

Santa Cruz County

Real Estate Market Minute | November 2026

ACULIST
an MLSListings Company

Santa Cruz County - Residential - Single Family 2025 vs 2026

↓ 24

Median Days on Market
Compared to 28

↓ 131

New Listings
Compared to 135

=

$1.3M

Median Price
Compared to $1.3M

↑ 129

Closed Sales
Compared to 126

= 99%

Sale to List Price Ratio
Compared to 99%

Santa Cruz County - Residential - Common Interest 2025 vs 2026

↑ 29

Median Days on Market
Compared to 25

↓ 33

Closed Sales
Compared to 35

↑

$762.0K

Median Price
Compared to $710.0K

↑ 40

New Listings
Compared to 33

= 98%

Sale to List Price Ratio
Compared to 98%

ACULIST
an MLSListings Company

Data as of 11/5/2026

ACULIST
an MLSListings Company

October 2026 Market Trends

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

Copyright © 2026. Aculist Inc. All rights reserved.

Market Trends – October 2026 in Santa Cruz County

Pricing Trends

Median single family prices ticked up 2% to a $1,275,000, exactly as a year ago and still well below July's $1,375,000 summer peak. Meanwhile, common interest delivered a bigger move, jumping 9.3% month-over-month to $762,000, a solid 7.3% above last October's $710,000.

Transactional Trends

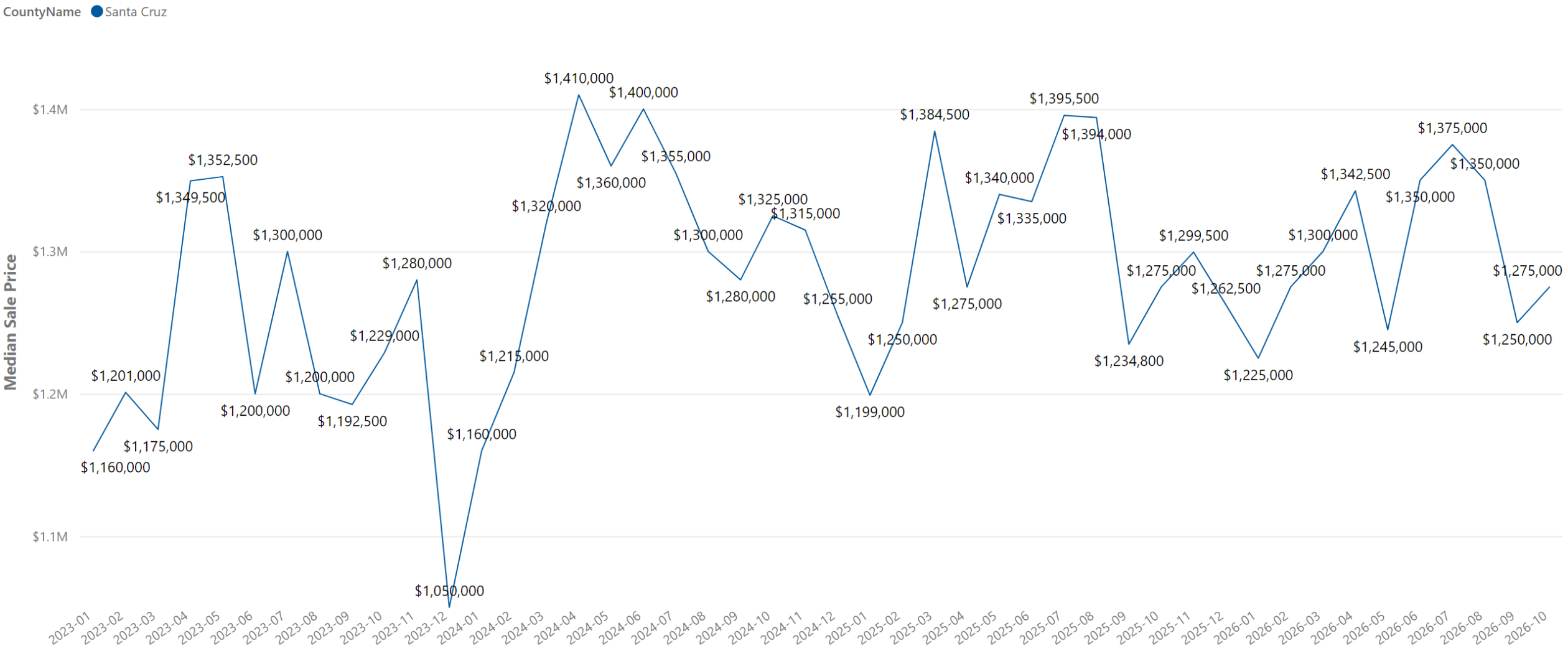
New listings in the single family market dropped 28.4% from September to 131, while inventory dipped 7.3% to 445 homes. Closed sales held steady at 129, up 2.4% year-over-year. Common interest sales jumped 26.9% from September to 33 and new listings rose 21.2% year-over-year.

