

An aerial photograph of Santa Cruz County, California, showing a densely populated coastal town. A large, light-colored building complex, likely a convention center or fairgrounds, is situated on a sandy beach. The ocean is a deep blue, and several sailboats are visible in the water. A dark blue banner with white text is overlaid on the bottom half of the image.

Santa Cruz County

Market Minute Videos | February 2025

Santa Cruz County – Single Family Market 2025 v. 2024

↓ 32

Median Days on Market
Compared to 40



\$1.20M

Median Price
Compared to \$1.16M

↑ 69

Closed Sales
Compared to 58

↑ 143

New Listings
Compared to 94

= 99%

Sale to List Price Ratio
Compared to 99%

Santa Cruz County – Common Interest Market 2025 v. 2024

↑ 44

Median Days on Market
Compared to 31



\$819K

Median Price
Compared to \$729K

↑ 21

Closed Sales
Compared to 19

↑ 55

New Listings
Compared to 31

↑ 99%

Sale to List Price Ratio
Compared to 98%



Santa Cruz County

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Santa Cruz Real Estate Market Trends – January 2025

Market Trend 1

The median price for common interest properties hit a 2-year high, where single family prices declined from December.

Market Trend 2

New listings are coming on the market and at a higher rate than this time last year.

Market Trend 3

Sale to List Price ratios were at or lower than in December, suggesting a bit less competitive market to start the year.

Data reliable but not guaranteed. MLSListings/Aculist cannot provide advice or make forward-looking statements about the real estate market.

Santa Cruz Real Estate Market Trends – January 2025

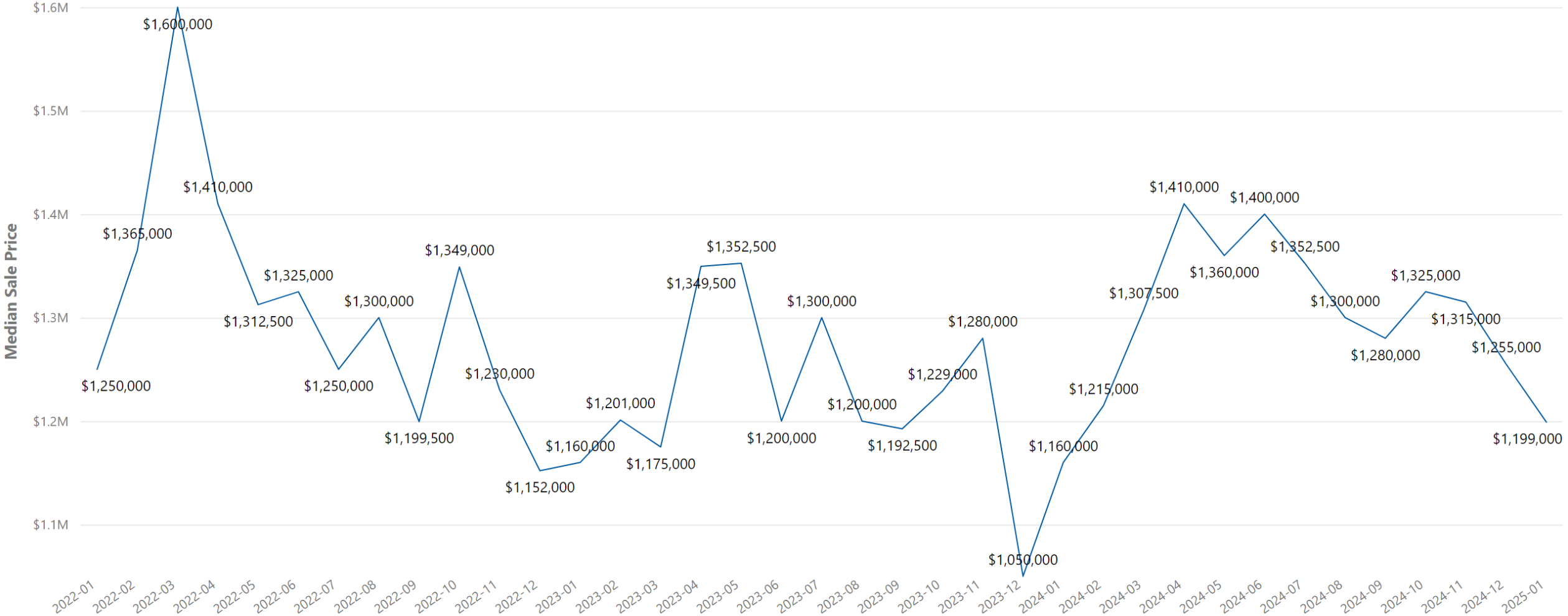
Market Trend 1

The median price for common interest properties hit a 2-year high, where single family prices declined from December.

