



# Santa Cruz County

Real Estate Market Minute | October 2025



# Santa Cruz County -Residential - Single Family 2025 vs 2024

↑ 29

Median Days on Market  
Compared to 22



\$1.2M

Median Price  
Compared to \$1.3M

↑ 129

Closed Sales  
Compared to 100

↑ 172

New Listings  
Compared to 167

↓ 99%

Sale to List Price Ratio  
Compared to 100%

# Santa Cruz County -Residential - Common Interest 2025 vs 2024

↑ 29

Median Days on Market  
Compared to 22



**\$815.0K**

Median Price  
Compared to \$867.5K

↑ 37

Closed Sales  
Compared to 24

↑ 46

New Listings  
Compared to 43

↑ 99%

Sale to List Price Ratio  
Compared to 98%

# September 2025 Market Trends

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

# Market Trends – September 2025 in Santa Cruz County

## Market Trend 1

Coming off a one plus and two plus year high median prices in the single family and common interest markets, respectively, we saw significant declines for both markets in September.

## Market Trend 2

We saw peak summer real estate result in increased closed sales in the common interest markets, but a decrease in closed sales and new listings in the single family market in August.

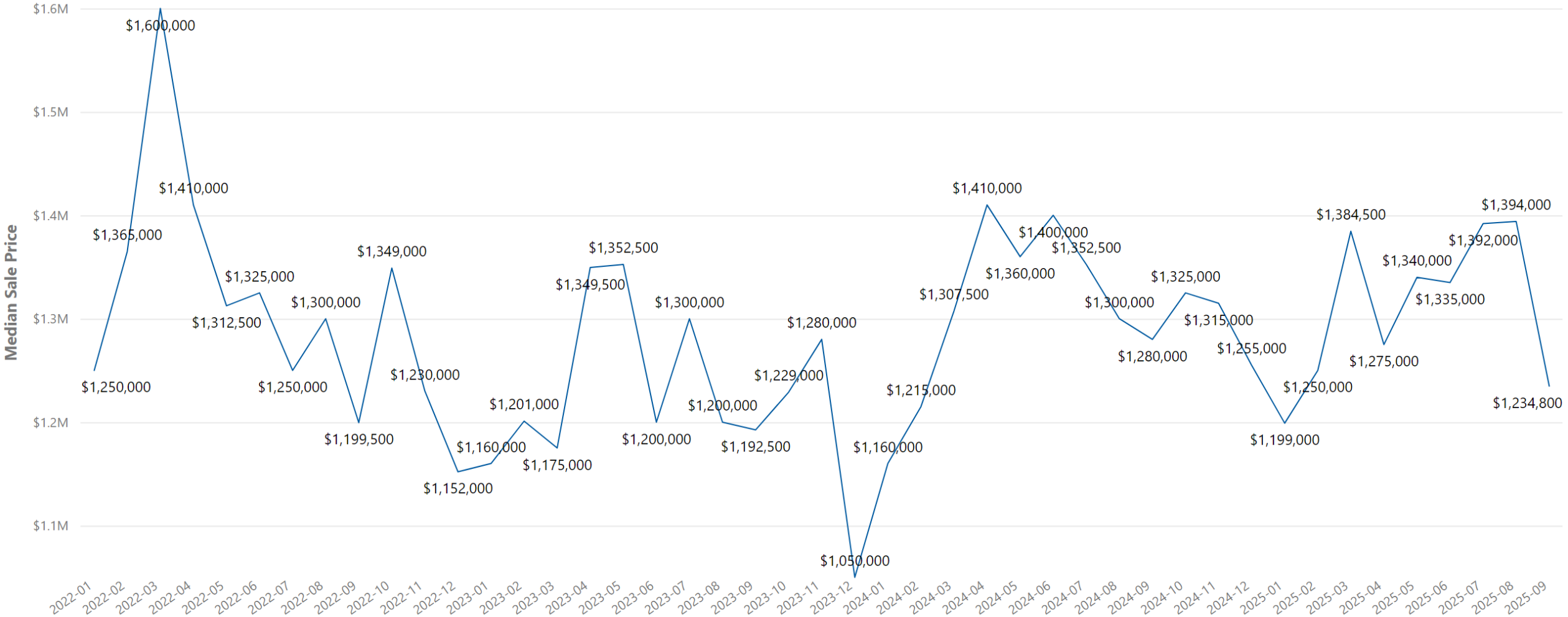
## Market Trend 3

Recent interest in the Santa Cruz markets has waivered, as signaled by increased numbers of days on market, coupled with stagnant sale to list price ratios.