Market Competition

This remains a negotiator's market. Single family homes sold at 99% of list price for a second straight month, with median days on market at 24, four days faster than last October. Common interest properties closed at 98% of asking but with median DOM dropping to 29 from 37.

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



ACULIST
an MLSListings Company

Data as of 11/6/2026

Residential Single Family: 2023-2026

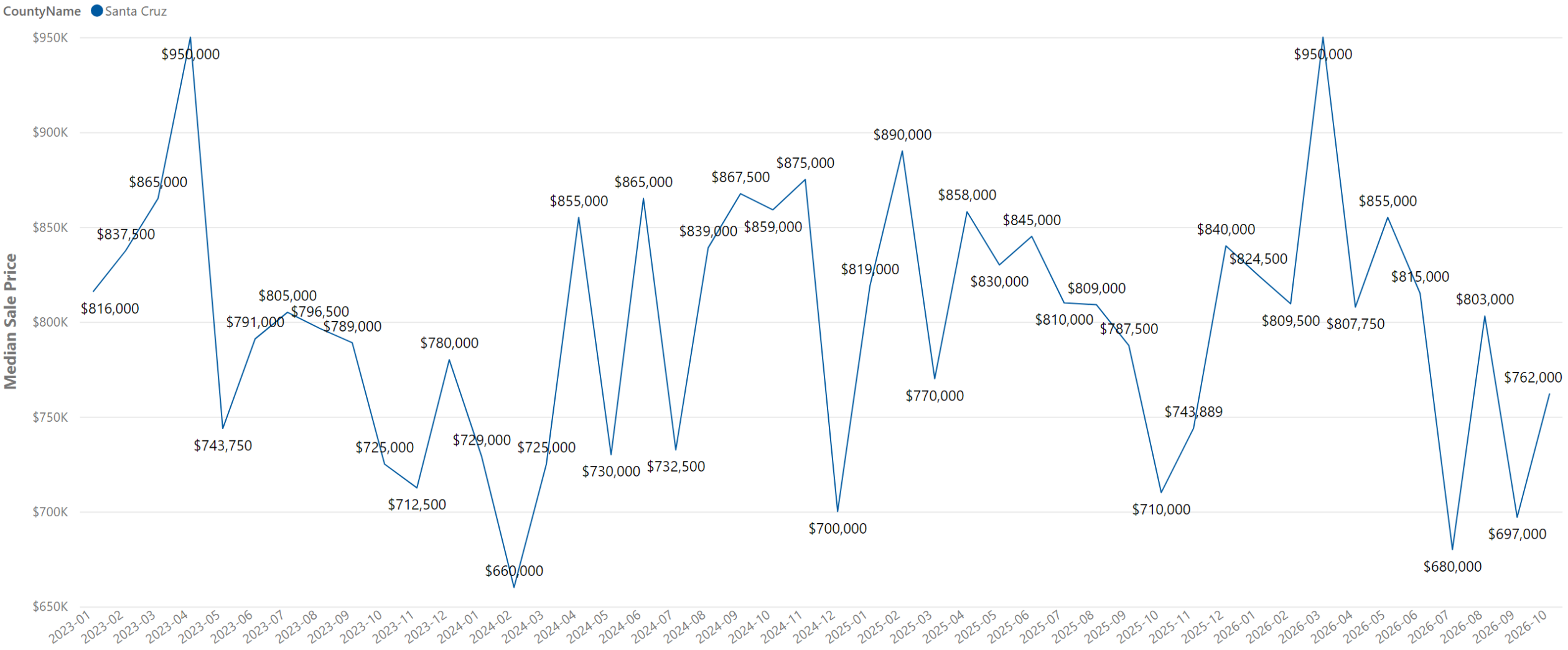
Santa Cruz County - Increased Median Price

City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
Davenport	$1,800,000	$0	N/A
Mount Hermon	$890,000	$0	N/A
Felton	$928,125	$655,000	42%
Los Gatos	$1,600,000	$1,194,000	34%
Capitola	$1,750,000	$1,500,000	17%
Soquel	$1,662,000	$1,489,389	12%
Watsonville	$865,000	$810,000	7%
Aptos	$1,690,000	$1,600,000	6%
Santa Cruz	$1,470,000	$1,398,310	5%
Boulder Creek	$682,500	$675,000	1%
Scotts Valley	$1,400,000	$1,399,000	0%

