

Santa Cruz County Market Minute Update



Statistics

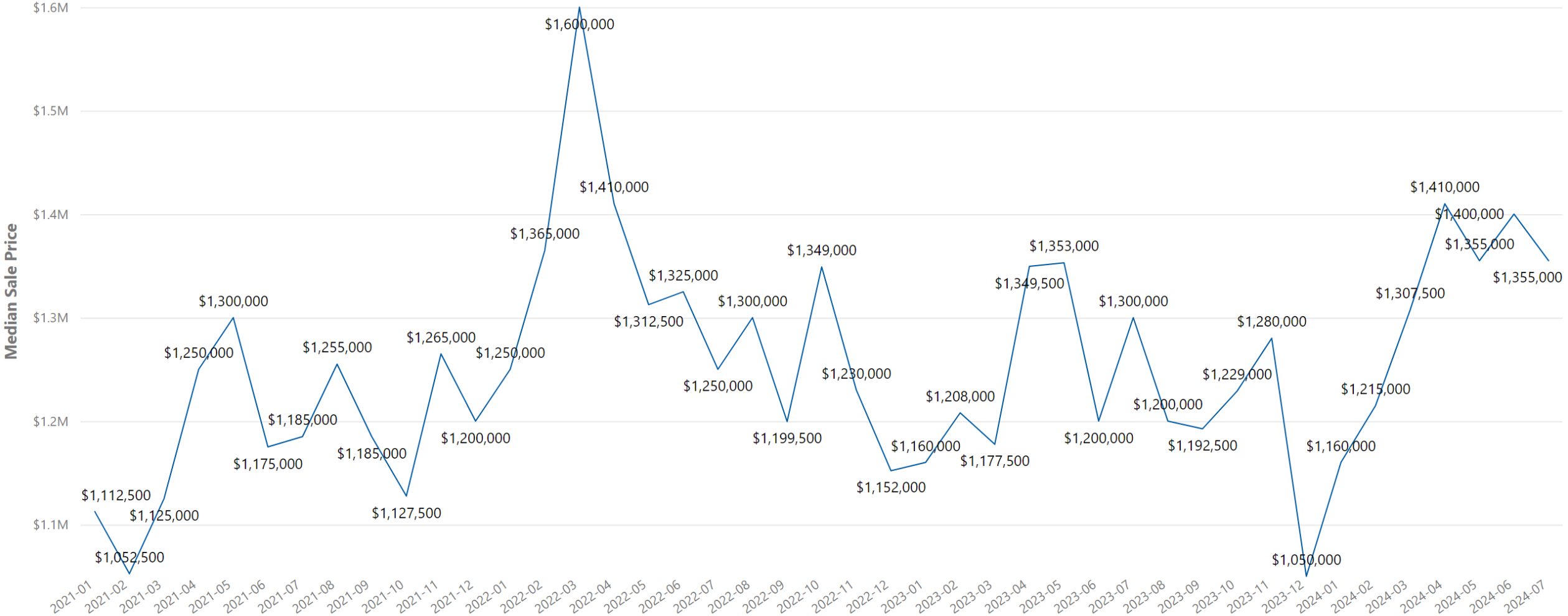


August 2024

POWER ON
POWER OFF
EMAIL
INTERNET
WORLD
NO
SEARCH

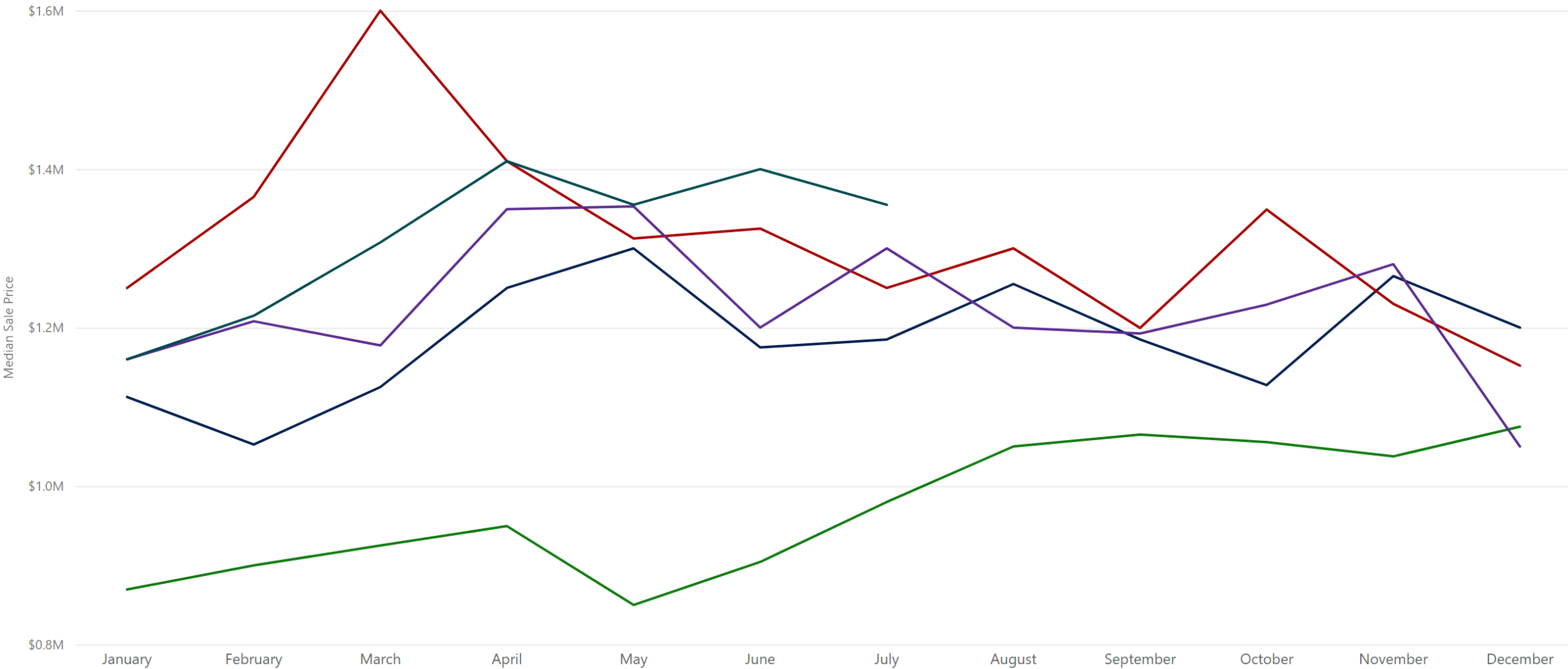
Santa Cruz County - Median Sale Price

CountyName ● Santa Cruz



Santa Cruz County - Median Sale Price Since 2020

YearLabel ● 2020 ● 2021 ● 2022 ● 2023 ● 2024



Data as of 8/6/2024

Aculist@2024

Residential Single Family: 2020-2024

Santa Cruz County - Increased Median Price

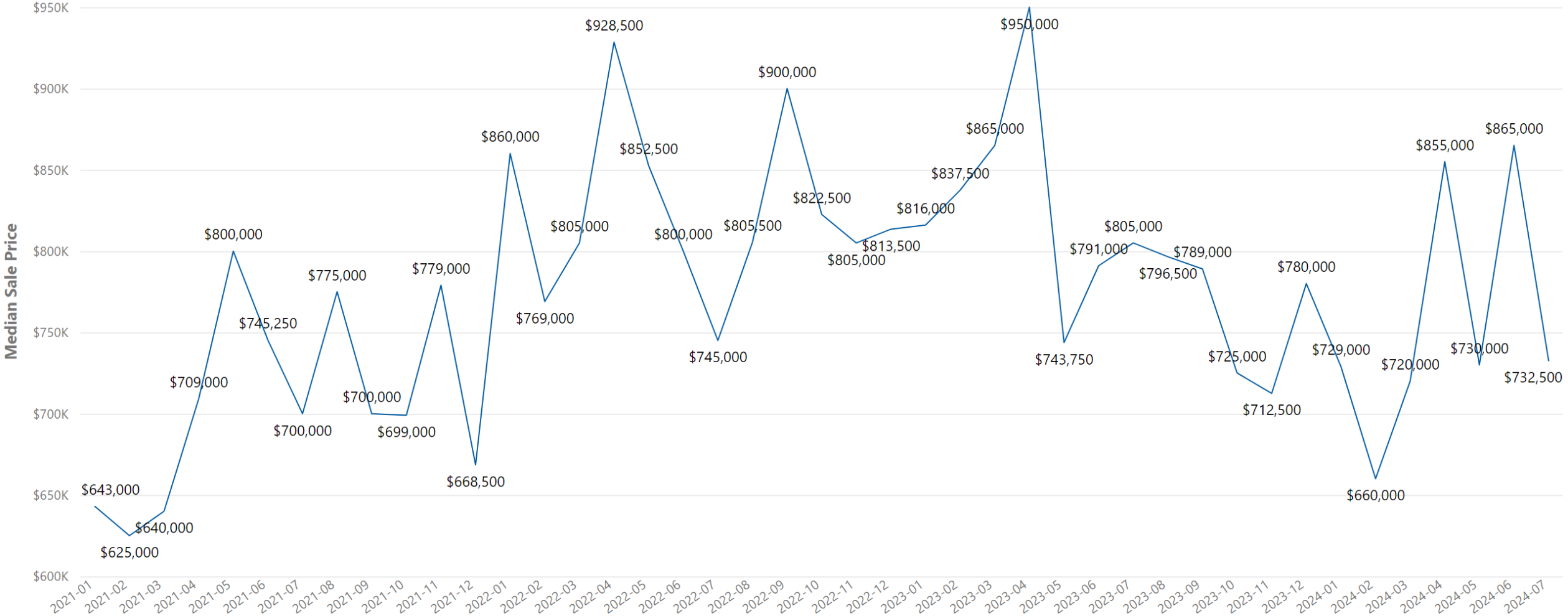
City	Median Sale Price	Median Sale Price Last Year	% Med Price Change
Corralitos	\$2,050,000	\$1,125,000	82%
Mount Hermon	\$1,200,000	\$815,000	47%
Brookdale	\$987,500	\$675,000	46%
Boulder Creek	\$925,000	\$750,000	23%
Soquel	\$1,900,000	\$1,750,000	9%
Santa Cruz	\$1,565,000	\$1,500,000	4%
Ben Lomond	\$1,050,000	\$1,025,000	2%
Scotts Valley	\$1,547,500	\$1,525,000	1%
Watsonville	\$844,500	\$840,450	0%

