

REALTOR® NEWSLETTER



**A NEW YEAR OF
LEADERSHIP AND
COMMUNITY AT
SCCAR**



PRESIDENT'S MESSAGE

Carol Lerno
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Hello everyone! I'm thrilled to share my first newsletter article as the President of SCCAR. We all dream of making a positive impact in our chosen profession, helping our community find the perfect home. This dream can only come true when we work together, as agents and affiliates. I'm particularly excited about 2026 and the future of SCCAR and our board. We're committed to being the supportive hand and shoulder of all our active members. I want to thank everyone who participated in the installation of our new board of directors. We'd love for you to join us for educational opportunities, committees, and fun events. The more you get involved, the more energy you'll feel. If you have any questions or need help signing up, please don't hesitate to reach out to our friendly staff at the office at 2525 Main St. in Soquel. We're here to support you every step of the way. I can't wait to share the excitement of being a REALTOR® and making a difference in our community with you all this year.



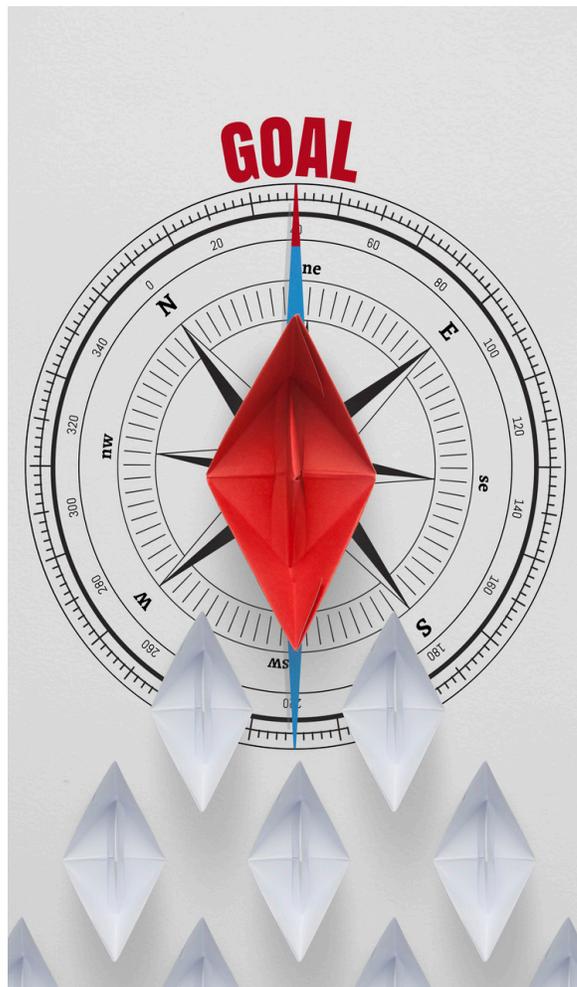




CHARTING OUR PATH FORWARD: SCCAR'S 2026-2028 STRATEGIC PLAN



SCCAR leadership is excited to share our vision for the future of the association through our 2026–2028 Strategic Plan. After gathering and reviewing valuable feedback from our members, our team thoughtfully incorporated that input into a three-year plan designed to guide SCCAR forward. This strategic plan clarifies our purpose and long-term direction while ensuring we continue to deliver the benefits and services our members need and value. You can view the full strategic plan on our website [here](#).



OUR MISSION:

The Santa Cruz County Association of REALTORS® (SCCAR) is a professional business organization serving members of the California and National Associations of REALTORS®.

We support real estate professionals by promoting high ethical standards, protecting property rights, and expanding access to homeownership.

Through strong leadership, community partnerships, public policy advocacy, and ongoing education, SCCAR empowers its members to better serve the public and strengthen a more inclusive, resilient real estate community.

OUR VISION:

SCCAR is the indispensable force shaping real estate in Santa Cruz County, empowering REALTORS® to grow professionally, lead with integrity, and contribute meaningfully to the future of housing and our communities.



Congratulations to the 2025 SCCP Graduates! The Santa Cruz County Pro (SCCP) program empowers REALTORS® with local expertise and insider knowledge essential to navigating Santa Cruz County’s distinctive real estate market. By completing this dynamic series, graduates gained a deeper understanding of the communities, character, and nuances that make our county unique. Welcome to life as an SCC Pro!

- Kathleen Allen, De Laveaga Properties**
- Elisabeth Bentz, Christie’s Int’l R.E. Sereno**
- Stephanie Bluford, KW Thrive Santa Cruz**
- Ryan Dong, Karon Properties**
- Fatasha Fareed, eXp Realty of CA**
- Kim Havbo, Coldwell Banker Realty**
- Eli Karon, Karon Properties**
- Nicole Karon, Karon Properties**
- Kimberlee Kay, Sherman & Boone REALTORS**
- Renee Mello, KW Thrive Santa Cruz**
- Andrea Miller, Bailey Properties, Inc.**
- Erin Moore, CMG Home Loans**
- F. Carolina Portillo Franco, KW Thrive Santa Cruz**
- Jesselyn Rego, Epique Realty**
- Honora Robertson, Robetson Real Estate**

2026 SCCP Schedule
Classes are held on
Friday’s from 9:30 - 11:30 AM

- February 27: History & Culture**
- March 27: Land Use**
- April 24: All About ADU’s**
- May 22: HOA’s**
- June 26: Planner Panel**
- July 24: City & County Schools**
- August 28: Water Resources**
- September 25: Natural Hazards**
- October 23: Smart Coast**

LEARN MORE »



A Prestigious Milestone: Welcome Our C.A.R. Honorary Members for Life

When years of dedication to the industry are recognized, it is truly an honor. Achieving C.A.R. Honorary Member for Life status represents a prestigious distinction and a lasting legacy of service.

Congratulations to our newest C.A.R. Honorary Members!

Jean Badaux, Compass
 Sue Brodsky, David Lyng Real Estate
 Linda Charman, Vanguard REALTORS
 William Cree, David Lyng Real Estate
 Bert Faucher, Lighthouse Realty
 Michael Glasgow, David Lyng Real Estate
 Keith Levine, Keith Levine Broker
 Willam Lewis, Lewis Real Estate & Financial

Doug McGuire, Santa Cruz Estates
 Diana Mercer, Compass
 Anne Murphy, Miritz & Bailey Real Estate
 Richard Seadler, Monterey Bay Realty
 Jan Taylor, Santa Cruz Estates
 Thomas Tomaselli, Coldwell Banker
 Richard Wilkins, Wilkins Real Estate

2026
New Laws
 with Gov Hutchinson

Join us for our annual New Real Estate Laws event with C.A.R. Vice President and Assistant General Counsel, Gov Hutchinson. Gov will take you through new laws and their impact on our industry and your business for 2026.

