



# REAL ESTATE REPORT

Q3 2019

SANTA CRUZ COUNTY



## LAUREN SPENCER

CalRE : 00925382

Direct: (831) 662-6522

Cell: (831) 818-3723

Lauren@Laurenspercer.com

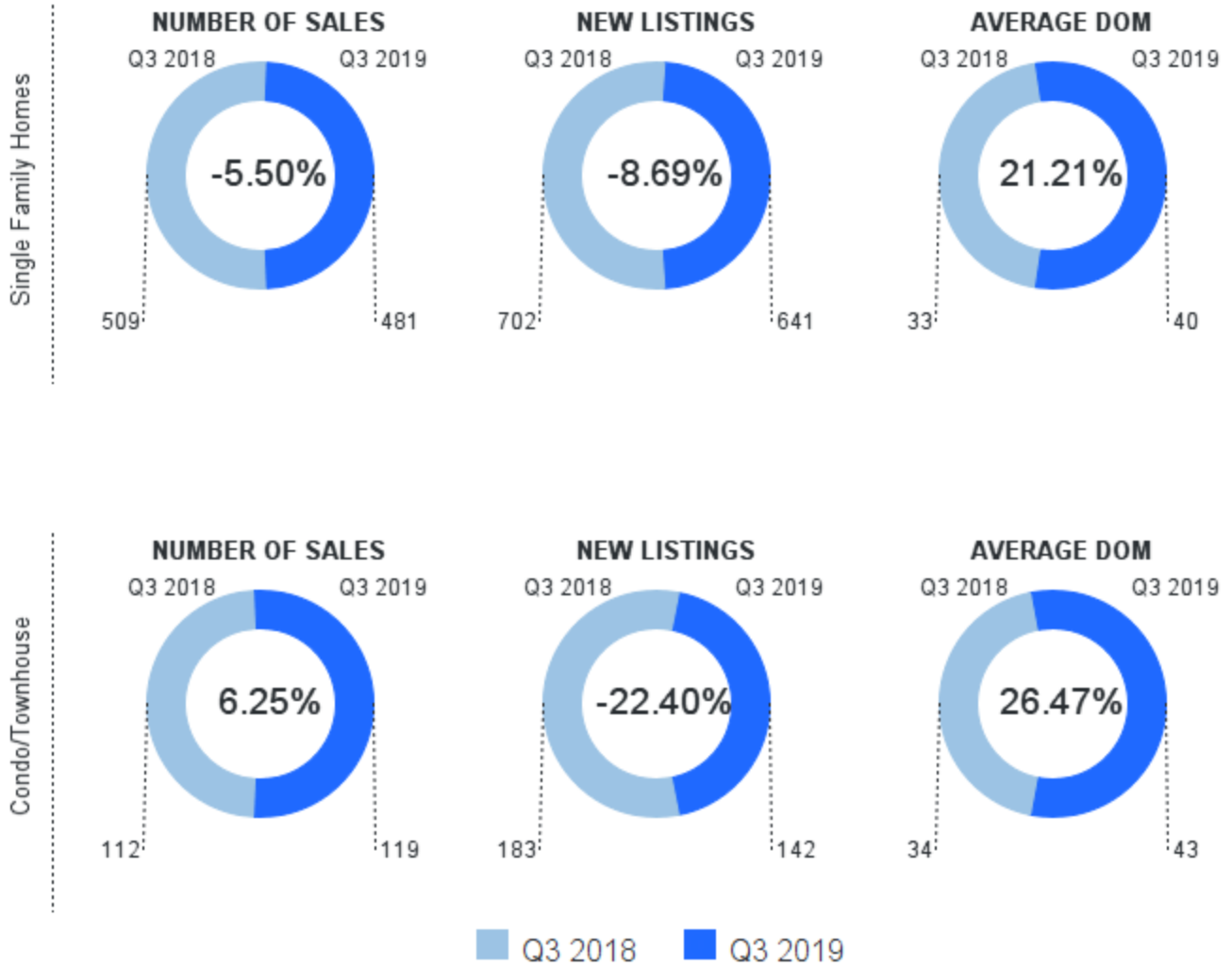
[www.mysantacruzrealestate.com/](http://www.mysantacruzrealestate.com/)



