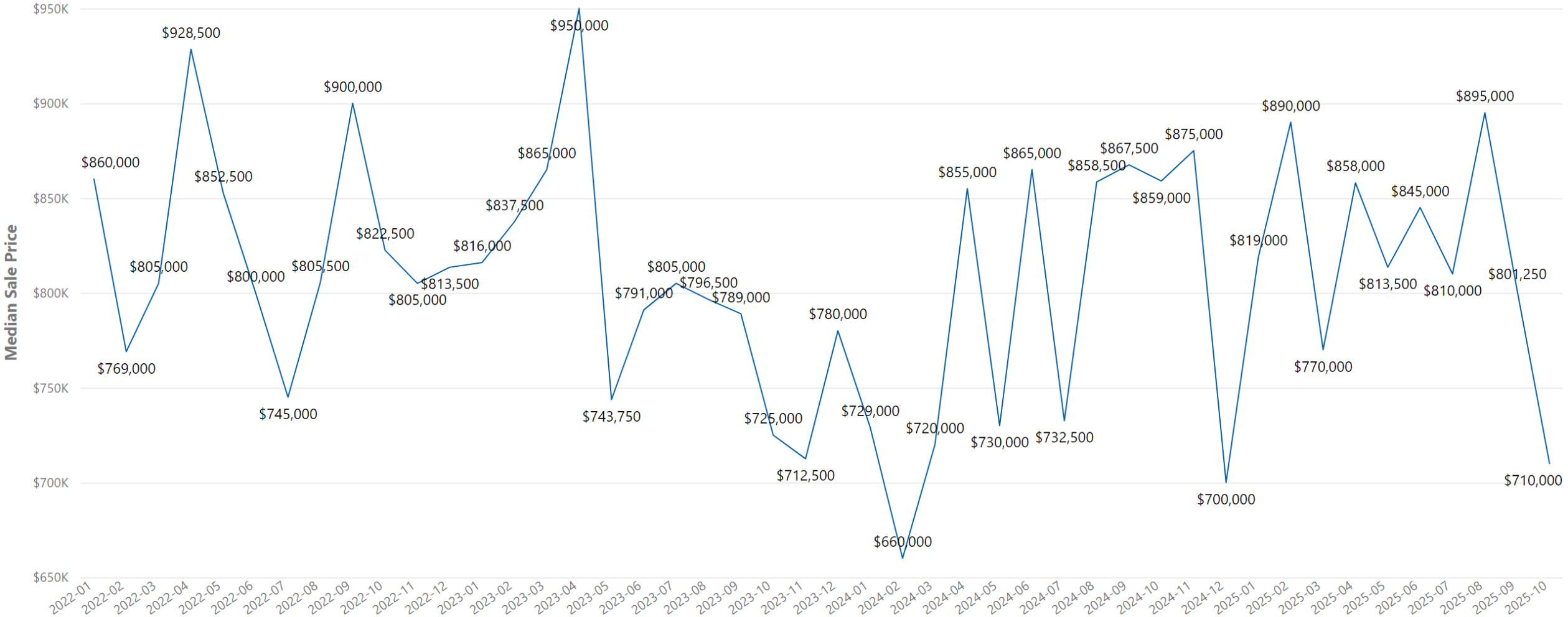
City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
Ben Lomond	\$1,062,500	\$800,000	33%

Santa Cruz County - Decreased Median Price

City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
Freedom	\$0	\$692,000	-100%
Mount Hermon	\$0	\$775,000	-100%
Corralitos	\$1,270,000	\$3,500,000	-64%
Capitola	\$1,500,000	\$2,400,000	-38%
Boulder Creek	\$607,500	\$765,000	-21%
Aptos	\$1,600,000	\$1,995,000	-20%
Felton	\$655,000	\$812,500	-19%
La Selva Beach	\$1,080,000	\$1,325,000	-18%
Brookdale	\$764,999	\$855,000	-11%
Los Gatos	\$1,194,000	\$1,315,000	-9%
Watsonville	\$830,000	\$912,500	-9%
Santa Cruz	\$1,410,000	\$1,535,000	-8%
Soquel	\$1,489,389	\$1,559,500	-4%
Scotts Valley	\$1,399,000	\$1,408,750	-1%

