



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.

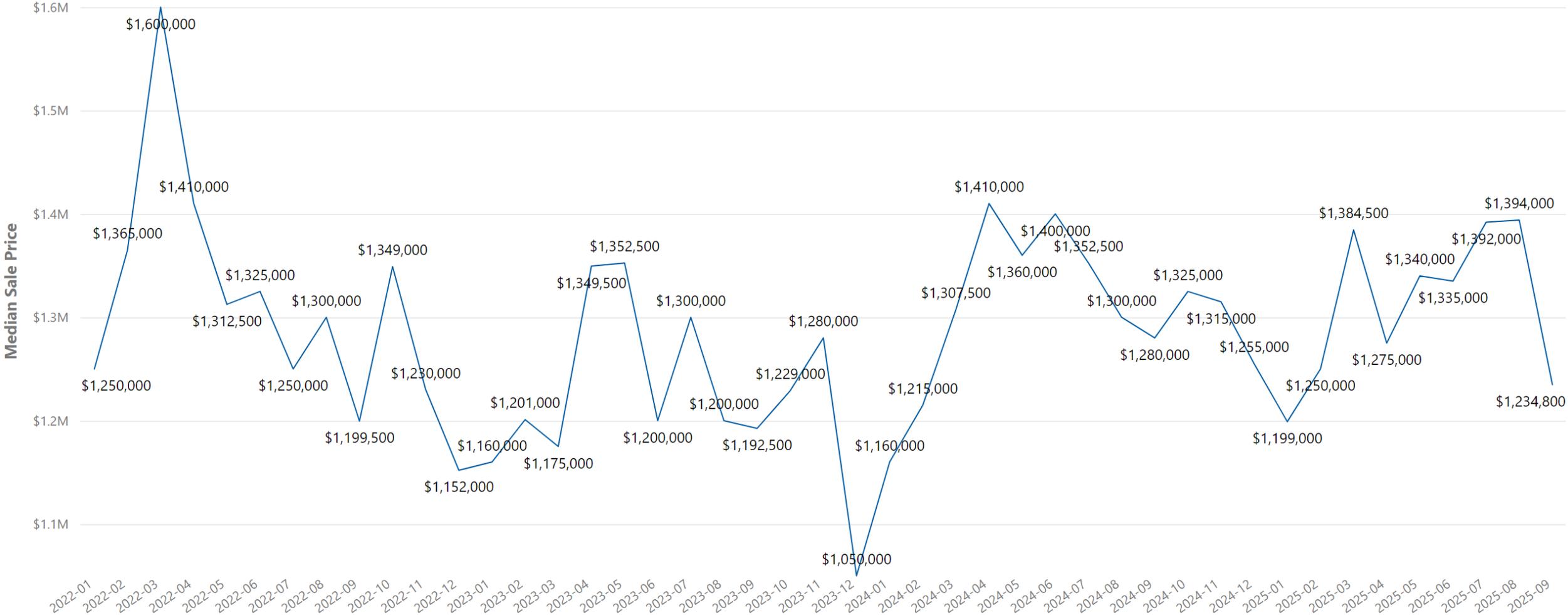
Market Trend 3

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



Data as of 10/6/2025

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Residential Single Family: 2022-2025