Santa Cruz County - Decreased Median Price

City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
Brookdale	$0	$764,999	-100%
La Selva Beach	$315,000	$1,080,000	-71%
Ben Lomond	$675,000	$1,062,500	-36%
Corralitos	$1,225,000	$1,270,000	-4%

Santa Cruz County - Median Sale Price



ACULIST
an MLSListings Company

Data as of 11/6/2026

Aculist@2026

Residential Common Interest: 2023-2026

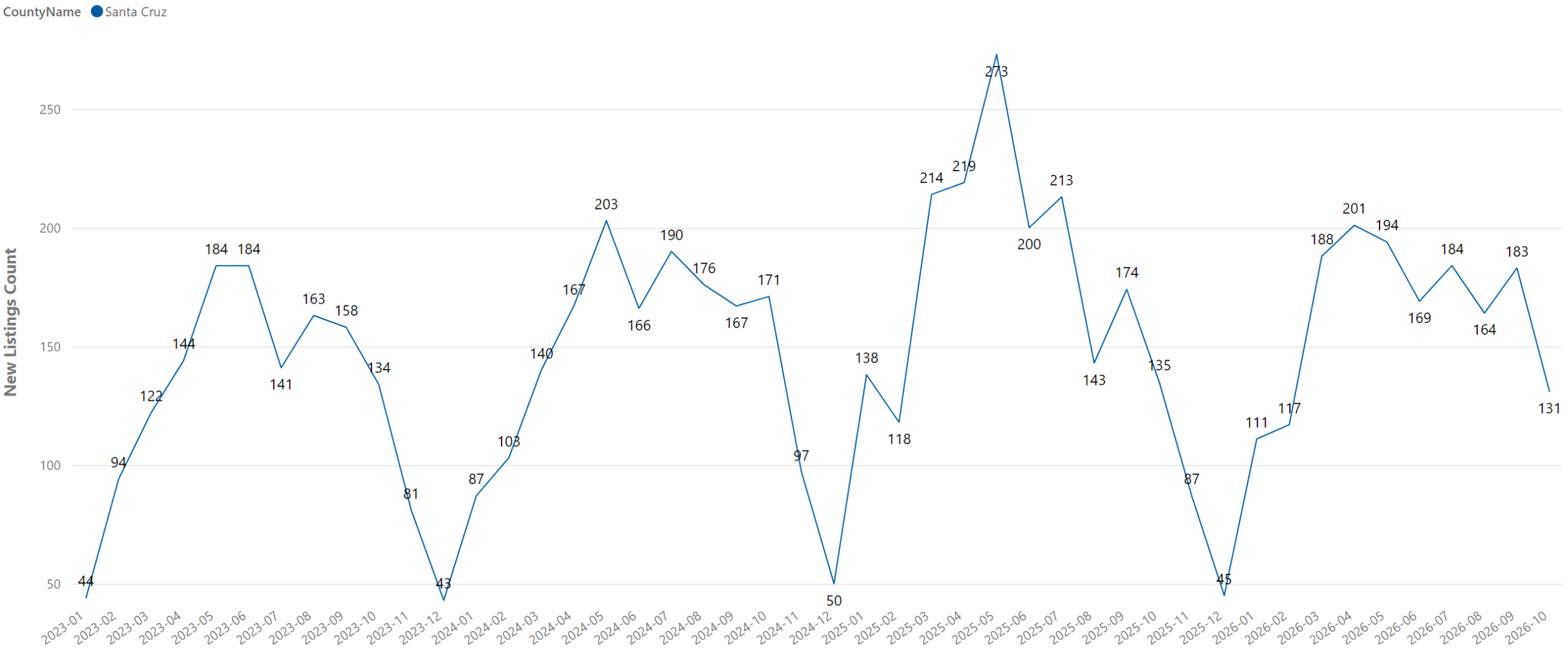
Santa Cruz County - Increased Median Price

City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
Soquel	$675,000	$0	N/A
Santa Cruz	$859,500	$720,000	19%
Freedom	$730,000	$630,000	16%

Santa Cruz County - Decreased Median Price

City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
Aptos	$885,000	$1,050,000	-16%
Watsonville	$625,000	$690,000	-9%
Scotts Valley	$573,800	$595,000	-4%
Capitola	$750,000	$770,000	-3%