Santa Cruz County - Median Sale Price

CountyName ● Santa Cruz



Data as of 11/6/2025

Aculist@2025

Residential Common Interest: 2022-2025

Santa Cruz County - Increased Median Price

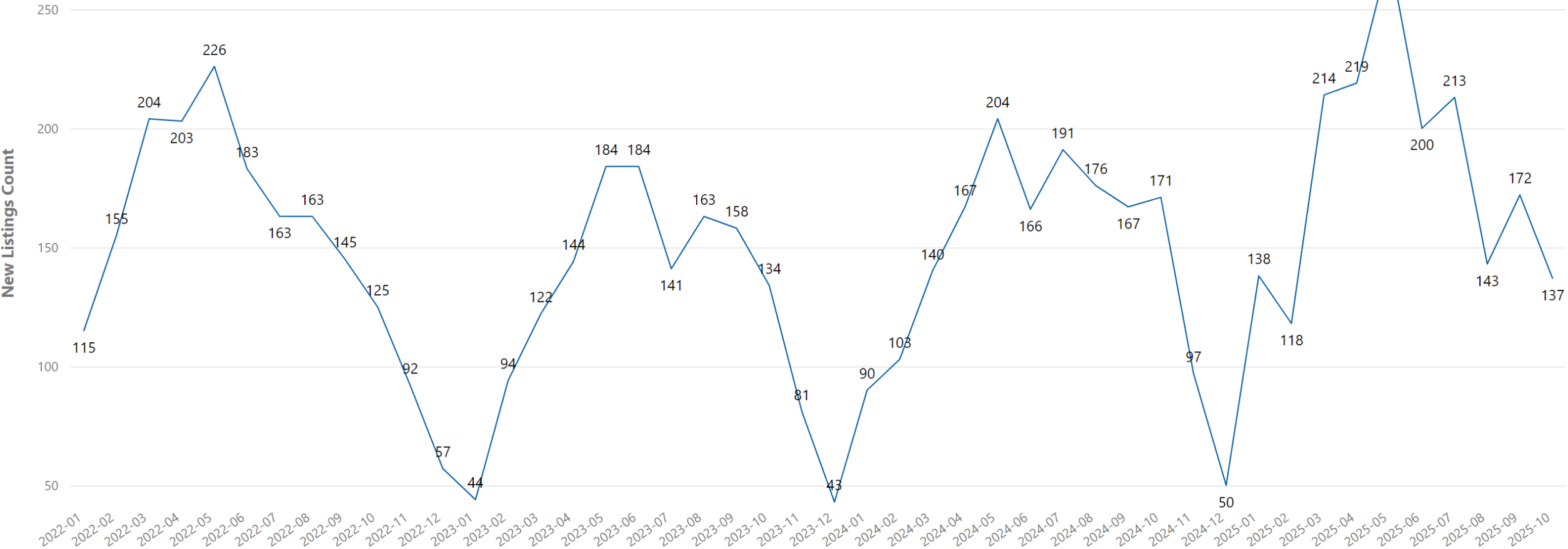
City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
Freedom	\$630,000	\$0	N/A
Aptos	\$1,050,000	\$872,500	20%
Watsonville	\$690,000	\$633,500	9%

Santa Cruz County - Decreased Median Price

City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
Boulder Creek	\$0	\$349,000	-100%
Scotts Valley	\$595,000	\$900,000	-34%
Santa Cruz	\$720,000	\$908,500	-21%
Capitola	\$770,000	\$819,125	-6%

