



REAL ESTATE REPORT

SANTA CRUZ COUNTY

Q4 2018

Welcome to your latest Quarterly Report, with up-to-date real estate data for a specific market area.

The Quarterly Report offers insight into residential real estate sales activity and regional trends. It complements the Area Report, giving you a broader look at the real estate market. If you are interested in receiving the Area Report, please let me know. I would be happy to set that up for you.

The market summary below offers a look at sales activity for the prior quarter and year, along with current and past year-to-date statistics. The graphs cover several different aspects of the real estate market. Note how some of the graphs break out trends by price increments. Please contact me if you would like more information on your current market.



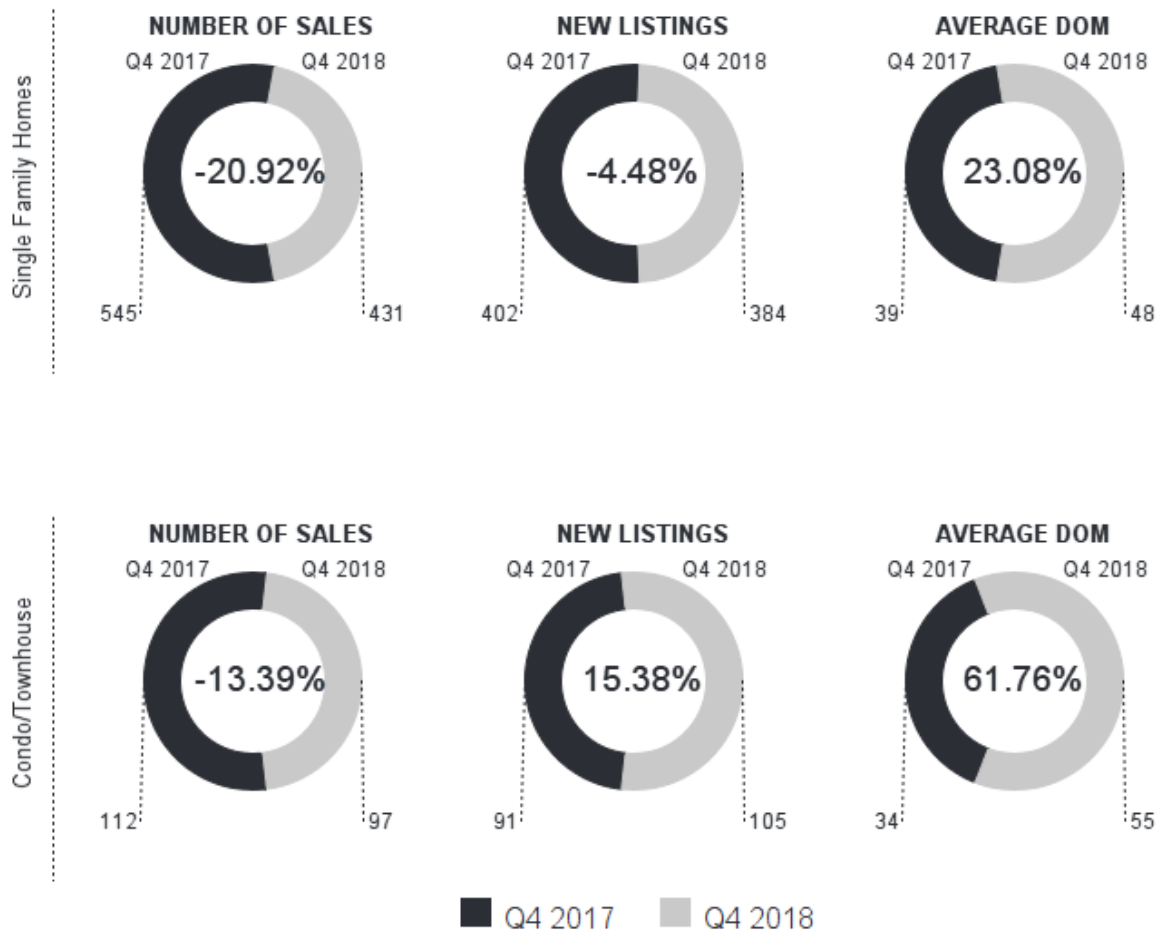
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SANTA CRUZ COUNTY | Q4 2018

