



Santa Cruz County

Real Estate Market Minute | September 2025

Santa Cruz County -Residential - Single Family 2025 vs 2024

↑ 31

Median Days on Market
Compared to 16

↓ 127

Closed Sales
Compared to 134



\$1.4M

Median Price
Compared to \$1.3M

↓ 143

New Listings
Compared to 176

↓ 98%

Sale to List Price Ratio
Compared to 100%

Santa Cruz County -Residential - Common Interest 2025 vs 2024

↑ 21

Median Days on Market
Compared to 17



\$895.0K

Median Price
Compared to \$858.5K

↑ 29

Closed Sales
Compared to 28

↓ 42

New Listings
Compared to 43

↑ 99%

Sale to List Price Ratio
Compared to 98%

August 2025 Market Trends

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

Market Trends – August 2025 in Santa Cruz County

Market Trend 1

Significant increases in the median price in both the single family and common interest markets as evidenced by a 1.5 year high (SFR) and 2.5 year high (CI).

Market Trend 2

Closed sales were marginally higher for the single family market, but this is a time of year that we generally see declines in new listings and closed sales which have implications on inventory.

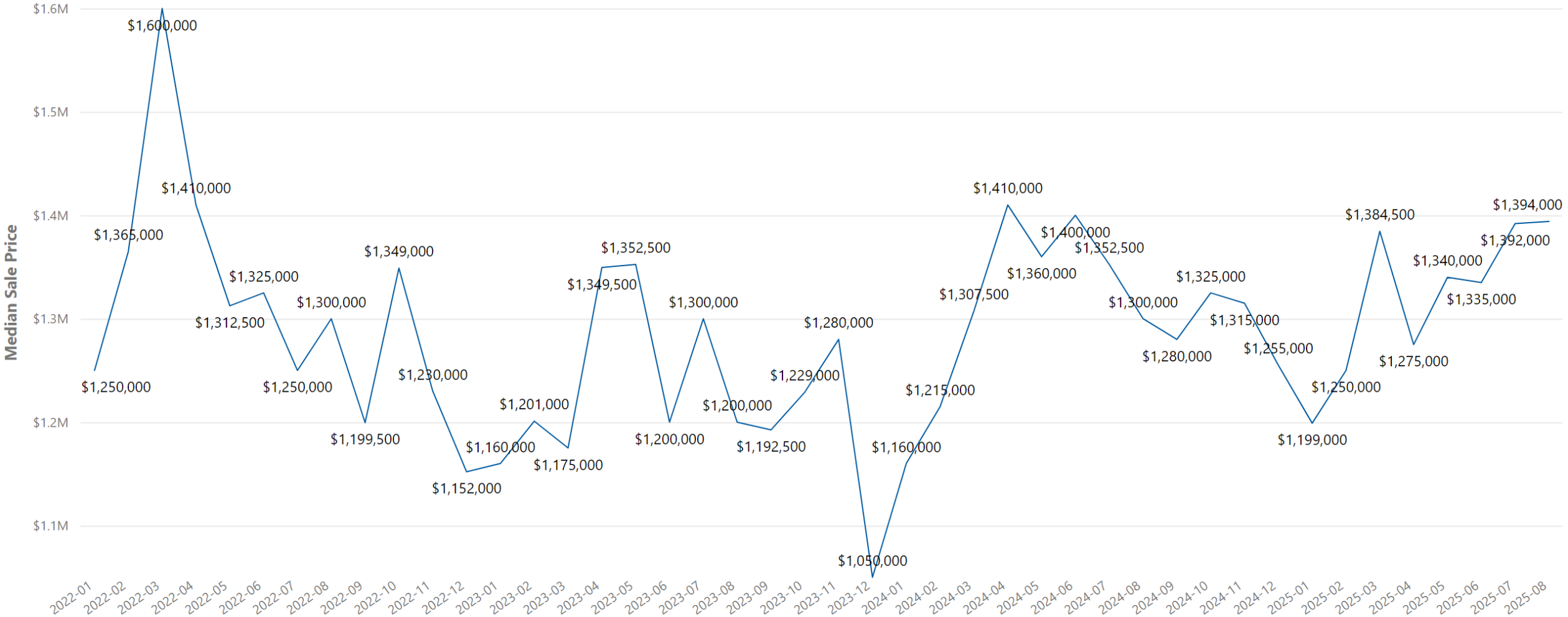
Market Trend 3

Regarding market competitiveness, the single family market showed signs of decline with a lower sale to list price ratio and rising DOM, whereas common interest data indicates the opposite.

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 9/8/2025

Aculist@2025

Residential Single Family: 2022-2025

Santa Cruz County - Increased Median Price

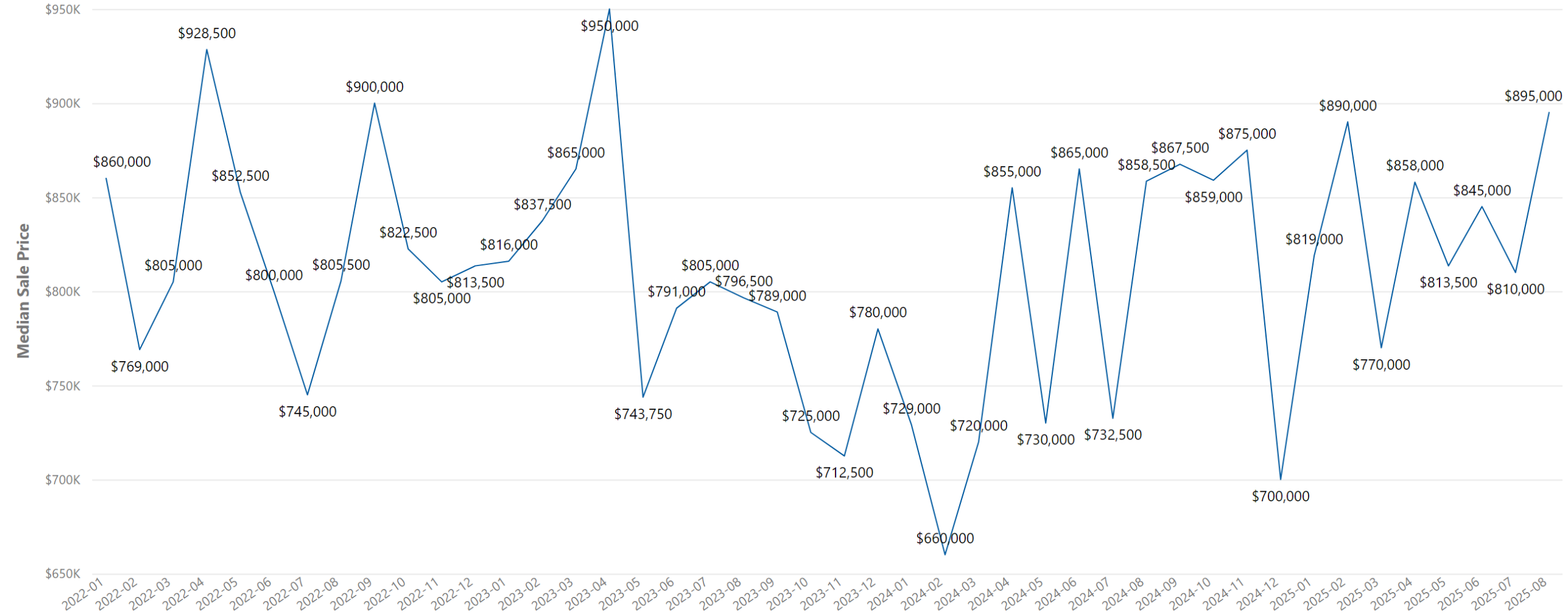
| City | Median Sale Price | Median Sale Price Last Year | % Median Sale Price Change |
|----------------|-------------------|-----------------------------|----------------------------|
| La Selva Beach | \$1,822,500 | \$1,150,000 | 58% |
| Felton | \$920,000 | \$653,000 | 41% |
| Los Gatos | \$1,595,000 | \$1,302,500 | 22% |
| Santa Cruz | \$1,696,000 | \$1,431,500 | 18% |
| Ben Lomond | \$1,117,500 | \$966,580 | 16% |
| Watsonville | \$872,500 | \$808,125 | 8% |
| Aptos | \$1,505,000 | \$1,460,000 | 3% |