Santa Cruz County - New Listings

CountyName ● Santa Cruz



Santa Cruz County - Increased New Listings

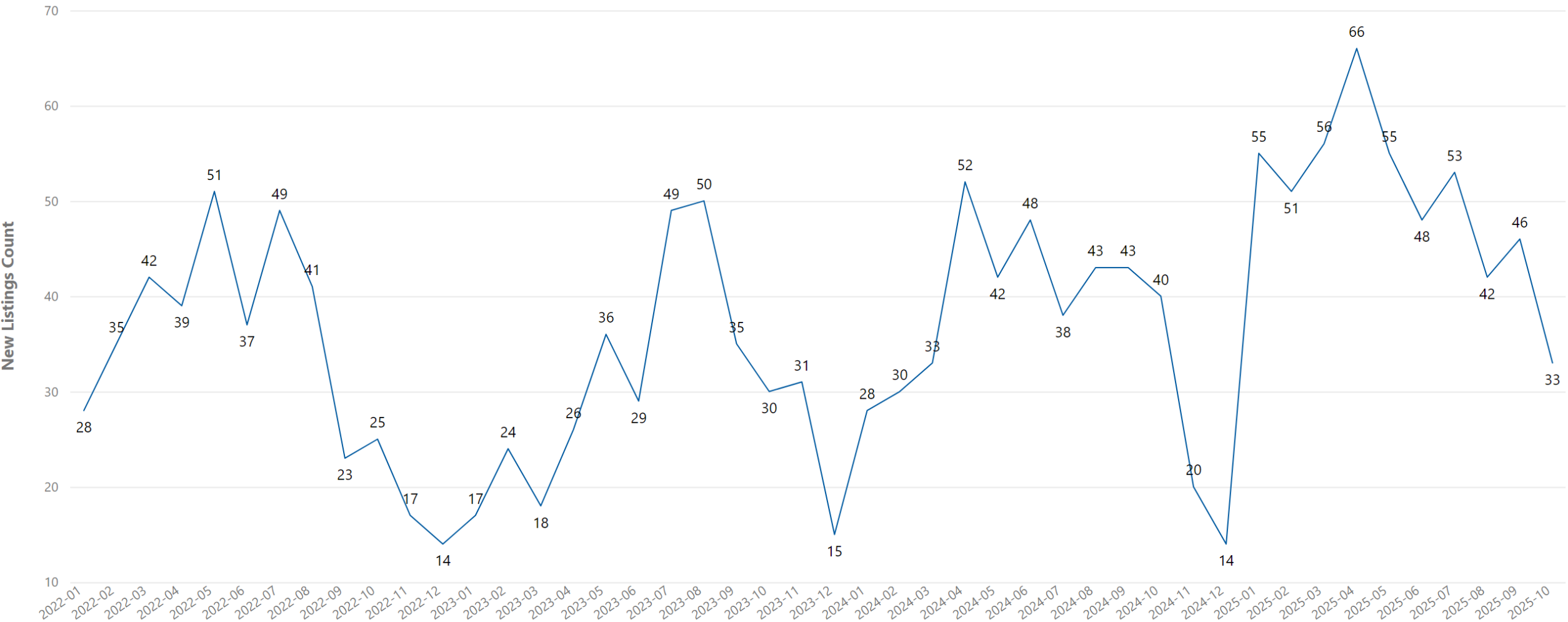
City	New Listings This Year	New Listings Last Year	% New Listings Change
Davenport	2	1	100%
Los Gatos	12	6	100%
Scotts Valley	8	6	33%
Watsonville	21	16	31%
Ben Lomond	7	6	17%
Freedom	1	1	0%

Santa Cruz County - Decreased New Listings

City	New Listings This Year	New Listings Last Year	% New Listings Change
Felton	3	12	-75%
Brookdale	1	2	-50%
Soquel	3	6	-50%
Boulder Creek	10	18	-44%
Capitola	4	7	-43%
Santa Cruz	41	62	-34%
La Selva Beach	3	4	-25%
Aptos	21	23	-9%