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Santa Cruz County - Median Sale Price

CountyName ● Santa Cruz



Santa Cruz County - Increased Median Price

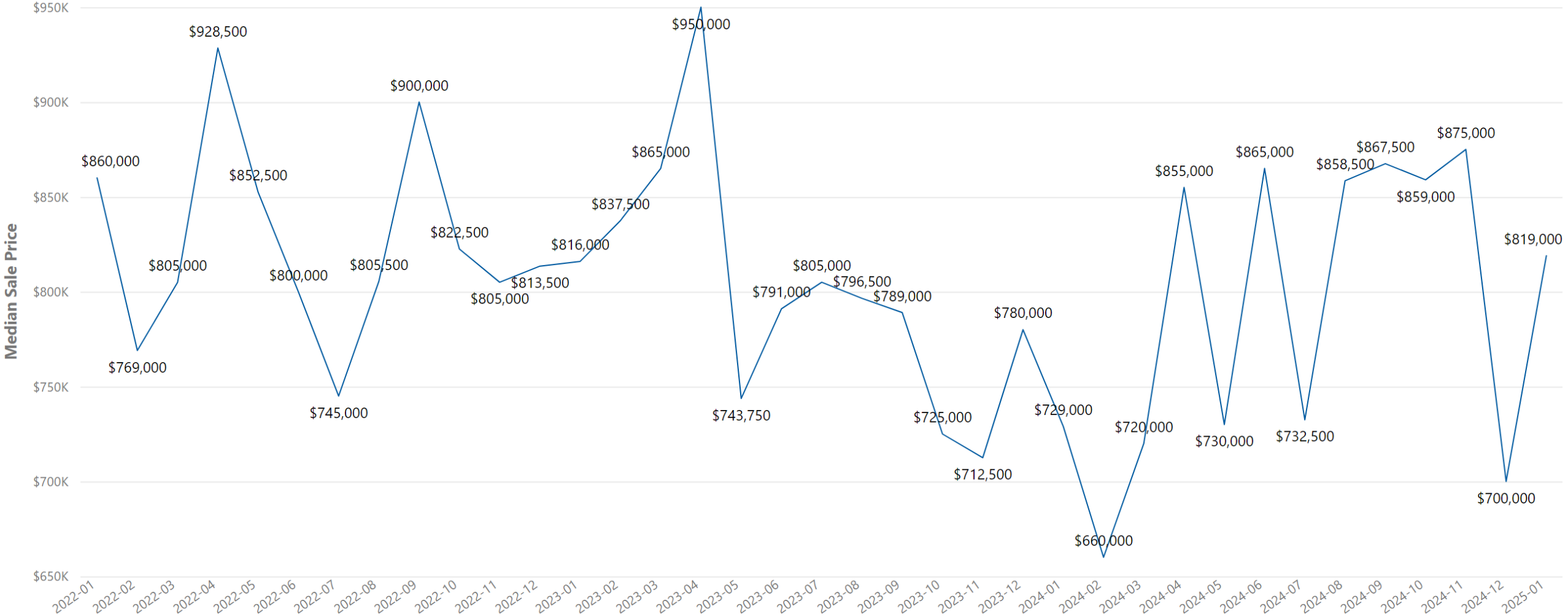
City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
La Selva Beach	\$1,685,000	\$0	N/A
Los Gatos	\$1,500,000	\$1,157,500	30%
Ben Lomond	\$1,022,500	\$890,000	15%
Watsonville	\$823,000	\$762,000	8%
Boulder Creek	\$675,000	\$626,500	8%
Felton	\$713,243	\$687,000	4%
Santa Cruz	\$1,425,000	\$1,422,400	0%

Santa Cruz County - Decreased Median Price

City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
Corralitos	\$0	\$1,850,000	-100%
Soquel	\$1,160,000	\$1,975,000	-41%
Scotts Valley	\$1,110,000	\$1,457,500	-24%
Capitola	\$1,400,000	\$1,445,000	-3%
Aptos	\$1,330,000	\$1,349,000	-1%