Santa Cruz County - Decreased Median Price

City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
Freedom	\$0	\$730,000	-100%
Capitola	\$1,425,000	\$3,100,000	-54%
La Selva Beach	\$1,577,000	\$2,320,000	-32%
Los Gatos	\$1,300,000	\$1,370,500	-5%
Felton	\$725,000	\$737,000	-2%
Aptos	\$1,540,000	\$1,550,500	-1%

Santa Cruz County - Median Sale Price

CountyName ● Santa Cruz



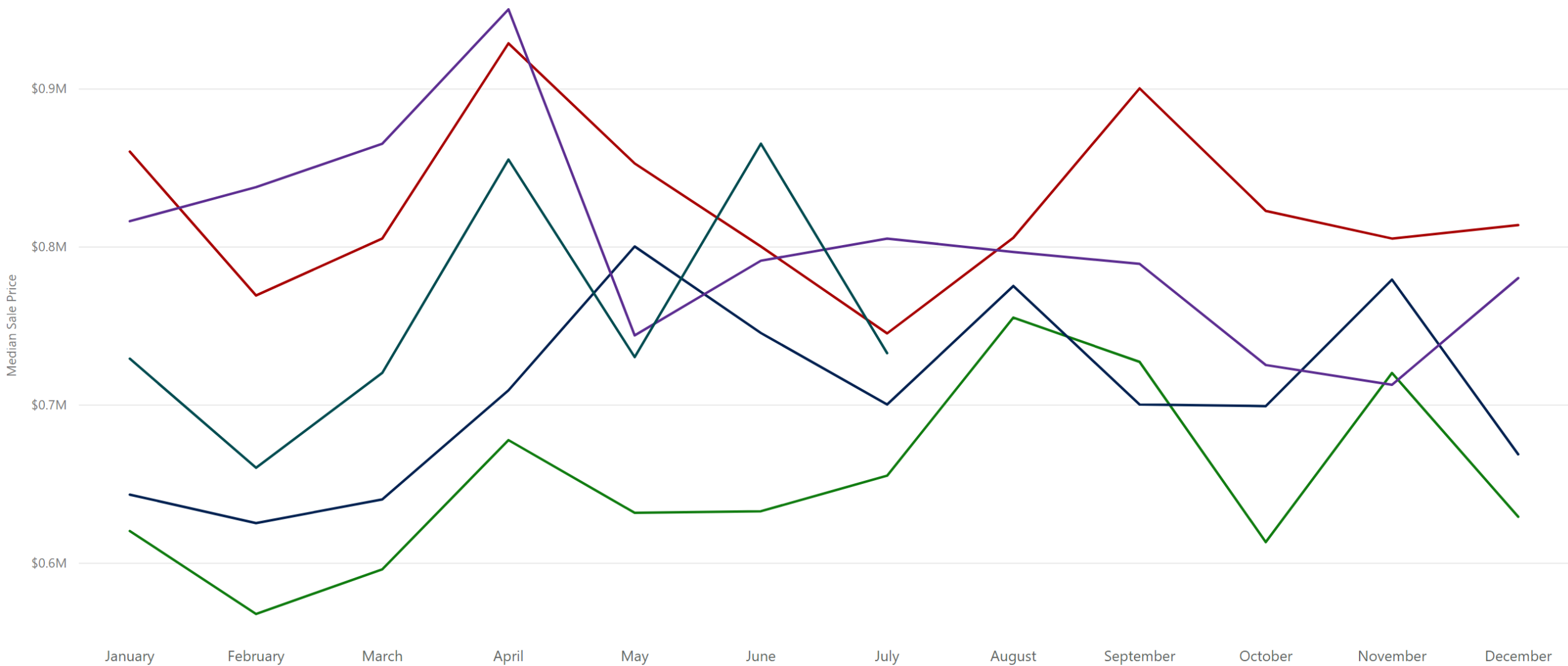
Data as of 8/6/2024

Aculist@2024

Residential Common Interest: 2021 - 2024

Santa Cruz County - Median Sale Price Since 2020

YearLabel ● 2020 ● 2021 ● 2022 ● 2023 ● 2024



Data as of 8/6/2024

Aculist@2024

Residential Common Interest: 2020-2024

Santa Cruz County - Increased Median Price

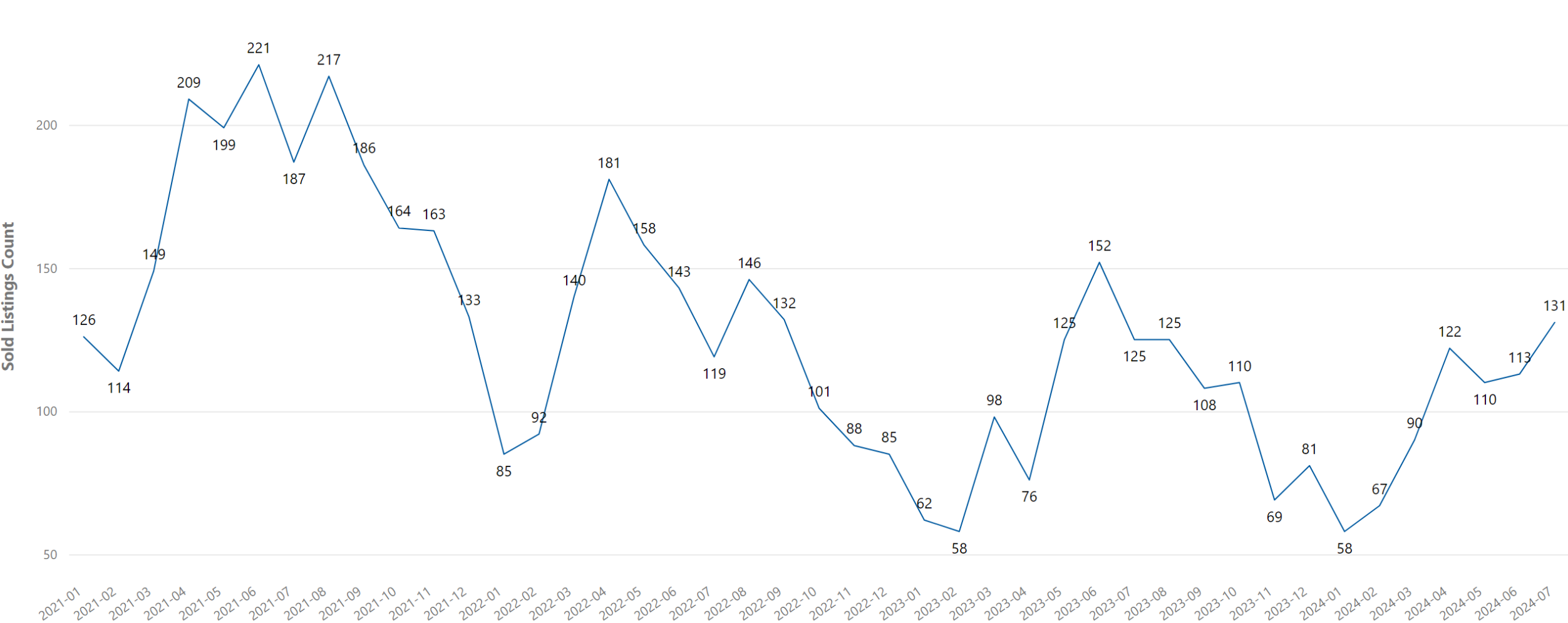
City	Median Sale Price	Median Sale Price Last Year	% Med Price Change
Boulder Creek	\$530,000	\$0	N/A
Soquel	\$829,000	\$0	N/A
Watsonville	\$730,000	\$455,000	60%
Scotts Valley	\$899,000	\$695,000	29%
Santa Cruz	\$836,000	\$835,000	0%