RESIDENTIAL BROKERAGE

# SANTA CRUZ COUNTY | Q3 2019

## REAL ESTATE SNAPSHOT - Change since this time last year



# REAL ESTATE SNAPSHOT

## SANTA CRUZ COUNTY

Q3 2019

**-3.38%**

PROPERTIES SOLD  
ALL PROPERTY TYPES

**-0.59%**

AVERAGE SOLD PRICE  
ALL PROPERTY TYPES

**-3.41%**

MEDIAN SOLD PRICE  
ALL PROPERTY TYPES

**-11.53%**

NEW LISTINGS  
ALL PROPERTY TYPES

**0.52%**

AVERAGE LIST PRICE  
ALL PROPERTY TYPES

**-5.02%**

MEDIAN LIST PRICE  
ALL PROPERTY TYPES

**-1.29%**

LIST/SELL PRICE RATIO  
ALL PROPERTY TYPES

**24.24%**

AVERAGE DAYS ON MARKET  
ALL PROPERTY TYPES

**40.00%**

MEDIAN DAYS ON MARKET  
ALL PROPERTY TYPES

	New Listings				Properties Sold				Median Sold Price				Median DOM		
	Q3 2019	Q3 2018	% Change		Q3 2019	Q3 2018	% Change		Q3 2019	Q3 2018	% Change		Q3 2019	Q3 2018	% Change
<b>Aptos</b>	129	143	-9.79% ↓	90	97	-7.22% ↓	\$829 K	\$915 K	-9.40% ↓	32	23	39% ↑			
Single Family Homes	93	104	-11% ↓	61	80	-24% ↓	\$875 K	\$981 K	-11% ↓	29	21	38% ↑			
Condo/Townhouse	36	39	-7.69% ↓	29	17	71% ↑	\$688 K	\$750 K	-8.27% ↓	50	28	79% ↑			
<b>Ben Lomond</b>	33	45	-27% ↓	21	23	-8.70% ↓	\$765 K	\$810 K	-5.56% ↓	13	14	-7.14% ↓			
Single Family Homes	33	45	-27% ↓	21	23	-8.70% ↓	\$765 K	\$810 K	-5.56% ↓	13	14	-7.14% ↓			
Condo/Townhouse	0	0		0	0		\$0	\$0		0	0				
<b>Boulder Creek</b>	60	64	-6.25% ↓	52	50	4.00% ↑	\$634 K	\$600 K	5.67% ↑	23	15	53% ↑			
Single Family Homes	56	52	7.69% ↑	51	42	21% ↑	\$640 K	\$620 K	3.23% ↑	24	14	71% ↑			
Condo/Townhouse	4	12	-67% ↓	1	8	-88% ↓	\$425 K	\$460 K	-7.56% ↓	2	22	-91% ↓			
<b>Brookdale</b>	6	5	20% ↑	6	5	20% ↑	\$662 K	\$700 K	-5.44% ↓	12	12	0.00%			
Single Family Homes	6	5	20% ↑	6	5	20% ↑	\$662 K	\$700 K	-5.44% ↓	12	12	0.00%			
Condo/Townhouse	0	0		0	0		\$0	\$0		0	0				
<b>Capitola</b>	49	41	20% ↑	35	29	21% ↑	\$719 K	\$885 K	-19% ↓	18	12	50% ↑			
Single Family Homes	28	23	22% ↑	17	11	55% ↑	\$1.06 M	\$1.21 M	-12% ↓	21	11	91% ↑			
Condo/Townhouse	21	18	17% ↑	18	18	0.00%	\$507 K	\$616 K	-18% ↓	16	16	0.00%			
<b>Corralitos</b>	7	2	250% ↑	4	1	300% ↑	\$992 K	\$745 K	33% ↑	24	77	-69% ↓			
Single Family Homes	7	2	250% ↑	4	1	300% ↑	\$992 K	\$745 K	33% ↑	24	77	-69% ↓			
Condo/Townhouse	0	0		0	0		\$0	\$0		0	0				

# SANTA CRUZ COUNTY

## REAL ESTATE SNAPSHOT | Q3 2019

	New Listings			Properties Sold			Median Sold Price			Median DOM		
	Q3 2019	Q3 2018	% Change	Q3 2019	Q3 2018	% Change	Q3 2019	Q3 2018	% Change	Q3 2019	Q3 2018	% Change
<b>Davenport</b>	5	3	67%	2	1	100%	\$604 K	\$1.30 M	-54%	37	130	-72%
Single Family Homes	5	3	67%	2	1	100%	\$604 K	\$1.30 M	-54%	37	130	-72%
Condo/Townhouse	0	0		0	0		\$0	\$0		0	0	
<b>Felton</b>	44	40	10%	31	36	-14%	\$666 K	\$680 K	-2.04%	15	15	0.00%
Single Family Homes	44	40	10%	31	36	-14%	\$666 K	\$680 K	-2.04%	15	15	0.00%
Condo/Townhouse	0	0		0	0		\$0	\$0		0	0	
<b>Freedom</b>	6	2	200%	4	2	100%	\$535 K	\$528 K	1.42%	8	30	-73%
Single Family Homes	4	1	300%	2	2	0.00%	\$609 K	\$528 K	15%	26	30	-13%
Condo/Townhouse	2	1	100%	2	0		\$474 K	\$0		4	0	
<b>La Selva Beach</b>	11	11	0.00%	4	6	-33%	\$1.13 M	\$1.24 M	-8.77%	25	17	47%
Single Family Homes	11	9	22%	3	6	-50%	\$1.26 M	\$1.24 M	1.61%	33	17	94%
Condo/Townhouse	0	2		1	0		\$470 K	\$0		17	0	
<b>Los Gatos</b>	18	24	-25%	7	10	-30%	\$1.25 M	\$1.21 M	3.33%	55	32	72%
Single Family Homes	18	24	-25%	7	10	-30%	\$1.25 M	\$1.21 M	3.33%	55	32	72%
Condo/Townhouse	0	0		0	0		\$0	\$0		0	0	
<b>Mount Hermon</b>	3	3	0.00%	2	2	0.00%	\$660 K	\$468 K	41%	9	12	-25%
Single Family Homes	3	3	0.00%	2	2	0.00%	\$660 K	\$468 K	41%	9	12	-25%
Condo/Townhouse	0	0		0	0		\$0	\$0		0	0	
<b>Santa Cruz</b>	234	309	-24%	210	211	-0.47%	\$900 K	\$960 K	-6.30%	21	16	31%
Single Family Homes	181	241	-25%	165	175	-5.71%	\$970 K	\$1.03 M	-5.37%	21	15	40%
Condo/Townhouse	53	68	-22%	45	36	25%	\$655 K	\$615 K	6.59%	24	18	33%
<b>Scotts Valley</b>	52	61	-15%	43	50	-14%	\$960 K	\$948 K	1.32%	25	16	56%
Single Family Homes	46	39	18%	35	36	-2.78%	\$1.15 M	\$1.13 M	2.13%	23	18	28%
Condo/Townhouse	6	22	-73%	8	14	-43%	\$716 K	\$548 K	31%	29	15	93%
<b>Soquel</b>	38	37	2.70%	20	16	25%	\$1.11 M	\$1.05 M	5.57%	30	8	275%
Single Family Homes	34	33	3.03%	19	12	58%	\$1.16 M	\$1.33 M	-13%	24	8	200%
Condo/Townhouse	4	4	0.00%	1	4	-75%	\$650 K	\$607 K	7.17%	63	8	688%
<b>Watsonville</b>	88	95	-7.37%	68	81	-16%	\$562 K	\$599 K	-6.26%	18	14	29%
Single Family Homes	72	78	-7.69%	55	66	-17%	\$615 K	\$610 K	0.86%	19	14	36%
Condo/Townhouse	16	17	-5.88%	13	15	-13%	\$465 K	\$440 K	5.68%	11	13	-15%
<b>Total</b>	783	885	-12%	600	621	-3.38%	\$807 K	\$835 K	-3.41%	21	15	40%
Single Family Homes	641	702	-8.69%	481	509	-5.50%	\$860 K	\$900 K	-4.44%	21	15	40%
Condo/Townhouse	142	183	-22%	119	112	6.25%	\$615 K	\$599 K	2.67%	19	15	27%