Santa Cruz County - Median Sale Price

CountyName ● Santa Cruz



Data as of 2/7/2025

Aculist@2025

Residential Common Interest: 2022-2025

Santa Cruz County - Increased Median Price

City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
Scotts Valley	\$880,000	\$0	N/A
Santa Cruz	\$819,000	\$715,000	15%
Watsonville	\$394,500	\$380,000	4%
Aptos	\$927,000	\$903,750	3%

Santa Cruz County - Decreased Median Price

City	Median Sale Price	Median Sale Price Last Year	% Median Sale Price Change
Boulder Creek	\$0	\$630,000	-100%
Capitola	\$565,000	\$597,500	-5%

Santa Cruz Real Estate Market Trends – January 2025

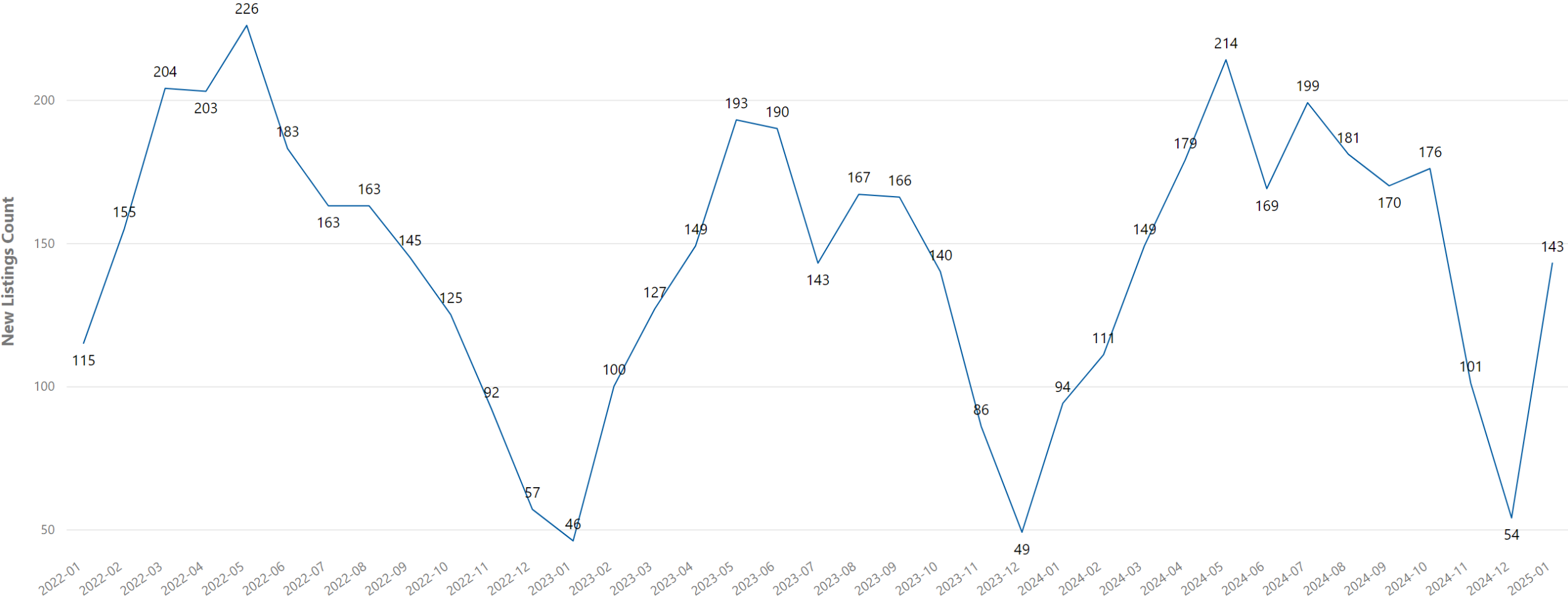
Market Trend 2

New listings are coming on the market and at a higher rate than this time last year.

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Santa Cruz County - New Listings