Santa Cruz County - Decreased Median Price

| City | Median Sale Price | Median Sale Price Last Year | % Median Sale Price Change |
|---------------|-------------------|-----------------------------|----------------------------|
| Mount Hermon | \$745,000 | \$1,050,000 | -29% |
| Capitola | \$1,825,000 | \$2,372,500 | -23% |
| Soquel | \$1,601,000 | \$2,025,000 | -21% |
| Corralitos | \$1,625,000 | \$1,985,000 | -18% |
| Scotts Valley | \$1,250,000 | \$1,400,000 | -11% |
| Boulder Creek | \$623,000 | \$632,000 | -1% |

Santa Cruz County - Median Sale Price

CountyName ● Santa Cruz



Santa Cruz County - Increased Median Price

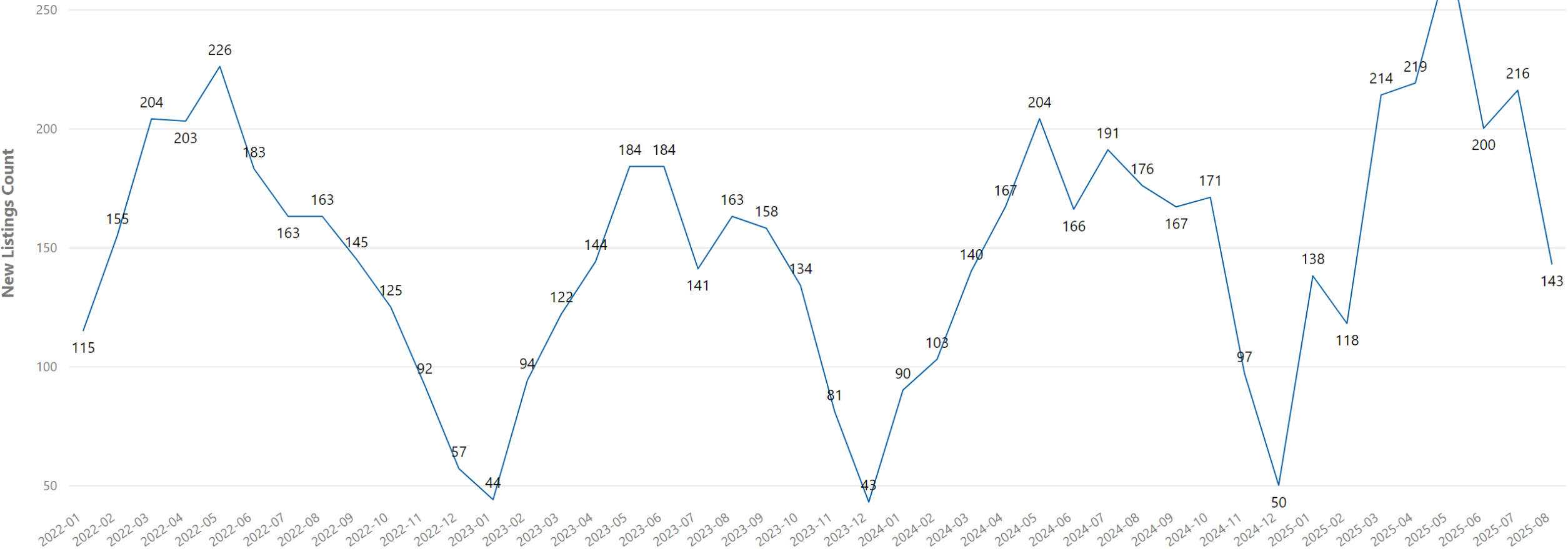
| City | Median Sale Price | Median Sale Price Last Year | % Median Sale Price Change |
|----------------|-------------------|-----------------------------|----------------------------|
| Watsonville | \$700,000 | \$359,000 | 95% |
| La Selva Beach | \$1,832,500 | \$940,000 | 95% |
| Capitola | \$862,500 | \$622,500 | 39% |
| Santa Cruz | \$835,000 | \$830,000 | 1% |