Santa Cruz County - New Listings

CountyName ● Santa Cruz



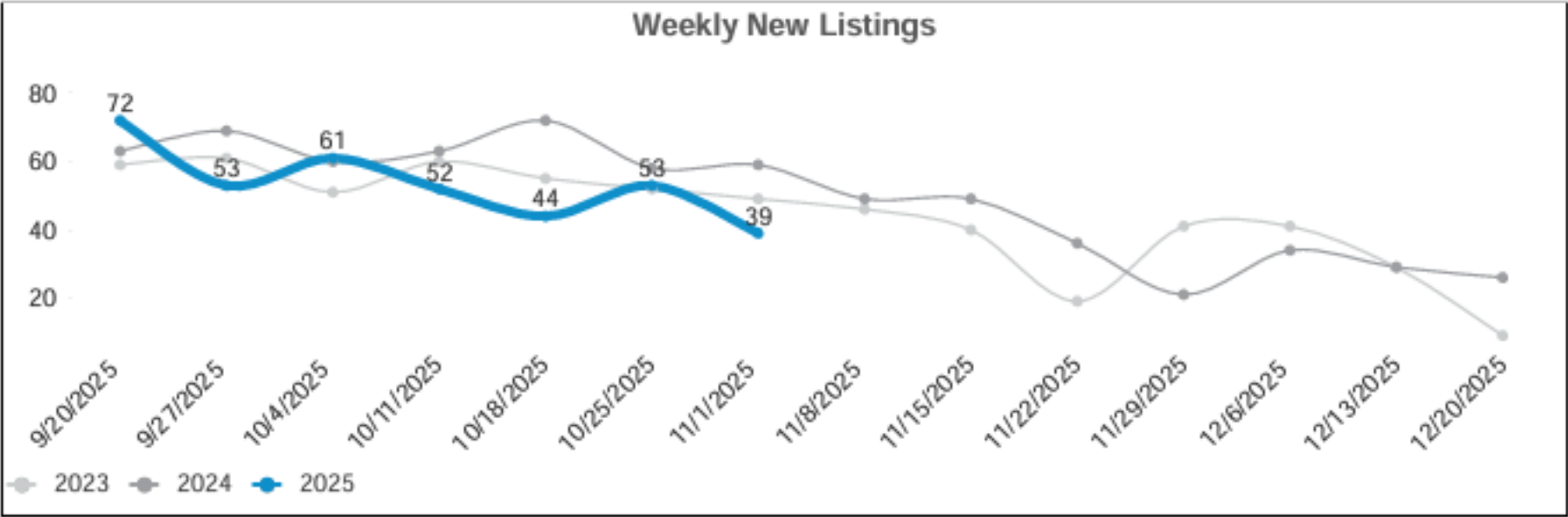
Santa Cruz County - Increased New Listings

City	New Listings This Year	New Listings Last Year	% New Listings Change
Capitola	4	2	100%
Watsonville	7	4	75%
Scotts Valley	4	4	0%