Register at: mysccar.org

Scan Me

Breakfast PROVIDED!

SCCAR
 Santa Cruz County Association of REALTORS

Wednesday, February 25, 2026
 9:30 - 11 AM @ Seascape Golf Club

Diversity Equity Inclusion Calendar

JANUARY

January is a month to celebrate the diverse ways in which we communicate and connect with each other. From recognizing the importance of Braille for the visually impaired to observing cultural and religious celebrations, this month highlights the many ways people express identity, memory, and community.

3 Buddhist: Mahayana New Year

Celebrated in many Mahayana communities on the first full moon of January, focusing on reflection and renewal.

4 UN: World Braille Day

Celebrates the importance of Braille for people who are blind or visually impaired.

7 Coptic & Eastern Orthodox Christian: Christmas

Marks the birth of Jesus Christ according to the Julian calendar.

19 US: Martin Luther King Jr. Day

Observed on the third Monday in January, honoring Dr. King's leadership in the civil rights movement.

27 UN: International Day of Commemoration in Memory of the Victims of the Holocaust

Marks the anniversary of the liberation of Auschwitz-Birkenau and promotes Holocaust remembrance and education.

FEBRUARY

February recognizes Black History Month, celebrating the achievements, history, and impact of Black Americans. The month includes cultural, religious, and health-related observances.

1-7 UN: World Interfaith Harmony Week

Encourages respect and cooperation between people of different faiths.

2 Pagan and Wiccan: Imbolc

Marks the early signs of spring and is associated with the goddess Brigid.

4 World Cancer Day

Raises awareness about cancer prevention, early detection, and treatment.

15 Hindu: Maha Shivaratri

Major Hindu festival honoring Lord Shiva with night-long prayers and fasting.

18 Islamic: Ramadan begins*

In many countries, Ramadan in 2026 is expected to begin around this date, marking a month of fasting, prayer, and reflection; the exact start varies by local moon sighting.

MARCH

March celebrates Women’s History Month and highlights observances focused on equality, renewal, and cultural expression.

4 Hindu: Holi

The festival of colors, celebrating spring, community, and renewal. In 2026, many communities will observe Holi around this date

4 Sikh: Hola Mohalla

Sikh festival featuring martial arts displays, music, and community gatherings, often coinciding with or following Holi.

8 International Women’s Day

Celebrates women’s achievements and calls for gender equality globally.

15 UN: International Day to Combat Islamophobia

A UN observance that raises awareness about the prejudice, discrimination, and hatred faced by Muslims around the world.



UPCOMING EVENTS & EDUCATION - Register online at mysccar.org

FEB 10

RPR Training

FEB 18

Lending Trends for 2026

FEB 23

C.A.R. Forms Changes

FEB 25

2026 New Laws Legal Update

FEB 27

Discover Local History & Culture

MAR 18

Business Planning

MAR 22

HOA's for REALTORS

MAR 25

Buyers and Loans

NEW C.A.R. Forms Changes! What Changed for 2026



Master the 2026 C.A.R. form changes—new compensation rules, updated contracts, and what every REALTOR® must know. Stay informed. Stay compliant.

Monday, February 23, 2026

9 AM - 1 PM

SCCAR Office, 2525 Main St., Soquel



Instructor: Renee Mello,
C.A.R. Certified Forms Instructor

Sponsored by:



\$20 for members, \$35 for nonmembers

Real Estate Tax Structure

REALTORS®—Keep More of What You Earn!



Join us for a CPA led tax-saving workshop focused on smart business structures and filing strategies designed specifically for real estate professionals.

Friday, February 20, 2026

1 - 4 PM

SCCAR Office, 2525 Main St., Soquel

Members: \$20, Nonmembers: \$35



CPA Instructor:

Ying Sa, CEO & Managing Partner of Community CPA.com





AGENT



TRAINING SERIES

Master the Fundamentals of Real Estate in Just Four Classes!
Whether you're launching your career or looking to sharpen your existing skills, this 4-part Training Series designed to equip both new and experienced agents with the knowledge and confidence to succeed.

2026 Schedule

The series is held twice each year—once in March and again in September.

BUSINESS PLANNING

Wednesday, March 18 & September 16
9 AM – 12 PM

Topics: Time management, conquering accountability, where business comes from and developing your own Vision Statement.

Instructor: Paul Bailey, Bailey Properties, Inc.

WORKING WITH BUYERS & FUNDAMENTALS OF LOANS

Wednesday, March 25 & September 23
9 AM – 12 PM

Topics: This class covers the buyer process from lead generation and negotiation through contracts, timelines, and closing, along with an overview of buyer financing, loan programs, interest rates, lender terminology, and insurance.

Instructors: Brandi Jones, KW Thrive, Tai Boutell, SC Lending Group (March) and Ryan Buckholt (Sept.), CrossCountry Mtg.

Save \$\$
when you
sign up for
the whole
series!

Series: \$99

Individual
classes: \$30

Free for New
2025 & 2026
Members!

Register
online @
mysccar.org
or call
831-464-2000



WORKING WITH SELLERS

Wednesday, April 8 & September 30
9 AM – 12 PM

Topics: Listing agreements, compensation, disclosures and contracts, marketing/open houses, and listing presentations with value-add.

Instructor: Greg Mann, Coldwell Banker Realty

DISCLOSURES & CONTRACTS

Wednesday, April 15 & October 14
9 AM – 12 PM

Topics: Overview of the RPA (Residential Purchase Agreement) as it related to mandatory disclosures and contractual timeframes; specifically the Transfer Disclosure Statement (TDS) and Seller Property Questionnaire (SBQ).

Instructors: Robert Bailey, Bailey Properties (April) & Renee Mello, KW Thrive (October)

Nonmembers: Series price \$145, per class price \$45.

LENDING TRENDS FOR 2026



Hear directly from lenders on new financing options, ADUs, and what's shaping today's market, locally and nationally.

Wed., February 18, 2026

9:30 - 11:30 AM

SCCAR, 255 Main St., Soquel

Members \$20, Nonmembers \$35

Panelists:

Yesenia Alvarez, Bay Federal Credit Union

Erin Moore, CMG Home Loans

Matt Falconer, CrossCountry Mortgage



Celebrate Valentine's Day at Tour!

Dress in your favorite Valentine attire (bright red or pink) for the February 12 Tour Meeting and win delicious prizes!

Meeting begins at 9 AM at the SCCAR Office, 2525 Main St., Soquel



SCCAR CENTENNIAL CLUB

Thank you to our Centennial Club members whose contribution of \$197+, the true cost of doing business, to the REALTOR® Action Fund helps us protect private property rights and your ability to do business. To learn how you can be a club member, contact SCCAR.