Santa Cruz County - Decreased Median Price

| City | Median Sale Price | Median Sale Price Last Year | % Median Sale Price Change |
|---------------|-------------------|-----------------------------|----------------------------|
| Scotts Valley | \$744,500 | \$950,000 | -22% |
| Aptos | \$909,000 | \$1,100,000 | -17% |

Santa Cruz County - New Listings

CountyName ● Santa Cruz



Santa Cruz County - Increased New Listings

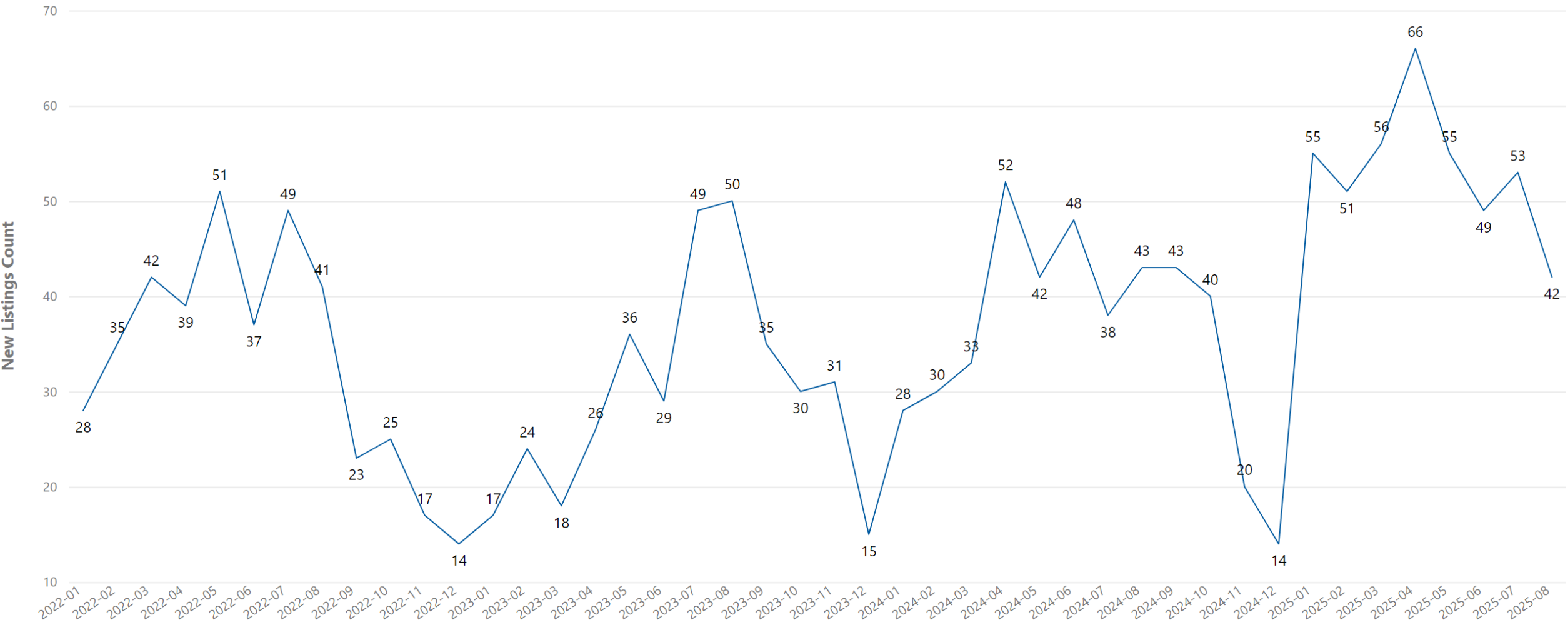
| City | New Listings This Year | New Listings Last Year | % New Listings Change |
|----------------|------------------------|------------------------|-----------------------|
| La Selva Beach | 3 | 0 | N/A |
| Brookdale | 4 | 0 | N/A |
| Watsonville | 15 | 11 | 36% |
| Boulder Creek | 18 | 17 | 6% |
| Soquel | 9 | 9 | 0% |