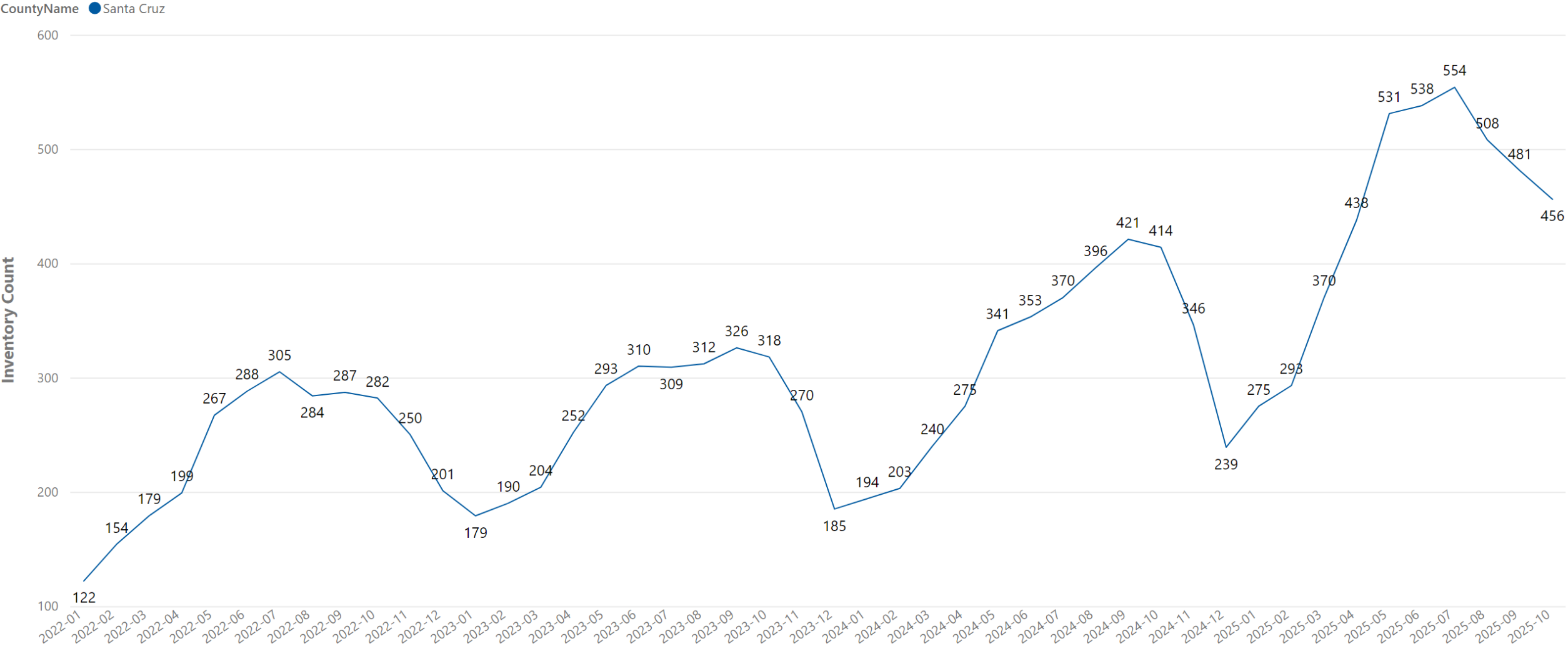
Santa Cruz County - Decreased New Listings

City	New Listings This Year	New Listings Last Year	% New Listings Change