Santa Cruz County - New Listings



ACULIST
an MLSListings Company

Data as of 11/6/2026

Aculist@2026

Residential Single Family: 2023-2026

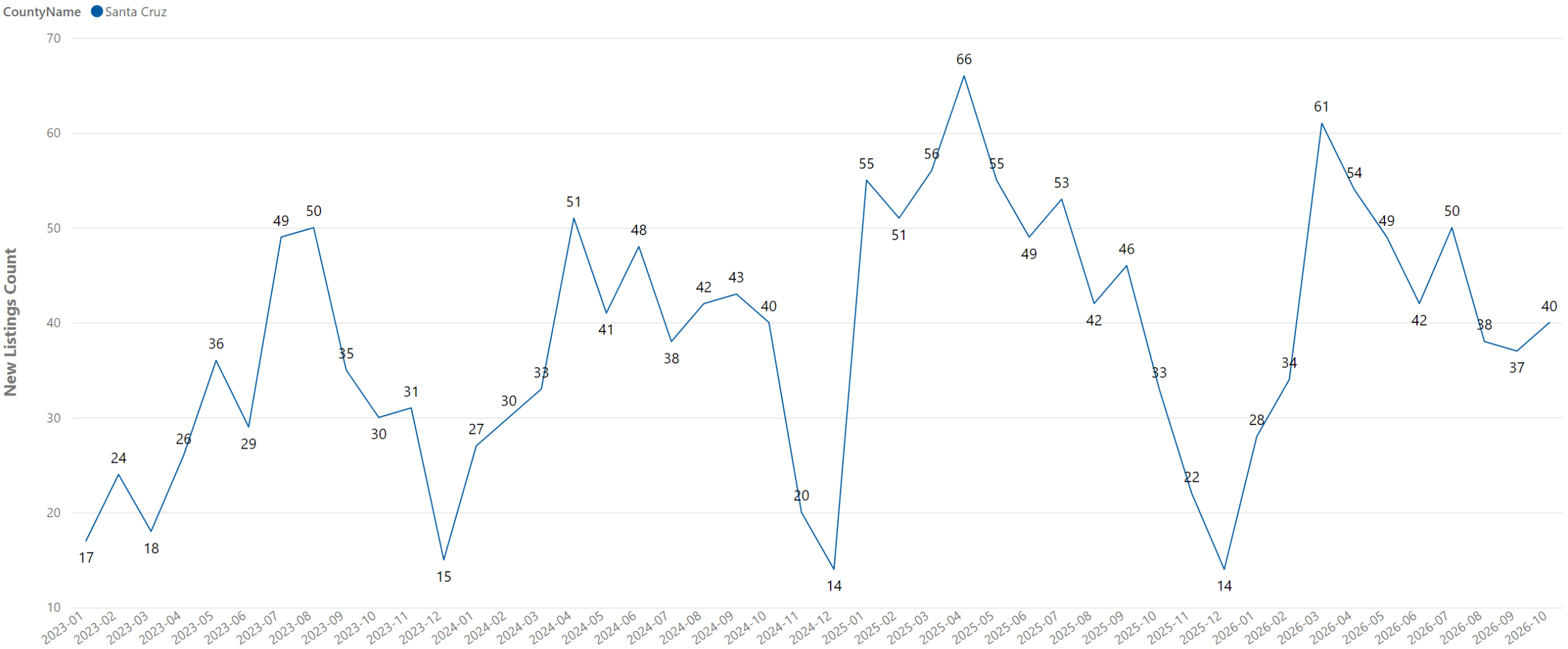
Santa Cruz County - Increased New Listings

City	New Listings This Year	New Listings Last Year	% New Listings Change
Corralitos	1	0	N/A
Mount Hermon	1	0	N/A
Felton	7	3	133%
Capitola	6	4	50%
Soquel	4	3	33%
Boulder Creek	13	10	30%
Scotts Valley	9	8	13%
Santa Cruz	41	40	2%
Brookdale	1	1	0%
Aptos	21	21	0%

Santa Cruz County - Decreased New Listings

City	New Listings This Year	New Listings Last Year	% New Listings Change
Los Gatos	5	12	-58%
La Selva Beach	2	4	-50%
Ben Lomond	5	7	-29%
Watsonville	15	19	-21%