Santa Cruz County - Decreased New Listings

| City | New Listings This Year | New Listings Last Year | % New Listings Change |
|---------------|------------------------|------------------------|-----------------------|
| Los Gatos | 1 | 10 | -90% |
| Scotts Valley | 5 | 14 | -64% |
| Felton | 5 | 13 | -62% |
| Corralitos | 1 | 2 | -50% |
| Mount Hermon | 1 | 2 | -50% |
| Capitola | 7 | 10 | -30% |
| Ben Lomond | 5 | 7 | -29% |
| Santa Cruz | 42 | 52 | -19% |
| Aptos | 27 | 28 | -4% |

Santa Cruz County - New Listings

CountyName ● Santa Cruz



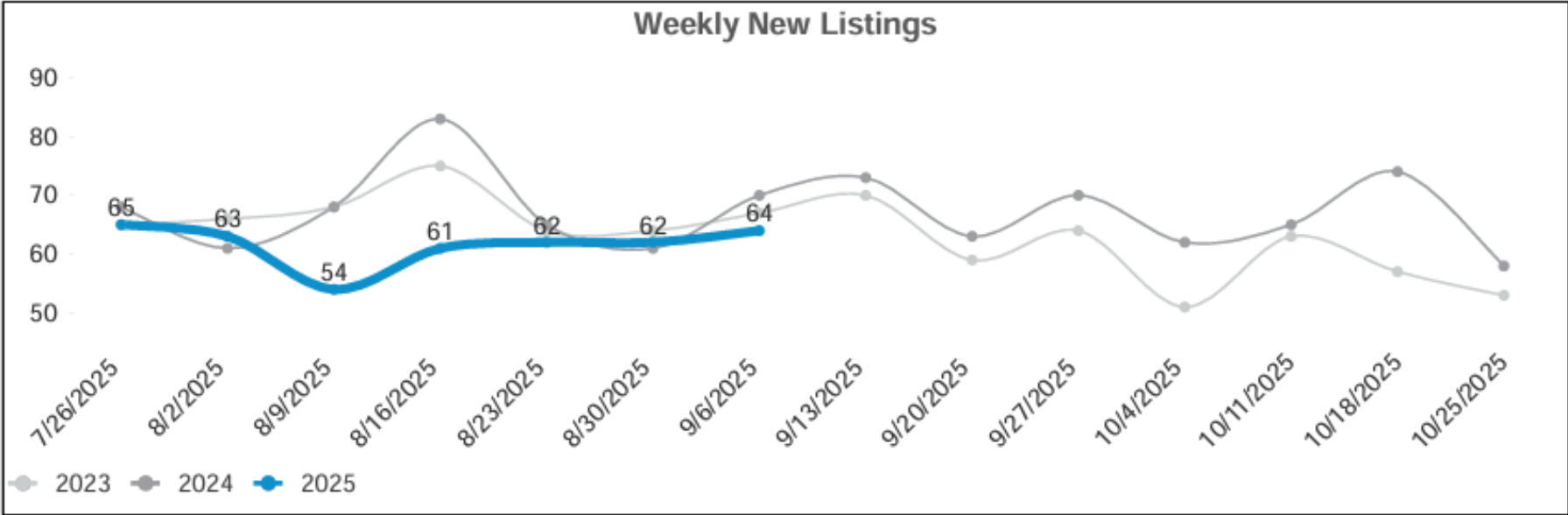
Santa Cruz County - Increased New Listings