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 |
|------------|-------------------|-----------------------------|----------------------------|
| Corralitos | \$1,178,750       | \$0                         | N/A                        |
| Freedom    | \$674,000         | \$0                         | N/A                        |
| Los Gatos  | \$1,931,500       | \$780,000                   | 148%                       |
| Ben Lomond | \$1,375,000       | \$898,000                   | 53%                        |

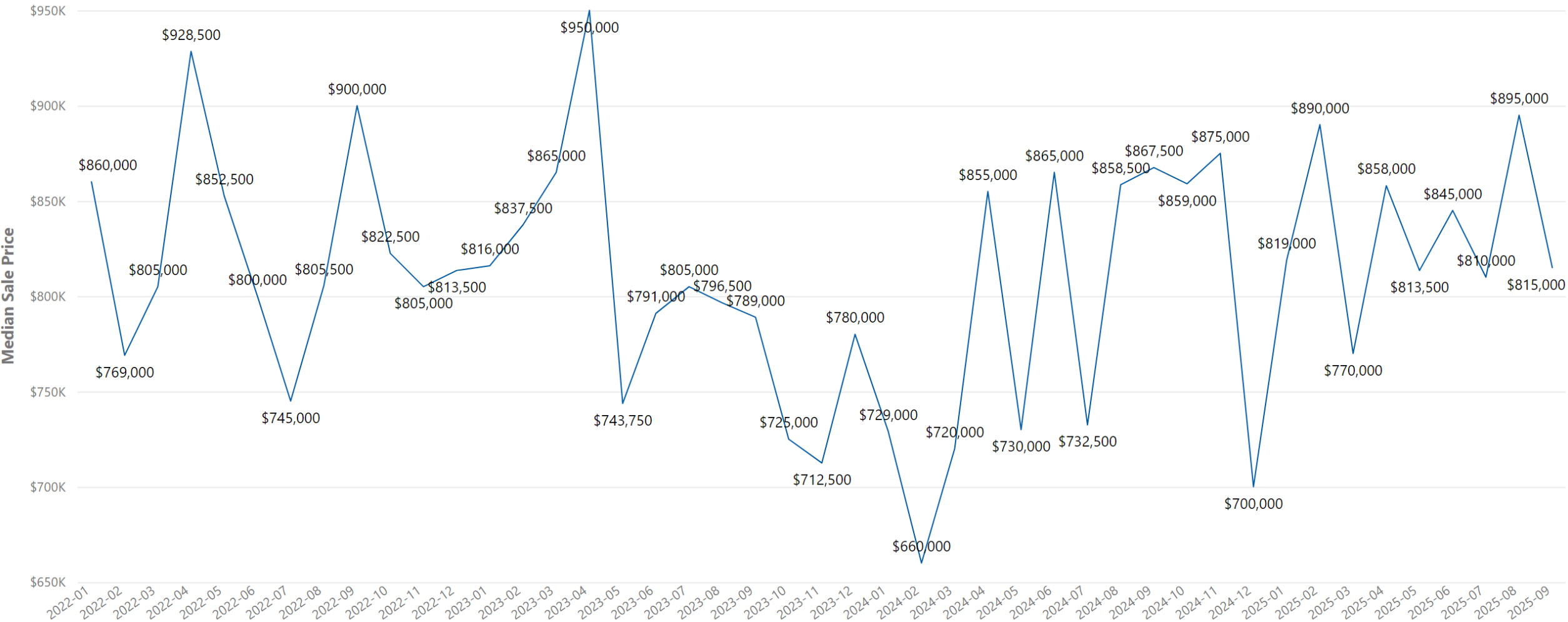
## Santa Cruz County - Decreased Median Price

| City           | Median Sale Price | Median Sale Price Last Year | % Median Sale Price Change |
|----------------|-------------------|-----------------------------|----------------------------|
| La Selva Beach | \$1,248,000       | \$4,900,000                 | -75%                       |
| Watsonville    | \$775,000         | \$1,486,095                 | -48%                       |
| Aptos          | \$1,300,000       | \$1,702,838                 | -24%                       |
| Scotts Valley  | \$1,300,000       | \$1,500,000                 | -13%                       |
| Soquel         | \$1,449,975       | \$1,660,000                 | -13%                       |
| Boulder Creek  | \$720,000         | \$742,500                   | -3%                        |
| Felton         | \$745,000         | \$762,000                   | -2%                        |
| Capitola       | \$1,584,500       | \$1,600,000                 | -1%                        |
| Santa Cruz     | \$1,400,000       | \$1,410,000                 | -1%                        |