Santa Cruz County - Increased Median Price

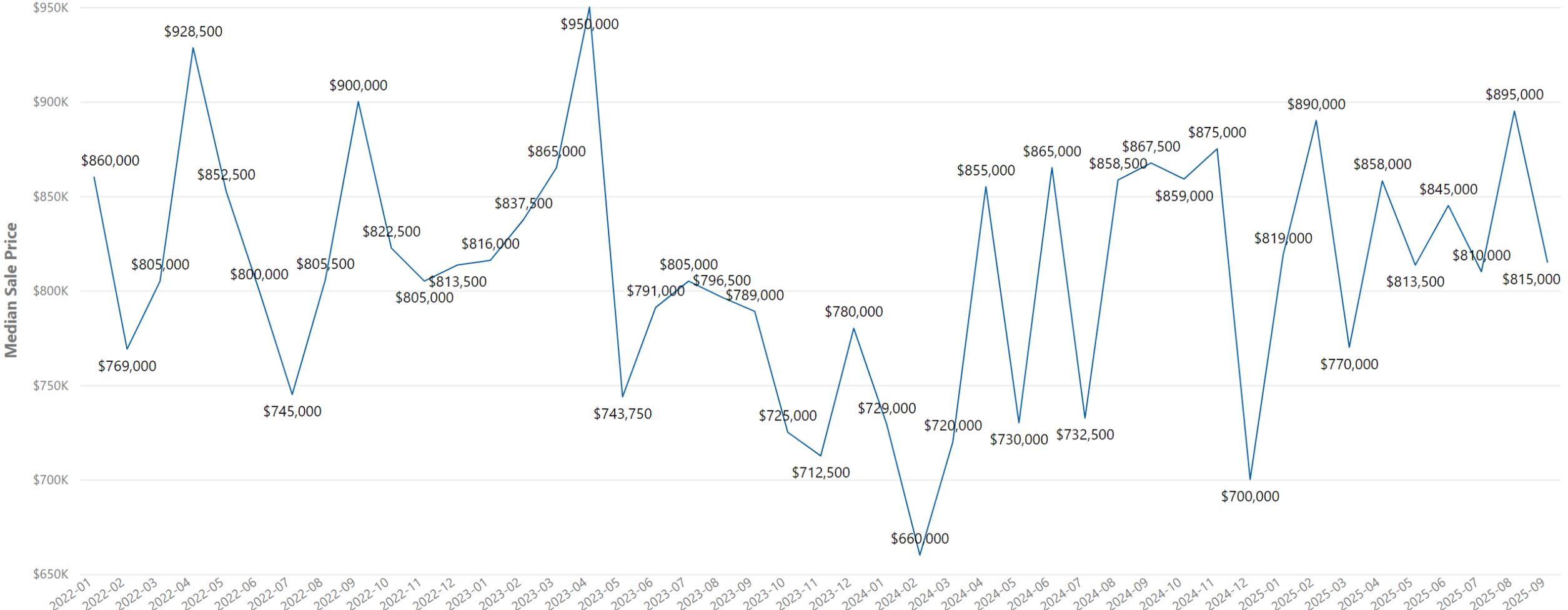
City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
Corralitos	\$1,178,750	\$0	N/A
Freedom	\$674,000	\$0	N/A
Los Gatos	\$1,931,500	\$780,000	148%
Ben Lomond	\$1,375,000	\$898,000	53%

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



Data as of 10/6/2025

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Residential Common Interest: 2022-2025

Santa Cruz County - Increased Median Price

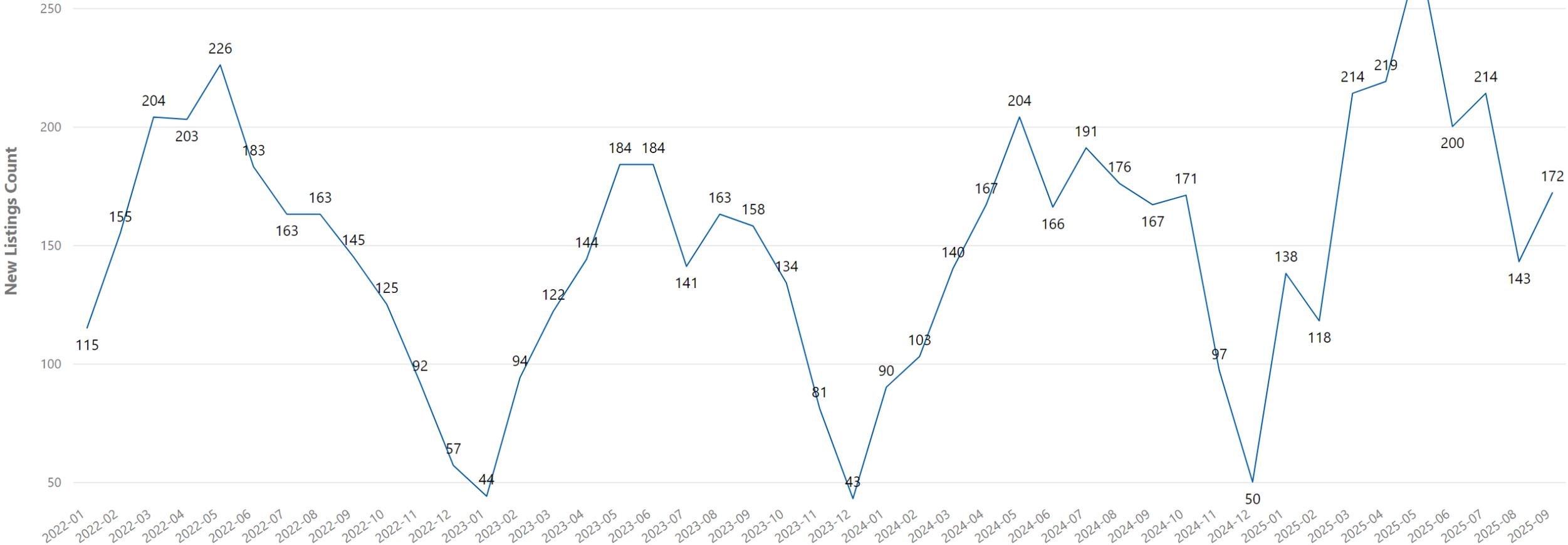
City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
La Selva Beach	\$675,000	\$0	N/A
Boulder Creek	\$675,000	\$350,000	93%
Watsonville	\$630,000	\$545,000	16%