Santa Cruz County - Decreased Median Price

City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
Capitola	\$599,000	\$767,000	-22%
Aptos	\$755,000	\$806,000	-6%

Santa Cruz County - Closed Sales

CountyName ● Santa Cruz



Data as of 8/6/2024

Aculist@2024

Residential Single Family: 2021-2024

Santa Cruz County - Increased Closed Sales

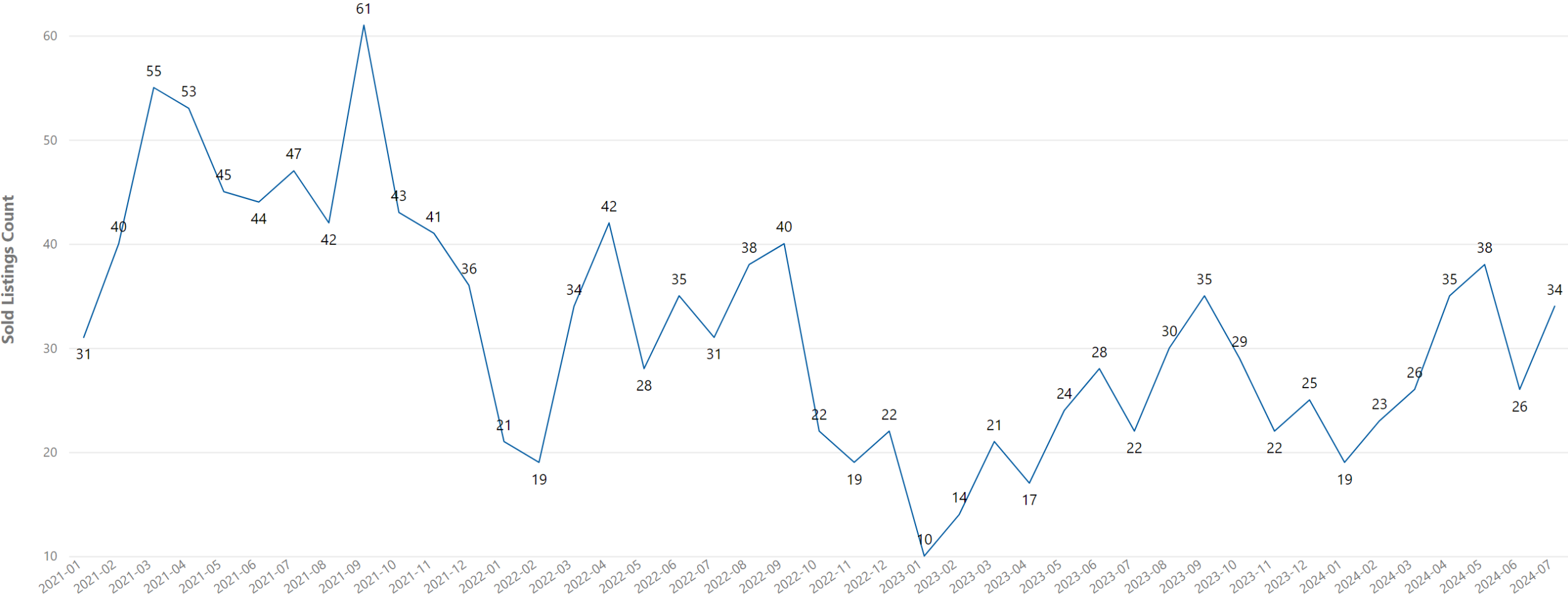
City	Sold This Year	Sold Last Year	% Sold Change
Felton	11	2	450%
Ben Lomond	13	6	117%
Brookdale	2	1	100%
Santa Cruz	45	37	22%
Watsonville	16	14	14%
Capitola	3	3	0%
Corralitos	1	1	0%

Santa Cruz County - Decreased Closed Sales

City	Sold This Year	Sold Last Year	% Sold Change
Freedom	0	2	-100%
La Selva Beach	1	2	-50%
Mount Hermon	1	2	-50%
Soquel	3	6	-50%
Boulder Creek	5	9	-44%
Los Gatos	5	8	-38%
Scotts Valley	6	8	-25%
Aptos	19	24	-21%

Santa Cruz County - Closed Sales

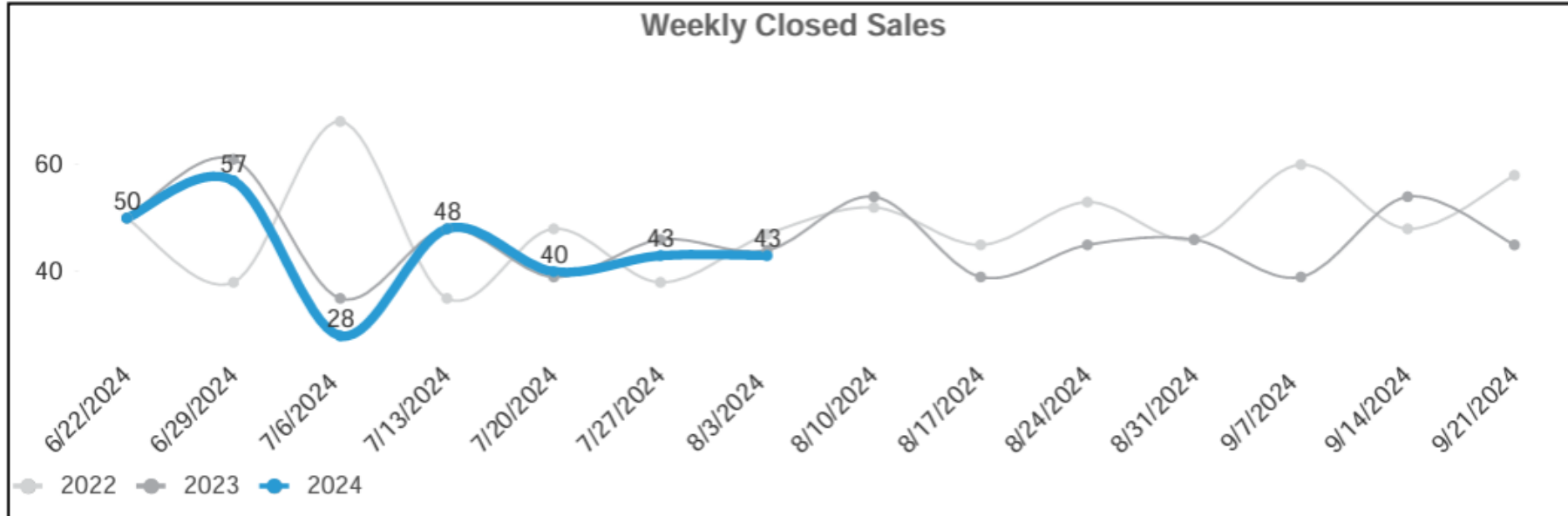
CountyName ● Santa Cruz



Santa Cruz County - Increased Closed Sales

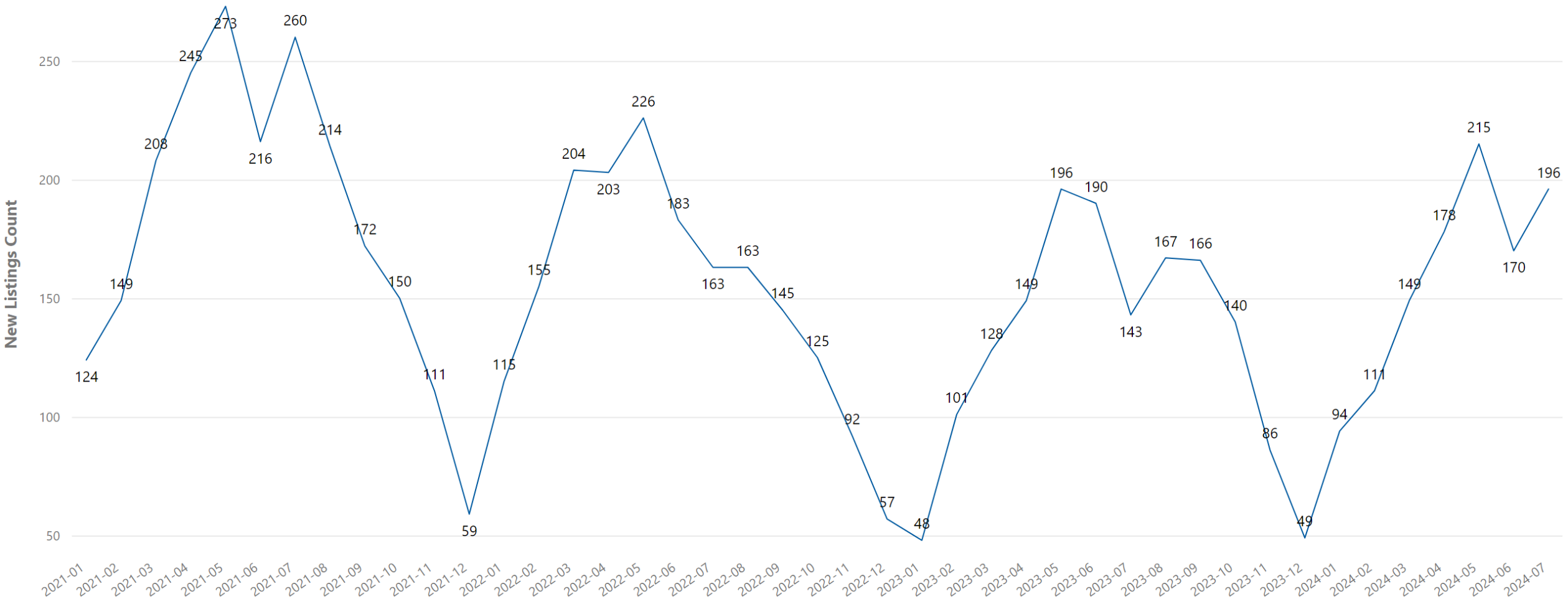
City	Sold This Year	Sold Last Year	% Sold Change
Boulder Creek	3	0	N/A
Soquel	1	0	N/A
Scotts Valley	5	1	400%
Aptos	8	5	60%
Watsonville	5	4	25%
Capitola	5	5	0%
Santa Cruz	7	7	0%