# Santa Cruz County - Median Sale Price

CountyName ● Santa Cruz



# Santa Cruz County - Increased Median Price

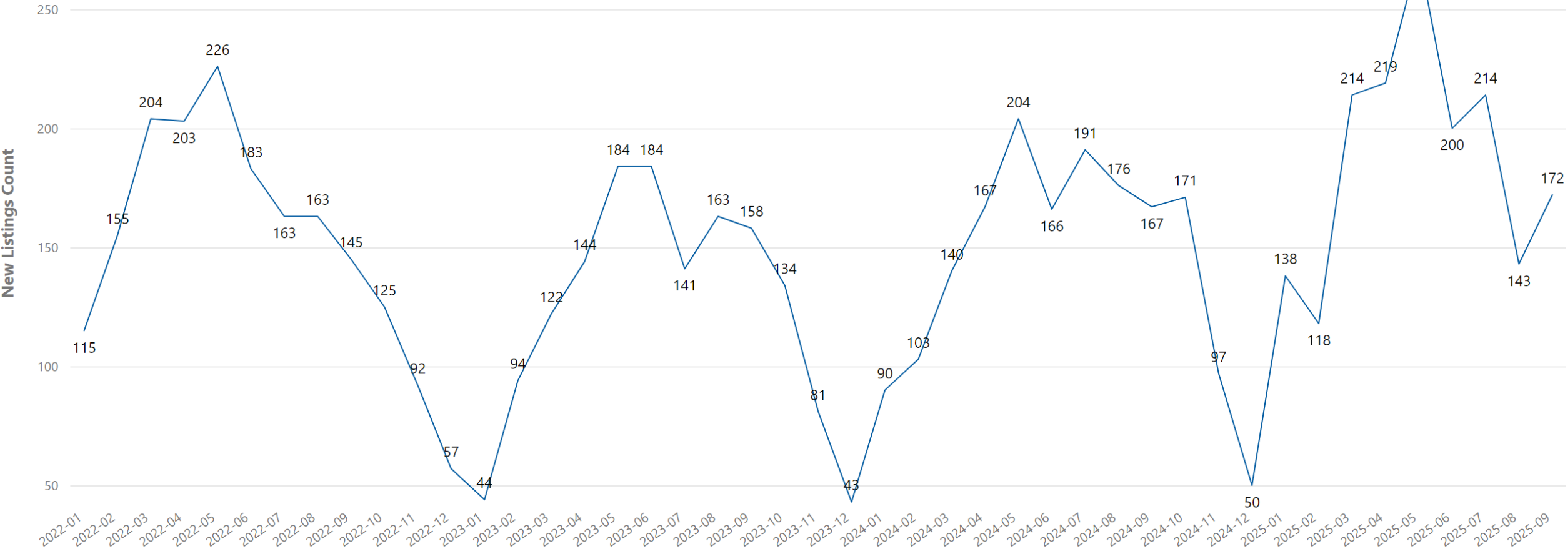
| City           | Median Sale Price | Median Sale Price Last Year | % Median Sale Price Change |
|----------------|-------------------|-----------------------------|----------------------------|
| La Selva Beach | \$675,000         | \$0                         | N/A                        |
| Boulder Creek  | \$675,000         | \$350,000                   | 93%                        |
| Watsonville    | \$630,000         | \$545,000                   | 16%                        |

## Santa Cruz County - Decreased Median Price

| City          | Median Sale Price | Median Sale Price Last Year | % Median Sale Price Change |
|---------------|-------------------|-----------------------------|----------------------------|
| Scotts Valley | \$0               | \$865,000                   | -100%                      |
| Capitola      | \$775,000         | \$912,000                   | -15%                       |
| Santa Cruz    | \$787,500         | \$850,000                   | -7%                        |
| Aptos         | \$1,080,000       | \$1,105,000                 | -2%                        |