REAL ESTATE SNAPSHOT - Change since this time last year



REAL ESTATE SNAPSHOT

SANTA CRUZ COUNTY


Q4 2018


-19.63% 
PROPERTIES SOLD
ALL PROPERTY TYPES

6.15% 
AVERAGE SOLD PRICE
ALL PROPERTY TYPES


1.69% 
MEDIAN SOLD PRICE
ALL PROPERTY TYPES

-0.81% 
NEW LISTINGS
ALL PROPERTY TYPES



























































7.24% 
AVERAGE LIST PRICE
ALL PROPERTY TYPES

3.44% 
MEDIAN LIST PRICE
ALL PROPERTY TYPES

-1.14% 
LIST/SELL PRICE RATIO
ALL PROPERTY TYPES

28.95% 
AVERAGE DAYS ON MARKET
ALL PROPERTY TYPES

66.67% 
MEDIAN DAYS ON MARKET
ALL PROPERTY TYPES

	New Listings			Properties Sold			Median Sold Price			Median DOM		
	Q4 2018	Q4 2017	% Change	Q4 2018	Q4 2017	% Change	Q4 2018	Q4 2017	% Change	Q4 2018	Q4 2017	% Change
Aptos	99	70	41% 	75	110	-32% 	\$876 K	\$893 K	-1.85% 	32	29	10% 
Single Family Homes	63	58	8.62% 	56	94	-40% 	\$1.01 M	\$915 K	11% 	40	26	54% 
Condo/Townhouse	36	12	200% 	19	16	19% 	\$649 K	\$650 K	-0.15% 	21	47	-55% 
Ben Lomond	11	14	-21% 	27	29	-6.90% 	\$750 K	\$665 K	13% 	15	17	-12% 
Single Family Homes	11	14	-21% 	27	29	-6.90% 	\$750 K	\$665 K	13% 	15	17	-12% 
Condo/Townhouse	0	0		0	0		\$0	\$0		0	0	
Boulder Creek	30	44	-32% 	40	65	-38% 	\$584 K	\$545 K	7.11% 	40	28	43% 
Single Family Homes	26	39	-33% 	36	62	-42% 	\$623 K	\$558 K	12% 	41	30	37% 
Condo/Townhouse	4	5	-20% 	4	3	33% 	\$415 K	\$395 K	5.06% 	26	11	136% 
Brookdale	1	1	0.00%	3	1	200% 	\$610 K	\$515 K	18% 	36	54	-33% 
Single Family Homes	1	1	0.00%	3	1	200% 	\$610 K	\$515 K	18% 	36	54	-33% 
Condo/Townhouse	0	0		0	0		\$0	\$0		0	0	
Capitola	21	26	-19% 	18	29	-38% 	\$954 K	\$785 K	22% 	46	11	318% 
Single Family Homes	14	12	17% 	10	14	-29% 	\$1.05 M	\$1.07 M	-1.50% 	33	10	230% 
Condo/Townhouse	7	14	-50% 	8	15	-47% 	\$568 K	\$600 K	-5.42% 	61	13	369% 
Corralitos	4	5	-20% 	4	5	-20% 	\$1.31 M	\$810 K	61% 	27	73	-63% 
Single Family Homes	4	5	-20% 	4	5	-20% 	\$1.31 M	\$810 K	61% 	27	73	-63% 
Condo/Townhouse	0	0		0	0		\$0	\$0		0	0	

SANTA CRUZ COUNTY

REAL ESTATE SNAPSHOT | Q4 2018

	New Listings			Properties Sold			Median Sold Price			Median DOM		
	Q4 2018	Q4 2017	% Change	Q4 2018	Q4 2017	% Change	Q4 2018	Q4 2017	% Change	Q4 2018	Q4 2017	% Change
Felton	18	25	-28% ↓	23	33	-30% ↓	\$656 K	\$635 K	3.24% ↑	41	22	86% ↑
Single Family Homes	18	25	-28% ↓	23	33	-30% ↓	\$656 K	\$635 K	3.24% ↑	41	22	86% ↑
Condo/Townhouse	0	0		0	0		\$0	\$0		0	0	
Freedom	5	5	0.00%	5	4	25% ↑	\$535 K	\$591 K	-9.48% ↓	20	7	186% ↑
Single Family Homes	5	5	0.00%	4	4	0.00%	\$583 K	\$591 K	-1.44% ↓	14	7	100% ↑
Condo/Townhouse	0	0		1	0	↑	\$535 K	\$0	↑	177	0	↑
La Selva Beach	1	7	-86% ↓	8	6	33% ↑	\$990 K	\$1.15 M	-14% ↓	44	21	110% ↑
Single Family Homes	1	4	-75% ↓	6	2	200% ↑	\$1.02 M	\$1.56 M	-35% ↓	44	56	-21% ↓
Condo/Townhouse	0	3	↓	2	4	-50% ↓	\$990 K	\$1.15 M	-14% ↓	31	21	48% ↑
Los Gatos	18	10	80% ↑	17	13	31% ↑	\$1.15 M	\$892 K	29% ↑	34	52	-35% ↓
Single Family Homes	18	10	80% ↑	17	13	31% ↑	\$1.15 M	\$892 K	29% ↑	34	52	-35% ↓
Condo/Townhouse	0	0		0	0		\$0	\$0		0	0	
Mount Hermon	2	0	↑	4	1	300% ↑	\$595 K	\$461 K	29% ↑	142	97	46% ↑
Single Family Homes	2	0	↑	4	1	300% ↑	\$595 K	\$461 K	29% ↑	142	97	46% ↑
Condo/Townhouse	0	0		0	0		\$0	\$0		0	0	
Santa Cruz	159	163	-2.45% ↓	184	212	-13% ↓	\$939 K	\$910 K	3.20% ↑	30	15	100% ↑
Single Family Homes	129	129	0.00%	142	168	-15% ↓	\$1.03 M	\$1.00 M	2.84% ↑	23	15	53% ↑
Condo/Townhouse	30	34	-12% ↓	42	44	-4.55% ↓	\$580 K	\$549 K	5.74% ↑	43	17	153% ↑
Scotts Valley	45	28	61% ↑	28	57	-51% ↓	\$1.00 M	\$860 K	16% ↑	20	15	33% ↑
Single Family Homes	34	20	70% ↑	21	42	-50% ↓	\$1.10 M	\$928 K	19% ↑	20	19	5.26% ↑
Condo/Townhouse	11	8	38% ↑	7	15	-53% ↓	\$730 K	\$535 K	36% ↑	25	9	178% ↑
Soquel	14	17	-18% ↓	25	21	19% ↑	\$925 K	\$900 K	2.78% ↑	13	16	-19% ↓
Single Family Homes	13	13	0.00%	24	18	33% ↑	\$955 K	\$996 K	-4.17% ↓	13	19	-32% ↓
Condo/Townhouse	1	4	-75% ↓	1	3	-67% ↓	\$550 K	\$605 K	-9.09% ↓	34	13	162% ↑
Watsonville	60	77	-22% ↓	67	70	-4.29% ↓	\$625 K	\$562 K	11% ↑	36	19	89% ↑
Single Family Homes	45	66	-32% ↓	54	58	-6.90% ↓	\$637 K	\$580 K	9.92% ↑	35	19	84% ↑
Condo/Townhouse	15	11	36% ↑	13	12	8.33% ↑	\$568 K	\$437 K	30% ↑	40	26	54% ↑
Total	489	493	-0.81% ↓	528	657	-20% ↓	\$814 K	\$800 K	1.69% ↑	30	18	67% ↑
Single Family Homes	384	402	-4.48% ↓	431	545	-21% ↓	\$898 K	\$850 K	5.65% ↑	27	19	42% ↑
Condo/Townhouse	105	91	15% ↑	97	112	-13% ↓	\$600 K	\$556 K	7.87% ↑	40	14	186% ↑


REAL ESTATE SNAPSHOT

SANTA CRUZ COUNTY


MARKET OVERVIEW


Q4 2018 | Single Family Homes ?


