



# REAL ESTATE REPORT

Q4 2020

SANTA CRUZ COUNTY

Dear Lauren,

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.



## LAUREN SPENCER

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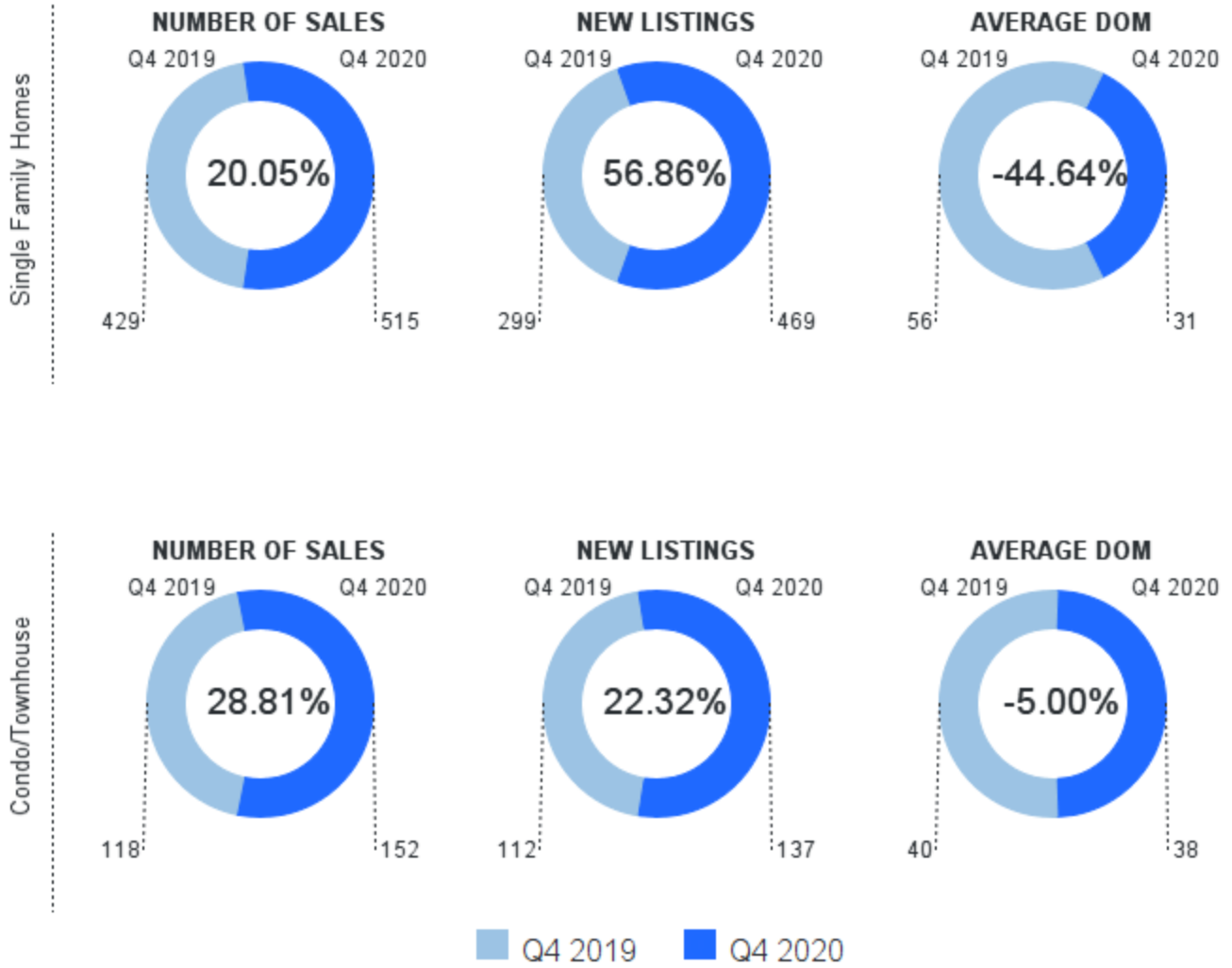
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**COLDWELL BANKER**  
**REALTY**

# SANTA CRUZ COUNTY | Q4 2020

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



# REAL ESTATE SNAPSHOT

## SANTA CRUZ COUNTY

Q4 2020

<p><b>21.94%</b> PROPERTIES SOLD ALL PROPERTY TYPES</p>	<p><b>18.71%</b> AVERAGE SOLD PRICE ALL PROPERTY TYPES</p>	<p><b>13.71%</b> MEDIAN SOLD PRICE ALL PROPERTY TYPES</p>
<p><b>47.45%</b> NEW LISTINGS ALL PROPERTY TYPES</p>	<p><b>13.87%</b> AVERAGE LIST PRICE ALL PROPERTY TYPES</p>	<p><b>8.97%</b> MEDIAN LIST PRICE ALL PROPERTY TYPES</p>
<p><b>3.80%</b> LIST/SELL PRICE RATIO ALL PROPERTY TYPES</p>	<p><b>-37.74%</b> AVERAGE DAYS ON MARKET ALL PROPERTY TYPES</p>	<p><b>-68.57%</b> MEDIAN DAYS ON MARKET ALL PROPERTY TYPES</p>

	New Listings			Properties Sold			Median Sold Price			Median DOM		
	Q4 2020	Q4 2019	% Change	Q4 2020	Q4 2019	% Change	Q4 2020	Q4 2019	% Change	Q4 2020	Q4 2019	% Change
<b>Aptos</b>	86	72	19% ↑	107	88	22% ↑	\$1.05 M	\$839 K	25% ↑	10	33	-70% ↓
Single Family Homes	57	42	36% ↑	78	60	30% ↑	\$1.21 M	\$995 K	22% ↑	8	45	-82% ↓
Condo/Townhouse	29	30	-3.33% ↓	29	28	3.57% ↑	\$751 K	\$680 K	10% ↑	12	12	0.00%
<b>Ben Lomond</b>	17	10	70% ↑	18	19	-5.26% ↓	\$788 K	\$810 K	-2.78% ↓	6	44	-86% ↓
Single Family Homes	17	10	70% ↑	18	19	-5.26% ↓	\$788 K	\$810 K	-2.78% ↓	6	44	-86% ↓
Condo/Townhouse	0	0		0	0		\$0	\$0		0	0	
<b>Boulder Creek</b>	51	35	46% ↑	47	44	6.82% ↑	\$699 K	\$530 K	32% ↑	11	28	-61% ↓
Single Family Homes	44	34	29% ↑	43	40	7.50% ↑	\$725 K	\$540 K	34% ↑	12	28	-57% ↓
Condo/Townhouse	7	1	600% ↑	4	4	0.00%	\$438 K	\$435 K	0.63% ↑	9	35	-74% ↓
<b>Brookdale</b>	4	2	100% ↑	4	1	300% ↑	\$600 K	\$680 K	-12% ↓	13	65	-80% ↓
Single Family Homes	4	2	100% ↑	4	1	300% ↑	\$600 K	\$680 K	-12% ↓	13	65	-80% ↓
Condo/Townhouse	0	0		0	0		\$0	\$0		0	0	
<b>Capitola</b>	30	20	50% ↑	37	31	19% ↑	\$748 K	\$820 K	-8.78% ↓	8	18	-56% ↓
Single Family Homes	16	11	45% ↑	20	15	33% ↑	\$1.29 M	\$1.06 M	21% ↑	8	18	-56% ↓
Condo/Townhouse	14	9	56% ↑	17	16	6.25% ↑	\$559 K	\$591 K	-5.45% ↓	12	18	-33% ↓
<b>Corralitos</b>	3	3	0.00%	3	6	-50% ↓	\$1.30 M	\$873 K	49% ↑	14	14	0.00%
Single Family Homes	3	3	0.00%	3	6	-50% ↓	\$1.30 M	\$873 K	49% ↑	14	14	0.00%
Condo/Townhouse	0	0		0	0		\$0	\$0		0	0	