| City | New Listings This Year | New Listings Last Year | % New Listings Change |
|---------------|------------------------|------------------------|-----------------------|
| Soquel | 2 | 1 | 100% |
| Capitola | 6 | 3 | 100% |
| Santa Cruz | 16 | 11 | 45% |
| Scotts Valley | 4 | 3 | 33% |

Santa Cruz County - Decreased New Listings

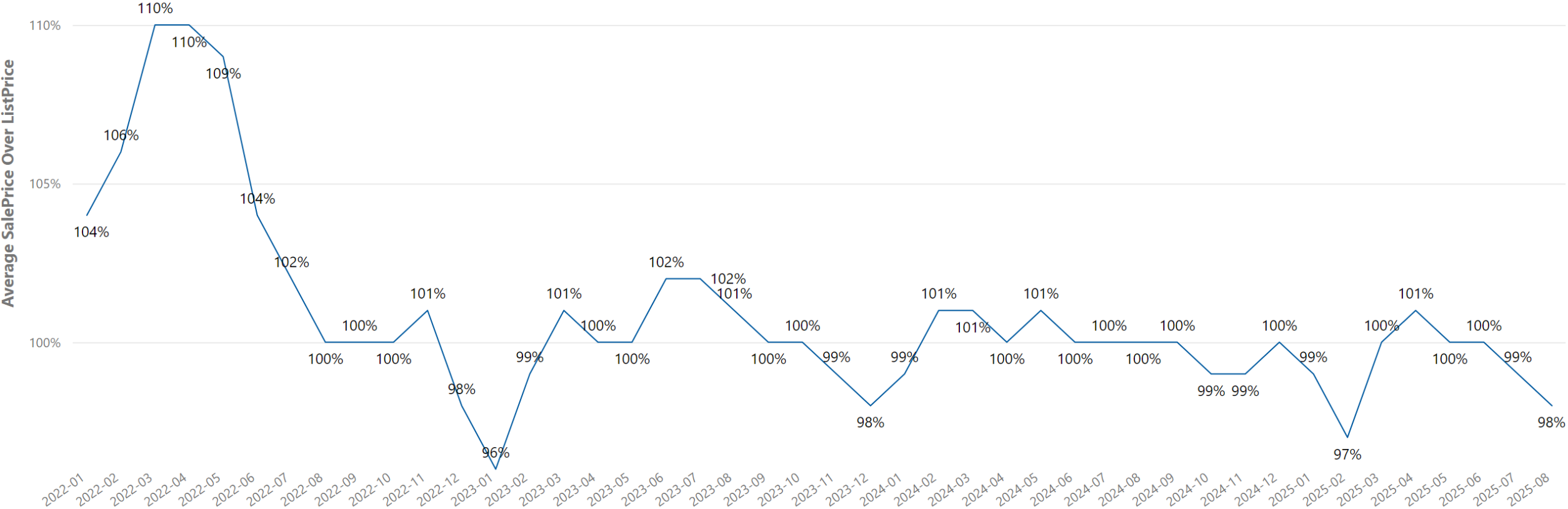
| City | New Listings This Year | New Listings Last Year | % New Listings Change |
|-------------|------------------------|------------------------|-----------------------|
| Aptos | 7 | 13 | -46% |
| Watsonville | 7 | 11 | -36% |