# Santa Cruz County - New Listings

CountyName ● Santa Cruz





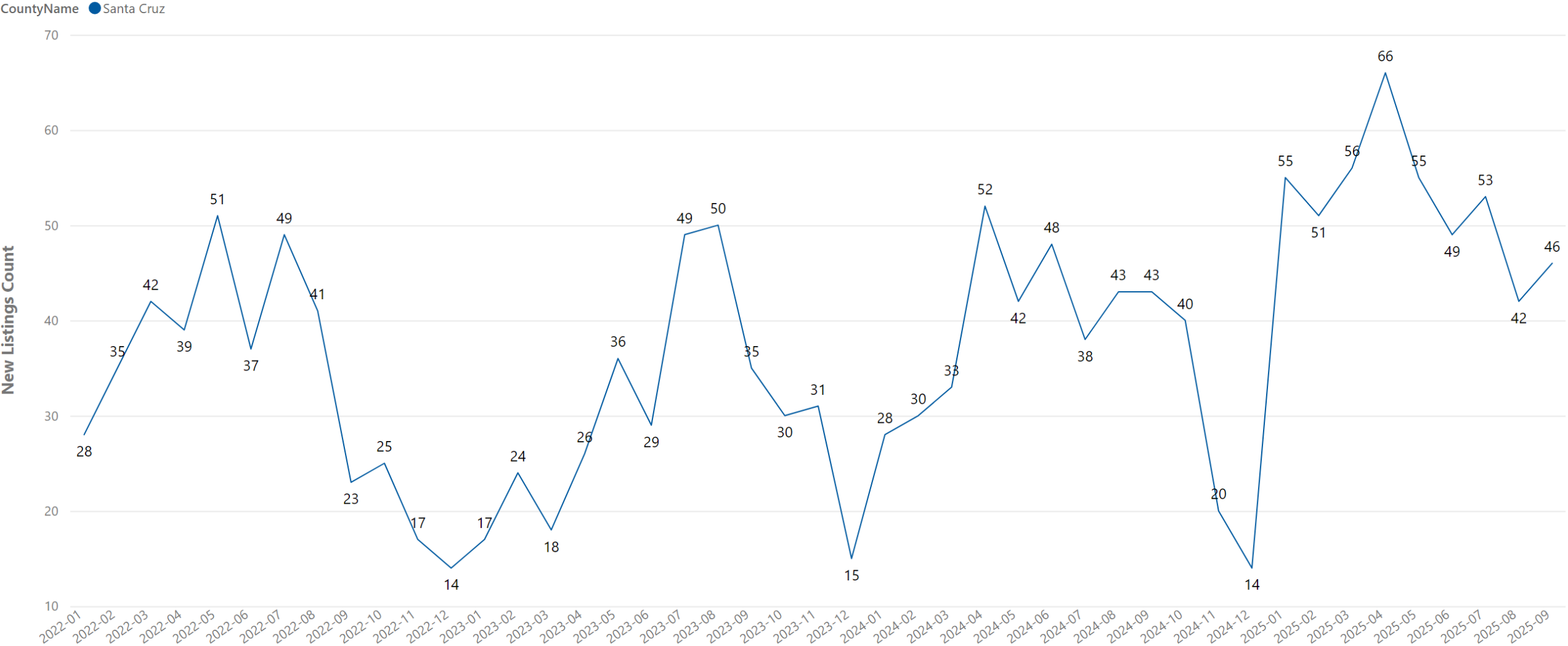
# Santa Cruz County - Increased New Listings

| City         | New Listings This Year | New Listings Last Year | % New Listings Change |
|--------------|------------------------|------------------------|-----------------------|
| Corralitos   | 2                      | 0                      | N/A                   |
| Davenport    | 2                      | 0                      | N/A                   |
| Soquel       | 10                     | 6                      | 67%                   |
| Los Gatos    | 13                     | 9                      | 44%                   |
| Aptos        | 31                     | 26                     | 19%                   |
| Santa Cruz   | 39                     | 38                     | 3%                    |
| Mount Hermon | 1                      | 1                      | 0%                    |
| Ben Lomond   | 8                      | 8                      | 0%                    |

## Santa Cruz County - Decreased New Listings

| City           | New Listings This Year | New Listings Last Year | % New Listings Change |
|----------------|------------------------|------------------------|-----------------------|
| Brookdale      | 1                      | 2                      | -50%                  |
| La Selva Beach | 2                      | 4                      | -50%                  |
| Capitola       | 3                      | 4                      | -25%                  |
| Felton         | 10                     | 12                     | -17%                  |
| Scotts Valley  | 13                     | 15                     | -13%                  |
| Watsonville    | 20                     | 23                     | -13%                  |
| Boulder Creek  | 17                     | 19                     | -11%                  |