# SANTA CRUZ COUNTY

## REAL ESTATE SNAPSHOT | Q4 2020

	New Listings			Properties Sold			Median Sold Price			Median DOM		
	Q4 2020	Q4 2019	% Change	Q4 2020	Q4 2019	% Change	Q4 2020	Q4 2019	% Change	Q4 2020	Q4 2019	% Change
<b>Davenport</b>	1	2	-50% ↓	2	0	↑	\$898 K	\$0	↑	0	0	
Single Family Homes	1	2	-50% ↓	2	0	↑	\$898 K	\$0	↑	0	0	
Condo/Townhouse	0	0		0	0		\$0	\$0		0	0	
<b>Felton</b>	31	18	72% ↑	35	23	52% ↑	\$750 K	\$639 K	17% ↑	11	20	-45% ↓
Single Family Homes	31	18	72% ↑	35	23	52% ↑	\$750 K	\$639 K	17% ↑	11	20	-45% ↓
Condo/Townhouse	0	0		0	0		\$0	\$0		0	0	
<b>Freedom</b>	2	5	-60% ↓	5	7	-29% ↓	\$620 K	\$573 K	8.30% ↑	7	17	-59% ↓
Single Family Homes	1	4	-75% ↓	4	5	-20% ↓	\$635 K	\$595 K	6.72% ↑	6	47	-87% ↓
Condo/Townhouse	1	1	0.00%	1	2	-50% ↓	\$578 K	\$393 K	47% ↑	10	0	↑
<b>La Selva Beach</b>	16	8	100% ↑	15	0	↑	\$1.31 M	\$0	↑	10	0	↑
Single Family Homes	9	7	29% ↑	10	0	↑	\$1.64 M	\$0	↑	10	0	↑
Condo/Townhouse	7	1	600% ↑	5	0	↑	\$1.25 M	\$0	↑	4	0	↑
<b>Los Gatos</b>	23	20	15% ↑	23	13	77% ↑	\$1.25 M	\$1.10 M	14% ↑	44	26	69% ↑
Single Family Homes	23	20	15% ↑	23	13	77% ↑	\$1.25 M	\$1.10 M	14% ↑	44	26	69% ↑
Condo/Townhouse	0	0		0	0		\$0	\$0		0	0	
<b>Santa Cruz</b>	187	123	52% ↑	208	172	21% ↑	\$1.05 M	\$912 K	15% ↑	10	36	-72% ↓
Single Family Homes	144	84	71% ↑	151	132	14% ↑	\$1.19 M	\$994 K	20% ↑	10	39	-74% ↓
Condo/Townhouse	43	39	10% ↑	57	40	43% ↑	\$650 K	\$600 K	8.33% ↑	10	19	-47% ↓
<b>Scotts Valley</b>	58	31	87% ↑	78	45	73% ↑	\$967 K	\$927 K	4.31% ↑	12	33	-64% ↓
Single Family Homes	42	13	223% ↑	56	34	65% ↑	\$1.13 M	\$1.01 M	12% ↑	12	43	-72% ↓
Condo/Townhouse	16	18	-11% ↓	22	11	100% ↑	\$696 K	\$545 K	28% ↑	12	28	-57% ↓
<b>Soquel</b>	20	18	11% ↑	17	29	-41% ↓	\$1.44 M	\$925 K	55% ↑	7	37	-81% ↓
Single Family Homes	19	15	27% ↑	17	25	-32% ↓	\$1.44 M	\$955 K	50% ↑	7	45	-84% ↓
Condo/Townhouse	1	3	-67% ↓	0	4	↓	\$0	\$548 K	↓	0	9	↓
<b>Watsonville</b>	77	41	88% ↑	67	66	1.52% ↑	\$675 K	\$645 K	4.65% ↑	10	28	-64% ↓
Single Family Homes	58	31	87% ↑	50	53	-5.66% ↓	\$725 K	\$690 K	5.07% ↑	10	28	-64% ↓
Condo/Townhouse	19	10	90% ↑	17	13	31% ↑	\$483 K	\$382 K	27% ↑	13	20	-35% ↓
<b>Total</b>	606	411	47% ↑	667	547	22% ↑	\$929 K	\$817 K	14% ↑	10	32	-69% ↓
Single Family Homes	469	299	57% ↑	515	429	20% ↑	\$1.06 M	\$883 K	20% ↑	10	36	-72% ↓
Condo/Townhouse	137	112	22% ↑	152	118	29% ↑	\$649 K	\$581 K	12% ↑	11	17	-35% ↓