Santa Cruz County - New Listings



ACULIST
an MLSListings Company

Data as of 11/6/2026

Residential Common Interest: 2023-2026

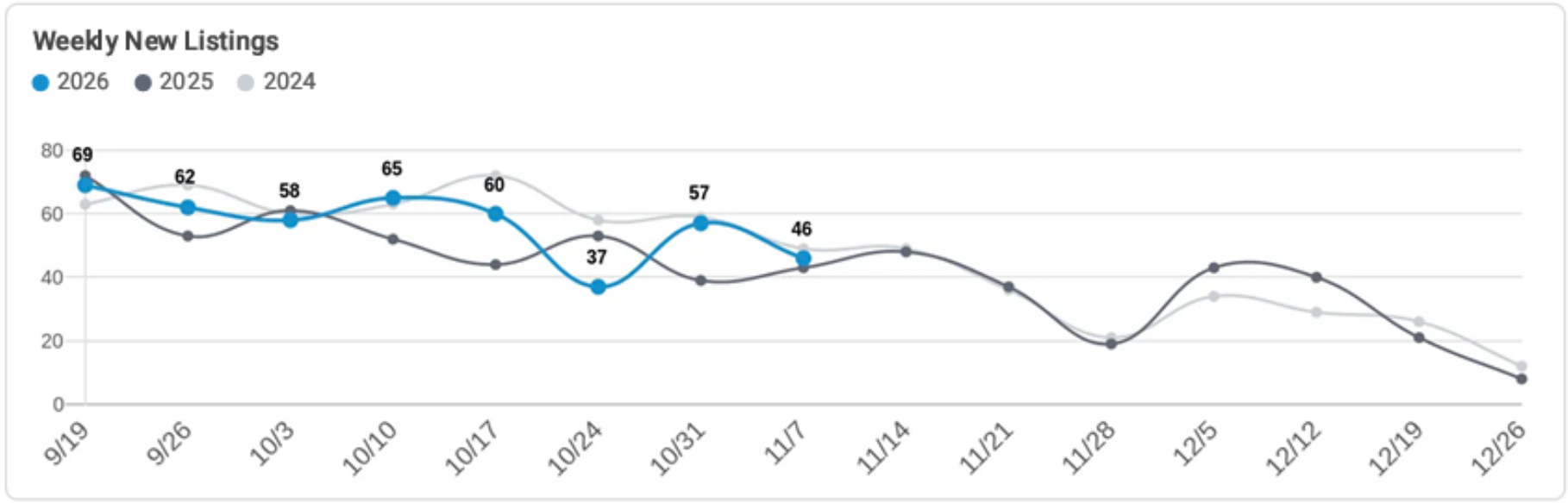
Santa Cruz County - Increased New Listings

City	New Listings This Year	New Listings Last Year	% New Listings Change
Freedom	1	0	N/A
La Selva Beach	2	0	N/A
Aptos	11	5	120%
Santa Cruz	14	13	8%

Santa Cruz County - Decreased New Listings

City	New Listings This Year	New Listings Last Year	% New Listings Change
Capitola	3	4	-25%
Scotts Valley	3	4	-25%
Watsonville	6	7	-14%