Santa Cruz County – Closed Sales Week Ending 08/03/2024



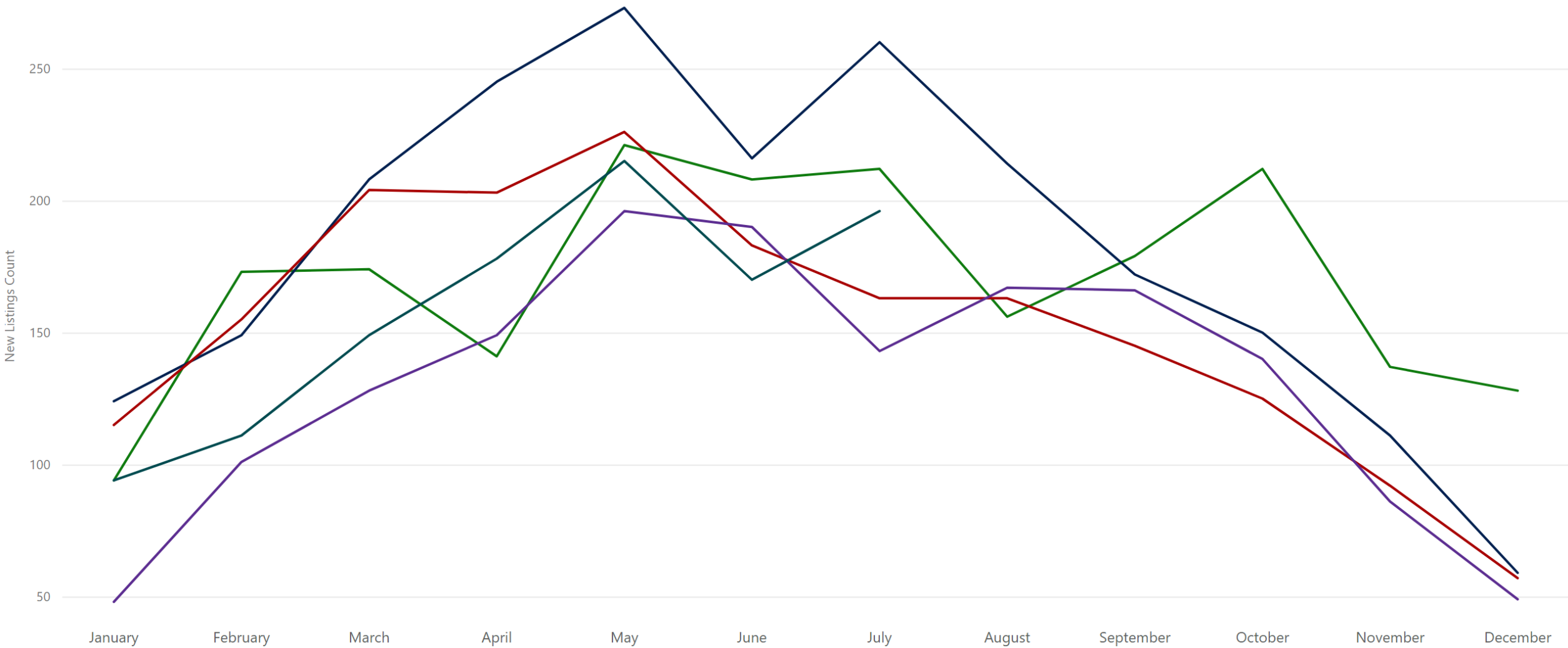
Santa Cruz County - New Listings

CountyName ● Santa Cruz



Santa Cruz County - New Listings Since 2020

YearLabel ● 2020 ● 2021 ● 2022 ● 2023 ● 2024



Data as of 8/6/2024

Aculist@2024

Residential Single Family: 2020-2024

Santa Cruz County - Increased New Listings

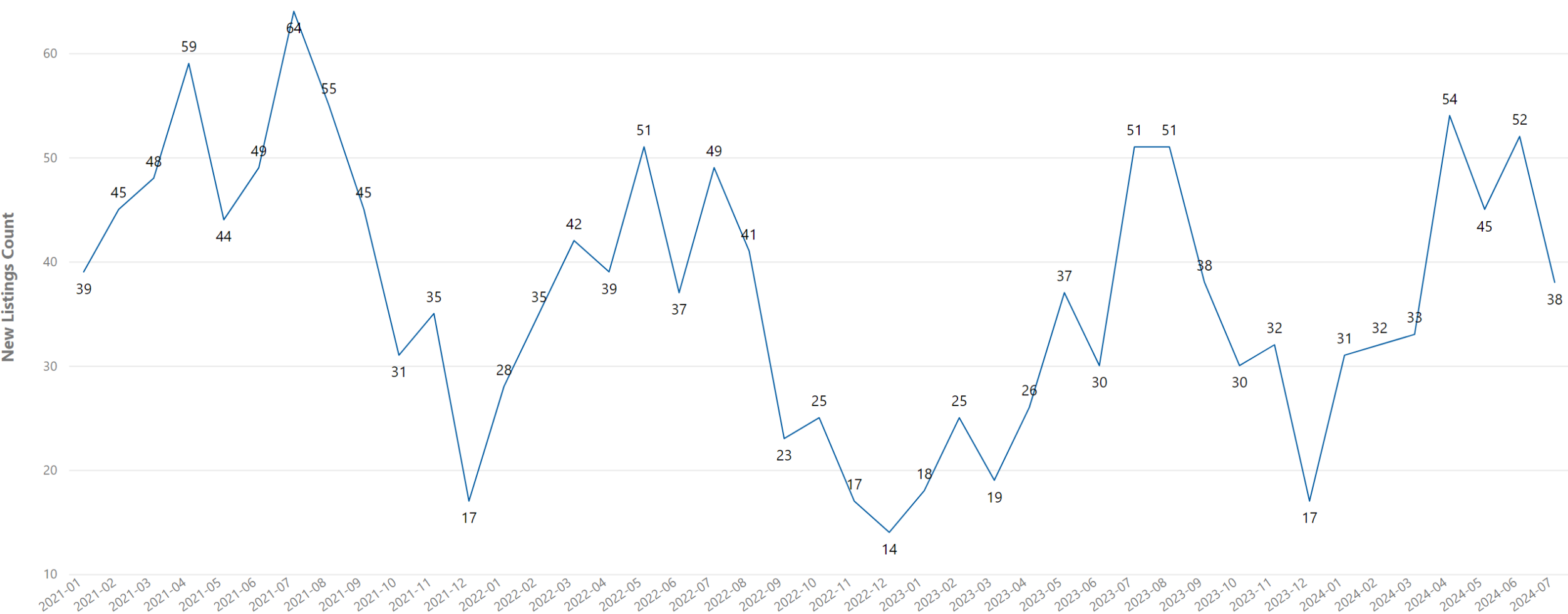
City	New Listings This Year	New Listings Last Year	% New Listings Change
Corralitos	3	0	N/A
Soquel	6	2	200%
Ben Lomond	13	6	117%
Brookdale	2	1	100%
Scotts Valley	22	11	100%
Los Gatos	13	7	86%
Capitola	9	5	80%
Santa Cruz	55	35	57%
La Selva Beach	3	2	50%
Watsonville	27	20	35%
Boulder Creek	13	13	0%

Santa Cruz County - Decreased New Listings

City	New Listings This Year	New Listings Last Year	% New Listings Change
Felton	4	12	-67%
Aptos	26	28	-7%