# REAL ESTATE SNAPSHOT

## SANTA CRUZ COUNTY

### MARKET OVERVIEW

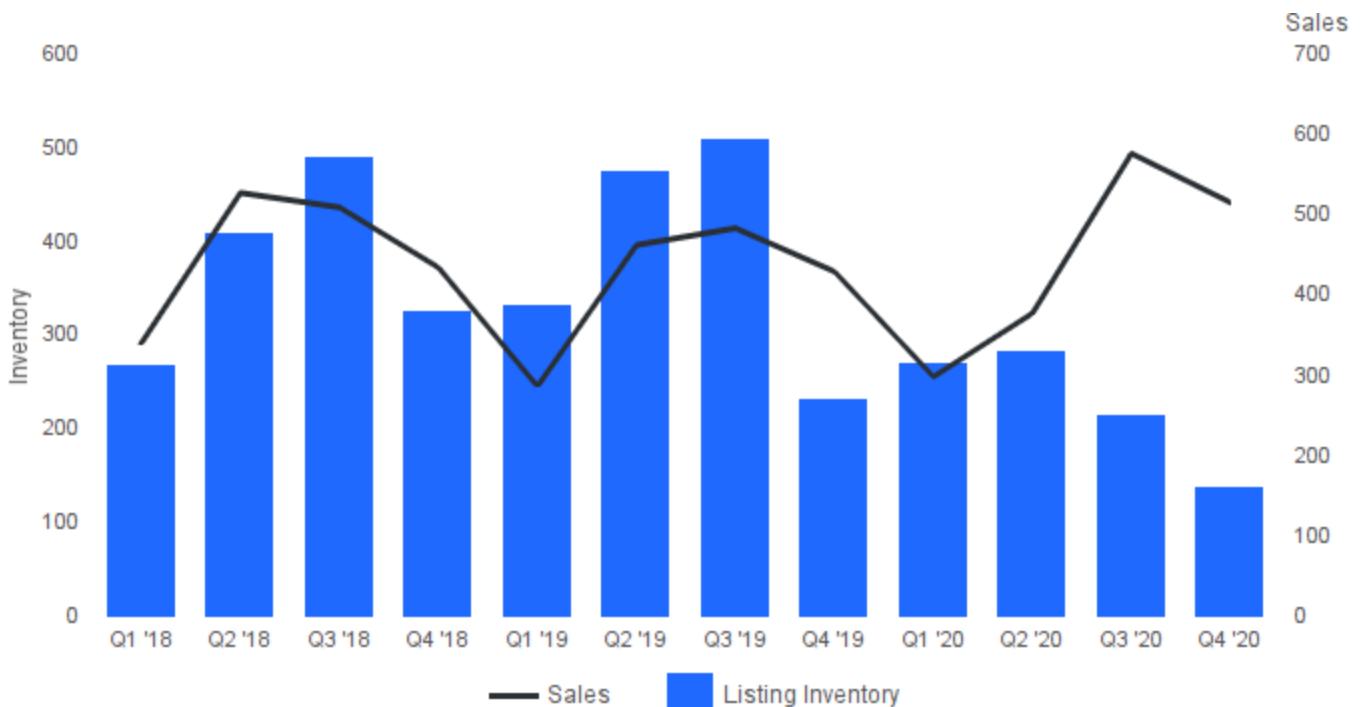
Q4 2020 | Single Family Homes ?

<p><b>20.05%</b> PROPERTIES SOLD SINGLE FAMILY HOMES</p>	<p><b>21.02%</b> AVERAGE SOLD PRICE SINGLE FAMILY HOMES</p>	<p><b>20.05%</b> MEDIAN SOLD PRICE SINGLE FAMILY HOMES</p>
<p><b>56.86%</b> NEW LISTINGS SINGLE FAMILY HOMES</p>	<p><b>15.61%</b> AVERAGE LIST PRICE SINGLE FAMILY HOMES</p>	<p><b>11.23%</b> MEDIAN LIST PRICE SINGLE FAMILY HOMES</p>
<p><b>4.51%</b> LIST/SELL PRICE RATIO SINGLE FAMILY HOMES</p>	<p><b>-44.64%</b> AVERAGE DAYS ON MARKET SINGLE FAMILY HOMES</p>	<p><b>-71.05%</b> MEDIAN DAYS ON MARKET SINGLE FAMILY HOMES</p>

### LISTING INVENTORY AND NUMBER OF SALES

Q4 2020 | Single Family Homes ?

Quarterly inventory of properties for sale along with number of sales

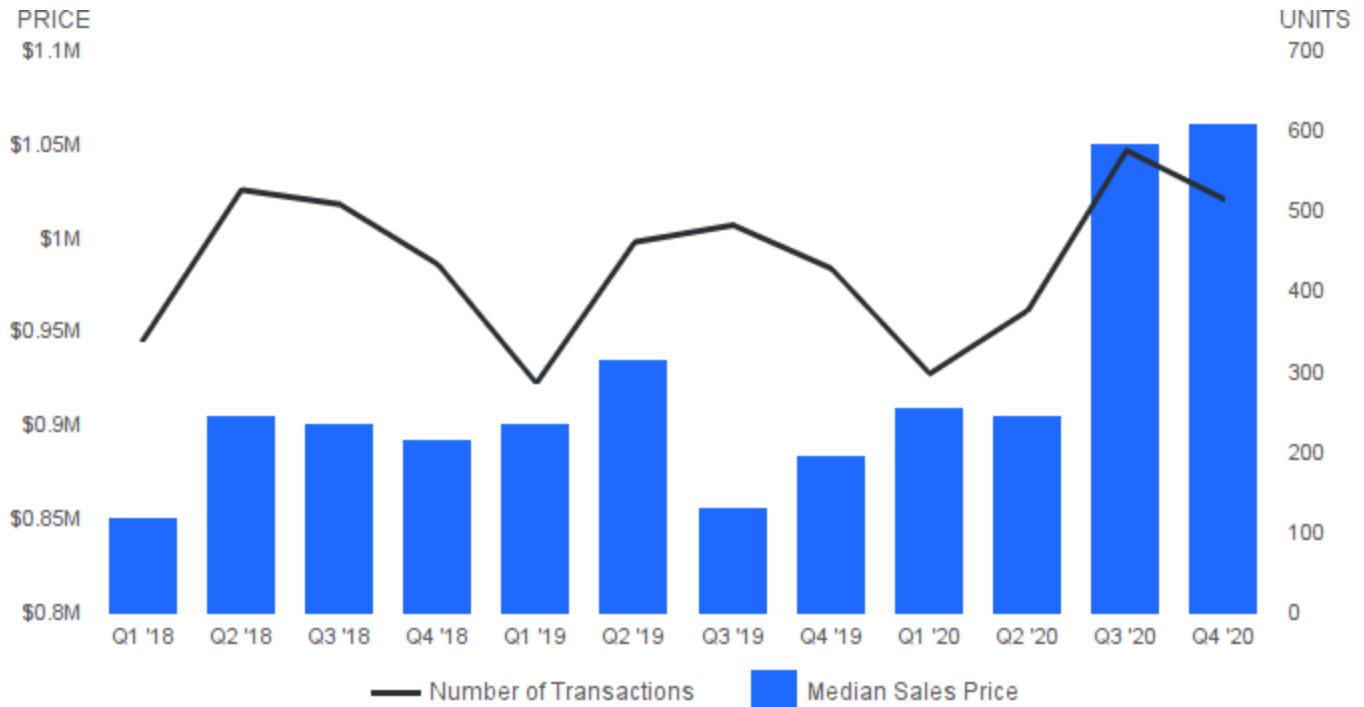


## MEDIAN SALES PRICE AND NUMBER OF SALES

Q4 2020 | 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 2020 | 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.