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



Data as of 10/6/2025

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Residential Single Family: 2022-2025

Santa Cruz County - Increased New Listings

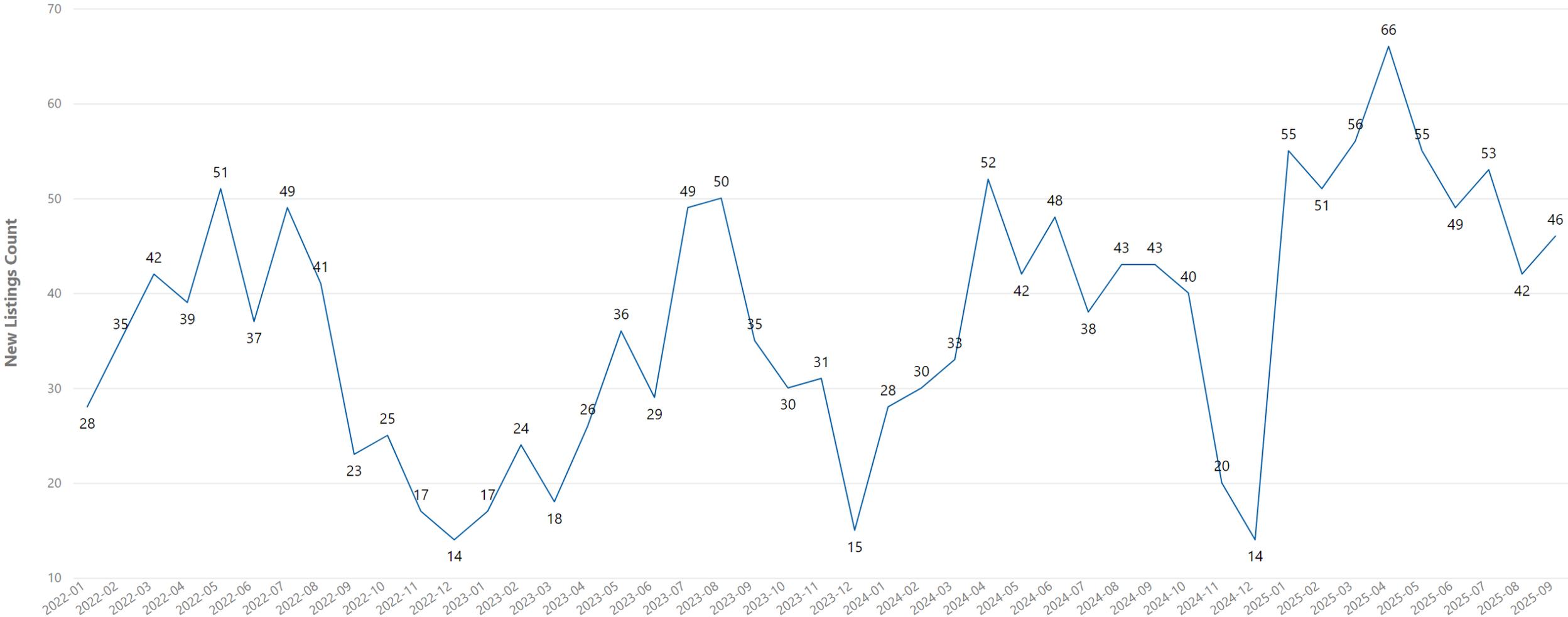
City	New Listings This Year	New Listings Last Year	% New Listings Change
Corralitos	2	0	N/A
Davenport	2	0	N/A
Soquel	10	6	67%
Los Gatos	13	9	44%
Aptos	31	26	19%
Santa Cruz	39	38	3%
Mount Hermon	1	1	0%
Ben Lomond	8	8	0%