# Santa Cruz County - New Listings



# Santa Cruz County - Increased New Listings

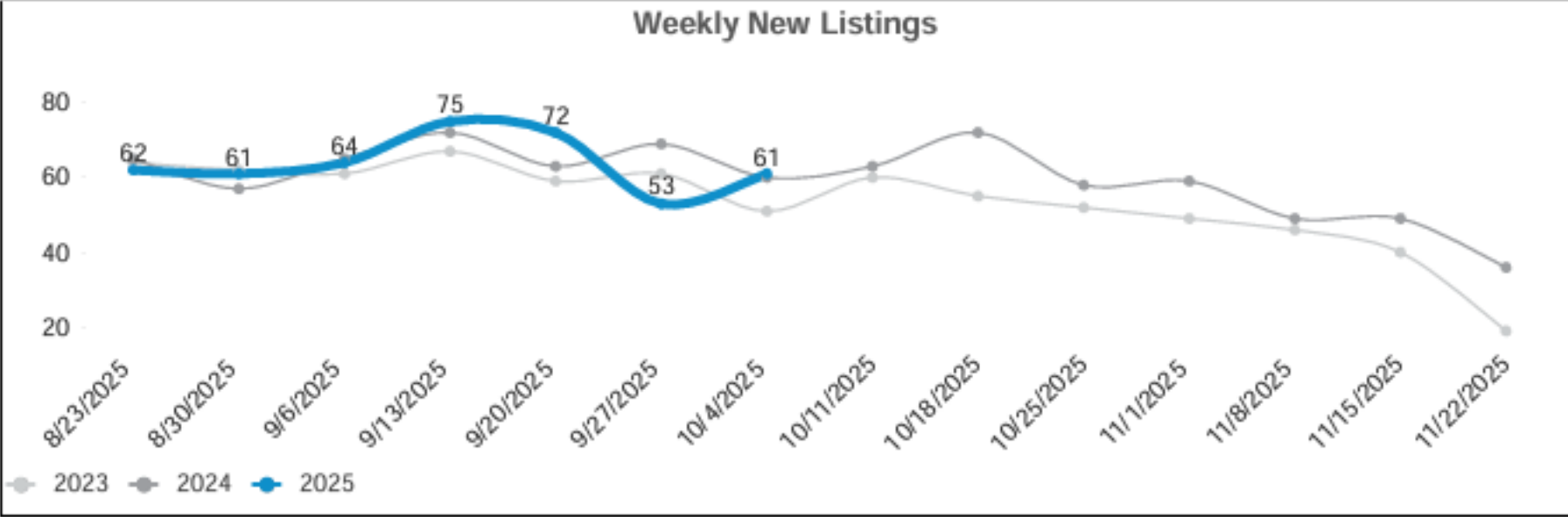
| City        | New Listings This Year | New Listings Last Year | % New Listings Change |
|-------------|------------------------|------------------------|-----------------------|
| Freedom     | 3                      | 0                      | N/A                   |
| Aptos       | 16                     | 11                     | 45%                   |
| Santa Cruz  | 12                     | 10                     | 20%                   |
| Watsonville | 5                      | 5                      | 0%                    |
| Capitola    | 8                      | 8                      | 0%                    |