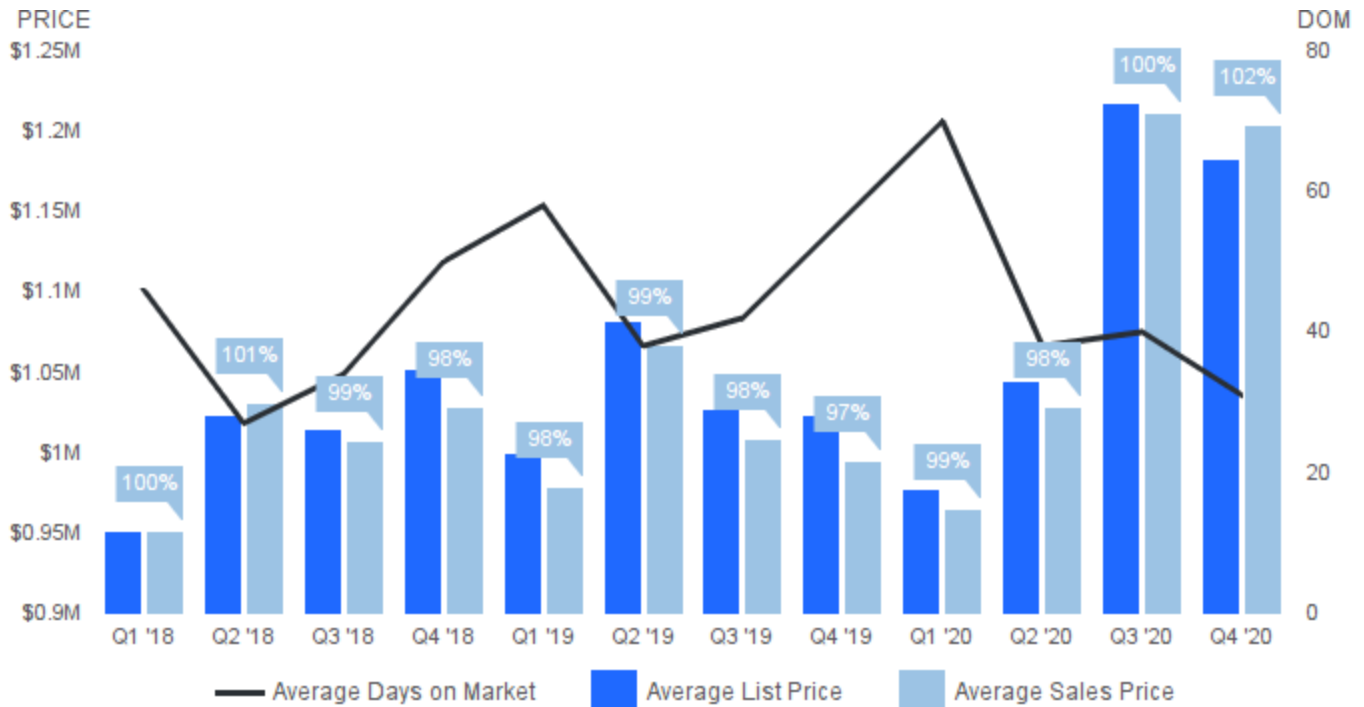


## SALES PRICE AS A PERCENTAGE OF ORIGINAL PRICE & AVERAGE DOM

Q4 2020 | 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.

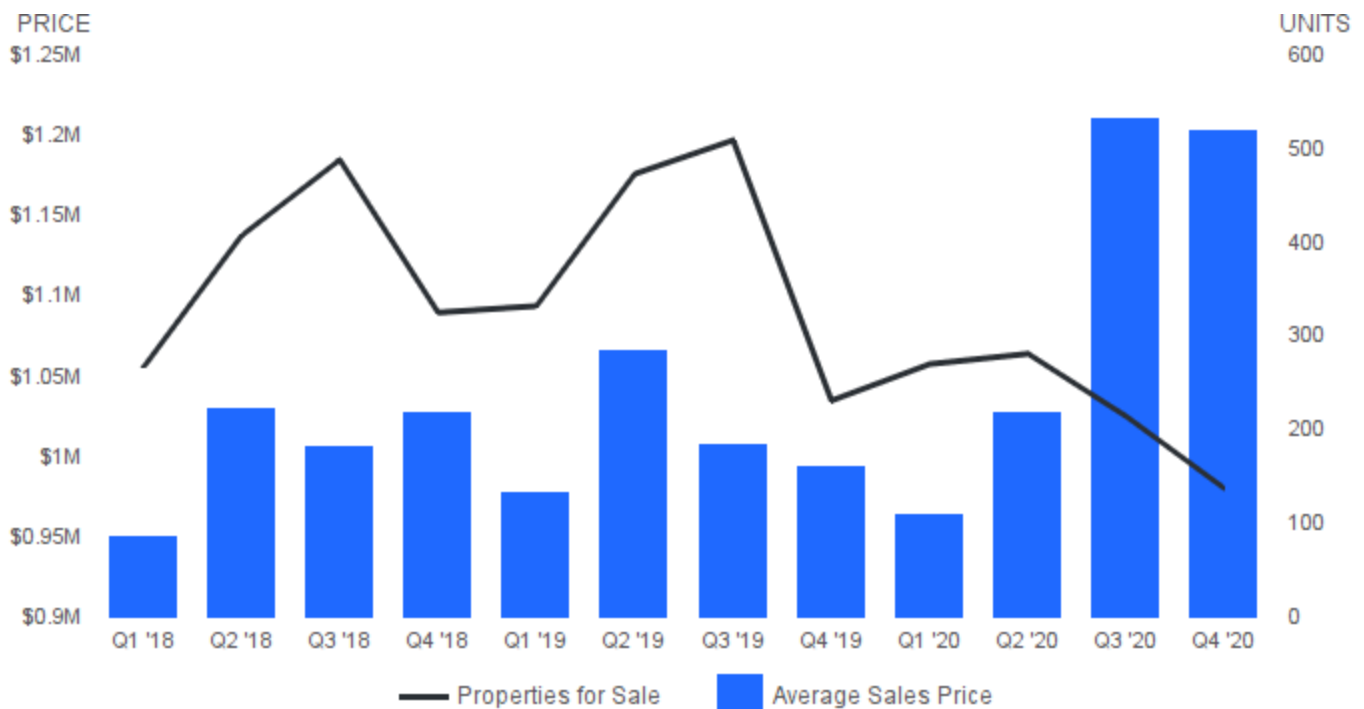


## AVERAGE SALES PRICE AND NUMBER OF PROPERTIES FOR SALE

Q4 2020 | 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.