-20.92% 
PROPERTIES SOLD
SINGLE FAMILY HOMES


7.11% 
AVERAGE SOLD PRICE
SINGLE FAMILY HOMES


5.65% 
MEDIAN SOLD PRICE
SINGLE FAMILY HOMES


-4.48% 
NEW LISTINGS
SINGLE FAMILY HOMES

8.21% 
AVERAGE LIST PRICE
SINGLE FAMILY HOMES

5.89% 
MEDIAN LIST PRICE
SINGLE FAMILY HOMES

-1.11% 
LIST/SELL PRICE RATIO
SINGLE FAMILY HOMES

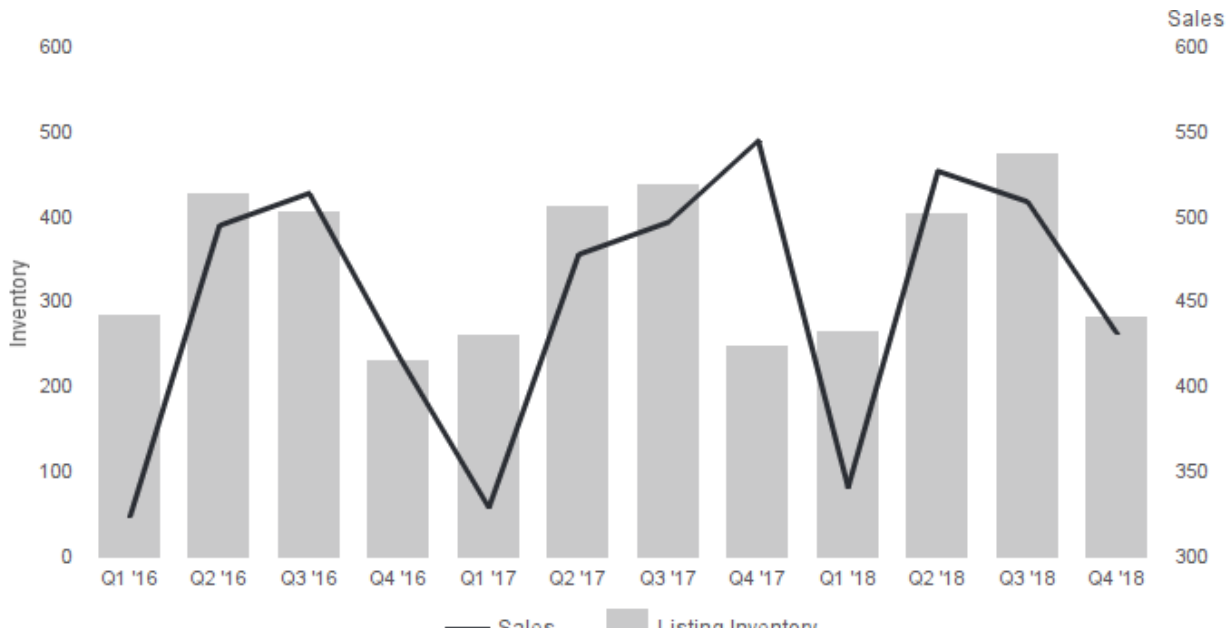
23.08% 
AVERAGE DAYS ON MARKET
SINGLE FAMILY HOMES

42.11% 
MEDIAN DAYS ON MARKET
SINGLE FAMILY HOMES

LISTING INVENTORY AND NUMBER OF SALES

Q4 2018 | Single Family Homes ?

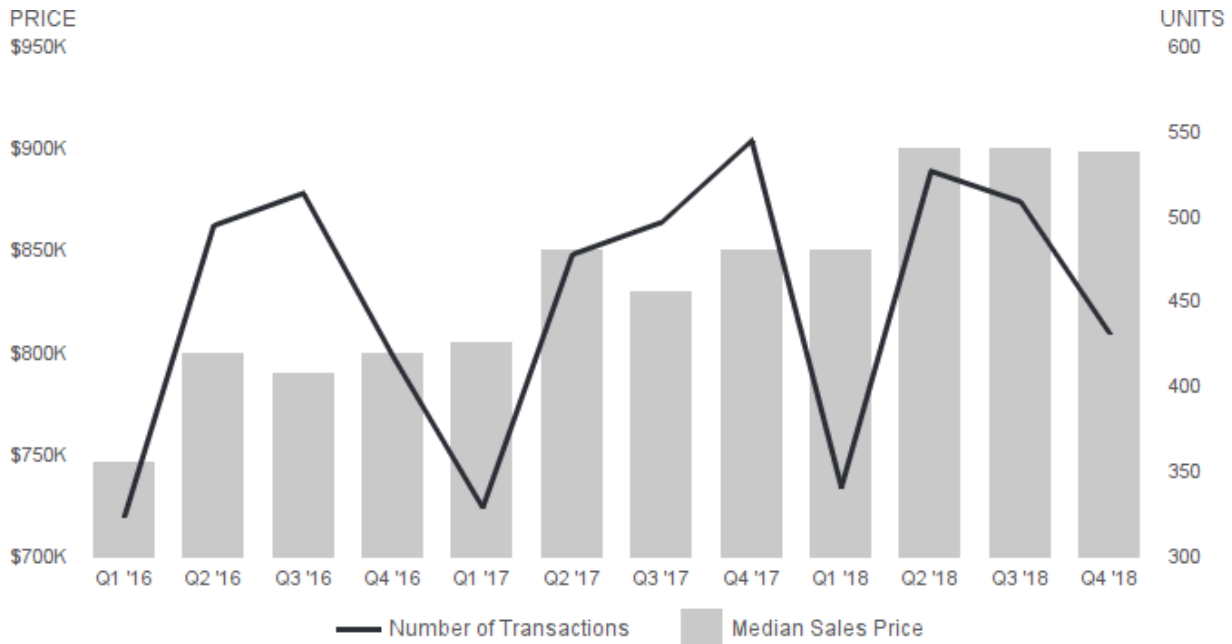
Quarterly inventory of properties for sale along with number of sales



MEDIAN SALES PRICE AND NUMBER OF SALES

Q4 2018 | Single Family Homes ?