CountyName ● Santa Cruz



Santa Cruz County - Increased New Listings

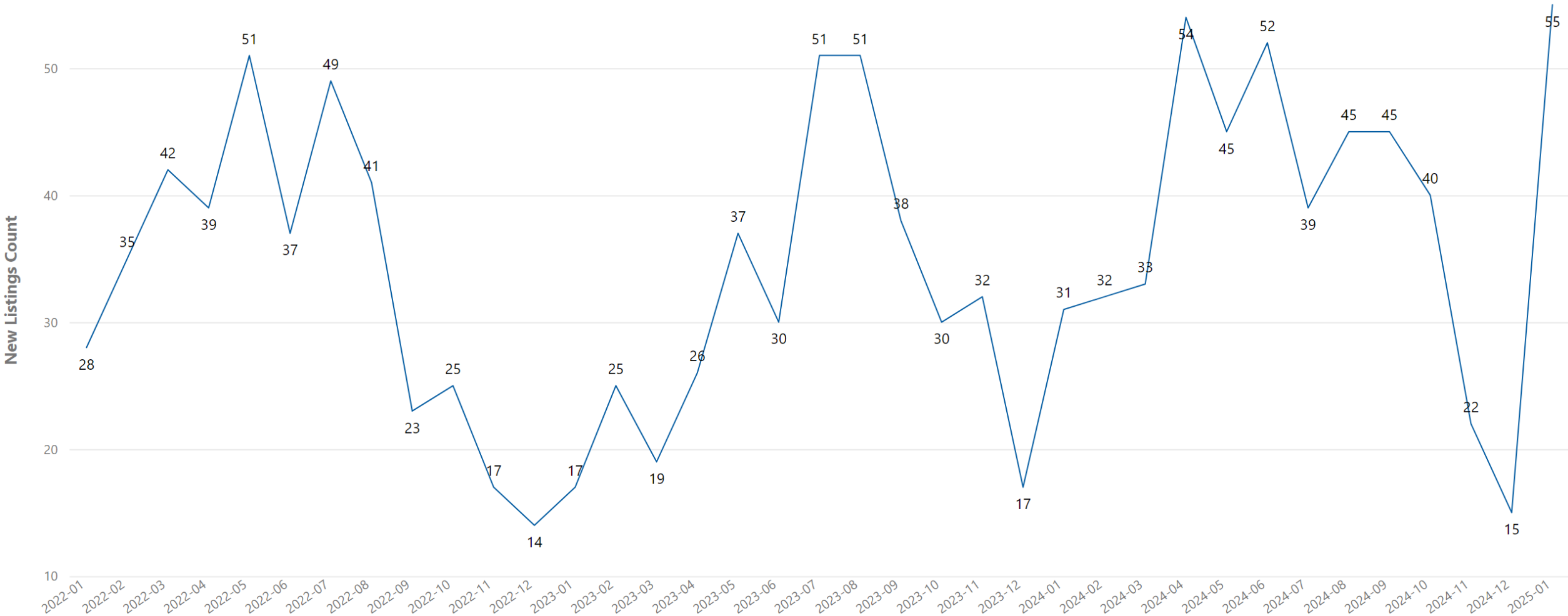
City	New Listings This Year	New Listings Last Year	% New Listings Change
Brookdale	1	0	N/A
Mount Hermon	1	0	N/A
Felton	9	2	350%
Soquel	6	2	200%
Los Gatos	13	6	117%
Ben Lomond	8	4	100%
Aptos	29	17	71%
La Selva Beach	5	3	67%
Boulder Creek	12	8	50%
Scotts Valley	7	5	40%
Santa Cruz	32	25	28%
Corralitos	1	1	0%
Freedom	1	1	0%
Capitola	3	3	0%

Santa Cruz County - Decreased New Listings

City	New Listings This Year	New Listings Last Year	% New Listings Change
Watsonville	15	16	-6%