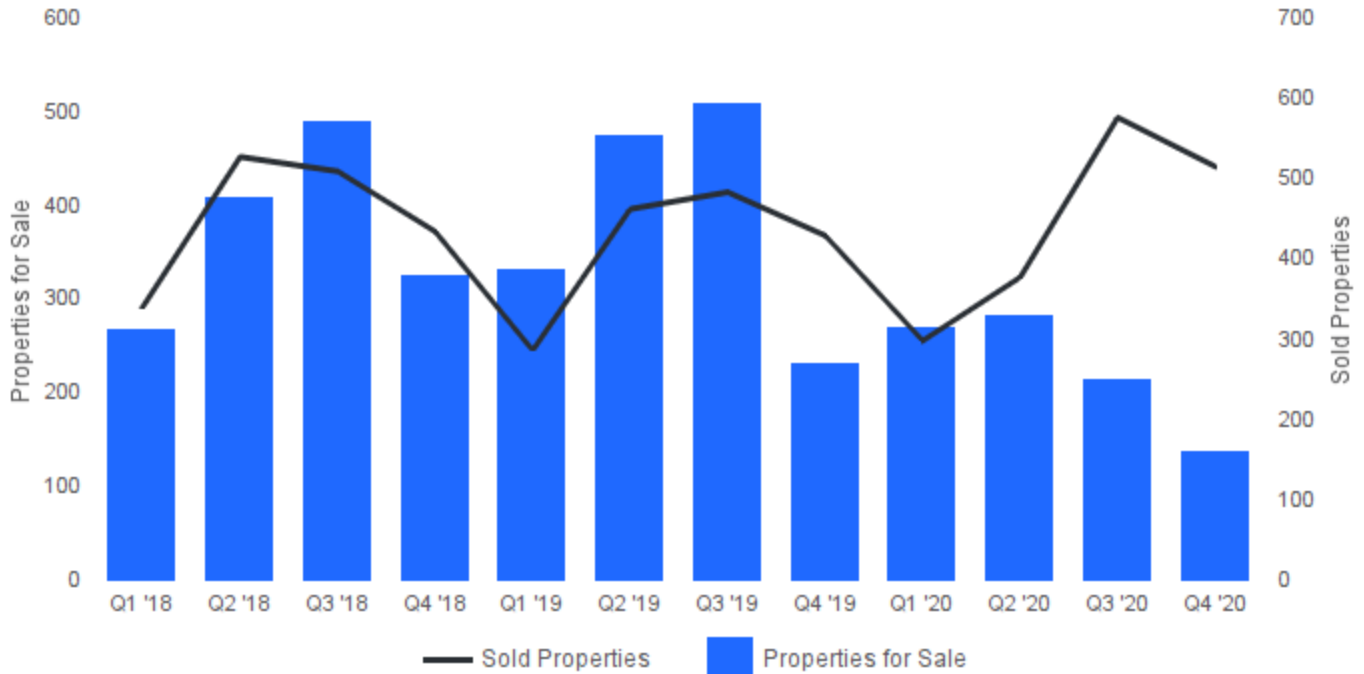


## PROPERTIES FOR SALE AND SOLD PROPERTIES

Q4 2020 | Single Family Homes ?