Santa Cruz County - New Listings

CountyName ● Santa Cruz



Data as of 8/6/2024

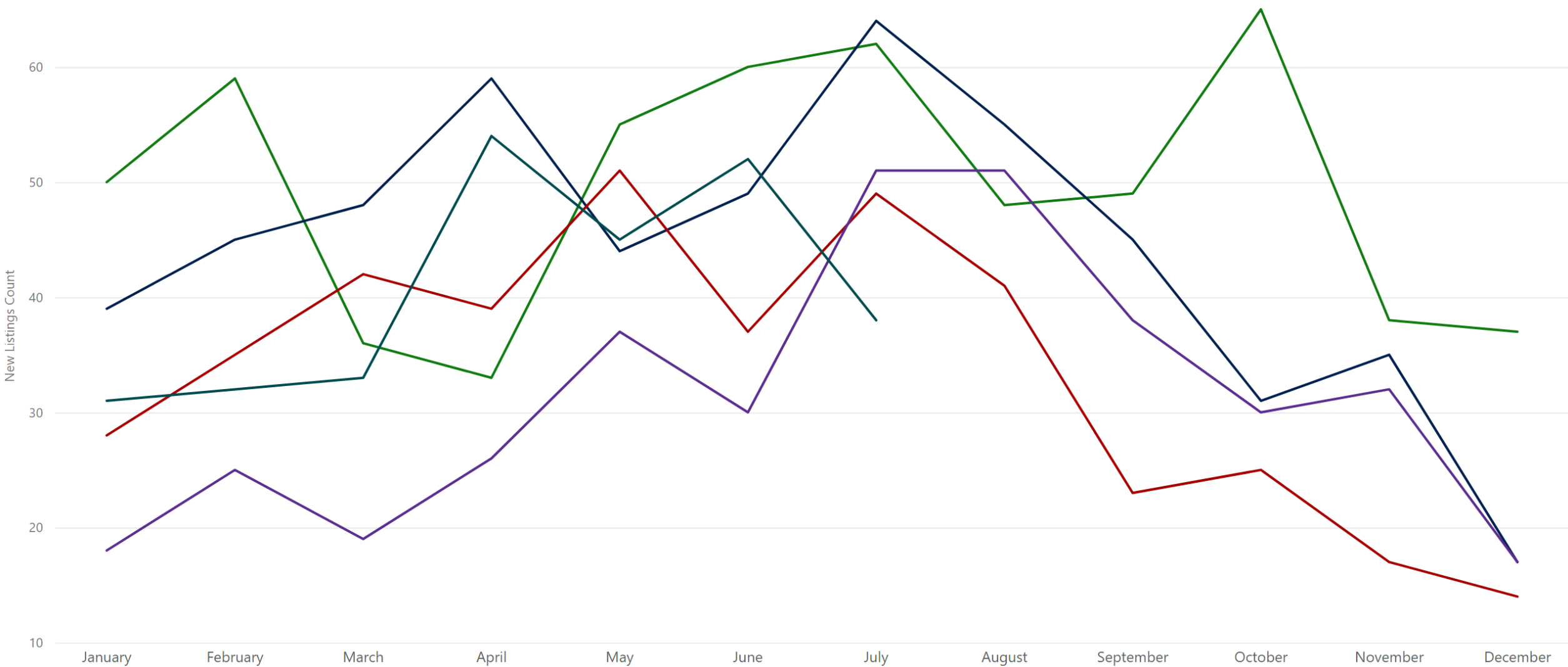
Aculist@2024

Residential Common Interest: 2021-2024



Santa Cruz County - New Listings Since 2020

YearLabel ● 2020 ● 2021 ● 2022 ● 2023 ● 2024



Data as of 8/6/2024

Aculist@2024

Residential Common Interest: 2020-2024

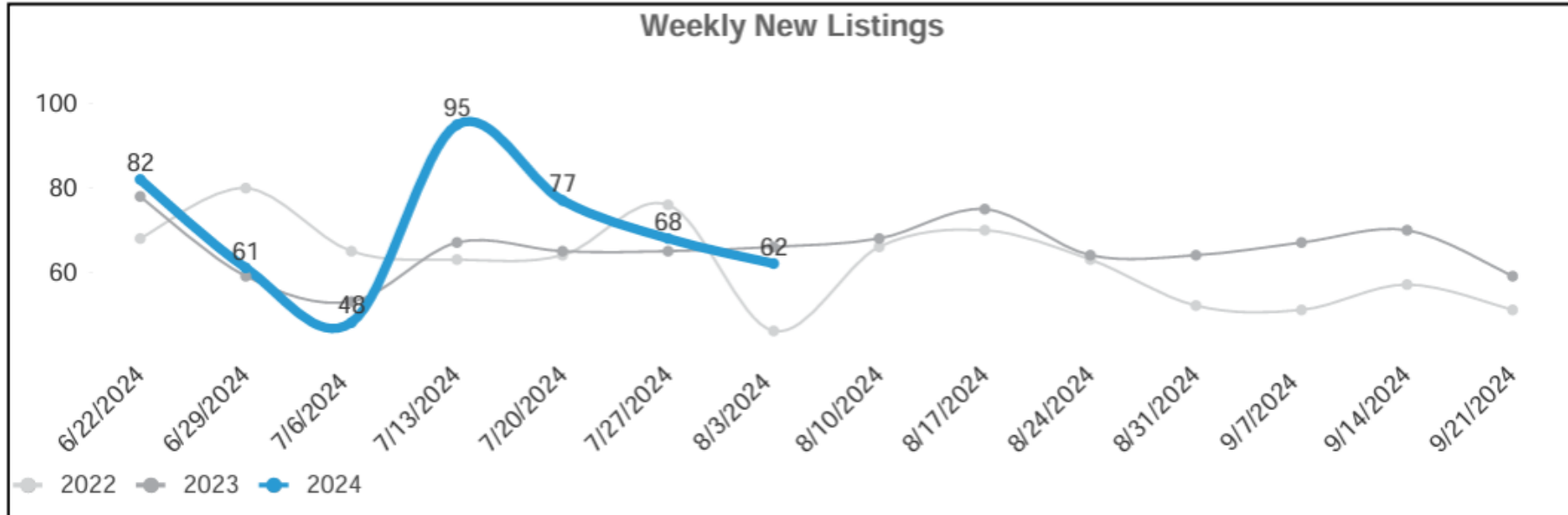
Santa Cruz County - Increased New Listings

City	New Listings This Year	New Listings Last Year	% New Listings Change
Scotts Valley	6	1	500%
Aptos	6	6	0%

Santa Cruz County - Decreased New Listings

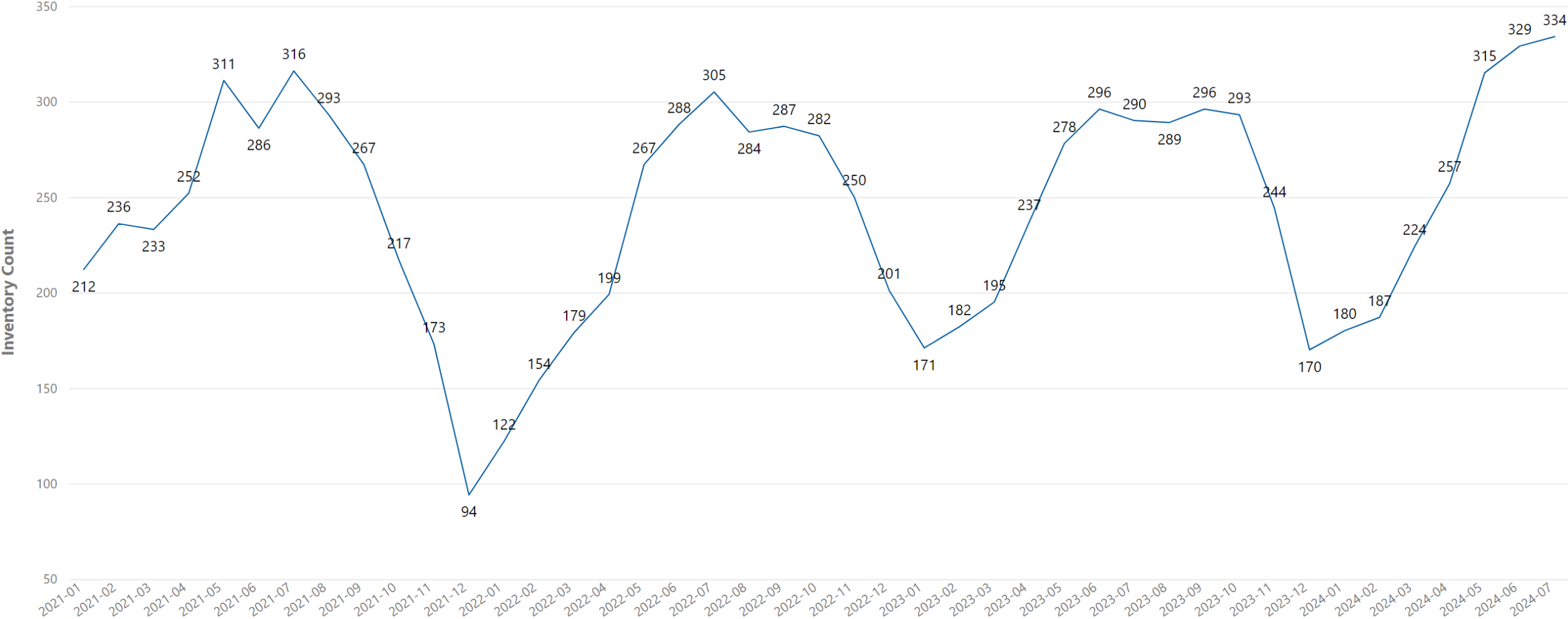
City	New Listings This Year	New Listings Last Year	% New Listings Change
Capitola	3	6	-50%
Watsonville	8	15	-47%
Santa Cruz	15	16	-6%