**Nicholas Bailey, Bailey Properties, Inc.
Margaret Barr, Sotheby's Int'l Realty
Tim Bowers, Bailey Properties, Inc.
Candace Bradfield, Bradfield & Associates
Paul Burrowes, David Lyng Real Estate
Pete Cullen, Bailey Properties, Inc.
John Flaniken, Trade-In Real Estate
Lisa C. Gerety, Bailey Properties, Inc.
Amber Grewer, Amber Grewer Real Estate
Danielle Huff, Bailey Property Mgmt.
Stephen Karon, Karon Properties
Datta S. Khalsa, Main Street REALTORS
Neal Langholz, Karon Properties
Carol Lerno, Main Street REALTORS
Gregory Lukina, David Lyng Real Estate
Morgan Lukina, David Lyng Real Estate
RoseMarie McNair, McNair Real Properties
Renee Mello, KW Thrive Santa Cruz
Antonio Melo, Aldina Real Estate, Inc.
Frank Murphy, Frank Murphy Realty
Candace Noel, Bailey Properties, Inc.
Samantha Olden, David Lyng Real Estate
Kathleen Oliver, Oliver Property Mgmt.
Barbara J. Palmer, Bailey Properties, Inc.
Stephen Pearson, Pearson Properties
F. Carolina Portillo Franco, KW Thrive SC
Dana Sales, CENTURY 21 Masters
Carole Schwarzbach, Schwarzbach Assoc.**

**Rachel Shaffer, Bailey Property Mgmt.
Lynnette Sousa, Aldina Real Estate, Inc.
Jynnette Sousa-Melo, Aldina RE
Caren L. Spencer, Compass
Dennis Stewart, Dennis Stewart, Broker
Jan Strawmyer, J. S. Properties
Randy Turnquist, CENTURY 21 Masters
Marjorie Vickner, David Lyng Real Estate
Carolyn Wade, David Lyng Real Estate
Karen Wade, Bailey Property Mgmt.
Jennifer Watson, Christie's Int'l Sereno
David Webb, eXp Realty of California Inc**



SAVE THE DATE FOR LEGISLATIVE DAY!



Legislative Day 2026 is the California Association of REALTORS®'s premier advocacy event for REALTORS®.

This signature program provides California REALTORS® with the opportunity to meet directly with state legislators and their staff to discuss real estate–related issues impacting our industry and communities. Legislative Day is a meaningful investment in your business and your voice as a REALTOR®, offering access to California's leading policymakers and C.A.R. leadership. The day concludes with the highly anticipated Capitol Reception—an opportunity to connect with colleagues after a productive day of advocacy.

Event date: Wednesday, April 29. More information coming soon!



THANK YOU FOR YOUR SERVICE SCCAR COMMITTEE CHAIRS AND VICE CHAIRS!

CULTURAL DIVERSITY & FAIR HOUSING



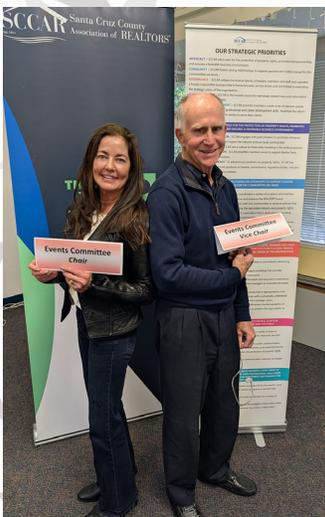
Chair: Dana Sales, Century 21 Masters
Vice Chair: Danette Lawrence, Bailey Properties

EDUCATION COMMITTEE



Chair: Matt Falconer, CrossCountry Mtg.
Vice Chair: F. Carolina Portillo Franco, KW Thrive SC

EVENTS COMMITTEE



Chair: Mary Thomas, Bradfiled & Associates
Vice Chair: Walt Heil, Room Real Estate

PROPERTY MANAGEMENT



Chair: Kathy Oliver, Oliver Property Mgmt.
Vice Chair: Ryan Dong, Karon Properties

LOCAL GOVERNMENT RELATIONS



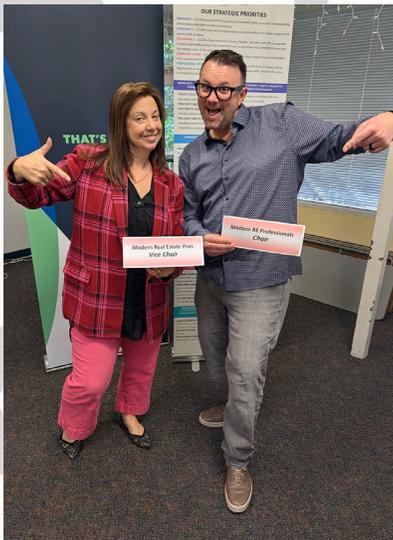
Chair: Liz Foster, David Lyng Real Estate
Vice Chair: Valerie Mishkin, Bailey Properties

MLS COMMITTEE



Chair: Greg Mann, Coldwell Banker Realty
Vice Chair: Amy Jeske, Coldwell Banker Realty

MODERN RE PROFESSIONALS



Chair: Jim Black, Revest
Vice Chair: Jennifer Watson, Christie's Int'l RE Sereno

SMALL BROKER FORUM



Chair: Carol VanAusdal, Coastal Dream Realty
Vice Chair: Celeste Faraola, Schooner Realty

SCCAR WELCOMES CHRISTINE BORG TO THE TEAM



Christine Borg,
SCCAR Professional
Standards Director

We are pleased to announce that Christine Borg has joined SCCAR as our new Professional Standards Director. Christine has served as SCCAR’s Professional Standards Coordinator for the past 10 years under the direction of another local association, and we are delighted to officially welcome her into the SCCAR family.

As a reminder, all SCCAR members have pledged to uphold the NAR Code of Ethics, which is what distinguishes you as a “REALTOR®.” If you encounter a challenging transaction and believe that another REALTOR® may not be adhering to the Code of Ethics, you may file a complaint with our Professional Standards Director, Christine Borg, at 831-464-2072.

A stack of several antique books with worn, leather-bound spines. A silver pocket watch with a white face and Roman numerals is hanging from a chain in front of the books. The background is dark, making the books and watch stand out.

SCCAR
Santa Cruz County
Association of
REALTORS

DISCOVER OUR LOCAL HISTORY AND CULTURE

Explore our local history! This class will dive into historical buildings, monuments, cultures, and key events in San Lorenzo Valley, Pajaro Valley, and Aptos.

FRIDAY, FEBRUARY 27, 2026
9:30 - 11:30 AM

Held at the SCCAR office | 2525 Main St., Soquel
\$20 for non SCCP Series Members

The logo for the Santa Cruz County Professional Standards Council (SCCP), featuring a stylized tree and the text "SCCP Santa Cruz County".

