

# REALTOR® NEWSLETTER



SCCAR 2025 Centennial Club



**REALTOR®**   
**ACTION FUND**  
CALIFORNIA ASSOCIATION of REALTORS®



## PRESIDENT'S MESSAGE

*Renee Mello, President*

*renee@reneemello.com*

*831-840-2479*

I hope you are all doing well and enjoying the slow transition from winter to spring, although it feels like winter most days.

I thought I'd take this opportunity to introduce you to what we, your Board of Directors, are doing to fight the Santa Cruz Workforce Housing Initiative. As you may or may not know, we have been working with Mayor Keeley for over three years to craft this initiative which was one of his campaign promises. It was initially going to be just a parcel tax, but he was forced to include the transfer tax.

We continued to work with him and got the limit of the transfer tax raised to \$1,800,000 but never agreed to support it. We were also adamant about putting some sort of senior exclusion into the ordinance and having some sort of oversight regarding where the money was going. Neither of these were included in his ordinance.

We felt that it would be difficult to fight this head on. The Mayor and City Council

had done some polling and there was about 55% of the population in support of this initiative. If the ordinance was drafted by the City Council, they would need 66% of the voters to get it passed. They decided to have it introduced by a citizen group which would then only require 50% + 1 to pass. The caveat to this was that they would need to get 4000 signatures to get it on the ballot.

Your Board decided to come up with a competitive initiative, the Workforce Housing and Climate Protection Act of 2025. With the backing of the Santa Cruz County Association of REALTORS® and the California Association of REALTORS®, funds were designated to draft and file our competitive initiative. These funds come from your contributions to the REALTOR® Action Fund that you pay every year. As a side note, the required amount is \$49 but the true cost of doing business (and fighting initiatives like this is \$199). You can [contribute](#) additional funds at any time.



The main features of the Workforce Housing and Climate Protection Act of 2025 are twofold. One is that it raises the sale price of a home subject to a transfer tax to \$4,000,000 and it excludes seniors.

With Santa Cruz’s dependence on tourism, we felt that some of the money should be allocated to repairing things like damage to the wharf and West Cliff. Someone may ask if we’re against transfer taxes in the Mayor’s initiative, why is there a transfer tax in ours. The answer is simple, to have a competing measure, it must mirror the initiative we are competing against.

The initiative is with the City Clerk at this time. Once it is approved, it will go out

for signature gathering. The financing of the signature gathering will be funded by REALTOR® Action Funds and distributed by CAR.

We plan on having town halls to update you on our progress. Please don’t hesitate to call if you have any questions.

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# Diversity Equity Inclusion Calendar

## April

April is dedicated to World Autism Month, raising awareness and promoting understanding and acceptance of people with autism. This month also includes diverse religious and cultural celebrations, highlighting the rich tapestry of global traditions.

- 2 World Autism Awareness Day**  
Promotes understanding and acceptance of people with autism.
- 12 Jehovah's Witnesses: The Memorial of Jesus' Death**  
Commemorates the death of Jesus Christ.
- 13-20 Jewish: Passover**  
Celebrates the liberation of the Israelites from Egyptian slavery.
- 14 Sikh, Hindu: Vaisakhi**  
Marks the Sikh New Year and celebrates the spring harvest.

## May

May is Mental Health Awareness Month, a time to promote mental well-being and reduce the stigma surrounding mental health issues. This month also includes events that recognize diverse cultural, religious, and social contributions to our global community.

- 5 National Day for Awareness of Missing and Murdered Indigenous Women and Girls**  
Raises awareness of violence against Indigenous women and girls.
- 12 Buddhist: Vesak (Buddha Day)**  
Celebrates the birth, enlightenment, and death of Buddha.
- 15 Global Accessibility Awareness Day**  
Promotes digital accessibility and inclusion for people with disabilities.
- 17 LGBTQ+: International Day Against Homophobia, Transphobia, and Biphobia**  
Raises awareness of discrimination against LGBTQ+ individuals.
- 17 Veterans: Armed Forces Day**  
Honors the men and women who serve in the military.
- 28 Baha'i: Ascension of Baha'u'llah\***  
Commemorates the passing of the founder of the Baha'i Faith.