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

**Sold Properties** | Number of properties sold.



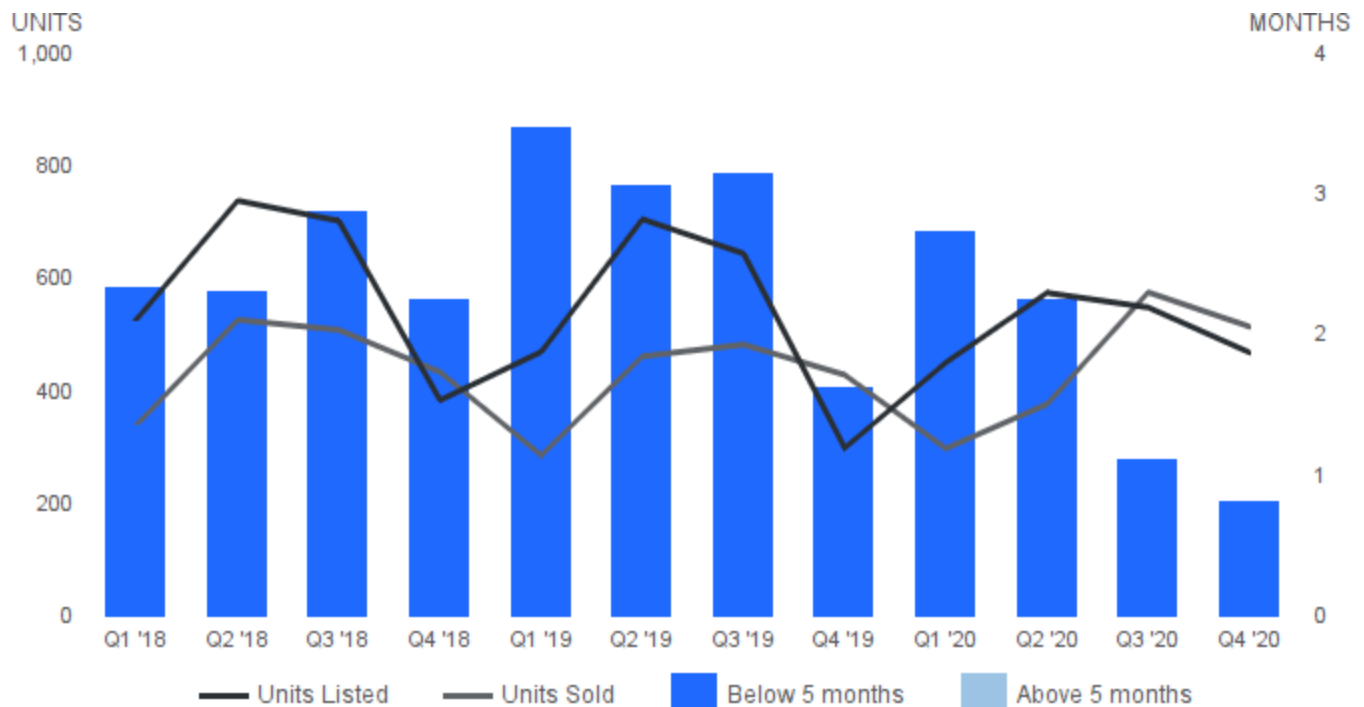
## MONTHS SUPPLY OF INVENTORY

Q4 2020 | 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

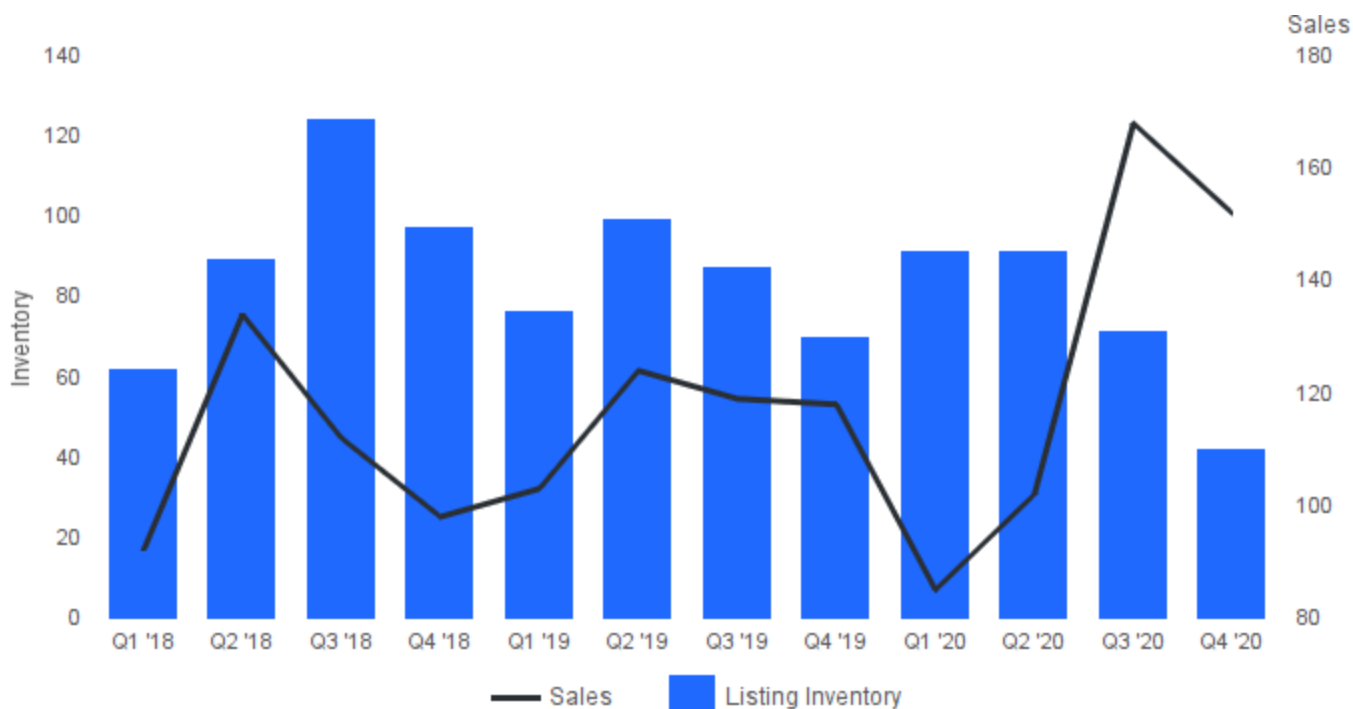
Q4 2020 | Condo/Townhouse ?

28.81%	9.97%	11.66%
PROPERTIES SOLD CONDO/TOWNHOUSE	AVERAGE SOLD PRICE CONDO/TOWNHOUSE	MEDIAN SOLD PRICE CONDO/TOWNHOUSE
22.32%	8.09%	9.79%
NEW LISTINGS CONDO/TOWNHOUSE	AVERAGE LIST PRICE CONDO/TOWNHOUSE	MEDIAN LIST PRICE CONDO/TOWNHOUSE
1.34%	-5.00%	-36.84%
LIST/SELL PRICE RATIO CONDO/TOWNHOUSE	AVERAGE DAYS ON MARKET CONDO/TOWNHOUSE	MEDIAN DAYS ON MARKET CONDO/TOWNHOUSE

### LISTING INVENTORY AND NUMBER OF SALES

Q4 2020 | Condo/Townhouse ?

Quarterly inventory of properties for sale along with number of sales

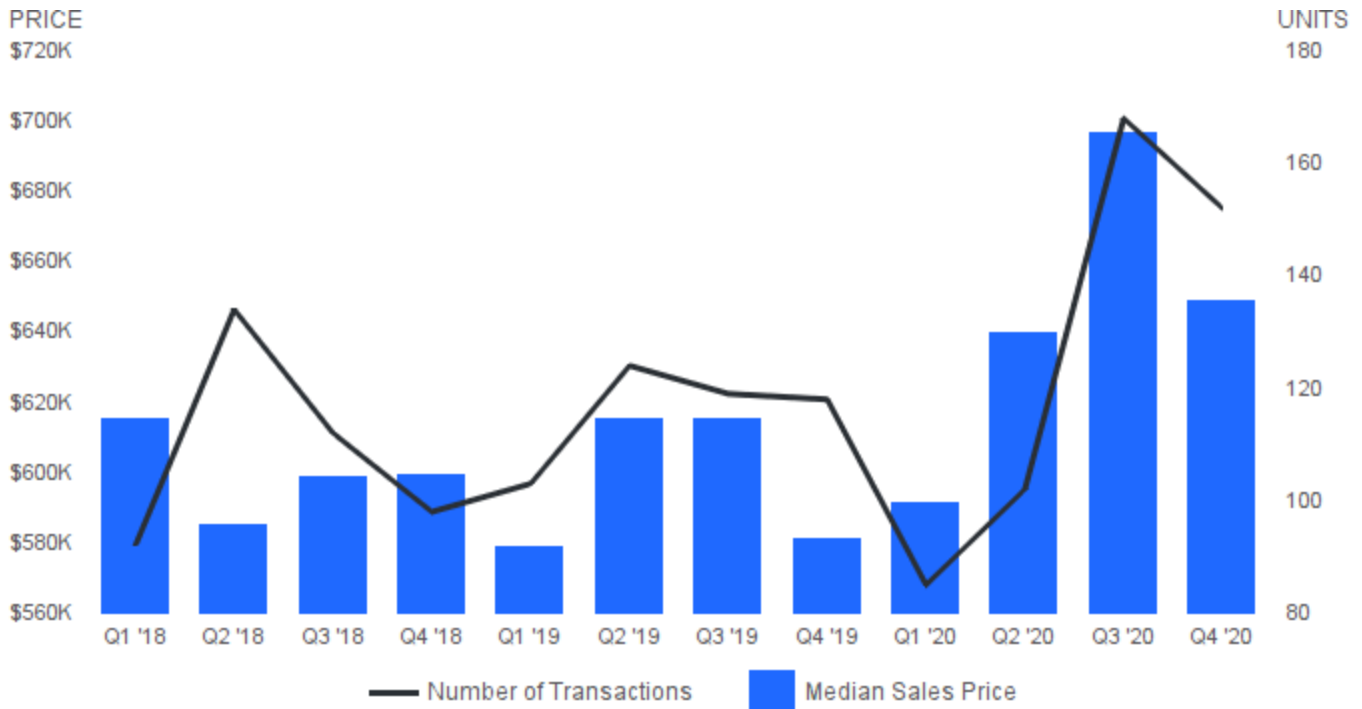


## MEDIAN SALES PRICE AND NUMBER OF SALES

Q4 2020 | 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 2020 | Condo/Townhouse ?