Santa Cruz County – New Listings Week Ending 08/03/2024



Santa Cruz County - Inventory

CountyName ● Santa Cruz



Santa Cruz County - Increased Inventory

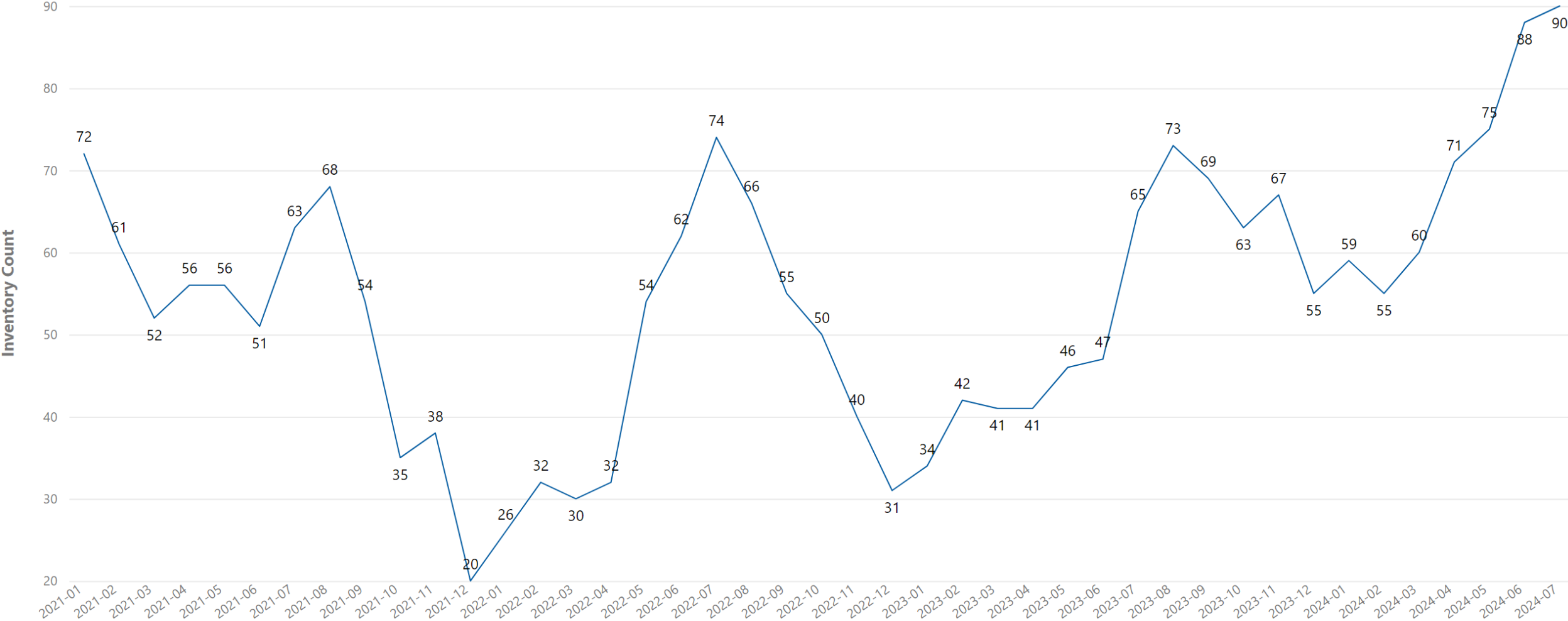
City	Inventory This Year	Inventory Last Year	% Inventory Change
Capitola	13	6	117%
Corralitos	7	4	75%
Los Gatos	29	19	53%
Scotts Valley	26	18	44%
Watsonville	39	29	34%
Ben Lomond	20	16	25%
La Selva Beach	6	5	20%
Boulder Creek	37	31	19%
Soquel	9	8	13%
Santa Cruz	76	71	7%
Aptos	52	51	2%
Mount Hermon	1	1	0%

Santa Cruz County - Decreased Inventory

City	Inventory This Year	Inventory Last Year	% Inventory Change
Brookdale	3	6	-50%
Felton	16	25	-36%

Santa Cruz County - Inventory

CountyName ● Santa Cruz



Santa Cruz County - Increased Inventory

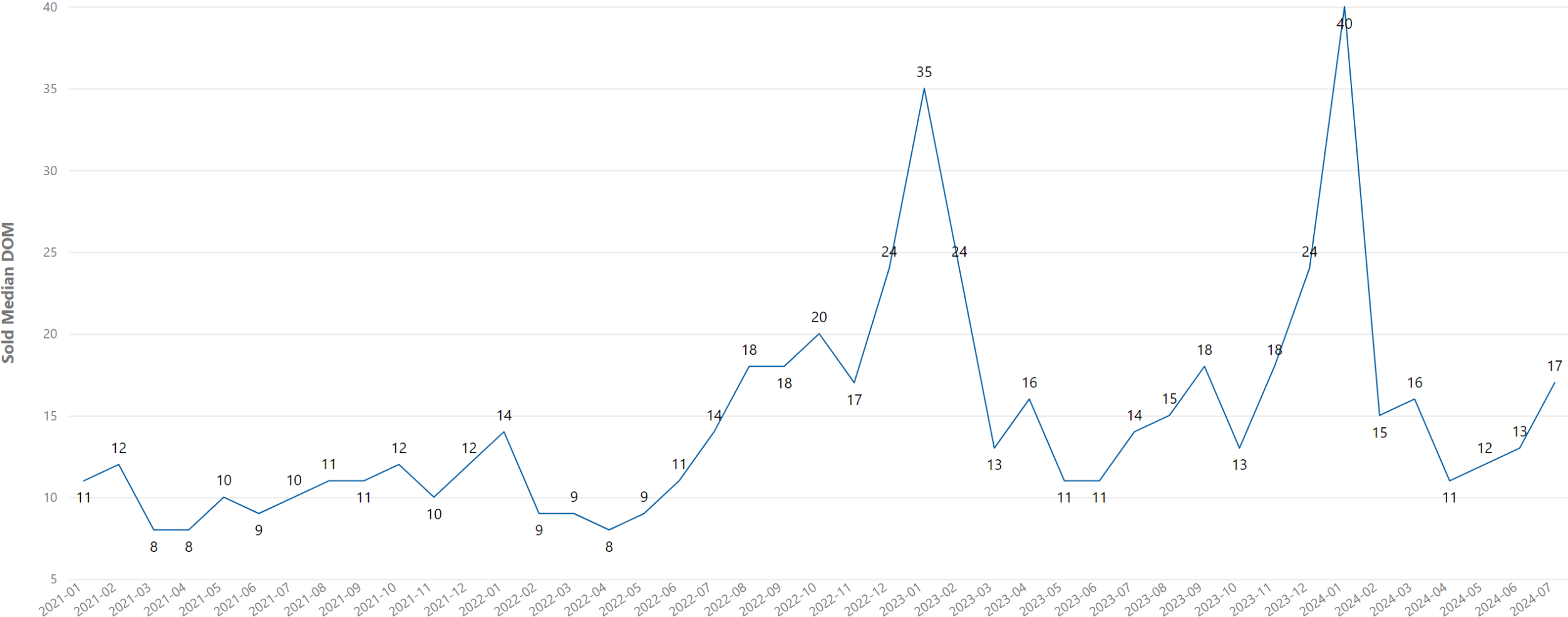
City	Inventory This Year	Inventory Last Year	% Inventory Change
Scotts Valley	12	2	500%
Boulder Creek	5	1	400%
Aptos	18	10	80%
La Selva Beach	5	3	67%
Santa Cruz	24	17	41%

Santa Cruz County - Decreased Inventory

City	Inventory This Year	Inventory Last Year	% Inventory Change
Soquel	3	6	-50%
Capitola	6	8	-25%
Watsonville	17	18	-6%