Santa Cruz County – New Listings Week Ending 11/07/2026



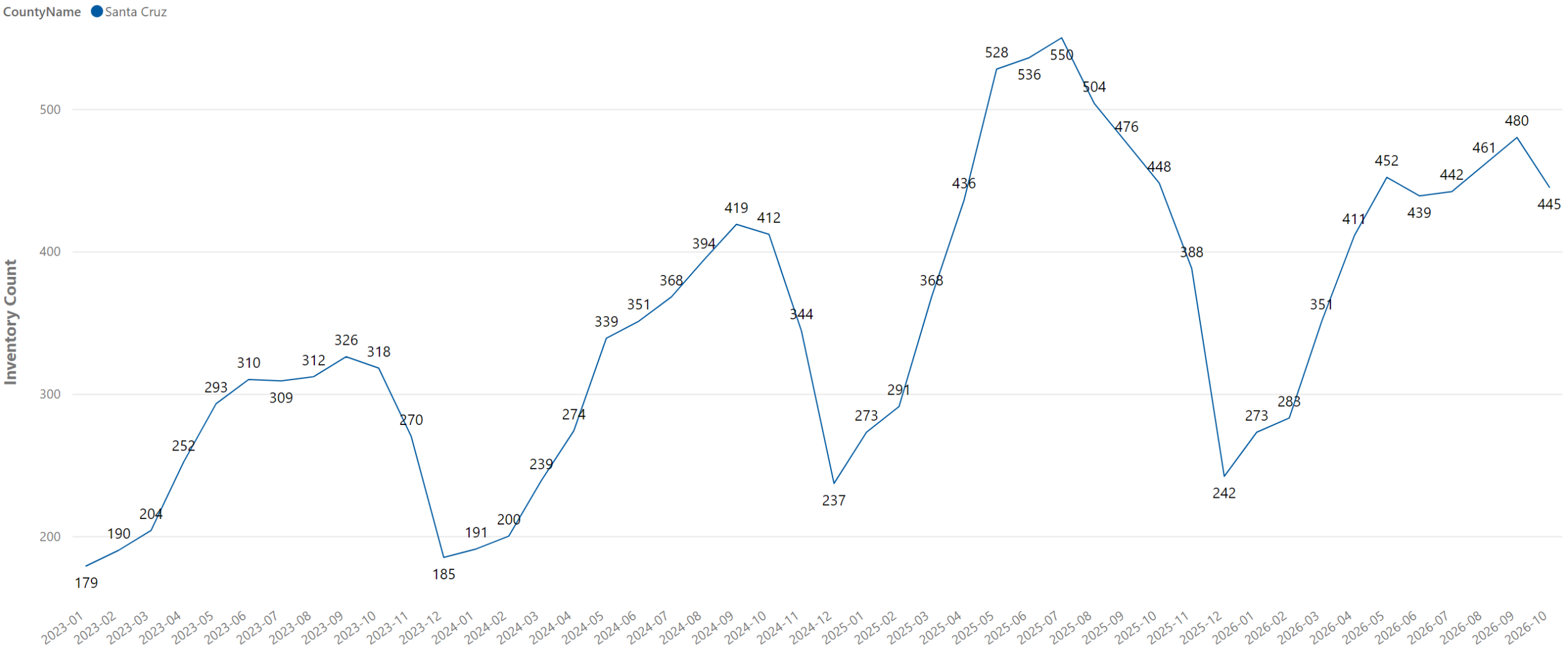
ACULIST
an MLSListings Company

Data as of 11/09/2026

Data for All Classes 2023-2025

Aculist © 2026

Santa Cruz County - Inventory

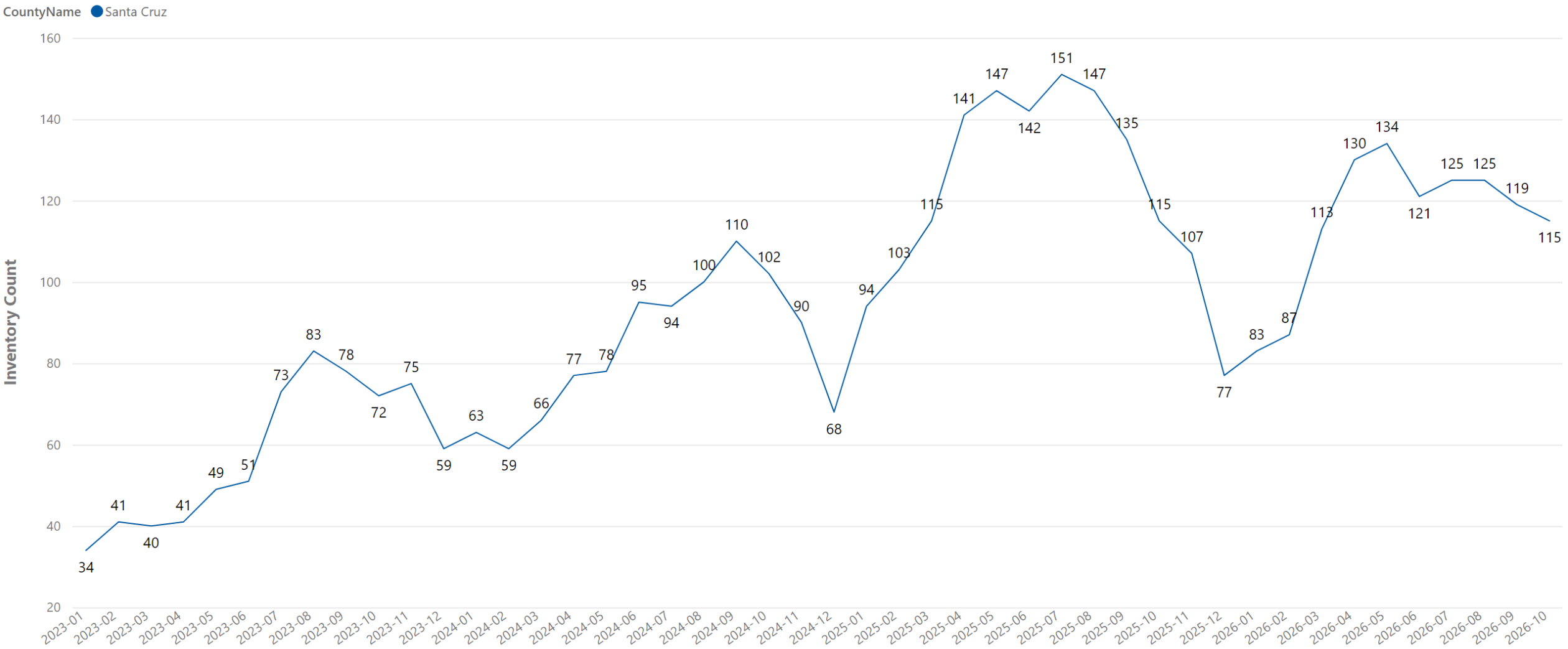


ACULIST
an MLSListings Company

Data as of 11/6/2026

Residential Single Family: 2023-2026

Santa Cruz County - Inventory



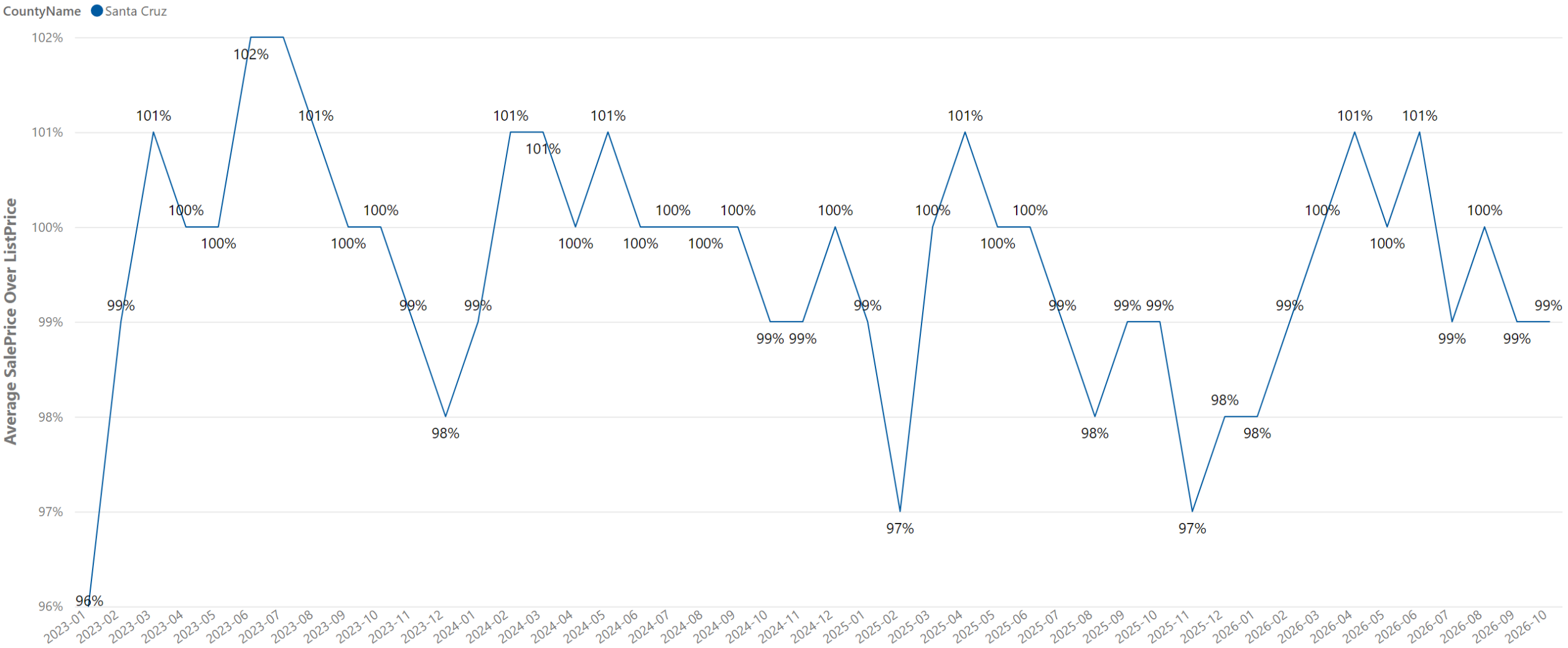
ACULIST
an MLSListings Company

Data as of 11/6/2026

Aculist@2026

Residential Common Interest: 2023-2026