KEEP AN EYE ON MREP THIS YEAR!



SCCAR'S Modern Real Estate Professionals (MREP) is an energetic group of dedicated committee members focused on supporting newer real estate professionals. Our mission is to provide a welcoming platform to network, build lasting relationships, and discover all the amazing benefits and activities SCCAR has to offer.

We host bimonthly mixers featuring a variety of exciting topics designed to help new agents gain confidence, make connections, and get a strong jump start in the real estate industry.

Sponsorship opportunities are coming soon—stay tuned!

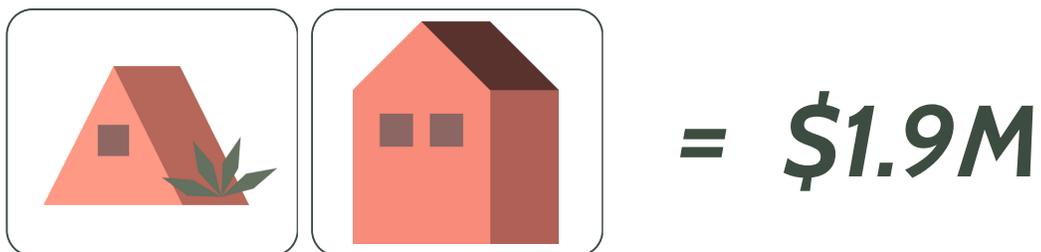
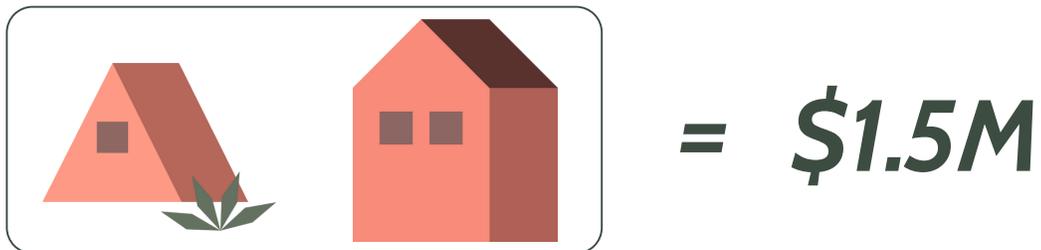
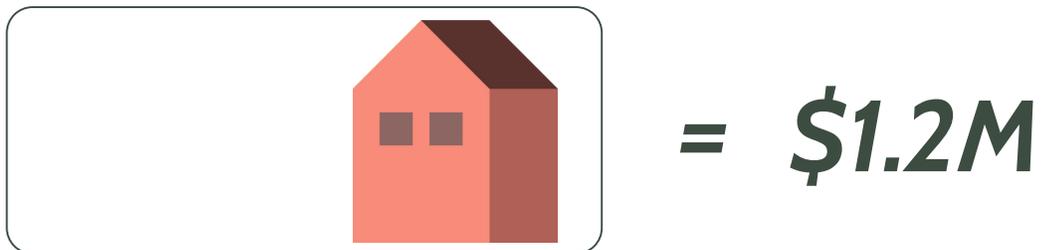
If you'd love to be part of this dynamic group as we plan for an incredible 2026, we'd be thrilled to have you join us. Please complete a committee application [here](#).



Connect with us!



IDENTIFY HIGHEST & BEST USE!



SANTA CRUZ ADAPTIVE REUSE & PRE-DEVELOPMENT ADVISORY BY:



Emre Turanalp
Chief Executive Officer
925.206.0195
emre@hoadu.com

WE JUST WANT TO SAY... THANK YOU!

Thank you so much for your generous contributions to the Santa Cruz County Association Housing Foundation. Your support has made a lasting impact on our community by helping teachers, single parents, community heroes, veterans, and seniors achieve the dream of homeownership.

Because of your generosity, these hardworking individuals and families now have a place to call home—a foundation of stability, security, and hope for the future. Your contributions enable us to provide critical financial assistance, making homeownership more accessible to those who need it most. We are deeply grateful for your commitment to building a stronger, more inclusive community. Your kindness and dedication continue to transform lives, one home at a time.



Thank you for being a vital part of this mission!



\$100 Plus Donaters!

Curt Abramson , Bailey Properties, Inc.
Eric Adams , Christie's Int'l R.E. Sereno
Jean Adams , CrossCountry Mortgage
Mackenzie Adams , eXp Realty of CA
Emma Alcaraz , Schooner Realty
Steven Allen , Allen Property Group, Inc.
Kelly Alpert , Ocean Street Realty
Daniel Alvarez , David Lyng Real Estate
David Anderson , Anderson Christie, Inc.
Fred Antaki , Main Street REALTORS
Hallie Anzalone , Christie's Int'l R.E. Sereno
Neil Aratin , Bailey Properties, Inc.
William Babcock , Coastal Dream Realty
Camille Bachir , David Lyng Real Estate
Linda Bailey , Miritz & Bailey RE, Inc.
Nicholas Bailey , Bailey Properties, Inc.
Robert Bailey , Bailey Properties, Inc.

Lisa Bailey Aratin , Bailey Properties, Inc.
Marcene Baker , Lifesaver Realty
Charles Baldwin , Vesta Real Estate Corp
Erik Barbic , Sherman & Boone REALTORS
★ **Margaret Barr , Sotheby's Int'l Realty**
Caroll Basile , Bailey Properties, Inc.
Ruth Bates , Compass
Gloria Behman , Bailey Properties, Inc.
Phoebe Benet , eXp Realty of California Inc
Kenneth L. Bergman , Scotts Valley Realty
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Szabolcs Bicskei , Christie's Int'l R.E. Sereno
Turiya Blanchette , Christie's Int'l R.E. Sereno
Michael Bloch , Christie's Int'l R.E. Sereno