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

CountyName ● Santa Cruz



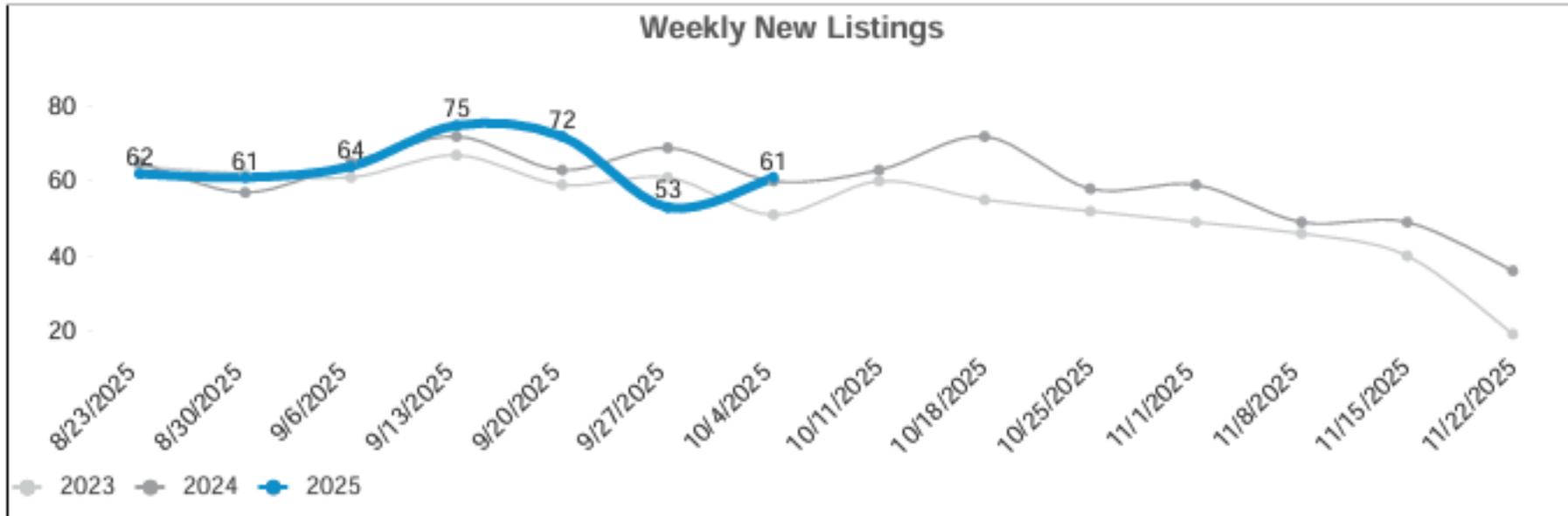
Santa Cruz County - Increased New Listings