# REAL ESTATE SNAPSHOT

## SANTA CRUZ COUNTY

### MARKET OVERVIEW

Q3 2019 | Single Family Homes 

**-5.50%**  
PROPERTIES SOLD  
SINGLE FAMILY HOMES

**0.33%**  
AVERAGE SOLD PRICE  
SINGLE FAMILY HOMES

**-4.44%**  
MEDIAN SOLD PRICE  
SINGLE FAMILY HOMES

**-8.69%**  
NEW LISTINGS  
SINGLE FAMILY HOMES

**1.42%**  
AVERAGE LIST PRICE  
SINGLE FAMILY HOMES

**-2.67%**  
MEDIAN LIST PRICE  
SINGLE FAMILY HOMES

**-1.32%**  
LIST/SELL PRICE RATIO  
SINGLE FAMILY HOMES

**21.21%**  
AVERAGE DAYS ON MARKET  
SINGLE FAMILY HOMES

**40.00%**  
MEDIAN DAYS ON MARKET  
SINGLE FAMILY HOMES

### LISTING INVENTORY AND NUMBER OF SALES

Q3 2019 | Single Family Homes 

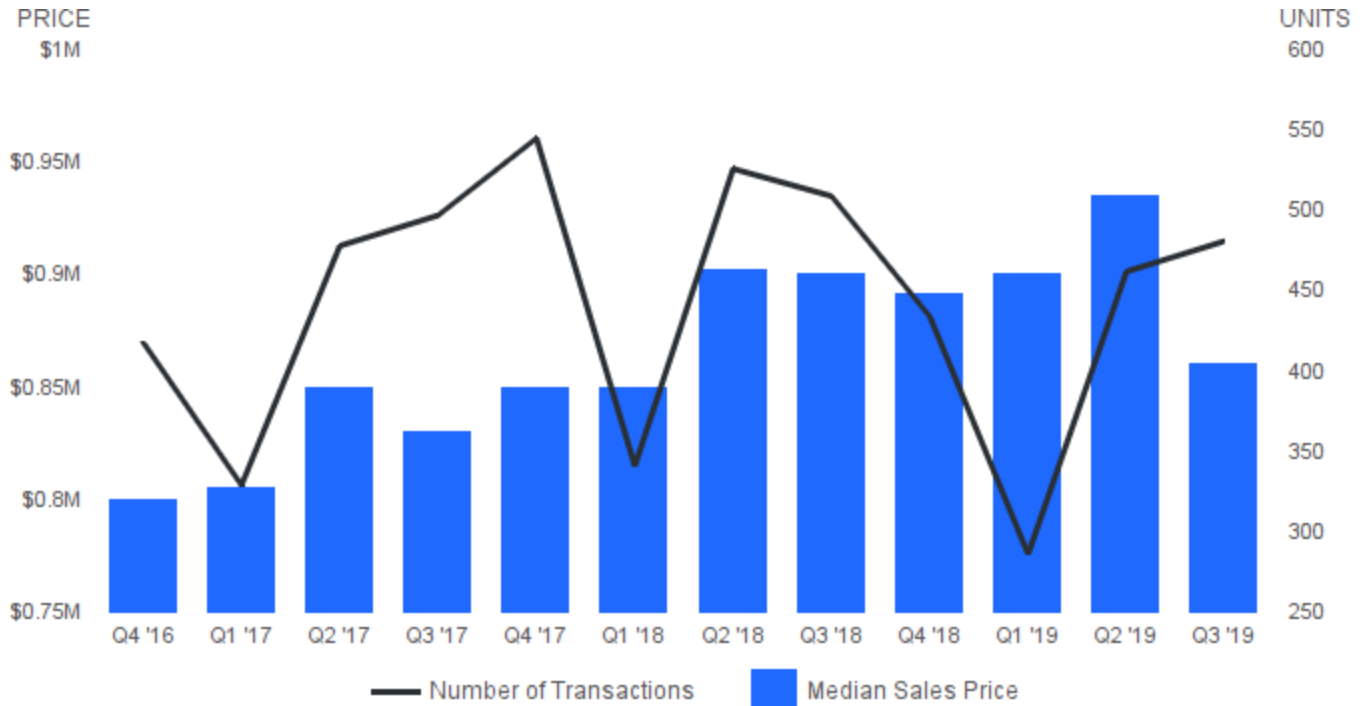
Quarterly inventory of properties for sale along with number of sales



## MEDIAN SALES PRICE AND NUMBER OF SALES

### Q3 2019 | 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

### Q3 2019 | 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.

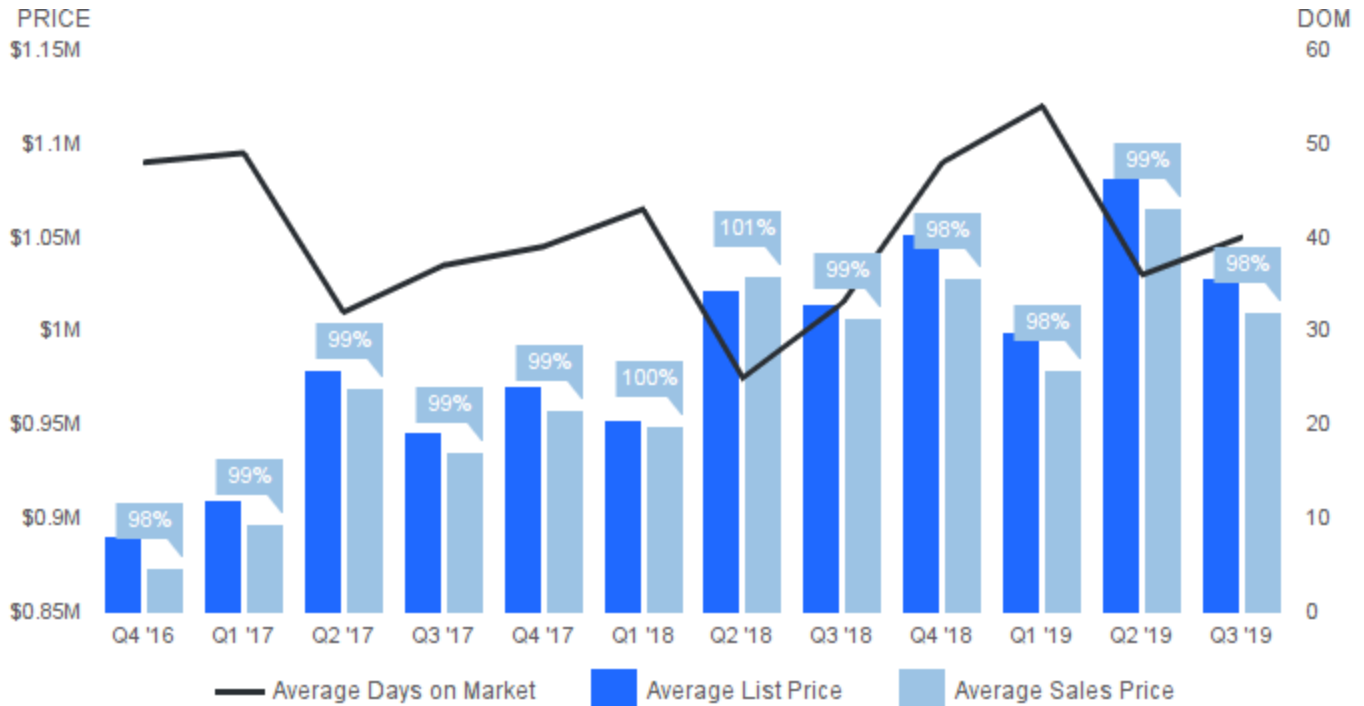


## SALES PRICE AS A PERCENTAGE OF ORIGINAL PRICE & AVERAGE DOM

Q3 2019 | 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.