Paige Bohrer , Pillar to Post Home
 Inspectors
 Lowell Bookman , Sally Bookman
 Real Estate
 Sally Bookman , Sally Bookman
 Real Estate
 Martin Boone , Sherman & Boone REALTORS
 Tai Boutell , Santa Cruz Lending Group
 Tim Bowers , Bailey Properties, Inc.
 Kim Bradburn-Gonzales , David Lyng RE
 Candace Bradfield , Bradfield & Associates
 Denise Brazil , Bailey Properties, Inc.
 Thomas Brezsny , Christie's Int'l R.E. Sereno
 Sue Brodsky , David Lyng Real Estate
 Judy M. Brose , CENTURY 21 Masters
 Randy Brown , Coldwell Banker Realty
 Carrie Brumbaugh , Room Real Estate
 Jonathan Brunelle , Sherman & Boone
 REALTORS
 Ryan Buckholdt , CrossCountry Mortgage
 Ryan Buckholdt , Ryan Buckholdt, Broker
 Sheri Buenz , Bailey Properties, Inc.
 Paul Burrowes , David Lyng Real Estate
 Ann Butler , Front St. Property Mgmt.
 Joe Callero , USA Realty and Loans
 Deborah Calloway , Bailey Properties, Inc.
 Gregg Camp , Property in Santa Cruz
 Betty Canfield , Coldwell Banker Realty
 Gina Carling , David Lyng Real Estate
 Robert Carling , Community RE, Inc.
 Dan Casagrande , Mutual of Omaha
 Michael B. Casserd , Advantage Properties
 Marcellina Catalano , Sotheby's
 International Realty
 Bryan Chambers , Bailey Properties, Inc.
 Scott Cheney , Bailey Properties, Inc.
 Edith Choate , Choate Realty
 Sara Christiansen , David Lyng Real Estate
 Frank Claiborne , Oasis Properties
 Nancy Comstock , Sotheby's Int'l
 Realty-Rancho
 Krista Cook , Lighthouse Realty
 Tamara J. Cook , Santa Cruz Estates
 Jessica Cooper , Lighthouse Realty
 Christopher Coria , RE/MAX Gold Peninsula
 Gabrielsen Cormier , MJC Group
 Ken Cornell , MBI Real Estate
 Kevin Corr , A.R.E. Inspections
 Alistair Craft , Christie's Int'l R.E. Sereno
 Katlyn Crawford , Bailey Properties, Inc.
 William H. Cree , David Lyng Real Estate
 Leslie Cruz-Calle , Room Real Estate
 Pete Cullen , Bailey Properties, Inc.
 Lisa Dailey-Goodrich , Miritz & Bailey
 Real Estate, Inc.
 Monika Davidson , Coldwell Banker Resi-
 dential Br
 Jill Davis , David Lyng Real Estate
 Kathy Davis , C21 Masters
 Kelly Davis , Kelly Davis Property Group, Inc
 Amber Dawson , eXp of Northern California
 David Dawson , Bailey Properties, Inc.
 Dorene Dawson , Bailey Properties, Inc.
 Dwayne Dawson , Argus Home Loans
 Robert T. Deacon , Compass
 Debra Demos , eXp Realty of California Inc
 Dave DeTeso , US Bank Home Mortgage
 Joseph Deulloa , Joseph Deulloa
 Fernando Diaz , National Stock
 Signs Company
 Ryan Dong , Karon Properties
 Maria Dufour , David Lyng Real Estate
 Robin Dutra , Berkshire Hathaway
 HS RealTime
 M.C. Dwyer , eXp Realty of California Inc
 David Dymek , DMD Capital Partners, Inc.
 Pamela Easton , Sotheby's
 International Realty
 Cynthia Ellis , Miritz & Bailey Real Estate, Inc.
 Kenn W. Ellis , Santa Cruz Estates
 Risha Eryavec , Main Street REALTORS
 Ronald Esche , R A E Properties
 Peter Eubank , Room Real Estate
 Christelle Fallstrom , David Lyng Real Estate

Celeste Faraola Perie , Schooner Realty
 Fatasha Fareed , eXp Realty of California Inc
 Shawki Farhat , Raeid Farhat Real Estate, Inc.
 Erick Fernandez , EF HOMES
 Charles Fischer , El Camino Realty
 John Flaniken , Trade-In Real Estate
 Greg Flowers , Authentic Real Estate
 Ryan Fontana , KW Thrive Santa Cruz
 Joshua Forst , Room Real Estate
 Ronald Fossum , Bailey Properties, Inc.
 Elizabeth Foster , David Lyng Real Estate
 Kala Foster , eXp Realty of California Inc
 Sebastian Frey , Compass
 Dale Friday , Friday Realty
 Natalia Fulga , eXp Realty of California Inc
 Nikolas Fulga , eXp Realty of California Inc
 Lisa Garcia-Duque , Sunrise Realty
 Barrett Garner , Santa Cruz Lending Group
 Melissa Gerardi , Oceanside Escrow
 Services, Inc
 Lisa C. Gerety , Bailey Properties, Inc.
 Jennifer Gilberg , TSG Premier Realty
 Thomas Gill , Epoque Realty
 Laurie Goessel , Coldwell Banker Realty
 Linda Jean Golling , C21 Masters
 Virginia Gonzales , Bailey Properties, Inc.
 Chris Gordon , GeoDisclosure
 Nicholas Gorman , eXp Realty of
 California Inc
 Daniel Grau , Sunset REALTORS
 Rossana Grau , Sunset REALTORS
 Barnard Greer , Revest Homes, Inc.
 Laura Grenyo , Coldwell Banker Realty
 Amber Grewer , Amber Grewer Real Estate
 Russell Gross , Russell E. Gross Real Estate
 Daniel Grow , California Dreaming
 Vivian Gunnerengen , Lighthouse Realty
 Carlos Gutierrez , Epoque Realty
 Hayley Hackett , Bailey Properties, Inc.
 Christy Hadland , eXp Realty of
 California Inc

Linda Haines , Haines & Associates
 Real Estate
 Kathleen Hall , David Lyng Real Estate
 Paul Haney , Anderson Christie, Inc.
 Karina Hannah , Christie's Int'l R.E. Sereno
 Julie Hansmann , David Lyng Real Estate
 Janie Hanson , KW Thrive Santa Cruz
 Sidney Harger , Ink Real Estate &
 Developement
 Britt Haselton , Haselton, Haselton &
 Liddicoat LLP, Attorneys at law
 Kim Havbo , Coldwell Banker Realty
 Spencer Hays , eXp Realty of California Inc
 Lloyd Hennessy Jr. , Christie's Int'l
 R.E. Sereno
 Wanda Hernandez , Ponderosa Realty
 Mackenzie Hesson , eXp Realty of
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 Zachary Hewett , David Lyng Real Estate
 Jimmie Hicks , Hicks & Associates, Inc.
 Ashley Hill , Room Real Estate
 Cindy Hill-Ford , SoulCare Studios
 Brooke Hinchman , David Lyng Real Estate
 Kenneth Hinchman , David Lyng Real Estate
 Ingrid Hinn , Sherman & Boone REALTORS
 Sandy Hockman , Vista Properties, Inc.
 Marie Hoffman , eXp Realty of California Inc
 Nolan Hoogstede , eXp Realty of
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 Sheri Houdesheldt , KW Thrive Santa Cruz
 Danielle Huff , Bailey Property Management
 Martha Hughes , Compass
 Lance Hulsey , KW Thrive Santa Cruz
 Bob Hulter , Hulter, Bob REALTOR
 Joseph Hutson , Guaranteed Rate, Inc.
 Anthony Jacobo , eXp Realty of
 California Inc
 Amy Jeske , Coldwell Banker Realty
 Char Johanson , Franklin Loan Center
 Alexander Johnson , David Lyng Real Estate
 Devonne Johnson , eXp of Northern
 California