Aptos	5	12	-58%
Santa Cruz	13	15	-13%

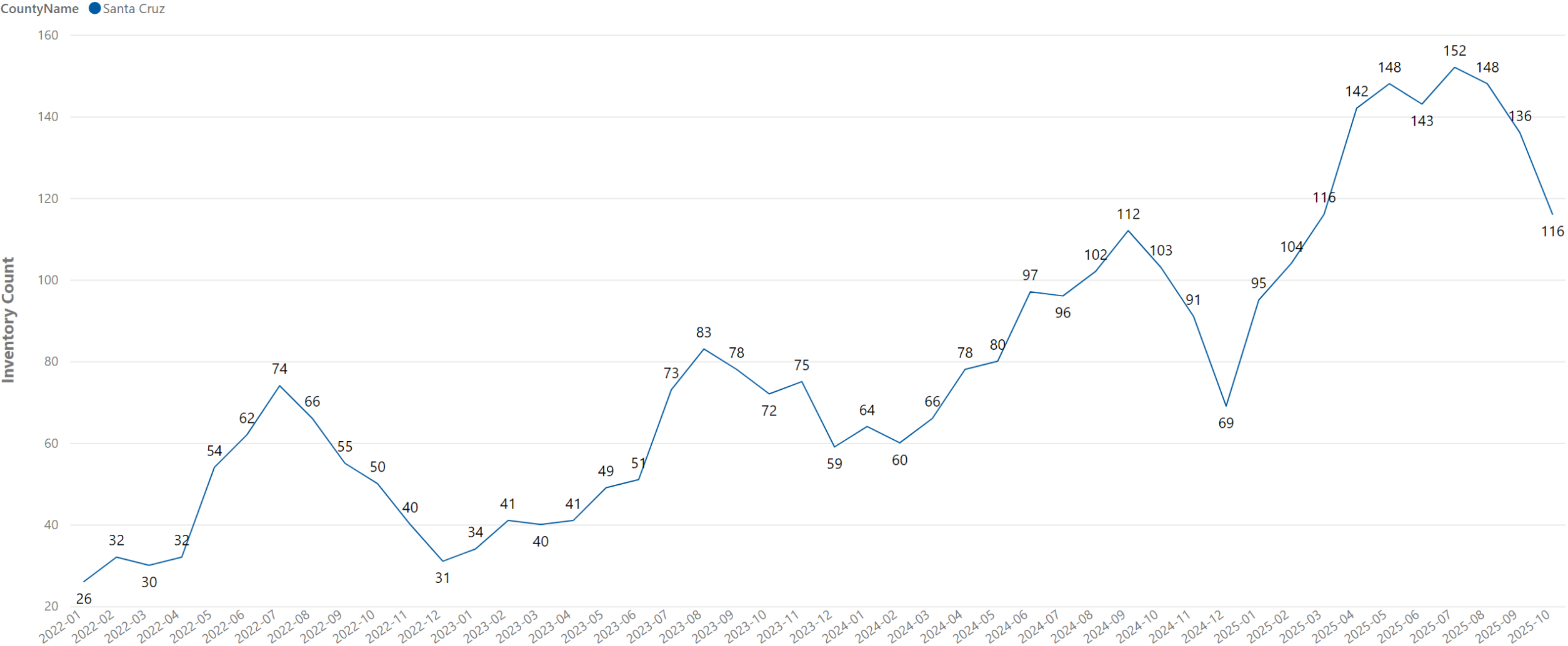
Santa Clara County – New Listings Week Ending 11/01/2025