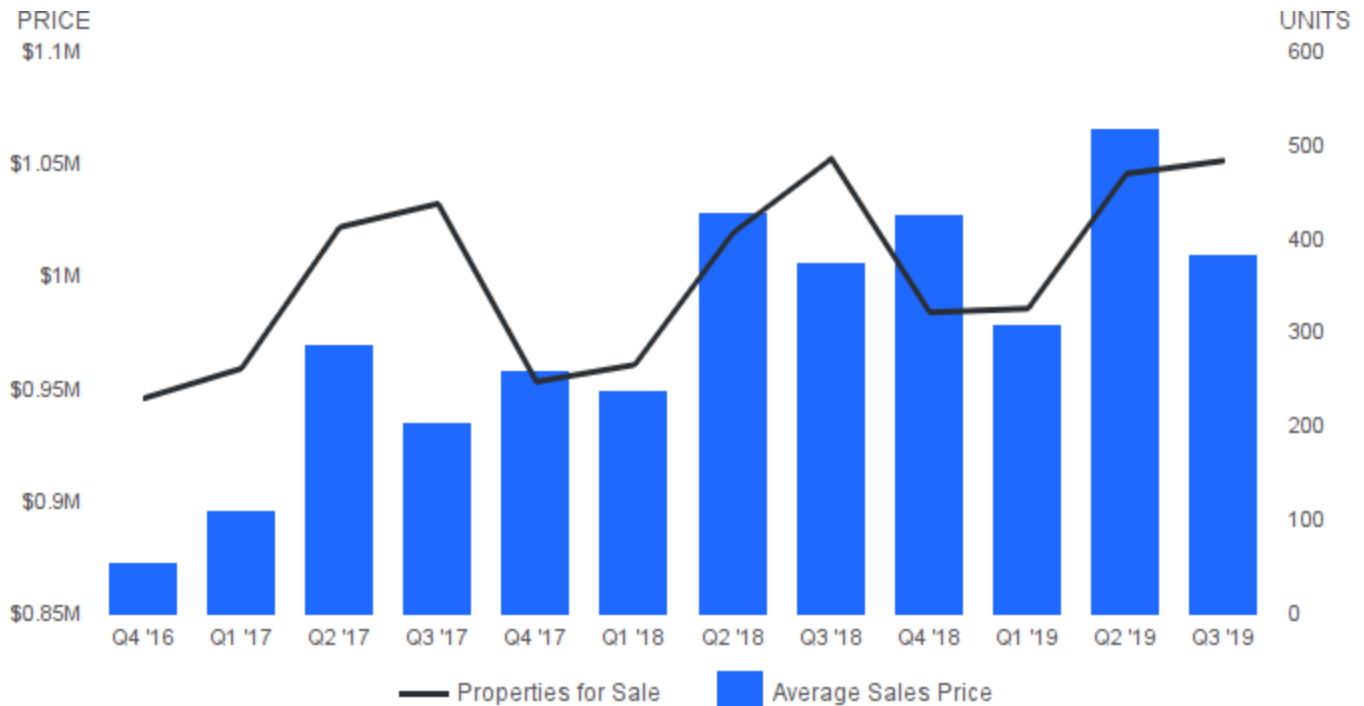


## AVERAGE SALES PRICE AND NUMBER OF PROPERTIES FOR SALE

Q3 2019 | Single Family Homes 

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

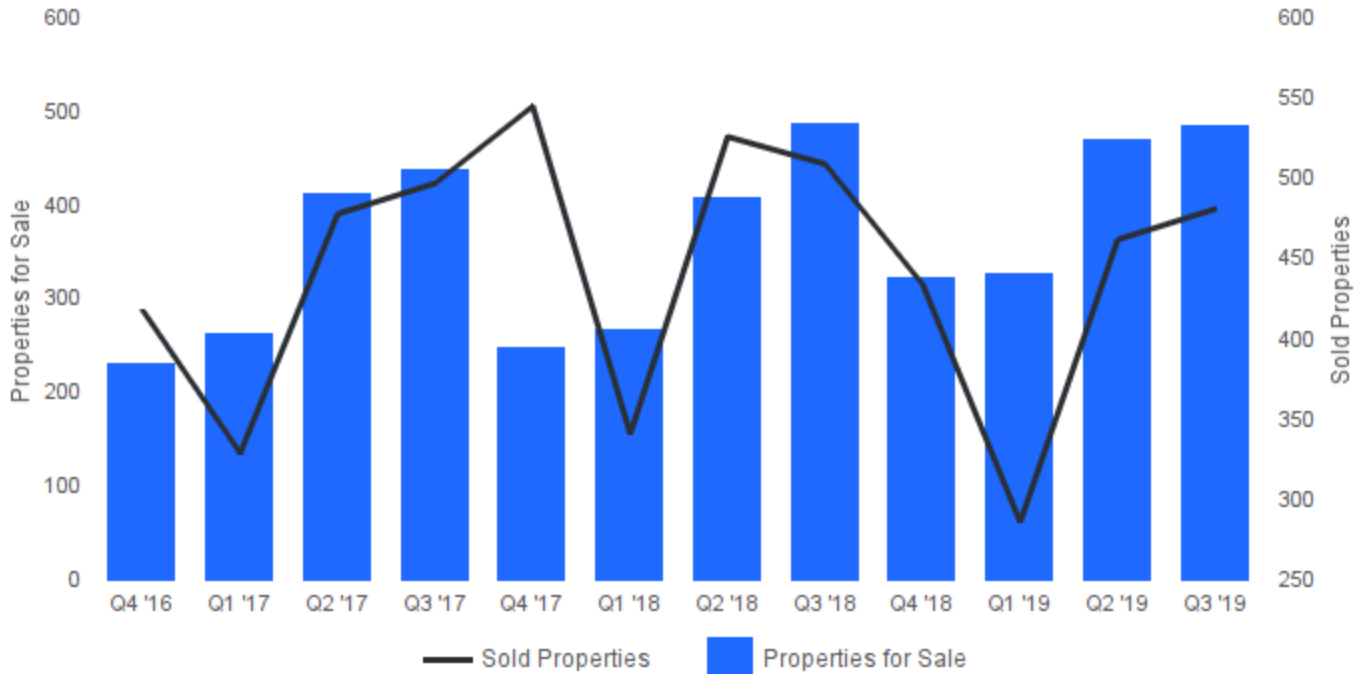
**Properties for Sale** | Number of properties listed for sale at the end of quarter.