Becky Jones , Sotheby's Int'l Realty-Rancho
 Margaret Julien , Coldwell Banker Realty
 Mark Junod , CrossCountry Mortgage
 David Kaemmerling , Cypress Realty
 Orang Kamkar , Pearl Properties SC, Inc.
 Sandy Kaplan , Santa Cruz Properties
 Eli Karon , Karon Properties
 Nicole Karon , Karon Properties
 Stephen Karon , Karon Properties
 Andy Kay , eXp Realty of California Inc
 Rick Kepler , Coldwell Banker Realty
 Cole Kerby , Epique Realty
 Datta S. Khalsa , Main Street REALTORS
 Matthew Kimmel , eXp Realty of
 California Inc
 Sandra Kinder , C21 Masters
 Katy King , Compass
 Roger Knapp , Christie's Int'l R.E. Sereno
 Raimanu Koenig , Montalvo Homes
 & Estates
 Amy Kroeger , Christie's Int'l R.E. Sereno
 Tanner Kufchak , David Lyng Real Estate
 **Constance Landes , Anderson
Christie, Inc.**
 Neal Langholz , Karon Properties
 Geneva Lawless , David Lyng Real Estate
 Owen Lawlor , Lawlor Land Use Brokerage
 Alberto Lazaro , Homes By The Sea
 Real Estate
 Randi LeBlanc , Santa Cruz Community
 Credit Union
 Sonia Leclerc , Coldwell Banker Realty
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 Patricia Leggett , David Lyng Real Estate
 Moira Leigh , New Directions R.E. Services
 Vicki C. Leisses , Christie's Int'l R.E. Sereno
 Carol Lerno , Main Street REALTORS
 Tommy Ligon , Bailey Properties, Inc.
 Jill Lindsay , Bailey Properties, Inc.
 Shawndy Linqvist , Compass
 Iris Littrell , First American Home Warranty

Nicholas Locatelli , Epique Realty
 Darrel Louis , David Lyng Real Estate
 Aurora Lowe , KW Thrive Santa Cruz
 Gregory Lukina , David Lyng Real Estate
 Morgan Lukina , David Lyng Real Estate
 Michael J. Lussier , California Dreaming
 Stephanie Lutz , Epique Realty
 Megan Lyng , David Lyng Real Estate
 Sally Lyng , David Lyng Real Estate
 Linda Lynn , eXp Realty of California Inc
 Aldina Maciel , Aldina Real Estate, Inc.
 Valerie J. Macken , V Macken Properties
 Bryan MacKenzie , Coldwell Banker Realty
 Lex Madden , eXp of Northern California
 Bethany Madsen , Coldwell Banker Realty
 Lori Mahan , Wells Fargo Private Mortgage
 Vicki Malandra , David Lyng Real Estate
 Greg Mann , Coldwell Banker Realty
 Kathleen Manning , Sotheby's
 International Realty
 Colleen Marchbank , Compass
 Richard Mark , RSR Lending
 Teresa Marlow , Compass
 Bertilia Marquez , CENTURY 21 Masters
 Jose Marquez , Jose Marquez Real
 Estate, Inc.
 Timothy Martin , Martin Properties
 Dan Maschmeier , Floor Coverings
 International
 Nadia Matiasevich , eXp Realty of
 California Inc
 Lisa Mazzei , Blue Adobe Mortgage
 John E. McCombs , David Lyng Real Estate
 Lynsey McKee , David Lyng Real Estate
 Kaicie McMurray , High Tide Real Estate
 Justin McNabb , KW Thrive Santa Cruz
 Tarra McPartland , eXp Realty of
 California Inc
 Renee Mello , KW Thrive Santa Cruz
 Antonio Melo , Aldina Real Estate, Inc.
 Martha Meyer , Christie's Int'l R.E. Sereno
 Karen Miller , Coldwell Banker Realty

Valerie Mishkin , Bailey Properties, Inc.
 Stacey Mitchell , Bailey Properties, Inc.
 Diane Molnar , David Lyng Real Estate
 Erin Moore , CMG Home Loans
 Joseph Morici , Morici Real Estate
 Christine Morphew-Clayton , Anderson
 Christie, Inc.
 David Morrell , eXp Realty of California Inc
 Loren Morse , eXp Realty of California Inc
 Vic Z. Morvay , eXp of Northern California
 Lauren Moseley , eXp Realty of California Inc
 Thomas Motter , Epique Realty
 Joell Mower , David Lyng Real Estate
 Craig Muhlenhaupt , Choate Realty
 Josephine Muller , eXp Realty of
 California Inc
 Thomas Murach , Anderson Christie, Inc.
 Lorena Murillo Weldon , eXp Realty of
 California Inc
 Frank Murphy , Frank Murphy Realty
 Max Nelson , eXp of Northern California
 Stacy Nelson , David Lyng Real Estate
 Cheri Nilsson , Vista Properties, Inc.
 Candace Noel , Bailey Properties, Inc.
 Denise Norris , David Lyng Real Estate
 Ashley Obert , Old Republic Title Company
 Rhonda Obert , Anderson Christie, Inc.
 Mike O'Boy , Coldwell Banker Realty
 Tara O'Boy , Coldwell Banker Realty
 John O'Donnell , Lighthouse Realty
 Samantha Olden , David Lyng Real Estate


**Kathleen Oliver , Oliver Property
 Management**

Alexander Ota , Bailey Properties, Inc.
 Jana Page , Room Real Estate
 Michele Pagel , Bailey Property
 Management
 Barbara J. Palmer , Bailey Properties, Inc.
 Joseph Parker , eXp Realty of California Inc
 Gabriela Parmenter , David Lyng Real Estate
 Sean Pate , Coldwell Banker Realty