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

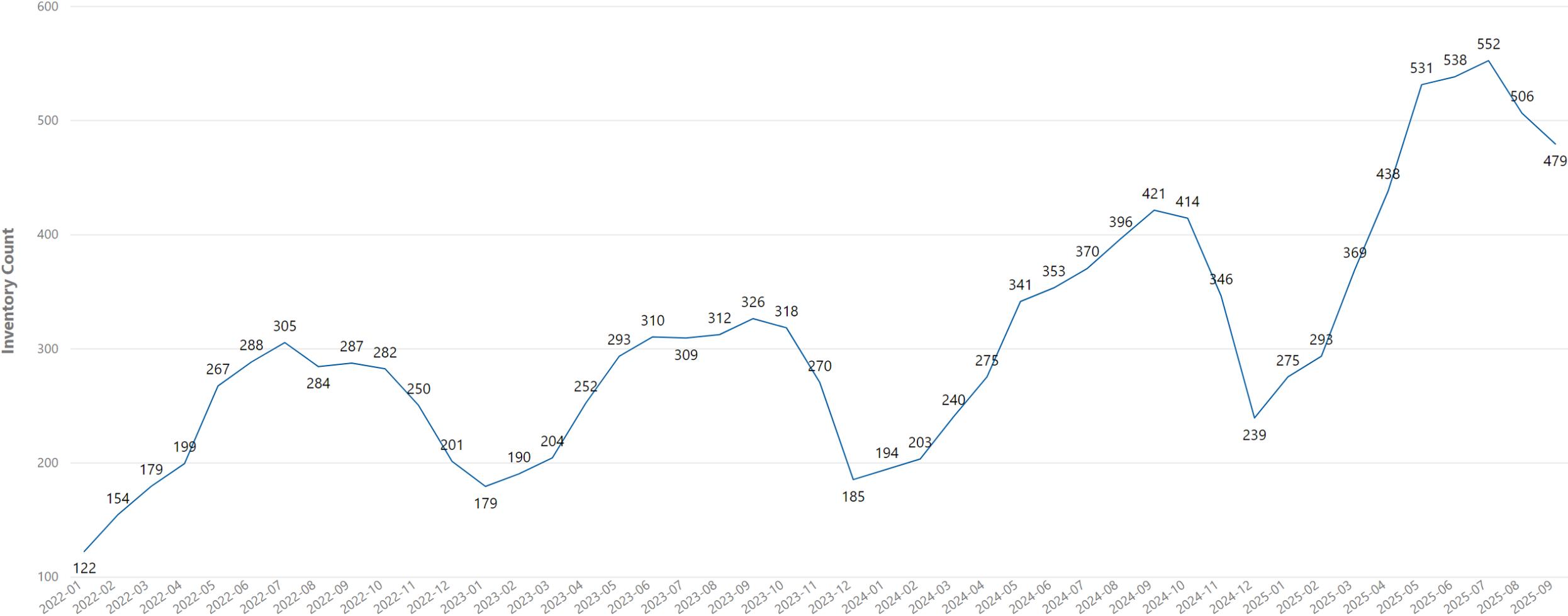
City	New Listings This Year	New Listings Last Year	% New Listings Change
Scotts Valley	1	4	-75%
Boulder Creek	1	3	-67%