Santa Cruz County - Median Days On Market

CountyName ● Santa Cruz



Santa Cruz County - Increased Median Days On Market

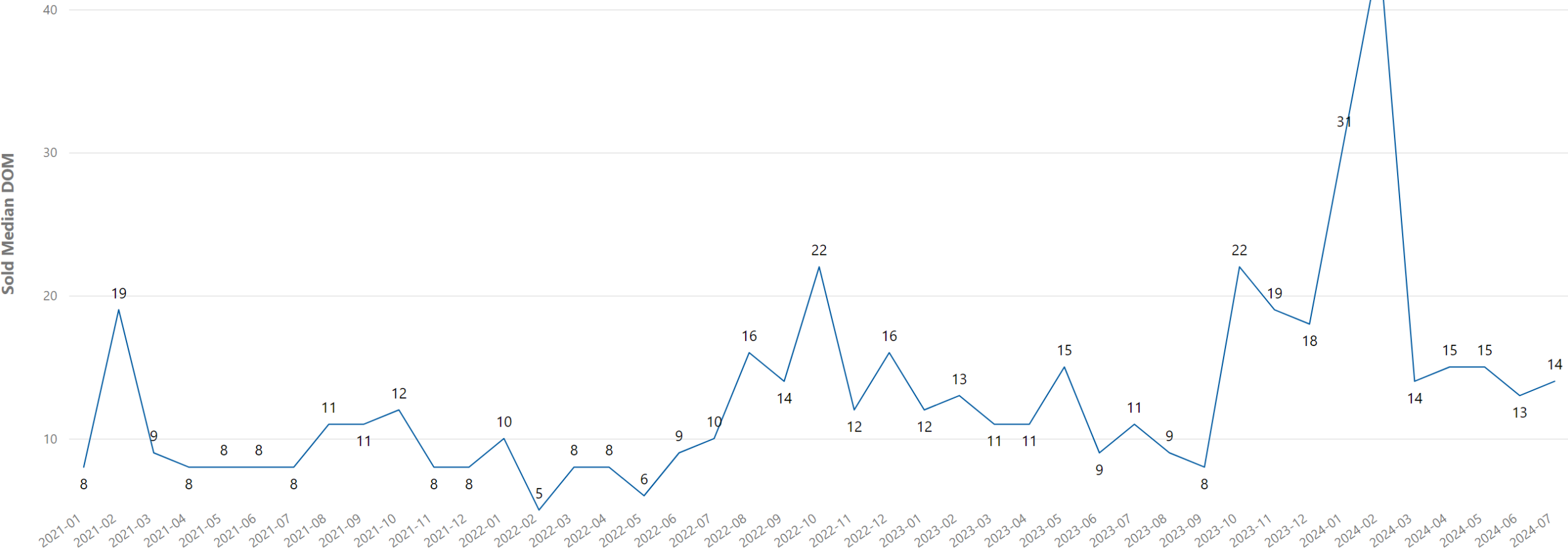
City	Median DOM	Median DOM Last Year	% Median DOM Change
Corralitos	189	10	1790%
Felton	37	13	185%
Boulder Creek	34	21	62%
Soquel	11	8	38%
Los Gatos	50	39	28%
Santa Cruz	15	12	25%
Mount Hermon	72	58	24%
Aptos	24	20	20%
Capitola	49	49	0%

Santa Cruz County - Decreased Median Days On Market

City	Median DOM	Median DOM Last Year	% Median DOM Change
La Selva Beach	8	158	-95%
Brookdale	7	31	-77%
Watsonville	9	15	-40%
Scotts Valley	8	13	-38%
Ben Lomond	10	14	-29%

Santa Cruz County - Median Days On Market

CountyName ● Santa Cruz



Data as of 8/6/2024

Aculist@2024

Residential Common Interest: 2021 - 2024



Santa Cruz County - Increased Median Days On Market

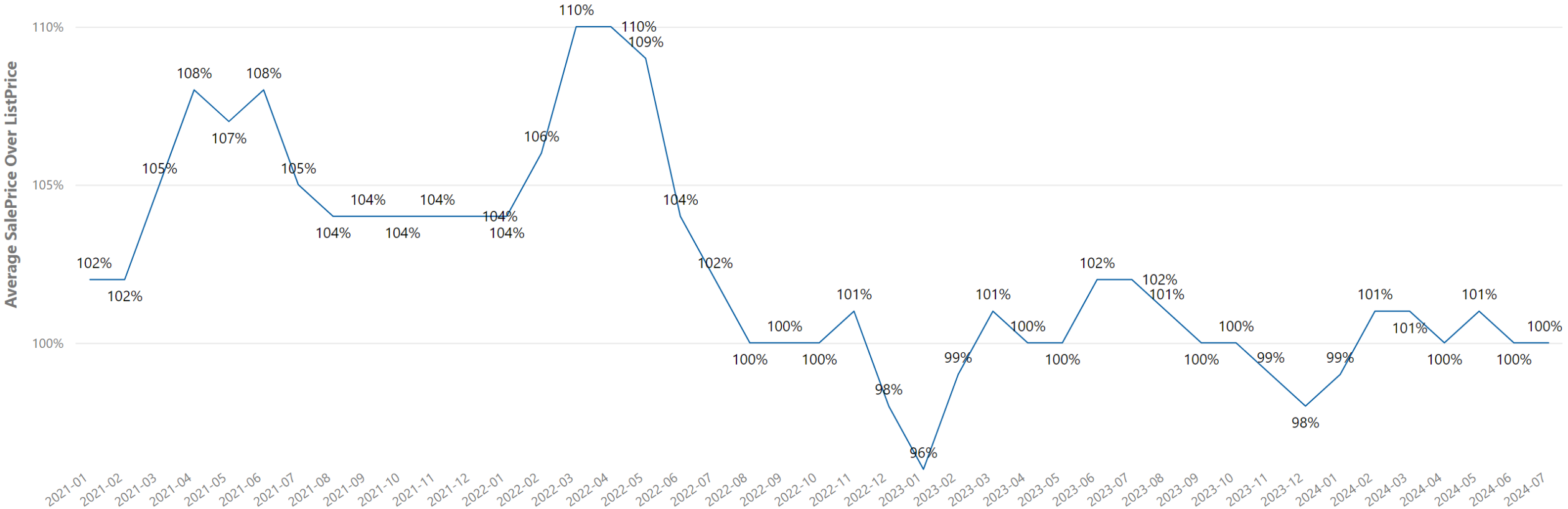
City	Median DOM	Median DOM Last Year	% Median DOM Change
Boulder Creek	14	0	N/A
Soquel	39	0	N/A
Aptos	47	10	370%
Watsonville	34	15	127%

Santa Cruz County - Decreased Median Days On Market

City	Median DOM	Median DOM Last Year	% Median DOM Change
Scotts Valley	3	52	-94%
Capitola	23	32	-28%
Santa Cruz	8	9	-11%

Santa Cruz County - Average Sale Price Over List Price

CountyName ● Santa Cruz



Data as of 8/6/2024

Aculist@2024

Residential Single Family: 2021-2024

Santa Cruz County - Increased Sale To List Price

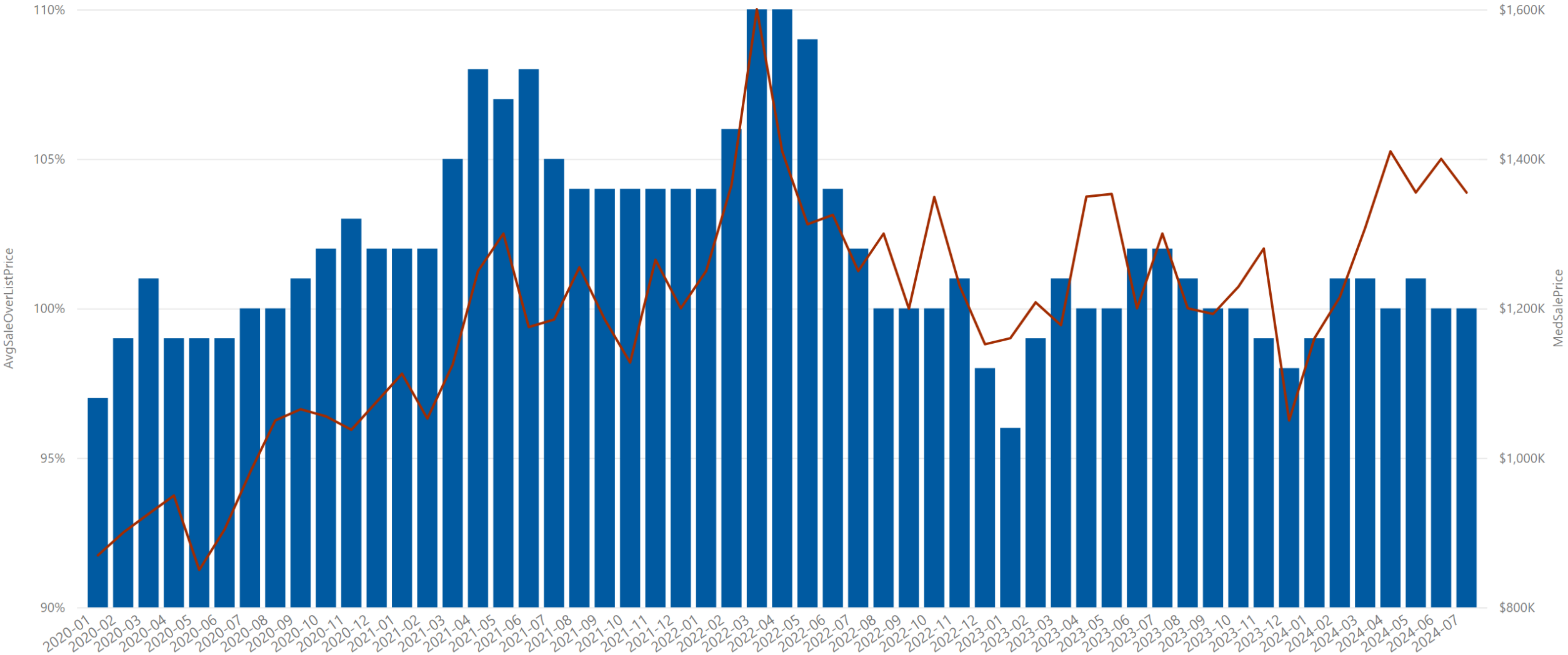
City	Sale Over List Price	Sale Over List Price Last year	% Sale Over List Price Change
La Selva Beach	115%	99%	16%
Brookdale	105%	98%	7%
Soquel	104%	100%	4%
Scotts Valley	105%	101%	4%
Felton	99%	99%	0%