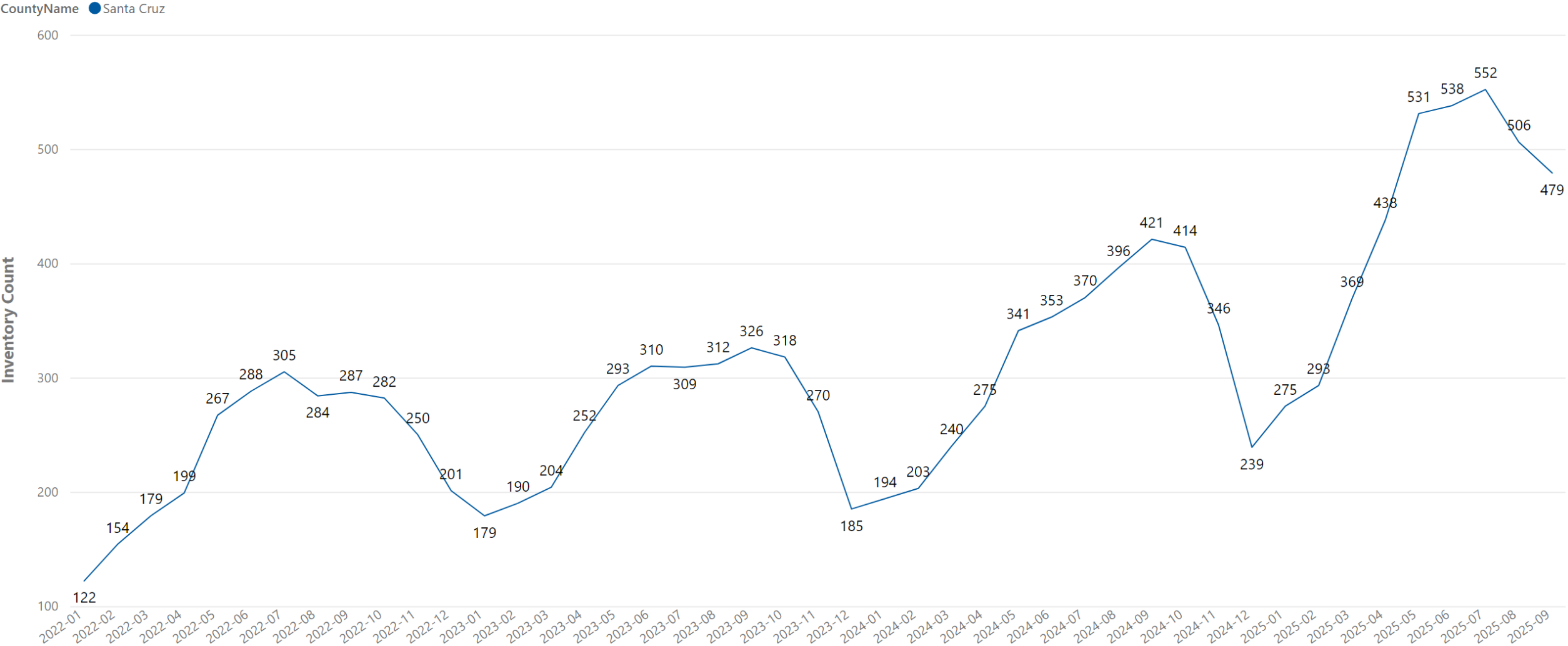
# Santa Cruz County - Decreased New Listings

| City          | New Listings This Year | New Listings Last Year | % New Listings Change |
|---------------|------------------------|------------------------|-----------------------|
| Scotts Valley | 1                      | 4                      | -75%                  |
| Boulder Creek | 1                      | 3                      | -67%                  |

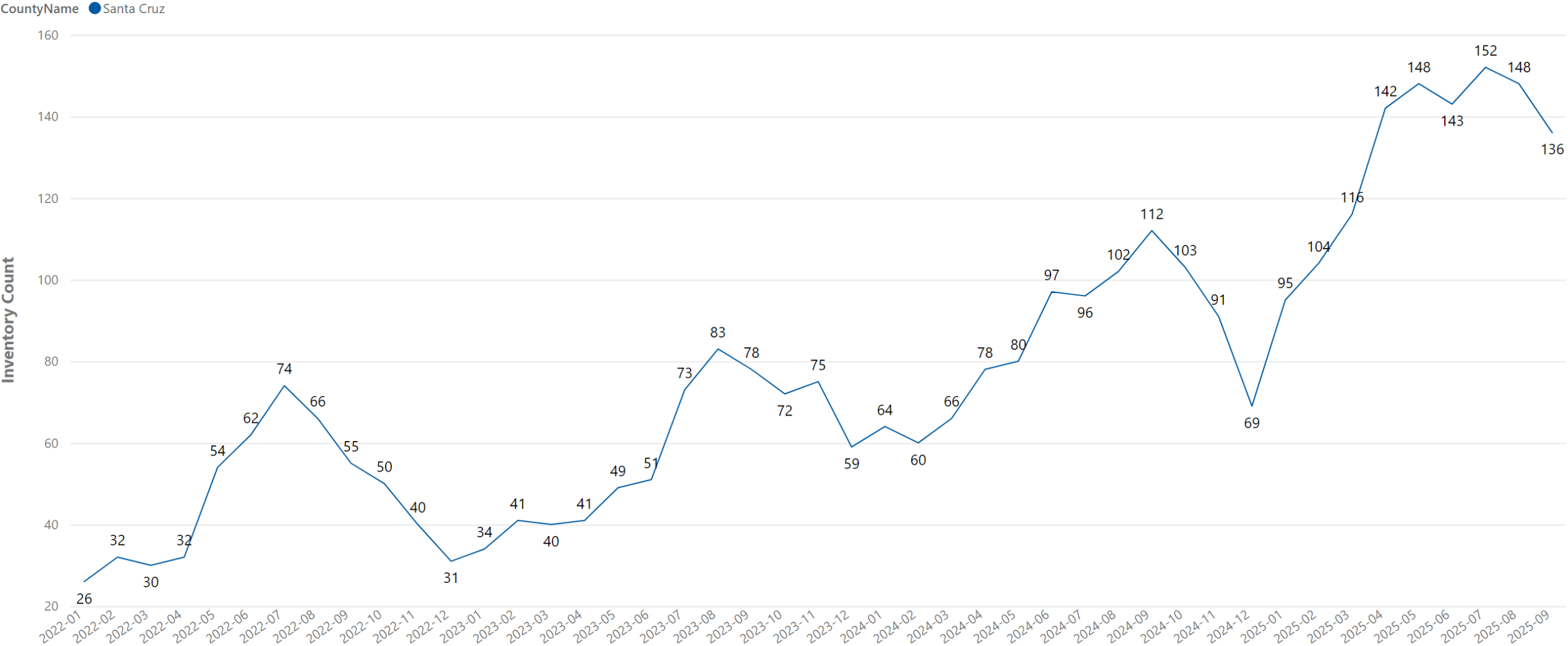
# Santa Clara County – New Listings Week Ending 10/04/2025