Santa Cruz County - New Listings

CountyName ● Santa Cruz



Data as of 2/7/2025

Aculist@2025

Residential Common Interest: 2022-2025

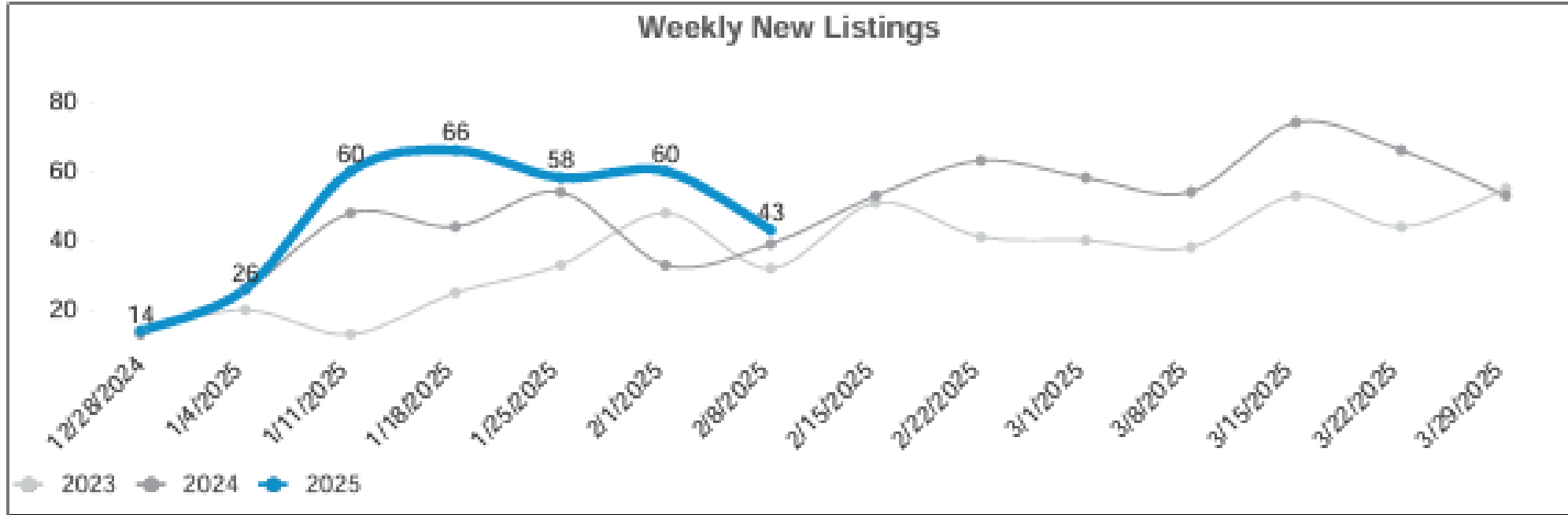
Santa Cruz County - Increased New Listings

City	New Listings This Year	New Listings Last Year	% New Listings Change
La Selva Beach	1	0	N/A
Aptos	13	4	225%
Santa Cruz	22	7	214%
Scotts Valley	5	2	150%
Capitola	9	4	125%

Santa Cruz County - Decreased New Listings

City	New Listings This Year	New Listings Last Year	% New Listings Change
Soquel	1	2	-50%
Watsonville	4	7	-43%

Santa Cruz County – New Listings Week Ending 2/8/2025



Santa Cruz Real Estate Market Trends – January 2025

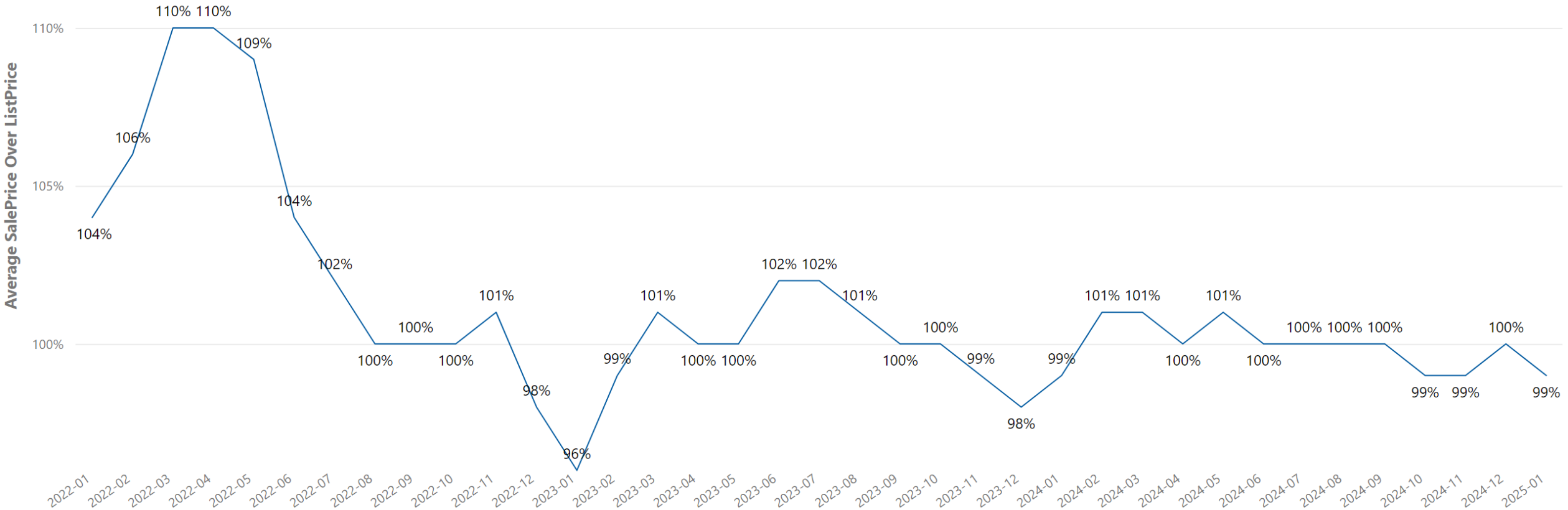
Market Trend 3

Sale to List Price ratios were at or lower than in December, suggesting a bit less competitive market to start the year.