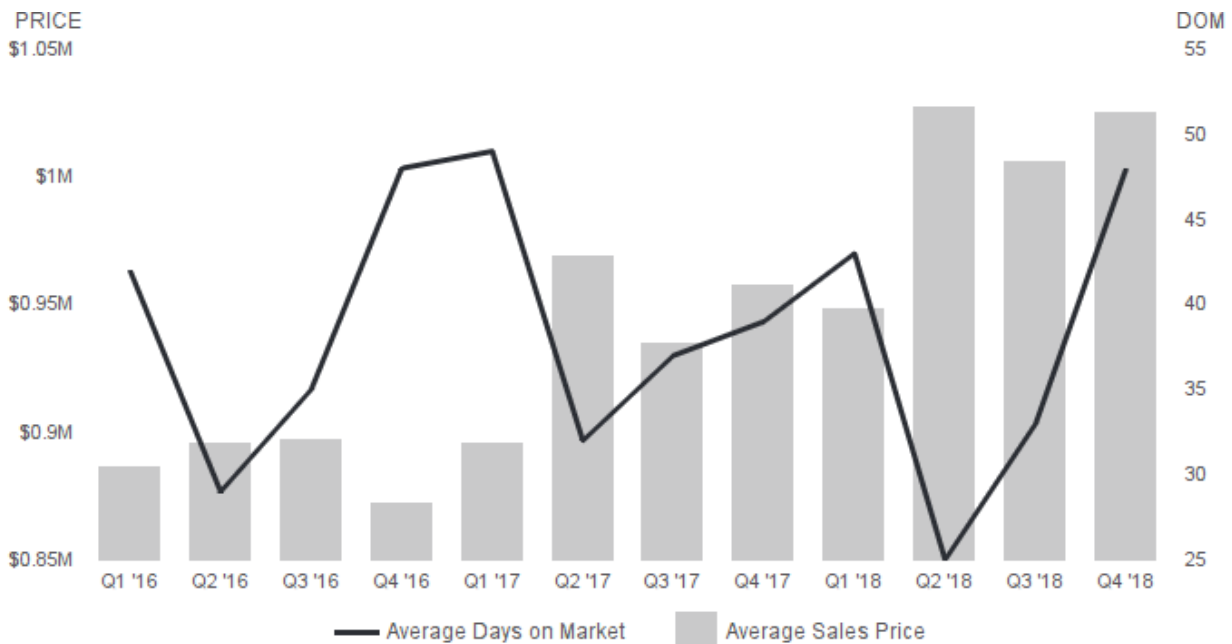
Median Sales Price | Price of the "middle" property sold -an equal number of sales were above and below this price.
Number of Sales | Number of properties sold.



AVERAGE SALES PRICE AND AVERAGE DAYS ON MARKET

Q4 2018 | Single Family Homes ?

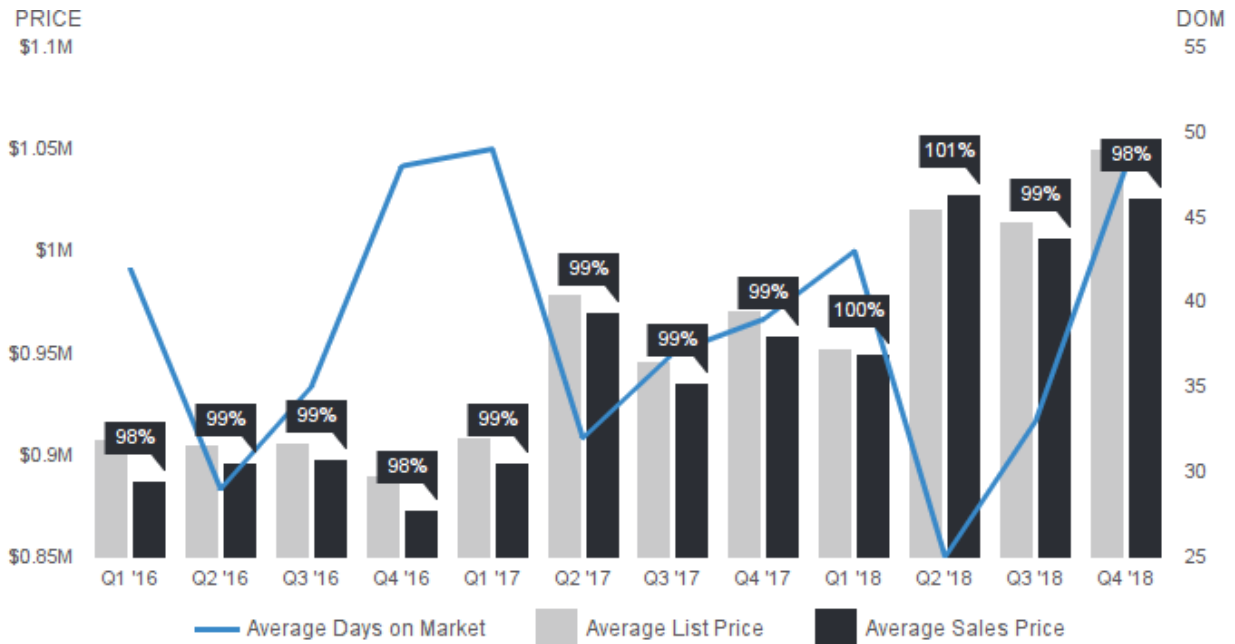
Average Sales Price | Average sales price for all properties sold.
Average Days on Market | Average days on market for all properties sold.



SALES PRICE AS A PERCENTAGE OF ORIGINAL PRICE & AVERAGE DOM

Q4 2018 | Single Family Homes ?

Sale Price as a Percentage of Original Price | Average sale price of property as percentage of final list price.
Average Days on Market | Average days on market for all properties sold.