Vikas Patel , Mitchell Properties
 Shelley Patton , Coldwell Banker Realty
 Nicholas Pavlina , Russell E. Gross
 Real Estate
 Prescott Pavlina , Room Real Estate
 Pete Pearson , Bailey Properties, Inc.
 Stephen Pearson , Pearson Properties
 Leticia Pedroso Hostins , Room Real Estate
 Warren Penniman , California Real Estate
 Deborah Penny , eXp Realty of California Inc
 Dianne Pereira , Bailey Properties, Inc.
 Whitney Phillips , David Lyng Real Estate
 Natalie Pinkerton , David Lyng Real Estate
 F. Carolina Portillo Franco , KW Thrive
 Santa Cruz
 Sean Poudrier , Coldwell Banker Realty
 Beth Powanda , Old Republic
 Home Protection
 Douglas Pringle , Bailey Properties, Inc.
 Marion Proffitt , Bailey Properties, Inc.
 Jenny Putney , David Lyng Real Estate
 Everardo Quintero , Casa Blanca Realty
 Ramon Quintero , Casa Blanca Realty
 Rogelio Ramirez , KW Thrive Santa Cruz
 Catherine Rathbun , Bailey Properties, Inc.
 David Ray , Real Estate EBrokers, Inc.
 Travis Rebbert , Room Real Estate
 Emily Reilly , Bailey Properties, Inc.
 Michele Replogle , Compass
 Matthias Rezzato , eXp of Northern
 California
 Paul Rhodes , KW Thrive Santa Cruz
 Hallie Richmond , Surf City Rentals, Inc.
 Bonnie Ridino , CENTURY 21 Masters
 Honora Robertson , Robertson Real Estate
 David Rocha , Fair Deal Real Estate, Inc.
 Janet Romanowski , David Lyng Real Estate
 Victor Romero , Santa Cruz Lending Group
 Ryan Rosas , eXp of Northern California
 Dean Rositano , eXp Realty of California Inc
 Diana Rugh , BHGRE Haven Properties
 Kathy Runyon , Compass

Stephen Rush , Coldwell Banker Realty
 Janet Russell , David Lyng Real Estate
 Dana Sales , CENTURY 21 Masters
 Lazaro Sandoval , Ideal Homes
 Gisele Sasso , David Lyng Real Estate
 Barbara Schatan , Miritz & Bailey
 Real Estate, Inc.
 Andrea Schenk , Santa Cruz Lending Group
 Brant Schenk , eXp Realty of California Inc
 Karen Schenk , Old Republic Title Co.
 Suzanne Schmidt , Old Republic Title Co.
 Frank Schonig , Christie's Int'l R.E. Sereno
 Carole Schwarzbach , Schwarzbach
 Assoc. Realtors
 Matthew Schwarzbach , Schwarzbach
 Assoc. Realtors
 Dennis Scott , eXp Realty of California Inc
 Richard Seadler , Monterey Bay Realty
 David Segura , eXp of Northern California
 Julian Sekon , Epique Realty
 Jeanne Shada , Scotts Valley Property
 Management
 Rachel Shaffer , Bailey Property
 Management
 Wayne Shaffer , Shaffer & Associates
 Alvar Shahbazian-Cedar , Coastal
 Dream Realty
 Sheri Siegfried , Coldwell Banker Realty
 Marcela Simonkova , David Lyng Real Estate
 Aaron Sirles , Haines & Associates
 Real Estate
 John Skillicorn , Coldwell Banker Realty
 John Skinner , Sherman & Boone REALTORS
 Kimberly Slevin , David Lyng Real Estate
 Bobbie Smith , David Lyng Real Estate
 George W. Smith , Smith Properties
 JoEllen S. Smith , Bailey Properties, Inc.
 Julianne Smith , Authentic Real Estate
 Heather Smith James , Schooner Realty
 Lynnette Sousa , Aldina Real Estate, Inc.
 Jynnette Sousa-Melo , Aldina Real
 Estate, Inc.

Caren L. Spencer , Compass
 Lauren Spencer , Coldwell Banker Realty
 Jerald P. Spodick , Jerald Spodick, Broker
 Morgan Staines , Morgan L. Staines
 Susan Stark , Susan Stark, Broker
 Walter Stauss , Coldwell Banker Realty
 MJ Stearns , eXp Realty of California Inc
 Ashley Steffenson , Homeguard
 Incorporated
 Susan Stelle , C21 Masters
 Dennis Stewart , Dennis Stewart, Broker
 David Stouder , eXp Realty of California Inc
 Marika Strauss , Christie's Int'l R.E. Sereno
 Jan Strawmyer , J. S. Properties
 Benjamin Strock , eXp Realty of
 California Inc
 Jason Strubing , TSG Premier Realty
 Lori Strusis , C21 Masters
 Denise Stuart , BRG Realty
 Sean Sullivan , Authentic Real Estate
 Tara Sweatt , Tara Sweatt, Broker
 Bruce Taylor , Coldwell Banker Realty
 Jan Taylor , Santa Cruz Estates
 Donna M. Teale , Sherman & Boone
 REALTORS
 Ulisses Terriquez Alcalan , KW Thrive
 Santa Cruz
 Benjamin Thomas , Streamline Property
 Management
 Benjamin Thomas , Streamline Real Estate
 Mary Thomas , Bradfield & Associates
 Ray Thomas , KW Thrive Santa Cruz
 Julia Timko , Compass
 Derek Timm , Montalvo Homes & Estates
 Dimitri Timm , Guaranteed Rate Affinity
 Thomas Tomaselli , Tomaselli,
 Thomas A. Realtor
 Nicole Tonti , eXp Realty of California Inc
 Meredith Torres , Beachwood Properties
 Nicholas Torres , Sherman & Boone
 REALTORS
 Kelley Trousdale , Santa Cruz Estates

Betsy Tyler , Coldwell Banker Realty
 John Ultsch , Room Real Estate
 Anina Van Alstine , Coldwell Banker Realty
 Carol VanAusdal , Coastal Dream Realty
 Nicholas Vargas , Compass
 Kirk Vaughn , Rural 1st
 Ryan Velasco , Kelly Davis
 Property Group,Inc
 Fernando Vicente , Bay Equity Lending
 Marjorie Vickner , David Lyng Real Estate
 Marcus Vidrine , David Lyng Real Estate
 Giovanna Villanueva , Bailey Properties, Inc.
 Giselle Villanueva , Bailey Properties, Inc.
 Caleb Vink , eXp Realty of California Inc
 Sanika Vivek , KW Thrive Santa Cruz
 Michelle Vivenzi , Compass
 Carolyn Wade , David Lyng Real Estate
 Karen Wade , Bailey Property Management
 Sarah Wagner , eXp of Northern California
 Kaelin Wagnermarsh , KW Thrive Santa Cruz
 Daniel Ward , Epique Realty
 Kimberly Ward , Compass
 Leon Ward , Main Street REALTORS
 Jennifer Watson , Christie's Int'l R.E. Sereno
 David Webb , eXp Realty of California Inc
 Steven L. Webber , Pearson Properties
 Thomas Werbe , Breakwater Properties, Inc.
 Daniette West , Christie's Int'l R.E. Sereno
 Lisa Whitcomb , Whitcomb Properties
 Richard White , Bailey Properties, Inc.
 Michael Whiting , David Lyng Real Estate
 Jeff Wickum , Epique Realty
 James F. Wilder , Wilder Associates, Inc.
 Richard Wilkins , Wilkins Real Estate
 Lela A. Willet , Anderson Christie, Inc.
 Kori Williams , David Lyng Real Estate
 George Wilson , David Lyng Real Estate
 Jeanne Wilson , David Lyng Real Estate
 Daniel Wolford , Christie's Int'l R.E. Sereno
 Scarlett Wolford , Christie's Int'l R.E. Sereno
 Nerissa Wong-VanHaren , David Lyng

Real Estate

Rose Wood , eXp Realty of California Inc
 Antoine Woods , Revest Homes, Inc.
 Richard Wygant , Compass
 Suzanne Yost , Compass
 Suzanne Yost , Compass
 Peggy Youmans , Ponderosa Realty
 Michael Young , Radius Agent
 Jason Zamora , Coldwell Banker Realty
 James Zenner , Karon Properties
 Pauline Zenner , Karon Properties
 Bret Zischke , Bailey Properties, Inc.