Santa Cruz County - Decreased Sale To List Price

City	Sale Over List Price	Sale Over List Price Last Year	% Sale Over List Price Change
Corralitos	98%	118%	-17%
Mount Hermon	96%	102%	-6%
Ben Lomond	101%	107%	-6%
Boulder Creek	97%	101%	-4%
Aptos	98%	102%	-4%
Los Gatos	97%	100%	-3%
Santa Cruz	100%	103%	-3%
Watsonville	100%	103%	-3%
Capitola	96%	97%	-1%

Santa Cruz County - List Price Received vs Median Sale Price

● AvgSaleOverListPrice ● MedSalePrice



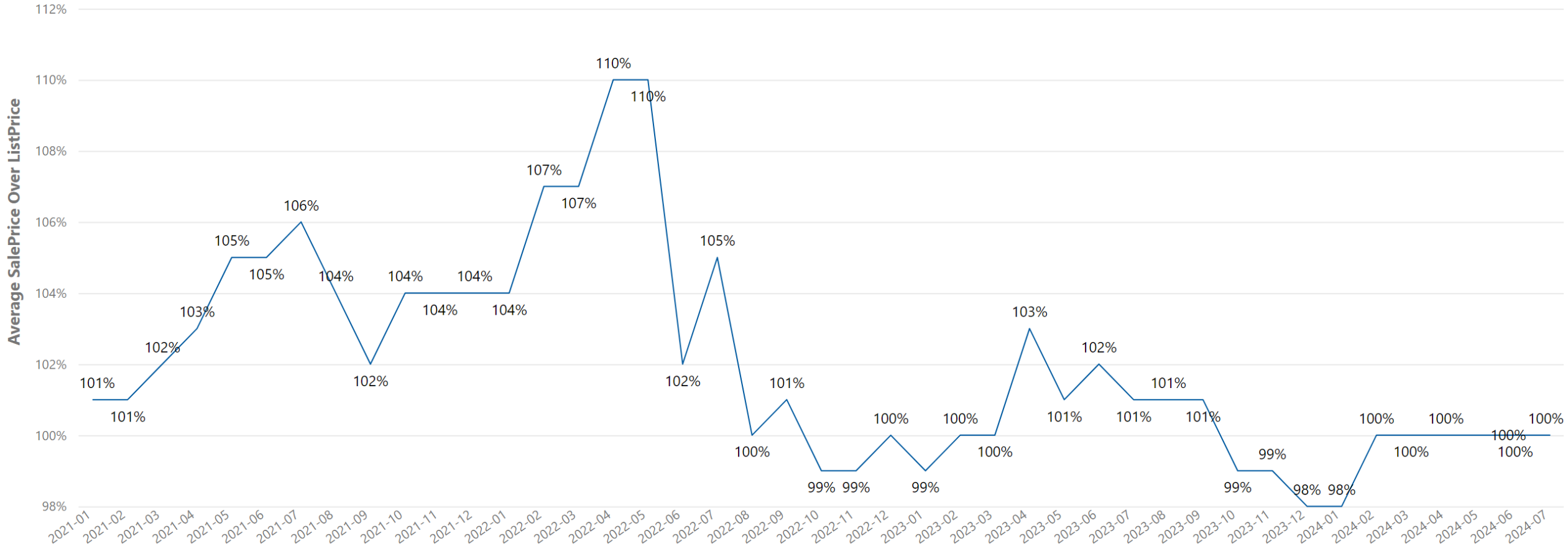
Data as of 8/6/2024

Aculist@2024

Residential Single Family: 2020-2024

Santa Cruz County - Average Sale Price Over List Price

CountyName ● Santa Cruz



Data as of 8/6/2024

Aculist@2024

Residential Common Interest: 2021 - 2024

Santa Cruz County - Increased Sale To List Price

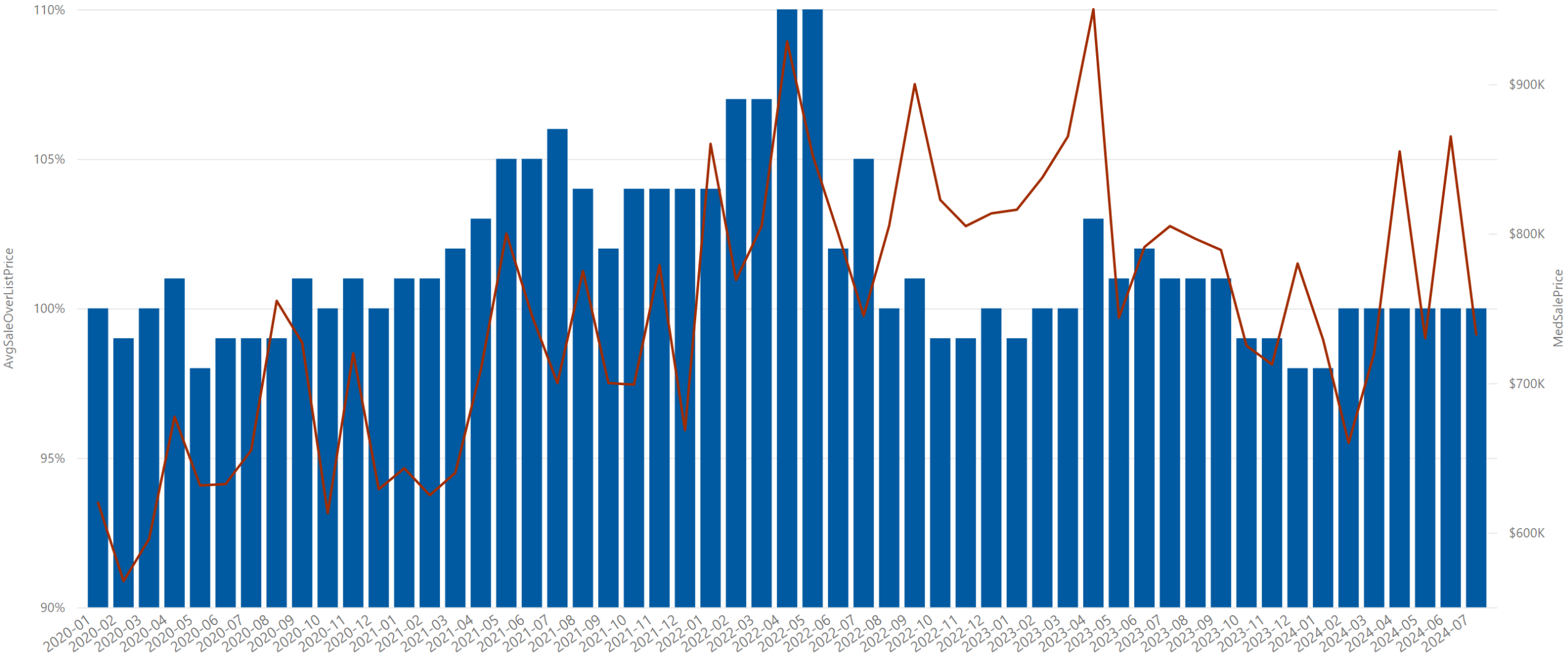
City	Sale Over List Price	Sale Over List Price Last year	% Sale Over List Price Change
Boulder Creek	99%	0%	N/A
Soquel	100%	0%	N/A
Capitola	101%	98%	3%
Scotts Valley	100%	99%	1%
Santa Cruz	101%	101%	0%
Watsonville	98%	98%	0%

Santa Cruz County - Decreased Sale To List Price

City	Sale Over List Price	Sale Over List Price Last Year	% Sale Over List Price Change
Aptos	99%	105%	-6%

Santa Cruz County - List Price Received vs Median Sale Price

● AvgSaleOverListPrice ● MedSalePrice



Data as of 8/6/2024

Aculist@2024

Residential Common Interest: 2020-2024

Thank You