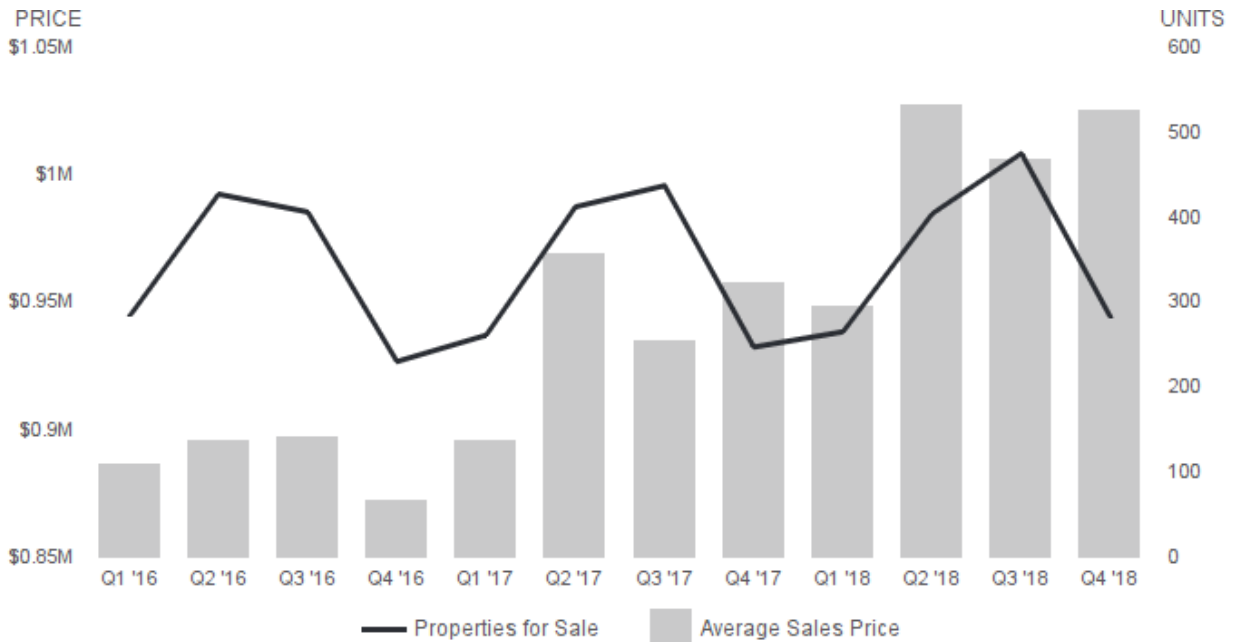


AVERAGE SALES PRICE AND NUMBER OF PROPERTIES FOR SALE

Q4 2018 | Single Family Homes ?

Average Sales Price | Average sales price for all properties sold.

Properties for Sale | Number of properties listed for sale at the end of quarter.



PROPERTIES FOR SALE AND SOLD PROPERTIES

Q4 2018 | Single Family Homes ?

Properties for Sale | Number of properties listed for sale at the end of quarter.

Sold Properties | Number of properties sold.



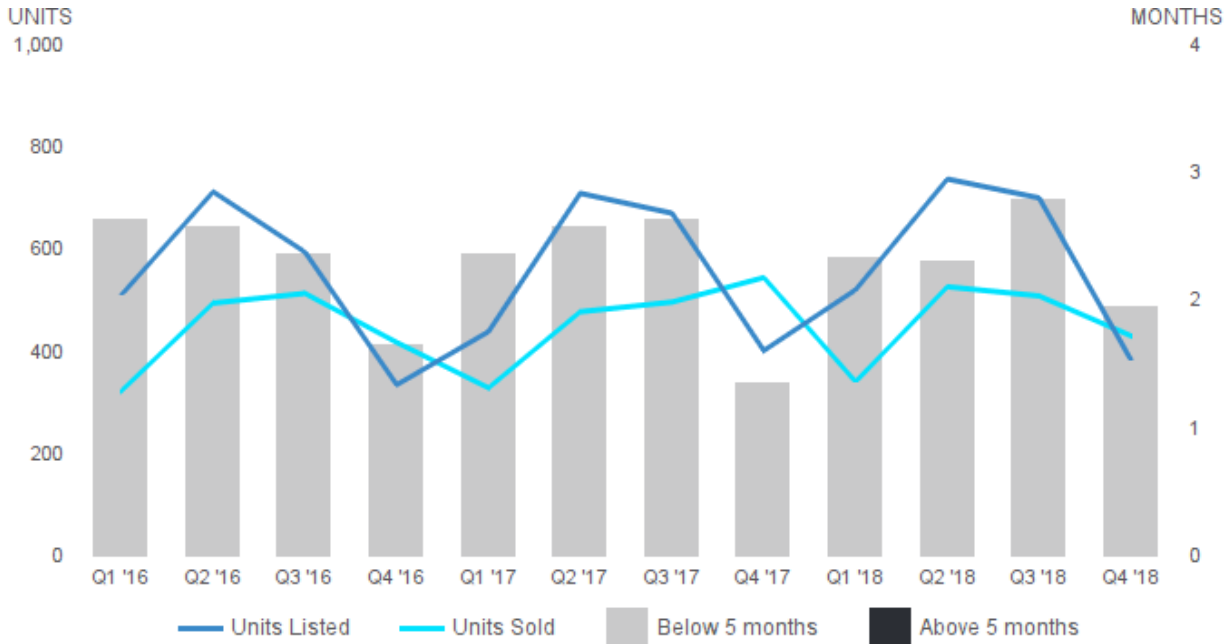
MONTHS SUPPLY OF INVENTORY

Q4 2018 | Single Family Homes ?

Months Supply of Inventory | Properties for sale divided by number of properties sold.

Units Listed | Number of properties listed for sale at the end of month.

Units Sold | Number of properties sold.





REAL ESTATE SNAPSHOT

SANTA CRUZ COUNTY

MARKET OVERVIEW


Q4 2018 | Condo/Townhouse ?