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



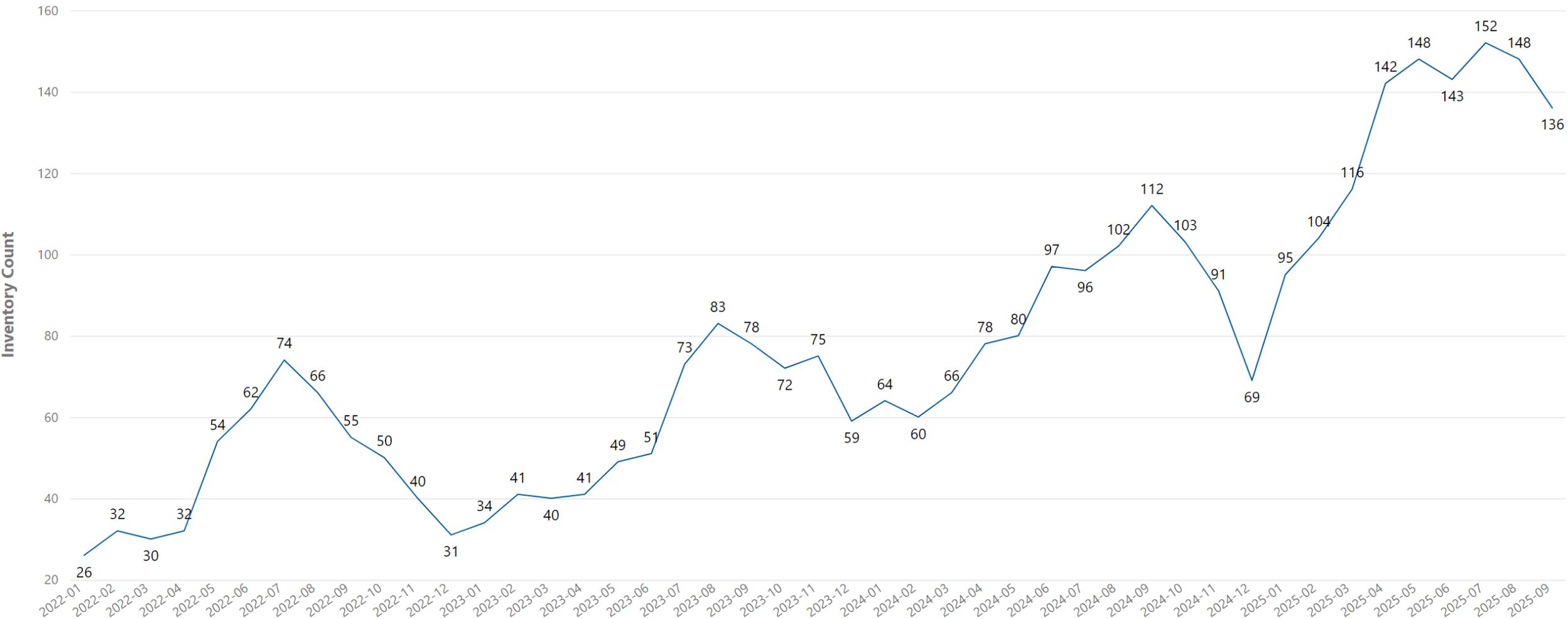
Santa Cruz County - Inventory

CountyName ● Santa Cruz



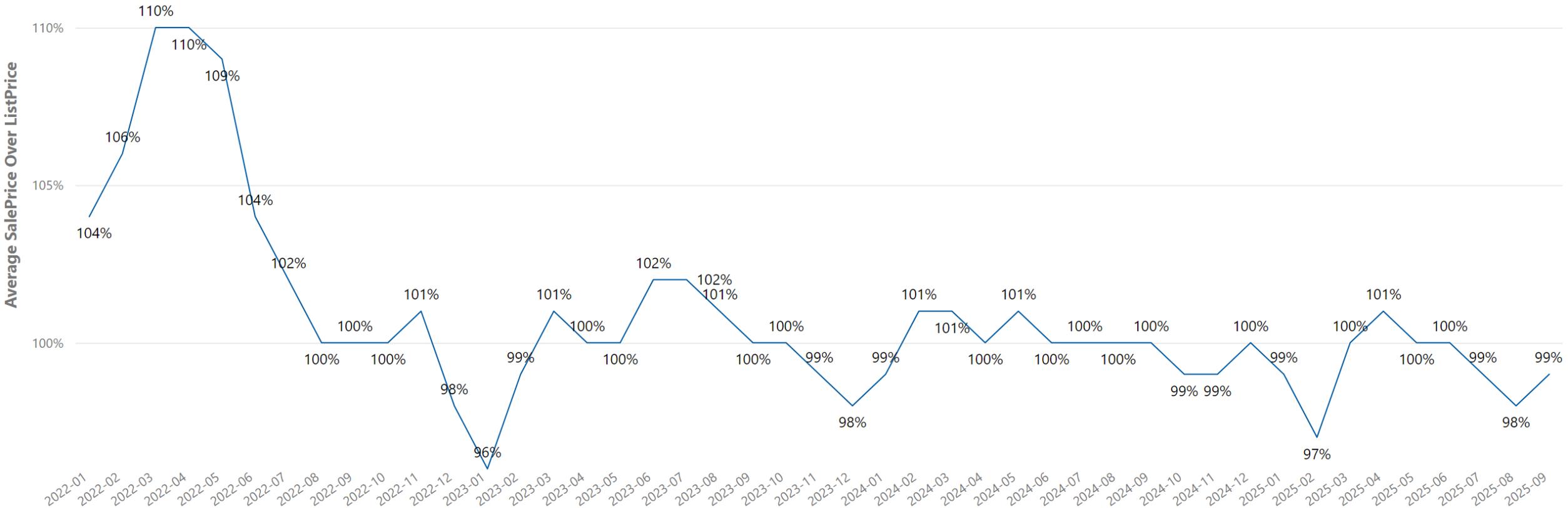
Santa Cruz County - Inventory

CountyName ● Santa Cruz



Santa Cruz County - Average Sale Price Over List Price

CountyName ● Santa Cruz



Data as of 10/6/2025

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Residential Single Family: 2022-2025

Santa Cruz County - Increased Sale To List Price