Santa Cruz County – New Listings Week Ending 9/6/2025



Santa Cruz County - Average Sale Price Over List Price

CountyName ● Santa Cruz



Santa Cruz County - Increased Sale To List Price

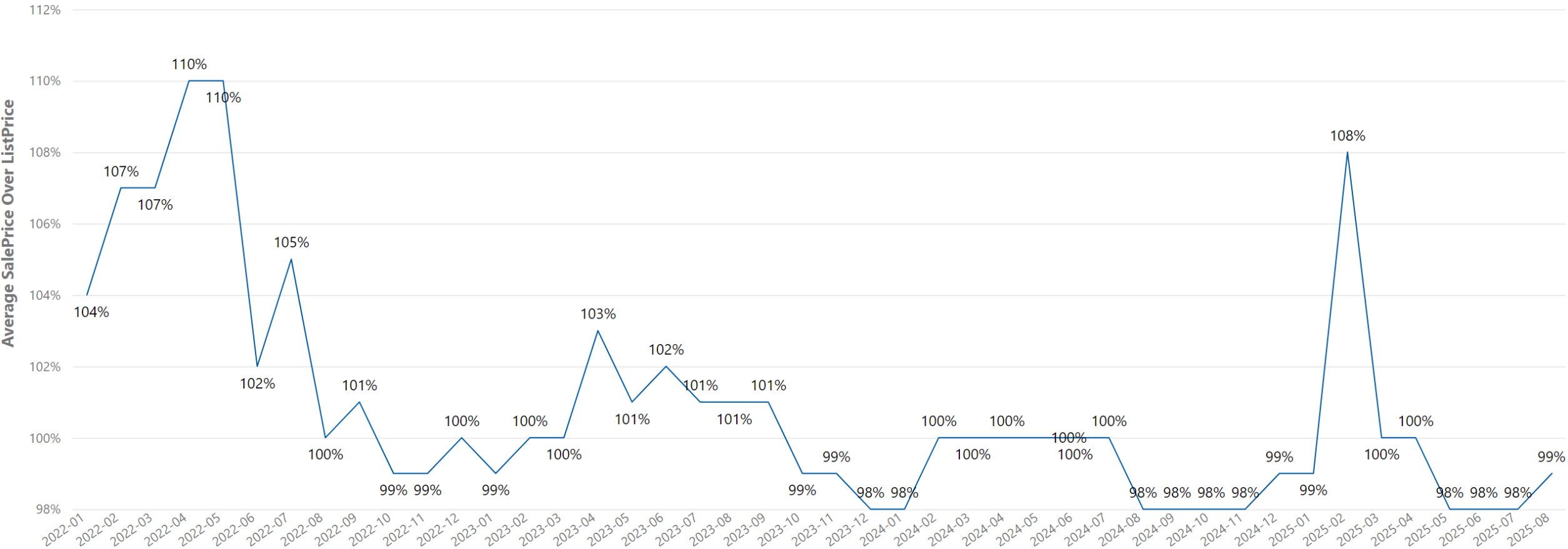
| City | Sale Over List Price | Sale Over List Price Last Year | % Sale Over List Price Change |
|---------------|----------------------|--------------------------------|-------------------------------|
| Mount Hermon | 103% | 95% | 8% |
| Felton | 101% | 98% | 3% |
| Scotts Valley | 100% | 99% | 1% |
| Soquel | 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 | 94% | 116% | -19% |
| Capitola | 93% | 107% | -13% |
| Los Gatos | 96% | 102% | -6% |
| Ben Lomond | 97% | 102% | -5% |
| Corralitos | 96% | 100% | -4% |
| Aptos | 98% | 101% | -3% |
| Santa Cruz | 98% | 100% | -2% |
| Watsonville | 98% | 99% | -1% |
| Boulder Creek | 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 |
|------------|----------------------|--------------------------------|-------------------------------|
| Aptos | 99% | 96% | 3% |
| Santa Cruz | 100% | 99% | 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 |
|----------------|----------------------|--------------------------------|-------------------------------|
| Scotts Valley | 97% | 101% | -4% |
| Watsonville | 97% | 100% | -3% |
| La Selva Beach | 95% | 97% | -2% |
| Capitola | 98% | 99% | -1% |

Thank You