-13.39% 
PROPERTIES SOLD
CONDO/TOWNHOUSE

4.03% 
AVERAGE SOLD PRICE
CONDO/TOWNHOUSE

7.87% 
MEDIAN SOLD PRICE
CONDO/TOWNHOUSE

15.38% 
NEW LISTINGS
CONDO/TOWNHOUSE

5.04% 
AVERAGE LIST PRICE
CONDO/TOWNHOUSE

10.60% 
MEDIAN LIST PRICE
CONDO/TOWNHOUSE

-1.22% 
LIST/SELL PRICE RATIO
CONDO/TOWNHOUSE

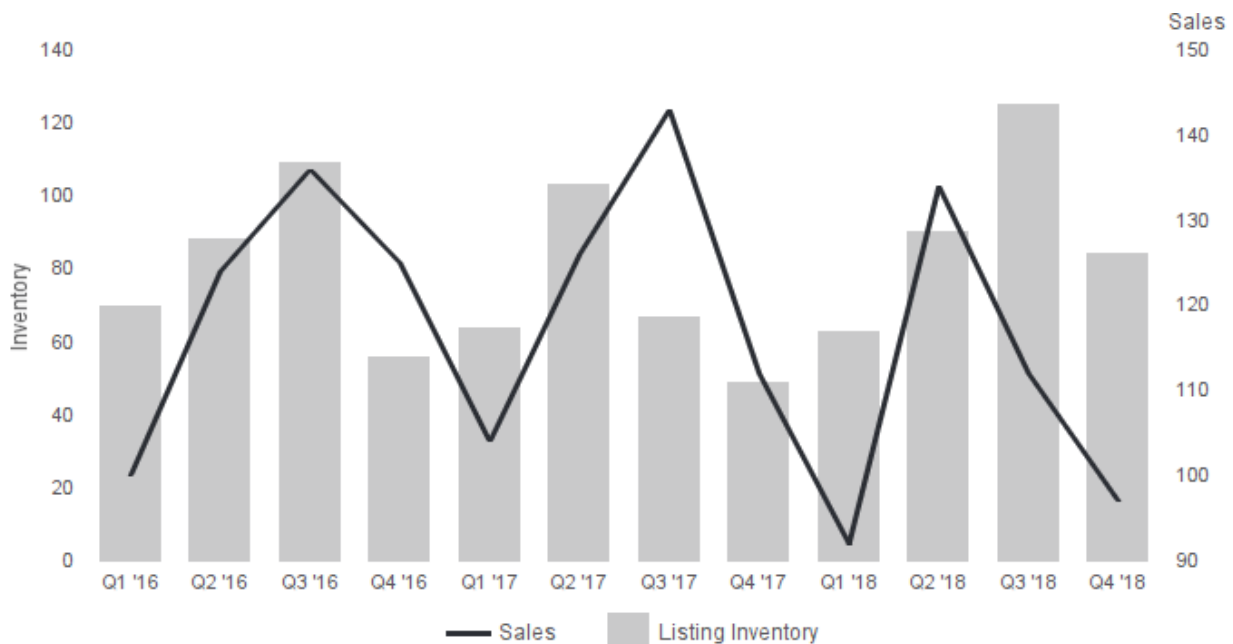
61.76% 
AVERAGE DAYS ON MARKET
CONDO/TOWNHOUSE

185.71% 
MEDIAN DAYS ON MARKET
CONDO/TOWNHOUSE

LISTING INVENTORY AND NUMBER OF SALES

Q4 2018 | Condo/Townhouse ?

Quarterly inventory of properties for sale along with number of sales

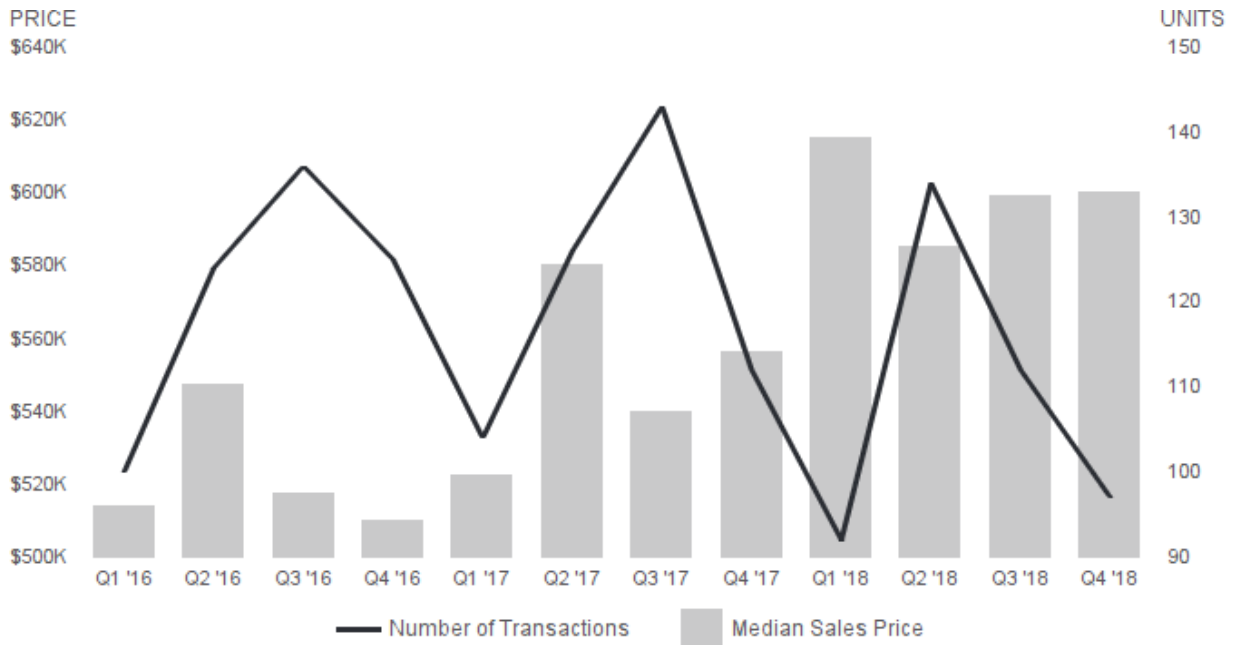


MEDIAN SALES PRICE AND NUMBER OF SALES

Q4 2018 | Condo/Townhouse ?

Median Sales Price | Price of the "middle" property sold - an equal number of sales were above and below this price.

Number of Sales | Number of properties sold.