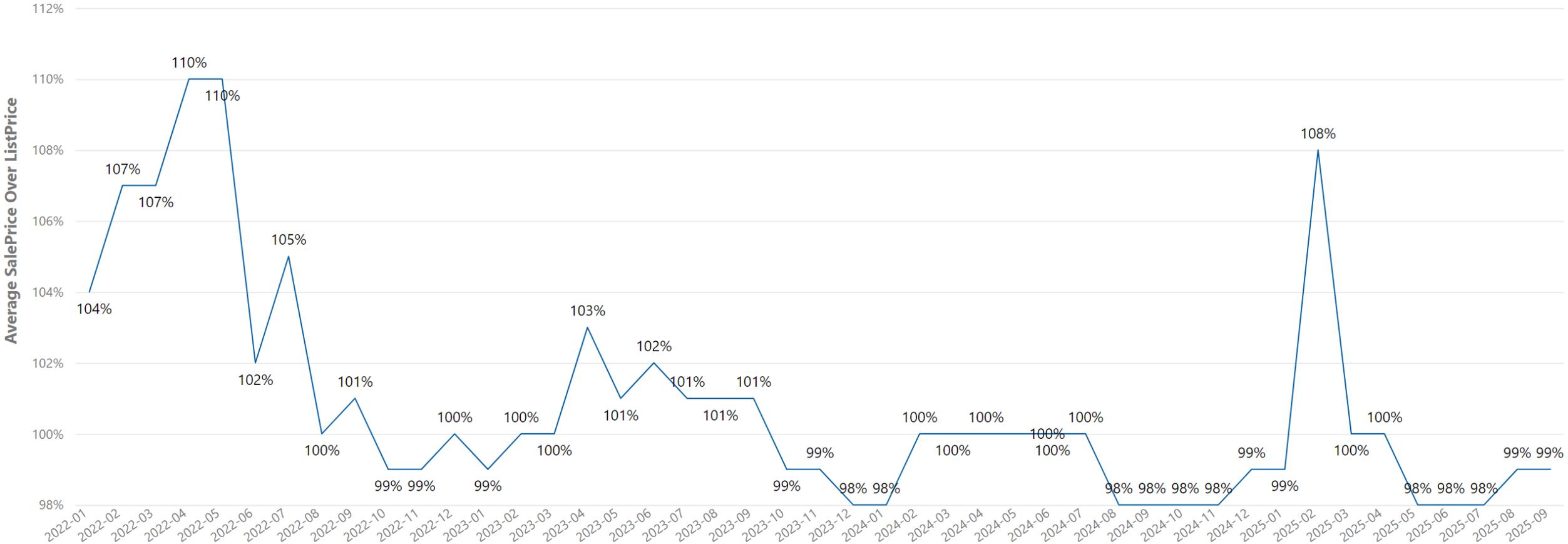
City	Sale Over List Price	Sale Over List Price Last Year	% Sale Over List Price Change
Corralitos	96%	0%	N/A
Freedom	100%	0%	N/A
Los Gatos	92%	86%	7%
Watsonville	103%	98%	5%
Scotts Valley	99%	97%	2%
Boulder Creek	99%	98%	1%
Ben Lomond	101%	100%	1%

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



Data as of 10/6/2025

Aculist@2025

Residential Common Interest: 2022-2025

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