## PROPERTIES FOR SALE AND SOLD PROPERTIES

Q3 2019 | Single Family Homes 

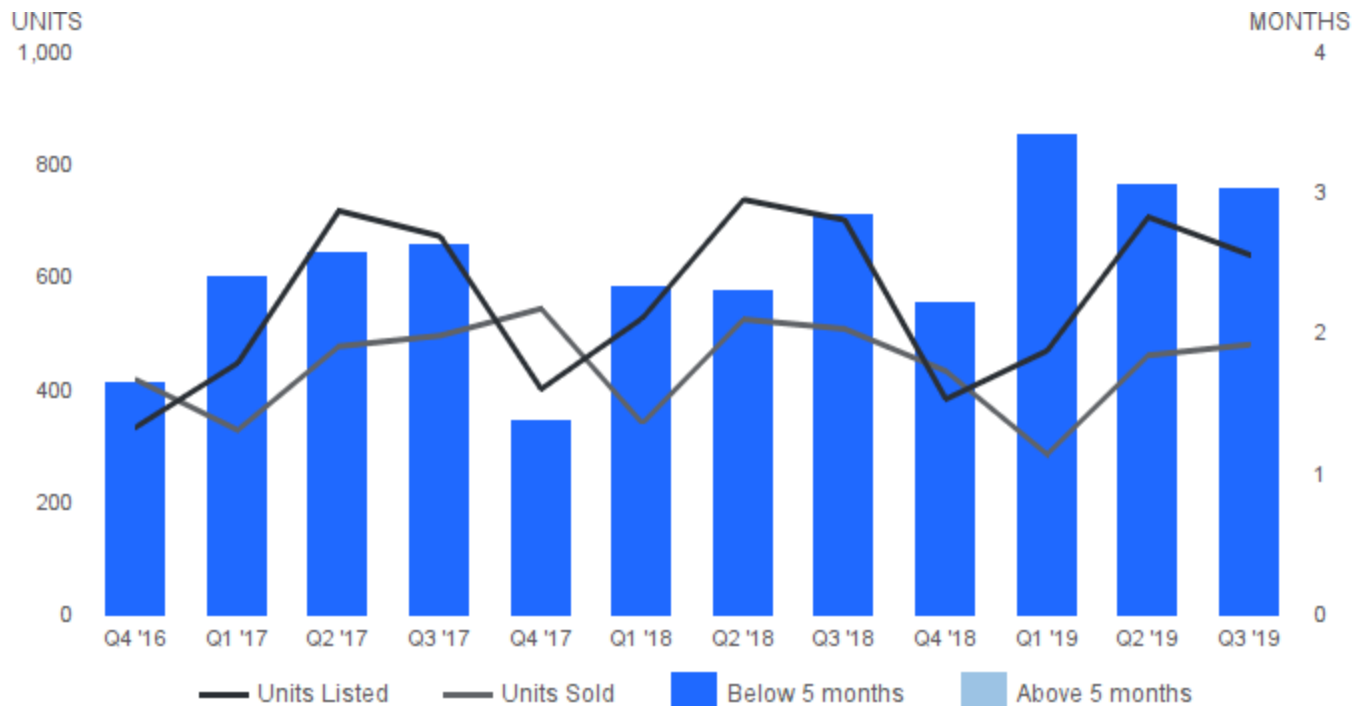
**Properties for Sale** | Number of properties listed for sale at the end of quarter.  
**Sold Properties** | Number of properties sold.



## MONTHS SUPPLY OF INVENTORY

Q3 2019 | 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

Q3 2019 | Condo/Townhouse 

<p><b>6.25%</b></p> <p>PROPERTIES SOLD CONDO/TOWNHOUSE</p>	<p><b>-1.24%</b></p> <p>AVERAGE SOLD PRICE CONDO/TOWNHOUSE</p>	<p><b>2.67%</b></p> <p>MEDIAN SOLD PRICE CONDO/TOWNHOUSE</p>
<p><b>-22.40%</b></p> <p>NEW LISTINGS CONDO/TOWNHOUSE</p>	<p><b>0.11%</b></p> <p>AVERAGE LIST PRICE CONDO/TOWNHOUSE</p>	<p><b>3.02%</b></p> <p>MEDIAN LIST PRICE CONDO/TOWNHOUSE</p>
<p><b>-1.19%</b></p> <p>LIST/SELL PRICE RATIO CONDO/TOWNHOUSE</p>	<p><b>26.47%</b></p> <p>AVERAGE DAYS ON MARKET CONDO/TOWNHOUSE</p>	<p><b>26.67%</b></p> <p>MEDIAN DAYS ON MARKET CONDO/TOWNHOUSE</p>