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Santa Cruz County - Average Sale Price Over List Price

CountyName ● Santa Cruz



Data as of 2/7/2025

Aculist@2025

Residential Single Family: 2022-2025

Santa Cruz County - Increased Sale To List Price

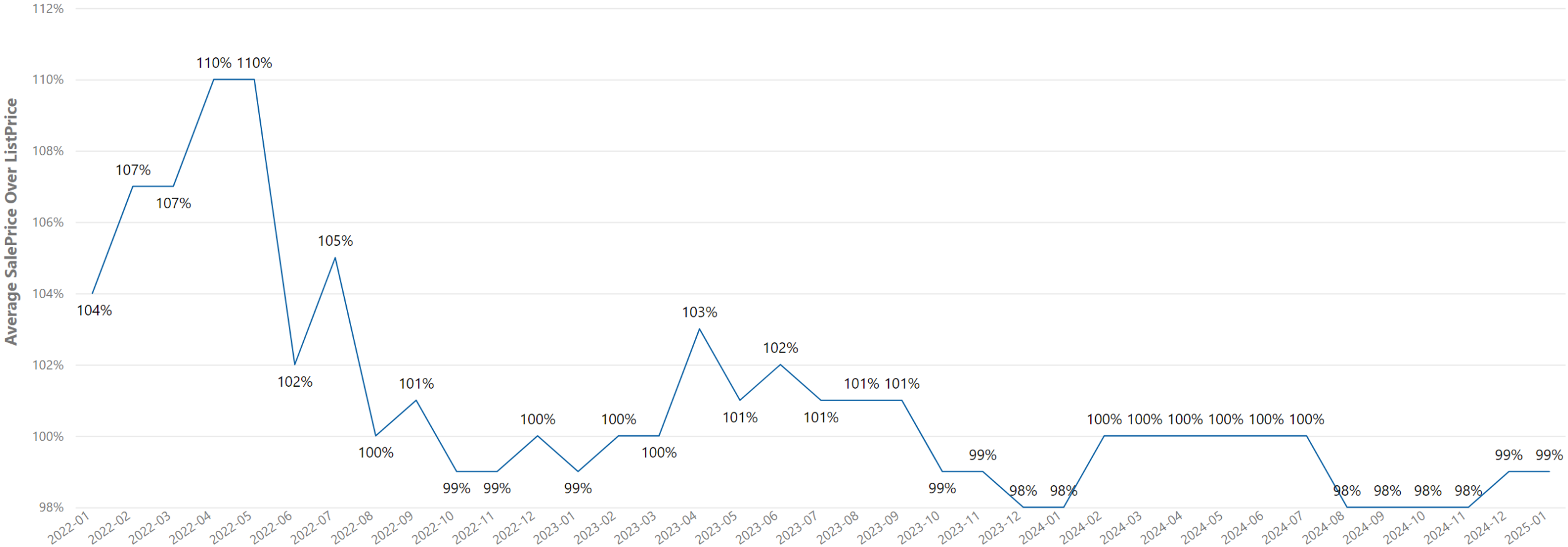
City	Sale Over List Price	Sale Over List Price Last Year	% Sale Over List Price Change
La Selva Beach	99%	0%	N/A
Soquel	106%	95%	12%
Felton	97%	89%	9%
Ben Lomond	99%	93%	6%
Aptos	103%	98%	5%
Scotts Valley	100%	99%	1%
Los Gatos	98%	98%	0%
Watsonville	100%	100%	0%

Santa Cruz County - Decreased Sale To List Price

City	Sale Over List Price	Sale Over List Price Last Year	% Sale Over List Price Change
Santa Cruz	97%	103%	-6%
Capitola	93%	98%	-5%
Boulder Creek	97%	99%	-2%

Santa Cruz County - Average Sale Price Over List Price

CountyName ● Santa Cruz



Data as of 2/7/2025

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
Scotts Valley	99%	0%	N/A
Aptos	103%	98%	5%
Capitola	100%	98%	2%
Santa Cruz	99%	98%	1%
Watsonville	99%	99%	0%

Thank You