Santa Cruz County Housing Statistics 2025 Annual

2025: Santa Cruz County - Single Family Residential												
City	New	Inventory	Sold	Avg. DOM	Avg. Sale Price	Median Sale Price	Median \$/Sqft	% LP Rec'd	Sale Volume	Avg. Home Sq. Ft.	Avg. Lot Sq. Ft.	Months of Inventory
Aptos	345	37	226	39	\$1,757,035	\$1,500,000	\$811	99%	\$397,090,091	2,010	28,087	1.5
Ben Lomond	76	7	58	38	\$1,051,502	\$1,002,500	\$603	99%	\$60,987,154	1,873	63,508	1.5
Boulder Creek	185	40	115	52	\$730,004	\$680,000	\$514	98%	\$83,950,500	1,535	81,952	4.3
Brookdale	18	5	3	64	\$693,333	\$764,999	\$542	97%	\$2,079,999	1,205	9,337	7.5
Capitola	66	1	49	40	\$1,980,050	\$1,700,000	\$1,241	98%	\$97,022,498	1,609	5,610	0.2
Corralitos	18	2	10	69	\$1,221,050	\$1,178,750	\$694	98%	\$12,210,500	1,780	202,389	1.5
Davenport	8	1	0									
Felton	108	12	82	38	\$865,286	\$839,500	\$639	98%	\$70,953,485	1,433	45,563	2.1
Freedom	9	1	7	26	\$751,571	\$799,000	\$701	101%	\$5,261,000	1,257	8,326	3
La Selva Beach	32	3	18	83	\$1,856,216	\$1,445,000	\$953	96%	\$33,411,900	1,891	11,042	1.8
Los Gatos	128	24	67	65	\$1,525,440	\$1,395,000	\$635	96%	\$102,204,500	2,355	360,509	4.8
Mount Hermon	6	1	5	49	\$675,000	\$700,000	\$550	97%	\$3,375,000	1,226	6,848	
Santa Cruz	536	53	406	35	\$1,844,794	\$1,517,500	\$959	100%	\$748,986,535	1,828	46,653	1.9
Scotts Valley	120	8	88	26	\$1,489,586	\$1,350,000	\$702	100%	\$131,083,600	2,188	54,220	1.1
Seacliff	1	0	1	64	\$1,035,000	\$1,035,000	\$881	101%	\$1,035,000	1,175	8,930	
Soquel	90	10	60	31	\$1,526,769	\$1,450,000	\$795	99%	\$91,606,191	1,992	75,230	2.1
Watsonville	214	33	151	41	\$1,006,333	\$800,000	\$575	100%	\$151,956,367	1,626	42,286	2.4
Summary	1960	238	1346	48	\$ 1,250,561	\$1,106,875	\$698	98.6%	\$1,993,214,320	1,686	65,656	2.6

2025: Santa Cruz County - Common Interest Development												
City	New	Inventory	Sold	Avg. DOM	Avg. Sale Price	Median Sale Price	Median \$/Sqft	% LP Rec'd	Sale Volume	Avg. Home Sq. Ft.	Avg. Lot Sq. Ft.	Months of Inventory
Aptos	124	24	71	55	\$982,671	\$950,000	\$677	99%	\$69,769,693	1,377	1,733	4.5
Boulder Creek	4	1	5	113	\$575,600	\$560,000	\$422	108%	\$2,878,000	1,316	1,132	
Capitola	71	6	41	33	\$770,831	\$705,000	\$751	100%	\$31,604,099	989	1,145	2.3
Freedom	3	0	2	14	\$630,000	\$630,000	\$489	98%	\$1,260,000	1,341	2,200	0
La Selva Beach	11	3	6	45	\$1,338,125	\$1,287,500	\$791	94%	\$8,028,750	1,371	1,459	
Santa Cruz	173	23	129	37	\$882,864	\$800,000	\$728	100%	\$113,889,532	1,134	2,612	3.1
Scotts Valley	57	2	46	46	\$848,424	\$864,000	\$559	98%	\$39,027,549	1,491	1,432	0.5
Seacliff	3	0	1	5	\$960,000	\$960,000	\$826	100%	\$960,000	1,162	697	
Soquel	16	2	5	17	\$761,000	\$775,000	\$689	100%	\$3,805,000	1,138	2,385	
Watsonville	80	19	49	67	\$744,848	\$702,000	\$505	100%	\$36,497,598	1,321	1,432	3.4
Summary	542	80	355	43	\$ 849,436	\$787,500	\$683	99.7%	\$307,720,221	1,264	1,623	2.3

Data provided by MLS Listings, Inc. and compiled by the Santa Cruz County Association of REALTORS®

Market Minute

January 26, 2026 – Latest housing market news from last week brings a mix of cautious progress and persistent challenges across housing and construction. Builder sentiment softened amid affordability and cost pressures, while construction spending showed a modest rebound despite uneven year over year trends. California’s home insurance market is providing early indications of what premiums could look like in 2026 through new rate approvals, and easing policy uncertainty paired with solid late-2025 home sales offers some underlying momentum as the year begins. [Read more](#)



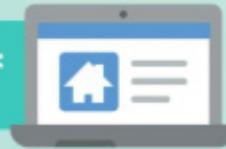
Report as of

January 2026



California Latest Market Data

How the market is doing*



+ Daily Average
for week ending
January 24, 2026

266

Closed Sales
per day+



469

Pending Sales
per day+



592

New Listings
per day+



How REALTORS® did in the previous week**



0.4%

24.2%

Closed a sale



-6.4%

16.9%

Entered escrow



-1.4%

25.8%

Listed a property

What REALTORS® think will happen in the week ahead**



-2.0%

12.4%

Sales will be **up**

-1.6%

5.9%

Prices will be **up**

-16.0%

28.8%

Listings will be **up**

*Data based on weekly statistics collected from MLSs across California.
**Survey results collected at start of the current quarter.

Bigger Blue font represents share of survey respondents
Smaller font (green/red) reflects % change from previous quarter

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