# Santa Cruz County - Inventory



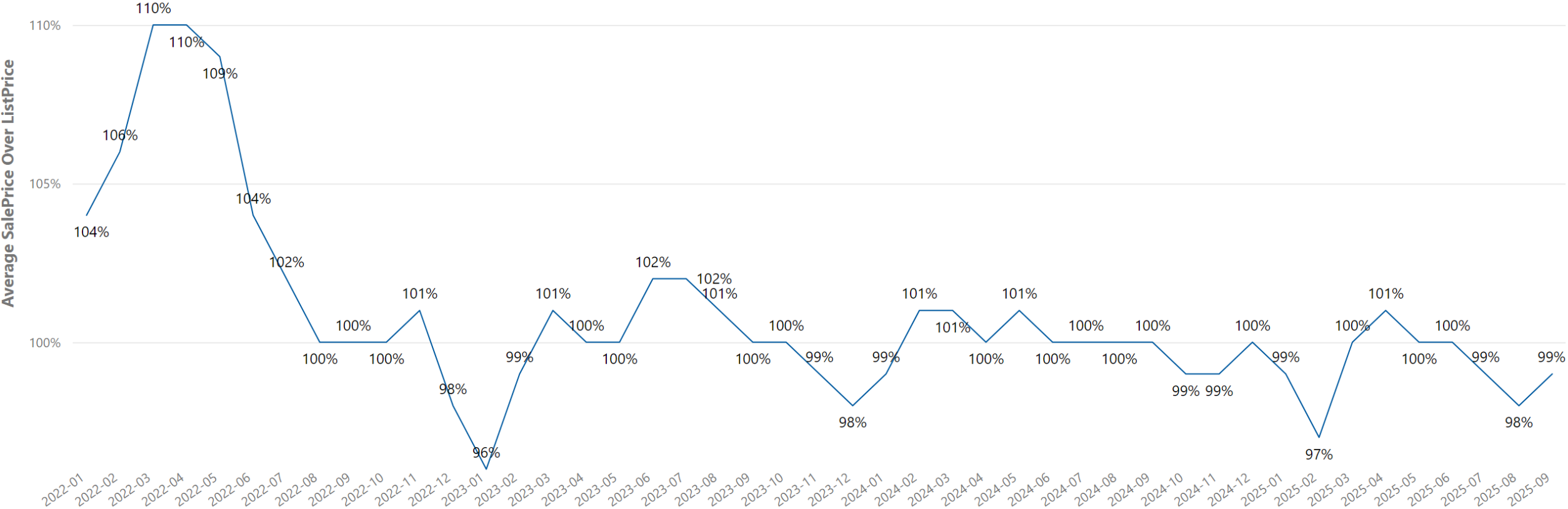
# Santa Cruz County - Inventory





# Santa Cruz County - Average Sale Price Over List Price

CountyName ● Santa Cruz



# Santa Cruz County - Increased Sale To List Price

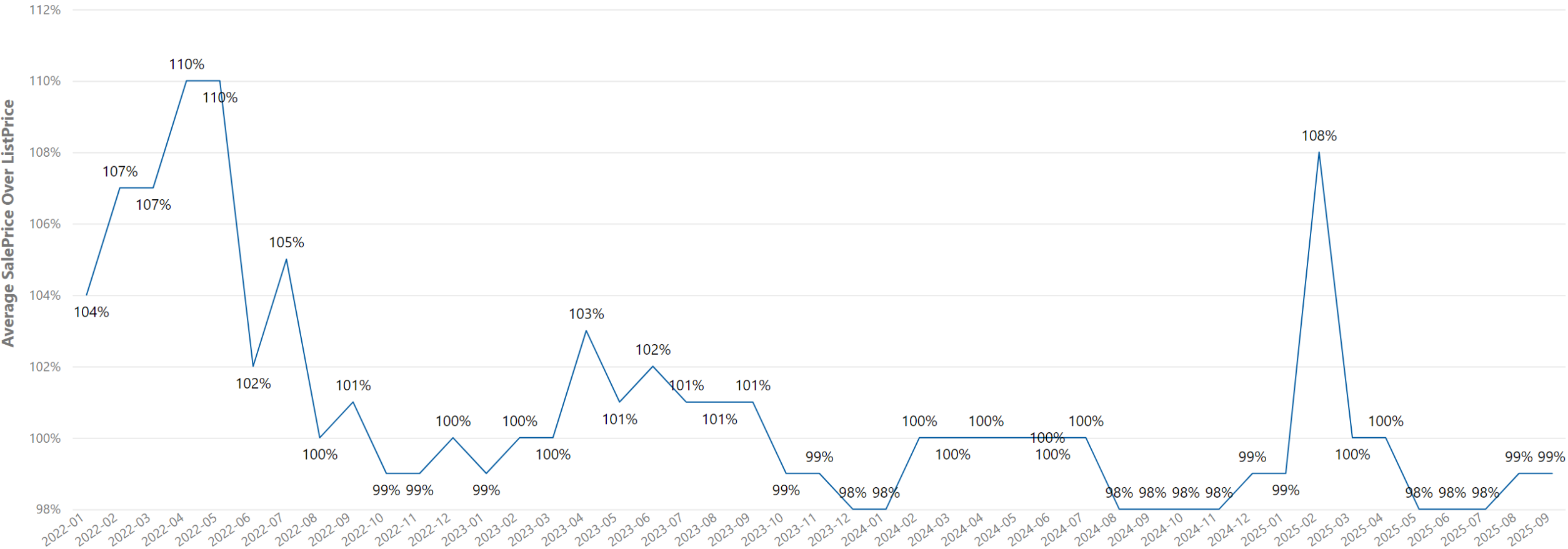
| City          | Sale Over List Price | Sale Over List Price Last Year | % Sale Over List Price Change |
|---------------|----------------------|--------------------------------|-------------------------------|
| Corralitos    | 96%                  | 0%                             | N/A                           |
| Freedom       | 100%                 | 0%                             | N/A                           |
| Los Gatos     | 92%                  | 86%                            | 7%                            |
| Watsonville   | 103%                 | 98%                            | 5%                            |
| Scotts Valley | 99%                  | 97%                            | 2%                            |
| Boulder Creek | 99%                  | 98%                            | 1%                            |
| Ben Lomond    | 101%                 | 100%                           | 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 |
|----------------|----------------------|--------------------------------|-------------------------------|
| Soquel         | 96%                  | 107%                           | -10%                          |
| Aptos          | 98%                  | 103%                           | -5%                           |
| Capitola       | 95%                  | 99%                            | -4%                           |
| La Selva Beach | 95%                  | 98%                            | -3%                           |
| Felton         | 98%                  | 101%                           | -3%                           |
| Santa Cruz     | 99%                  | 100%                           | -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 |
|----------------|----------------------|--------------------------------|-------------------------------|
| La Selva Beach | 97%                  | 0%                             | N/A                           |
| Aptos          | 98%                  | 93%                            | 5%                            |
| Boulder Creek  | 100%                 | 95%                            | 5%                            |
| Capitola       | 100%                 | 99%                            | 1%                            |
| Santa Cruz     | 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 |
|-------------|----------------------|--------------------------------|-------------------------------|
| Watsonville | 94%                  | 101%                           | -7%                           |

# Thank You