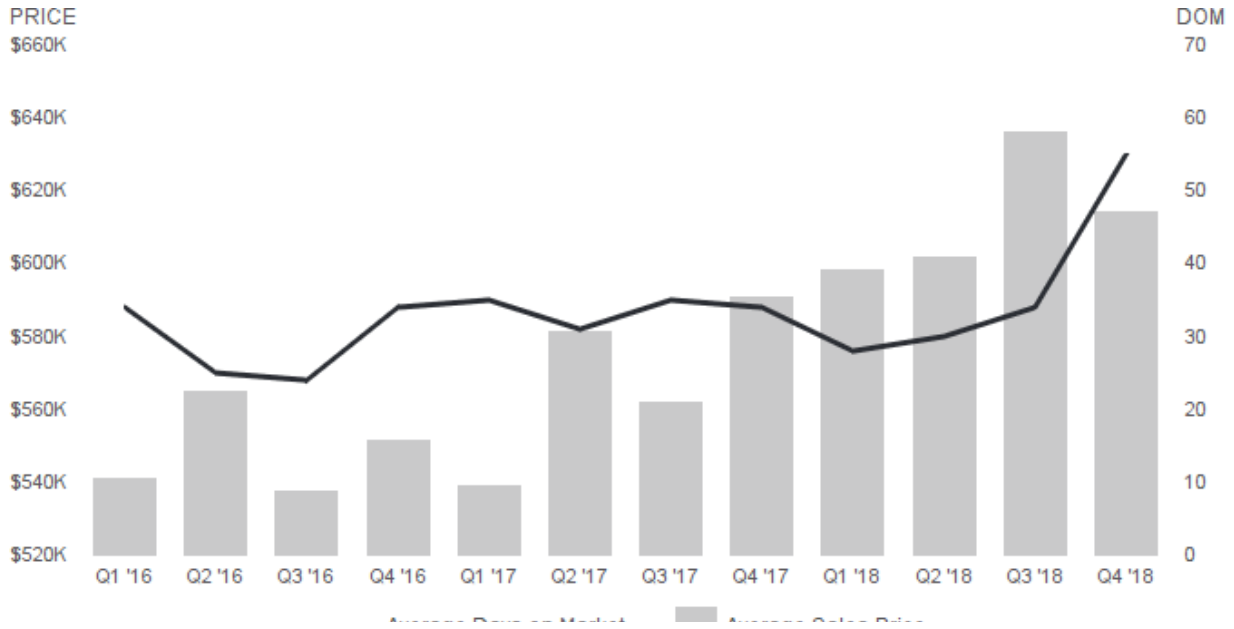


AVERAGE SALES PRICE AND AVERAGE DAYS ON MARKET

Q4 2018 | Condo/Townhouse ?

Average Sales Price | Average sales price for all properties sold.

Average Days on Market | Average days on market for all properties sold.

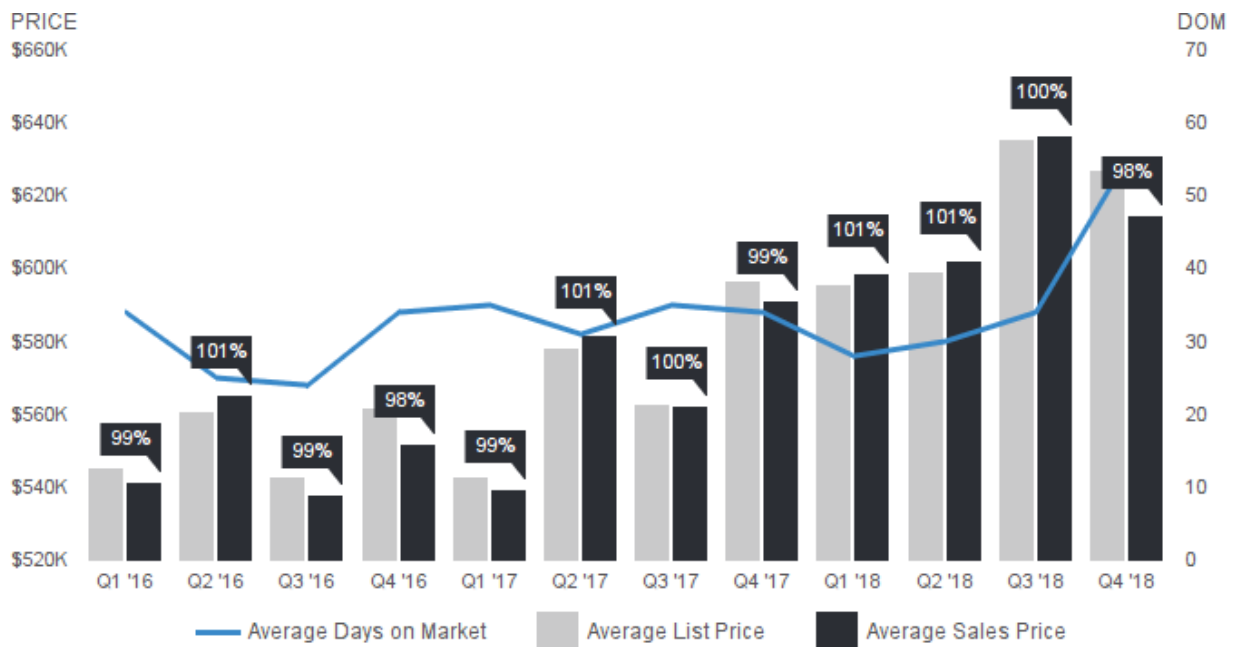


SALES PRICE AS A PERCENTAGE OF ORIGINAL PRICE & AVERAGE DOM

Q4 2018 | Condo/Townhouse ?

Sale Price as a Percentage of Original Price | Average sale price of property as percentage of final list price.

Average Days on Market | Average days on market for all properties sold.