Santa Cruz County - Average Sale Price Over List Price



Data as of 11/6/2026

Aculist@2026

Residential Single Family: 2023-2026

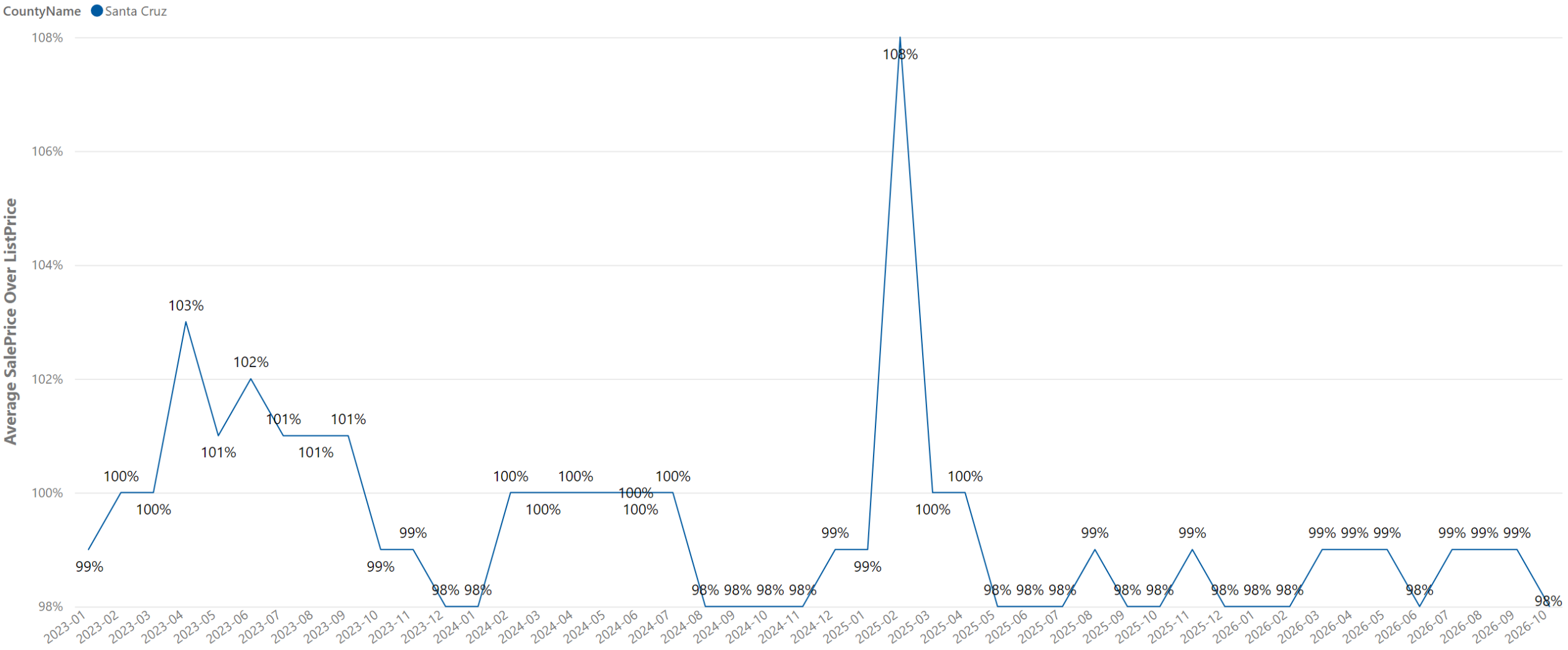
Santa Cruz County - Increased Sale To List Price

City	Sale Over List Price	Sale Over List Price Last Year	% Sale Over List Price Change
Davenport	95%	0%	N/A
Mount Hermon	100%	0%	N/A
Capitola	99%	97%	2%
Santa Cruz	101%	100%	1%
Aptos	99%	99%	0%
Boulder Creek	98%	98%	0%
Corralitos	97%	97%	0%
Watsonville	98%	98%	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	57%	90%	-37%
Soquel	98%	102%	-4%
Los Gatos	94%	97%	-3%
Ben Lomond	98%	101%	-3%
Felton	98%	99%	-1%
Scotts Valley	98%	99%	-1%

Santa Cruz County - Average Sale Price Over List Price



Data as of 11/6/2026

Santa Cruz County - Increased Sale To List Price

City	Sale Over List Price	Sale Over List Price Last Year	% Sale Over List Price Change
Soquel	100%	0%	N/A
Scotts Valley	99%	94%	5%
Watsonville	100%	98%	2%
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
Freedom	95%	98%	-3%
Santa Cruz	95%	97%	-2%
Capitola	100%	101%	-1%

Thank You

ACULIST

an MLSListings Company