### LISTING INVENTORY AND NUMBER OF SALES

Q3 2019 | Condo/Townhouse 

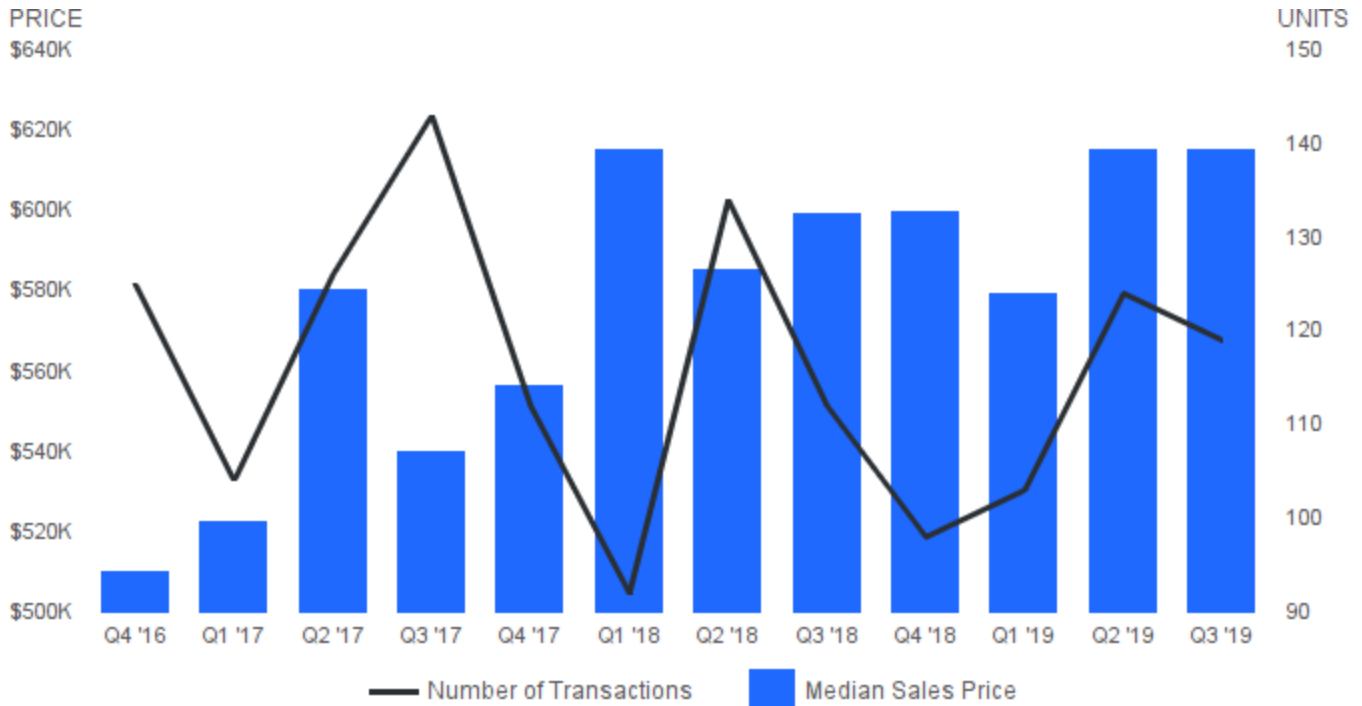
Quarterly inventory of properties for sale along with number of sales




## MEDIAN SALES PRICE AND NUMBER OF SALES

Q3 2019 | Condo/Townhouse 

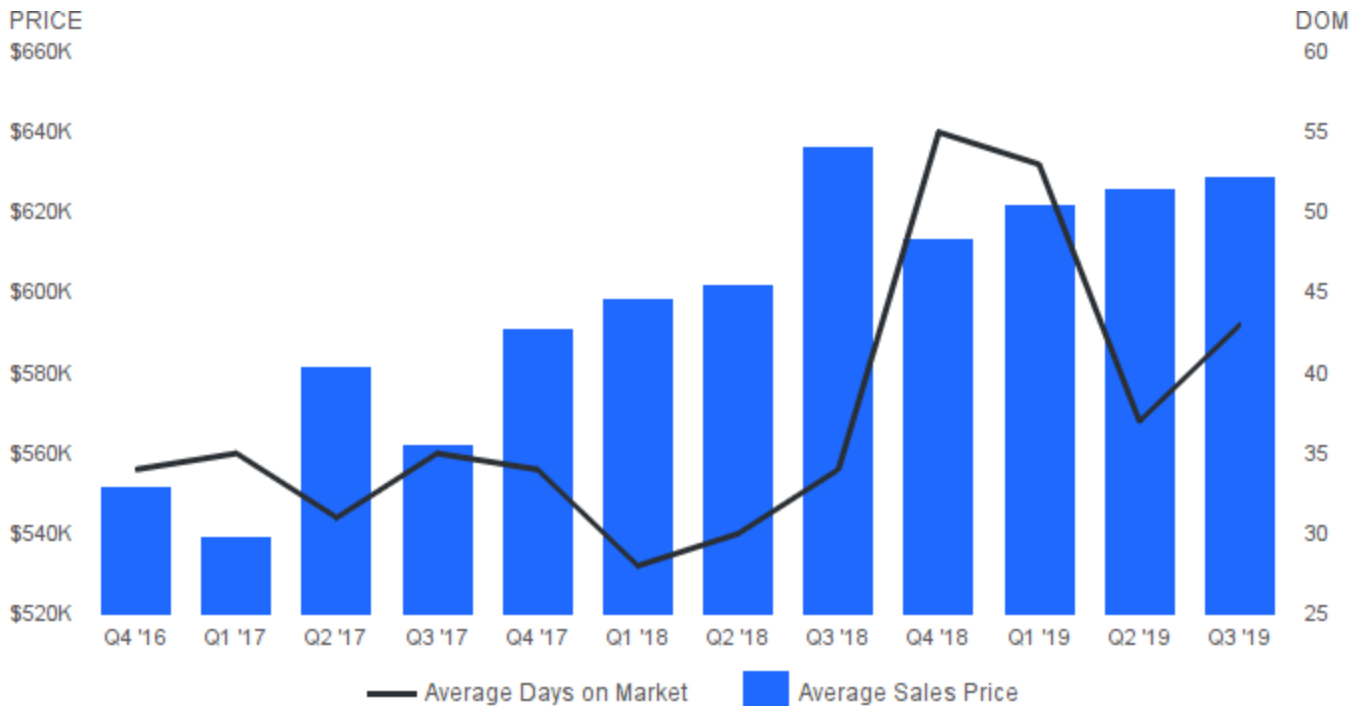
**Median Sales Price** | Price of the "middle" property sold -an equal number of sales were above and below this price.  
**Number of Sales** | Number of properties sold.