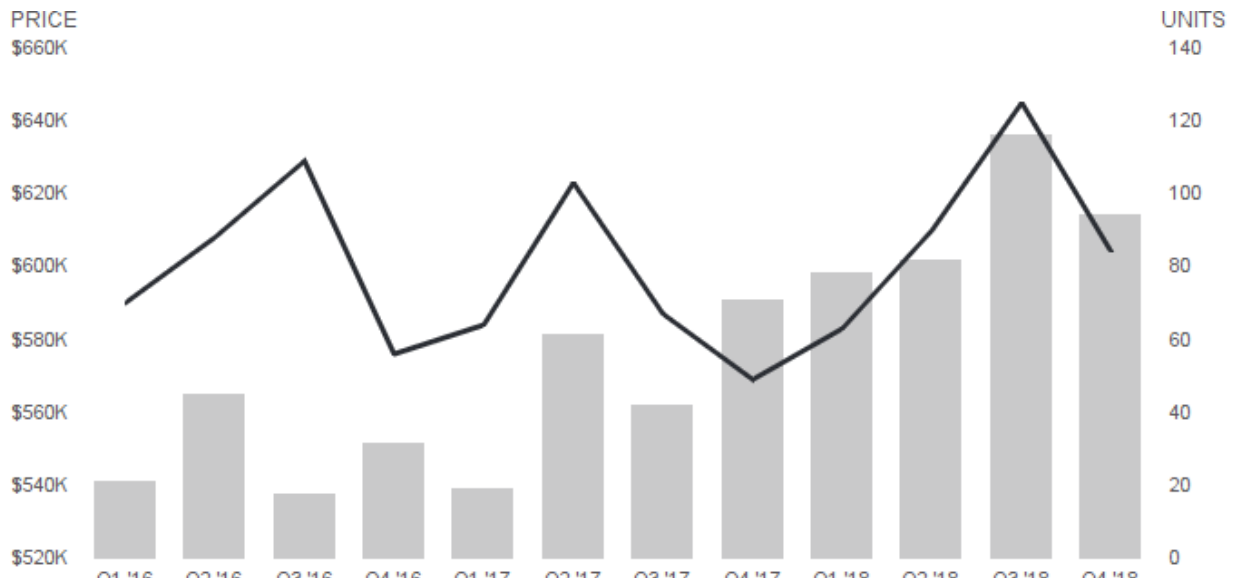


AVERAGE SALES PRICE AND NUMBER OF PROPERTIES FOR SALE

Q4 2018 | Condo/Townhouse ?

Average Sales Price | Average sales price for all properties sold.

Properties for Sale | Number of properties listed for sale at the end of quarter.



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PROPERTIES FOR SALE AND SOLD PROPERTIES

Q4 2018 | Condo/Townhouse ?

Properties for Sale | Number of properties listed for sale at the end of quarter.

Sold Properties | Number of properties sold.



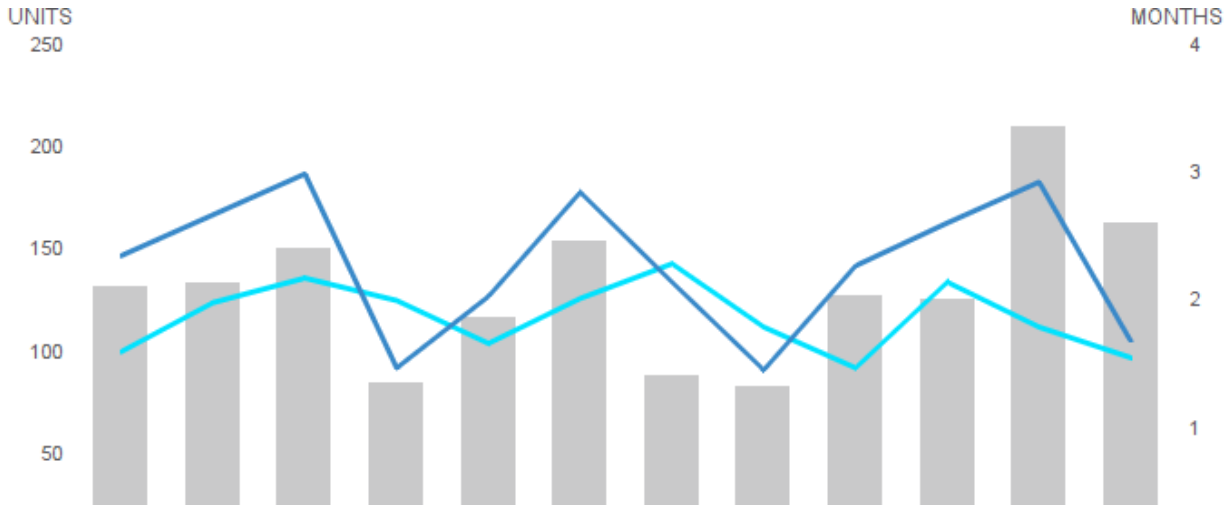
MONTHS SUPPLY OF INVENTORY

Q4 2018 | Condo/Townhouse ?

Months Supply of Inventory | Properties for sale divided by number of properties sold.

Units Listed | Number of properties listed for sale at the end of month.

Units Sold | Number of properties sold.



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COLDWELL BANKER REAL ESTATE MARKET REPORT

ADDITIONAL REPORTS

SANTA CRUZ COUNTY

Q4 2018

APTOS

BEN LOMOND

BOULDER CREEK

Monthly Report
Quarterly Report

Monthly Report
Quarterly Report

Monthly Report
Quarterly Report

BROOKDALE

Monthly Report
Quarterly Report

CAPITOLA

Monthly Report
Quarterly Report

CORRALITOS

Monthly Report
Quarterly Report

FELTON

Monthly Report
Quarterly Report

FREEDOM

Monthly Report
Quarterly Report

LA SELVA BEACH

Monthly Report
Quarterly Report

LOS GATOS

Monthly Report
Quarterly Report

SANTA CRUZ

Monthly Report
Quarterly Report

SCOTTS VALLEY

Monthly Report
Quarterly Report

SOQUEL

Monthly Report
Quarterly Report

WATSONVILLE

Monthly Report
Quarterly Report

MONTHLY REPORT AVAILABLE FOR SPECIFIED CITY/AREA/NEIGHBORHOOD.

QUARTERLY REPORT AVAILABLE FOR SPECIFIED CITY/AREA/NEIGHBORHOOD.

Cities, areas, neighborhoods or property types within a county that are not represented indicate there is not enough sold data to produce a monthly or quarterly report for that specific city. If you are interested in information for a specific city, area, neighborhood and/or property type, please contact a Coldwell Banker Independent Sales Associate.

The statistics presented in the Quarterly Report are compiled based on figures and data generated by IDC Global and Datafloat and may not be completely accurate. All information should be independently verified for accuracy. Properties may or may not be listed by the office/agent presenting the information. Not intended as a solicitation if your property is already listed by another broker. Real estate agents affiliated with Coldwell Banker Residential Brokerage are independent contractor agents and are not employees of the Company.



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