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

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

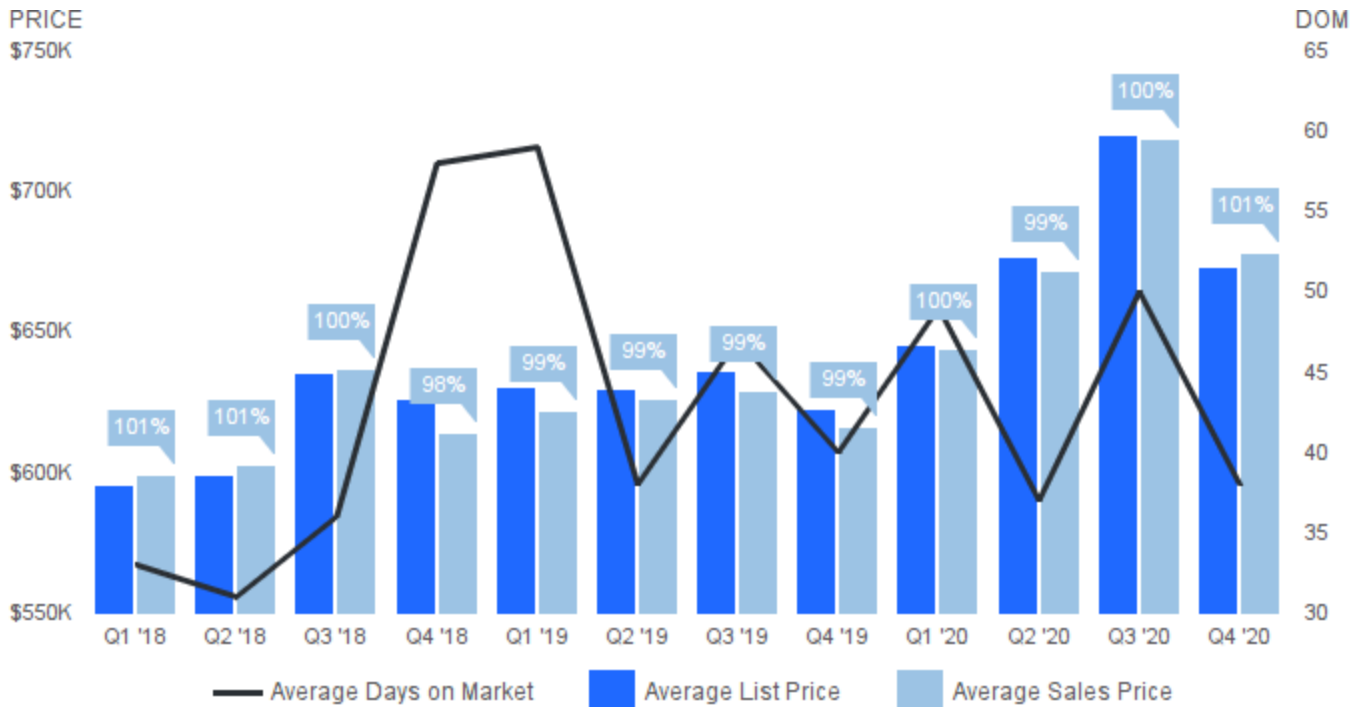


## SALES PRICE AS A PERCENTAGE OF ORIGINAL PRICE & AVERAGE DOM

Q4 2020 | 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.

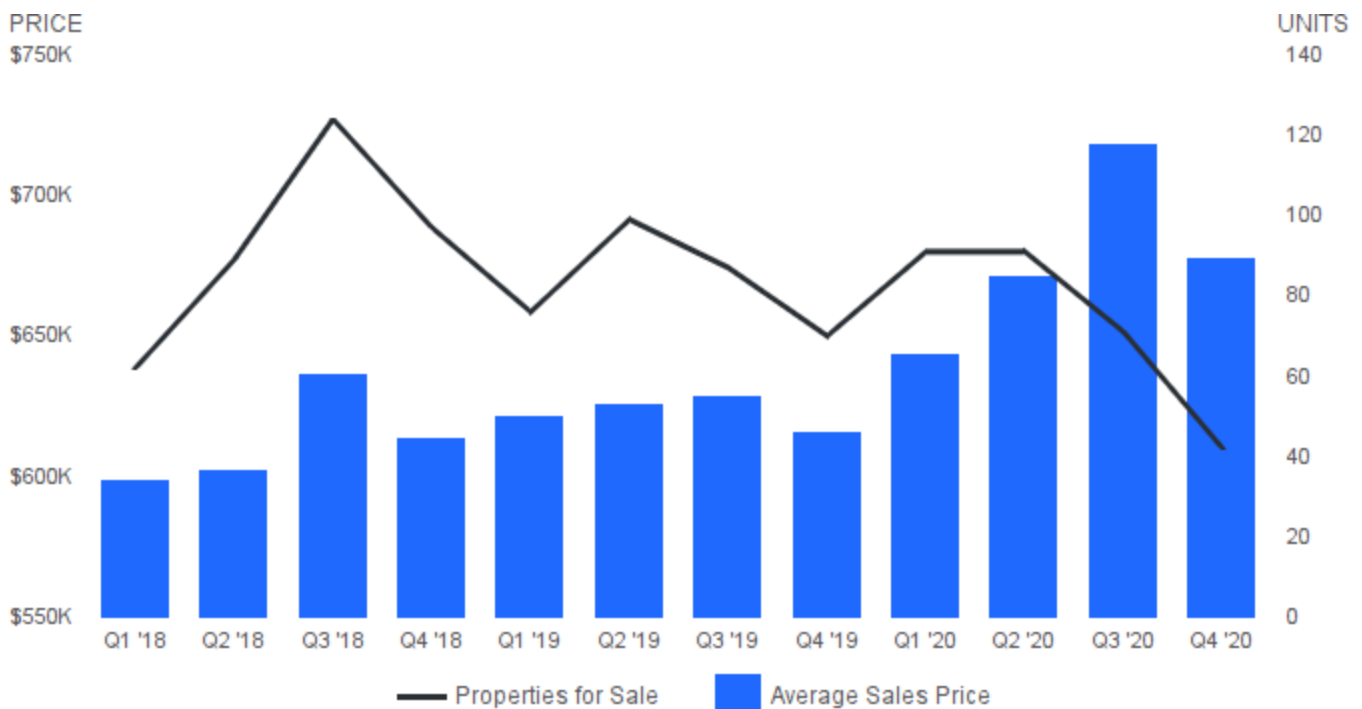


## AVERAGE SALES PRICE AND NUMBER OF PROPERTIES FOR SALE

Q4 2020 | Condo/Townhouse ?