## AVERAGE SALES PRICE AND AVERAGE DAYS ON MARKET

Q3 2019 | Condo/Townhouse 

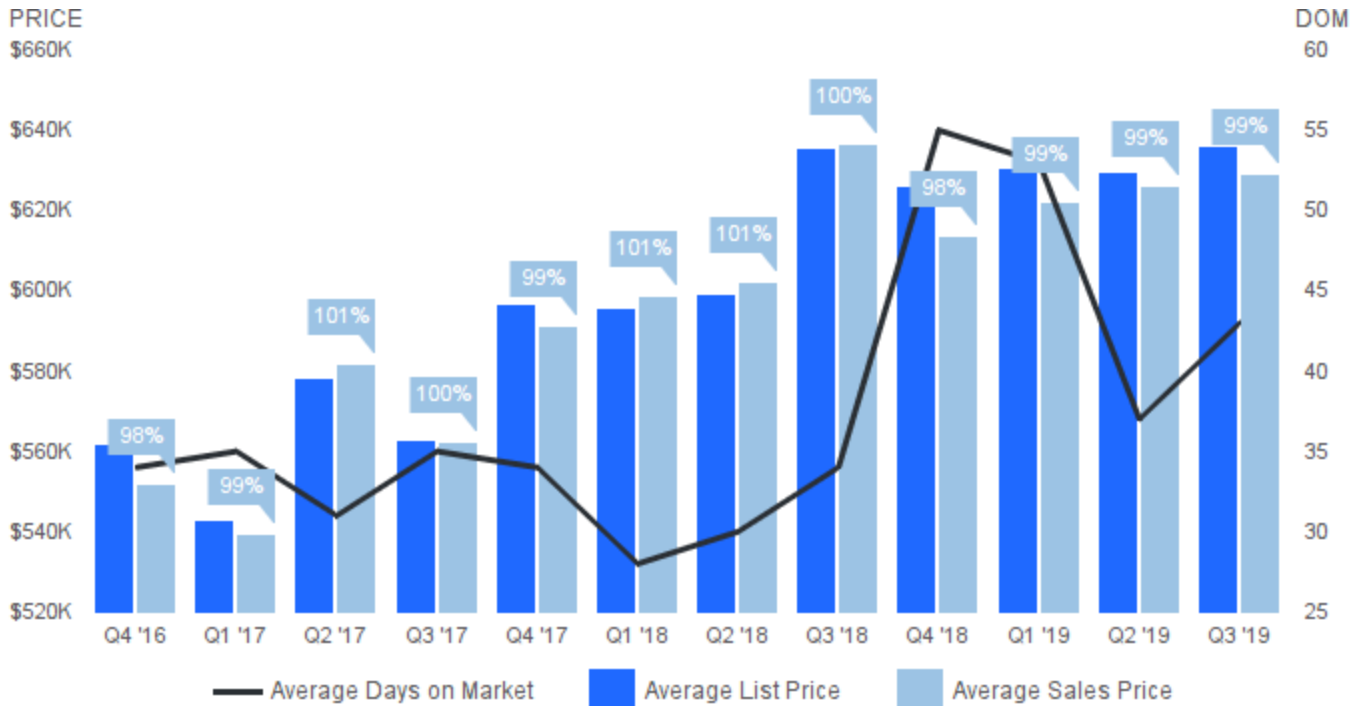
**Average Sales Price** | Average sales price for all properties sold.  
**Average Days on Market** | Average days on market for all properties sold.



## SALES PRICE AS A PERCENTAGE OF ORIGINAL PRICE & AVERAGE DOM

Q3 2019 | Condo/Townhouse 

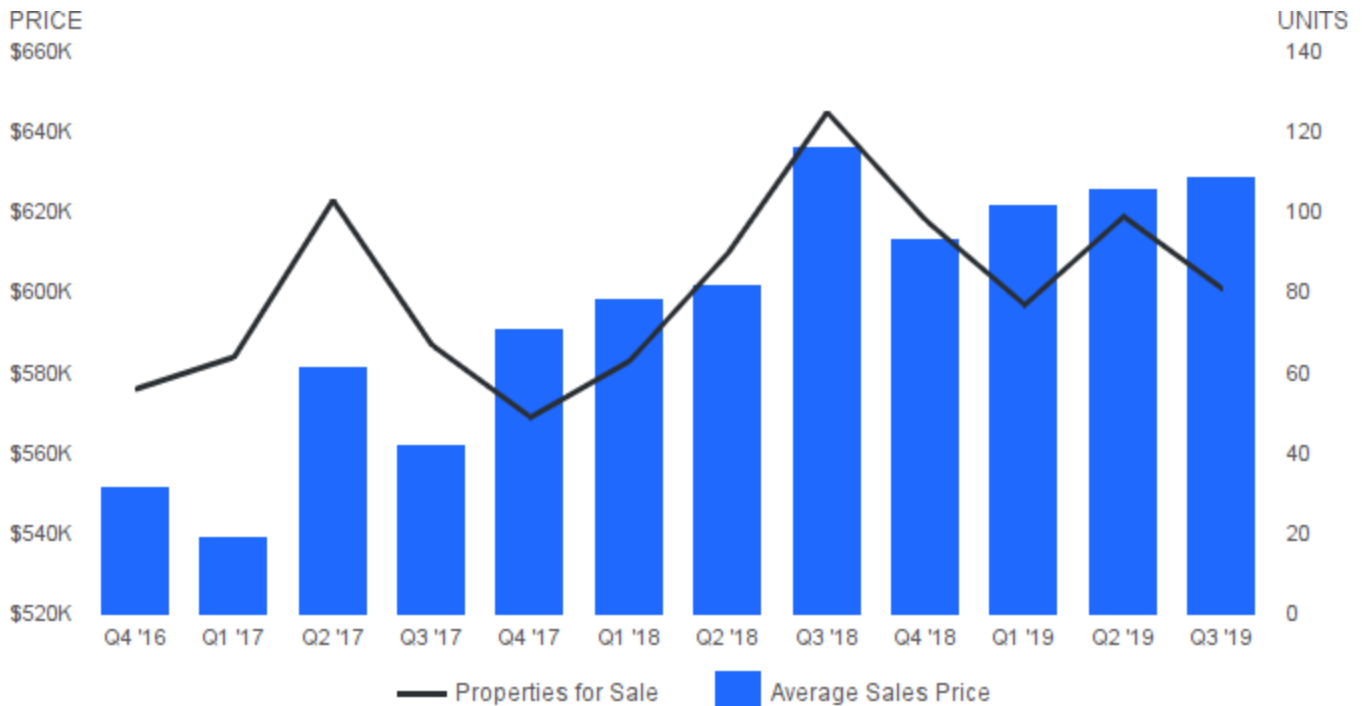
**Sale Price as a Percentage of Original Price** | Average sale price of property as percentage of final list price.  
**Average Days on Market** | Average days on market for all properties sold.