Santa Cruz County - Inventory

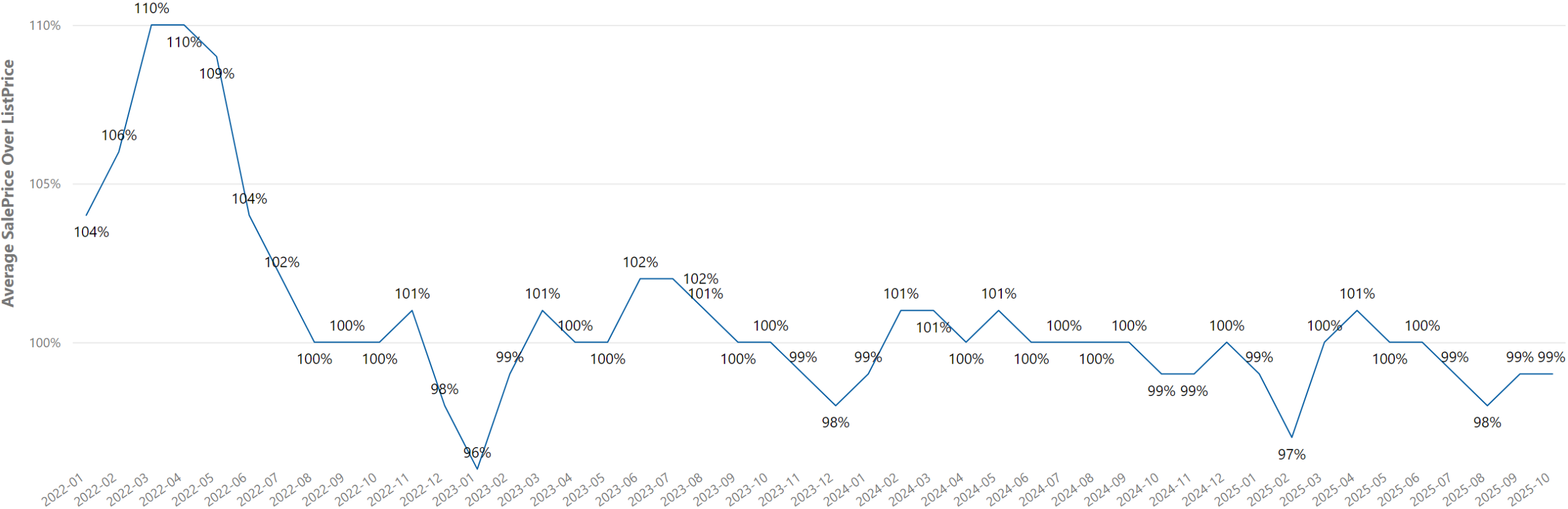


Santa Cruz County - Inventory



Santa Cruz County - Average Sale Price Over List Price

CountyName ● Santa Cruz



Santa Cruz County - Increased Sale To List Price

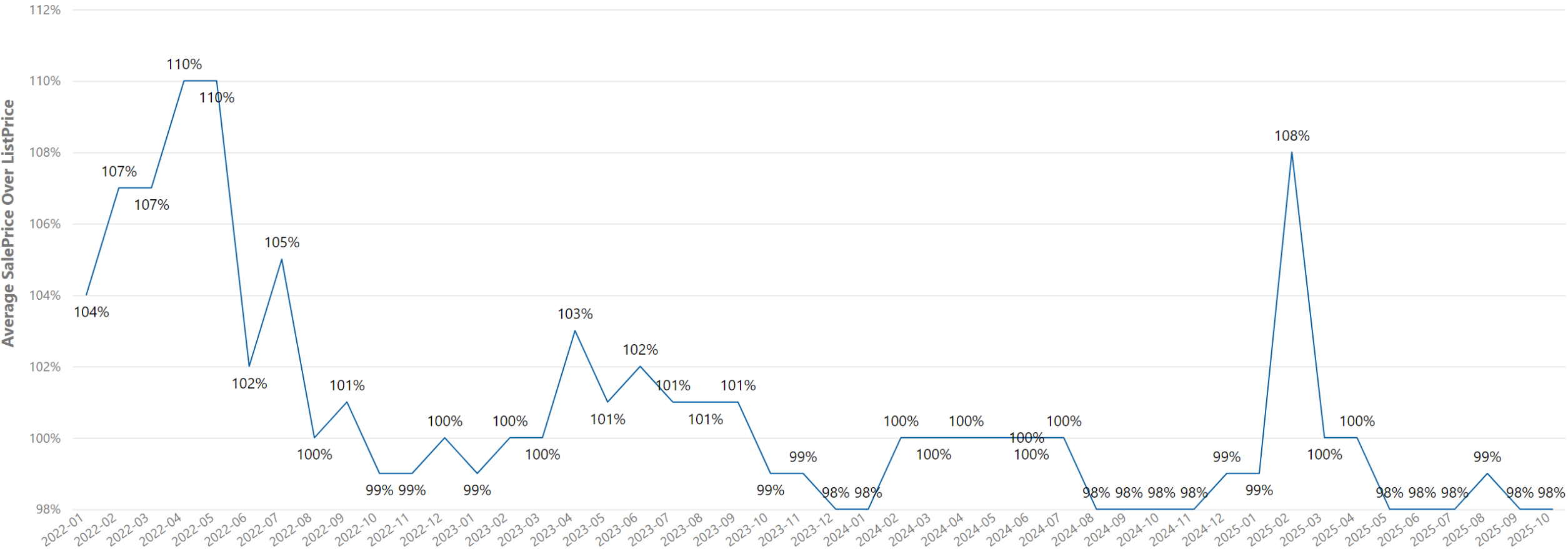
City	Sale Over List Price	Sale Over List Price Last Year	% Sale Over List Price Change
Soquel	102%	99%	3%
Los Gatos	97%	95%	2%
Aptos	99%	97%	2%
Ben Lomond	101%	99%	2%
Corralitos	97%	96%	1%
Capitola	97%	97%	0%
Santa Cruz	100%	100%	0%
Scotts Valley	99%	99%	0%

Santa Cruz County - Decreased Sale To List Price

City	Sale Over List Price	Sale Over List Price Last Year	% Sale Over List Price Change
La Selva Beach	90%	96%	-6%
Watsonville	98%	102%	-4%
Felton	99%	102%	-3%
Boulder Creek	98%	99%	-1%
Brookdale	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
Freedom	98%	0%	N/A
Capitola	101%	98%	3%
Watsonville	98%	97%	1%
Aptos	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	94%	97%	-3%
Santa Cruz	97%	100%	-3%

Thank You