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

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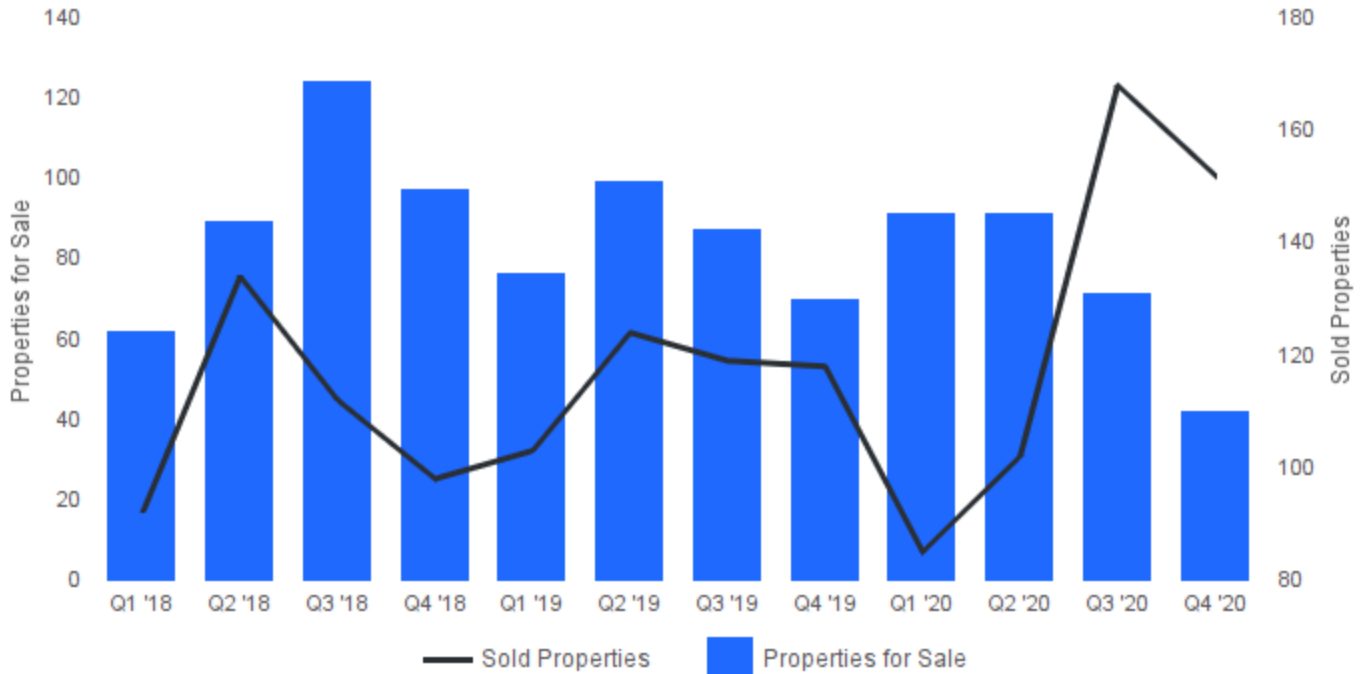


# PROPERTIES FOR SALE AND SOLD PROPERTIES

Q4 2020 | Condo/Townhouse ?

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

**Sold Properties** | Number of properties sold.



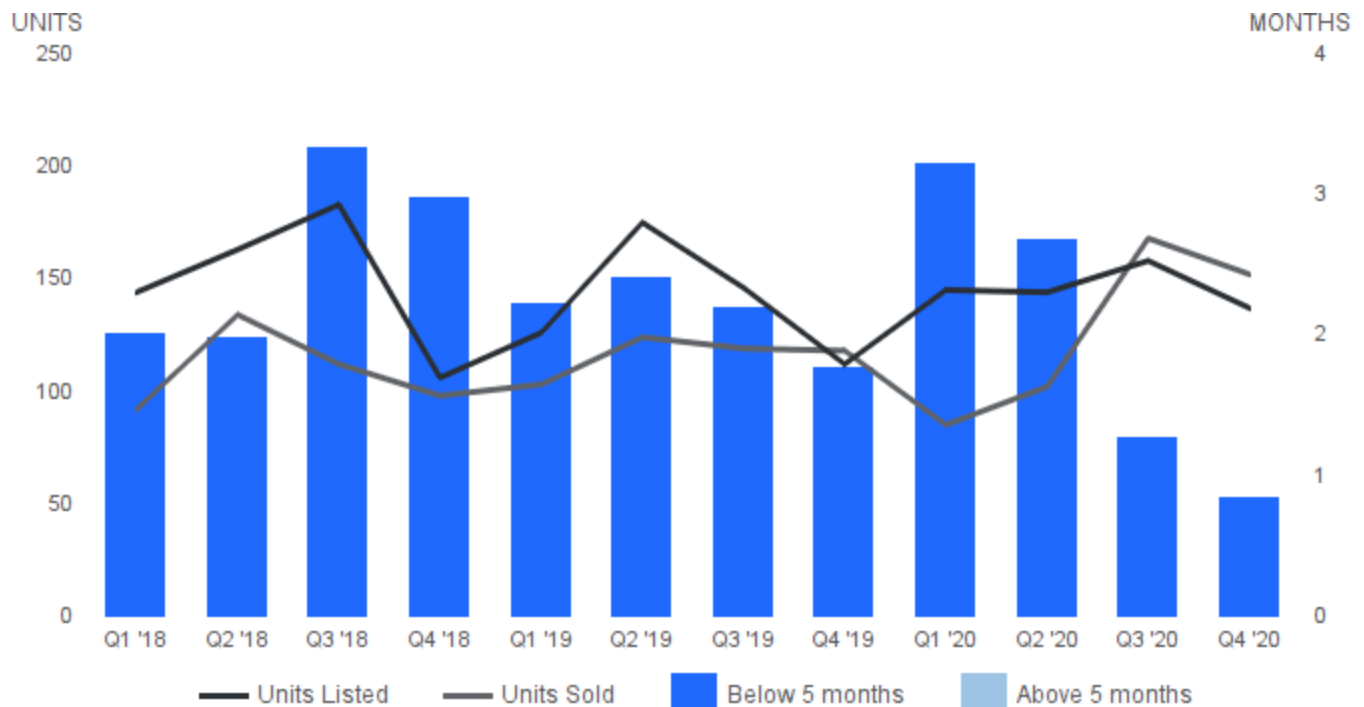
# MONTHS SUPPLY OF INVENTORY

Q4 2020 | 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

Q4 2020

## **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.

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