## AVERAGE SALES PRICE AND NUMBER OF PROPERTIES FOR SALE

Q3 2019 | Condo/Townhouse 

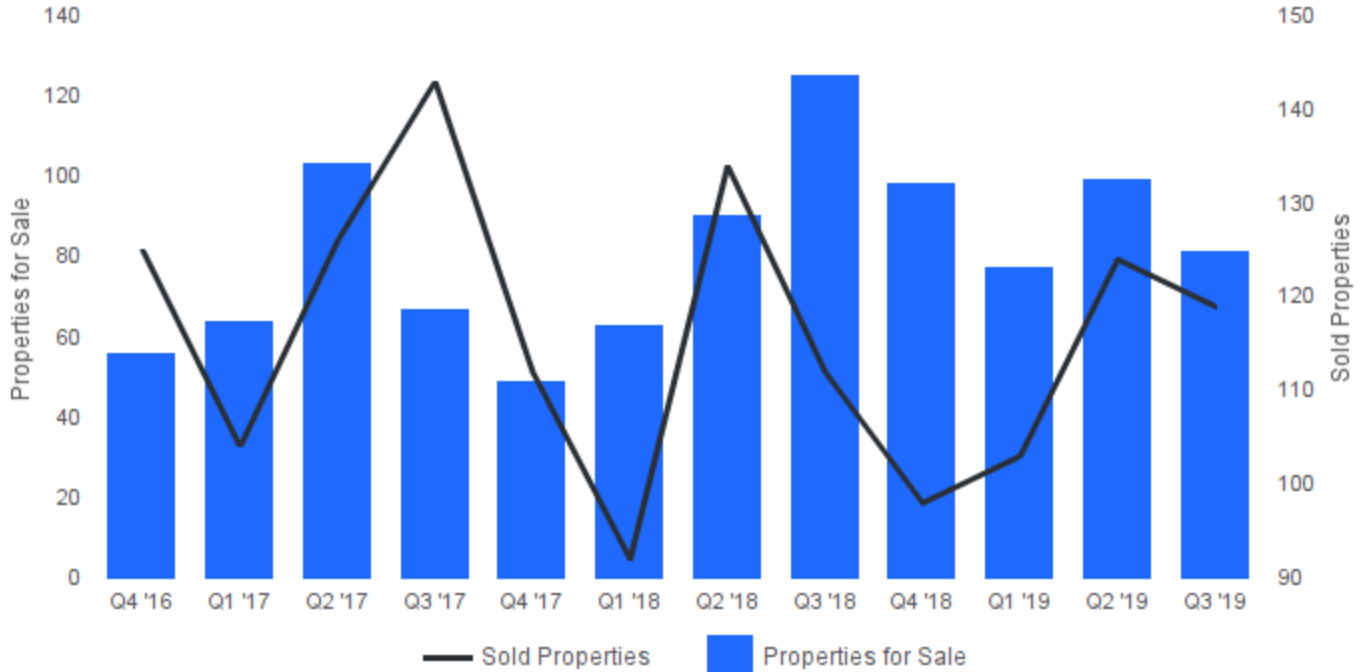
**Average Sales Price** | Average sales price for all properties sold.  
**Properties for Sale** | Number of properties listed for sale at the end of quarter.




## PROPERTIES FOR SALE AND SOLD PROPERTIES

Q3 2019 | Condo/Townhouse 

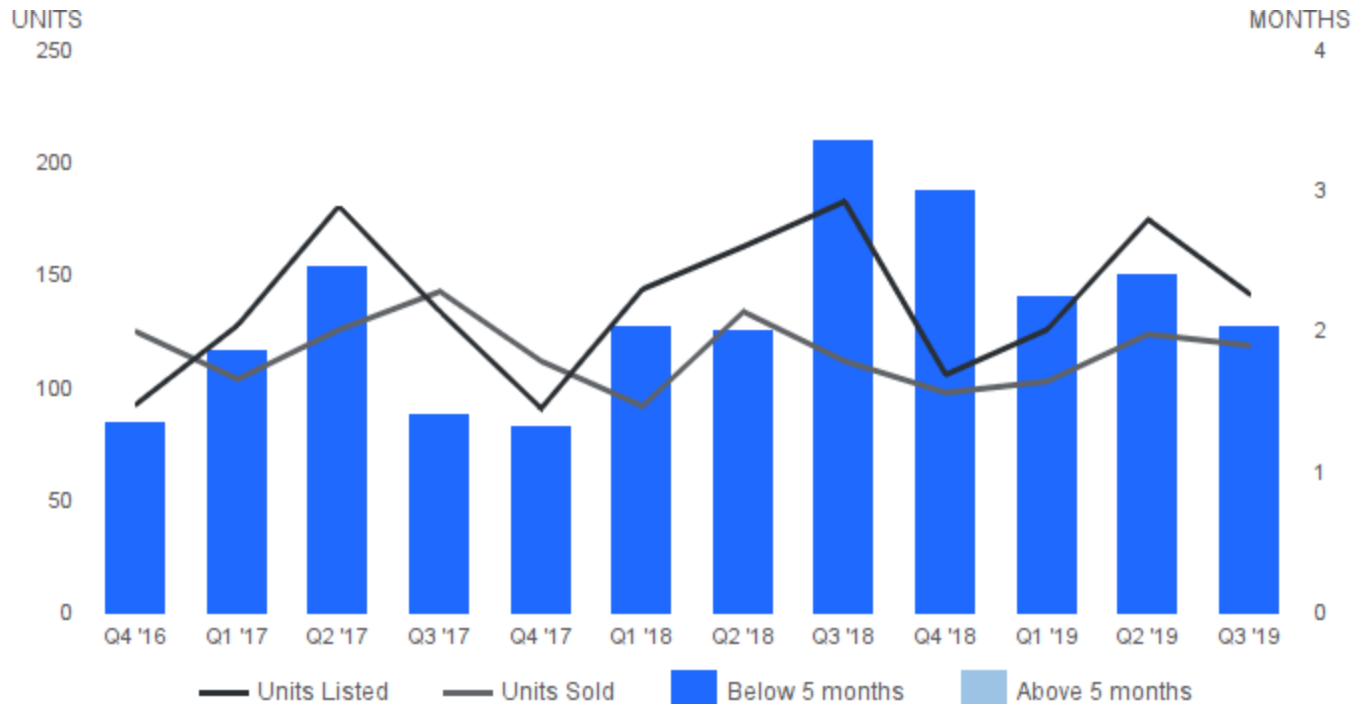
**Properties for Sale** | Number of properties listed for sale at the end of quarter.  
**Sold Properties** | Number of properties sold.



## MONTHS SUPPLY OF INVENTORY

Q3 2019 | 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.



# ADDITIONAL REPORTS

SANTA CRUZ COUNTY

Q3 2019

## APTOS

[Monthly Report](#)  
[Quarterly Report](#)

## BEN LOMOND

[Monthly Report](#)  
[Quarterly Report](#)

## BOULDER CREEK

[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.



©2019 Coldwell Banker Residential Brokerage. All Rights Reserved. Coldwell Banker Residential Brokerage fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. Owned by a subsidiary of NRT LLC. Coldwell Banker and the Coldwell Banker Logo are registered service marks owned by Coldwell Banker Real Estate LLC. CalBRE License #01908304.