## June

June is LGBTQ+ Pride Month, celebrating the diversity, history, and contributions of the LGBTQ+ community. This month also includes events emphasizing love, acceptance, and the importance of countering hate speech.

### 2-3 Jewish: Shavuot\*

Celebrates the giving of the Torah at Mount Sinai.

### 7-10 Islamic: Eid al-Adha\*

A major Islamic festival commemorating the willingness of Ibrahim to sacrifice his son.

### 12 US: Loving Day

Celebrates the anniversary of the Supreme Court decision that struck down laws banning interracial marriage.

### 18 UN: International Day of Countering Hate Speech

Promotes efforts to combat hate speech worldwide.

### 19 US: Juneteenth

Commemorates the emancipation of enslaved African Americans.

# TOGETHER



# UPCOMING EVENTS & EDUCATION

– Register online at [mysccar.org](http://mysccar.org)

**APR 7**  
**Navigating Insurance**

**APR 11**  
**Fair Housing**

**APR 14**  
**zipForm Basic**

**APR 25**  
**Local History**

**APR 30**  
**Legislative Day**

**MAY 8**  
**Watsonville Mix & Mingle**

**MAY 10**  
**County Clean Up Day**

**MAY 14**  
**Spring Fling!**

**MAY 16**  
**Land Use**

**MAY 21**  
**Trivia & Vino**

**JUN 13**  
**Legislative Update**

**JUN 20**  
**Local Planning**



# Navigating Home Insurance: Helping Clients Secure Coverage & Save

- ✓ Guiding Clients in Securing Insurance Before Closing
- ✓ FAIR Plan Updates: Expanded Coverage for HOAs & Multifamily Housing
- ✓ Educating Clients on Home Hardening & Insurance Discounts
- ✓ Boosting Insurance Availability with California's Insurance Sustainable Strategy

**Monday, April 7, 2025**

**9:30 - 10:30 AM**

SCCAR Office, 2525 Main St., Soquel

Members \$10, Nonmembers \$15



**Speaker:** Richie M Sayavong, Outreach Analyst  
California Department of Insurance



# Fair Housing & Market Trends

> How has the housing market affected affordability and homeownership by ethnicity?

> Is housing discrimination improving?

> Why does fair housing matter for future generations, and what is its economic impact?

*Get the answers to these and all your fair housing questions and a market update!*

**Friday, April 11, 2025**

**9:30 - 11 AM**

Seascape Golf Club  
610 Clubhouse Dr., Aptos

*Early Bird Price Until April 1!*

Members \$24, Nonmember \$35

*Ticket includes a full breakfast!*



**Oscar Wei**  
C.A.R.'s Deputy Chief  
Economist

# WELCOME TO OUR NEW SIGNATURE AFFILIATE!

**Brandon Barnes**  
Davey Tree  
brandon.barnes@davey.com  
M: 831-588-5614  
www.davey.com

Davey Tree was founded in 1880 and Employee-Owned Since 1979.

With operations throughout North America, our branches have expanded, but our commitment to scientifically-based horticultural and environmental services and outstanding client service has never wavered.

With residential tree service offices across 47 states, Davey provides professional tree and shrub care services that are convenient for you and backed by the DaveyCare Guarantee.

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Find your local arborist and count on personalized client services for tree trimming, shrub pruning, tree health inspection and treatments, tree and shrub fertilization, lawn care, storm prep, and tree removal.

As a locally rooted company, we take pride in being an active part of the communities we serve, strengthening relationships and ensuring a lasting impact on the landscapes we care for.



# Impress Clients With Local Market Insights Using RPRs Next Gen Neighborhoods Template

Knowing neighborhoods inside and out is essential for successful real estate agents. That's because buyers aren't just shopping for bedroom counts and square footage—they're choosing a lifestyle, a community and possibly a long-term investment.

Positioning yourself as a neighborhood expert is easier than ever with RPR's (Realtors Property Resource) Next Gen Neighborhood Template.

This new reporting interface, currently in Beta testing, is your ticket to being the "go-to" expert on local market trends, housing inventory, lifestyle factors and economic conditions. Building credibility with your clients is a breeze when you can confidently answer questions and deliver data about everything from home values to school ratings and commute times.

Note: Providing neighborhood information can be tricky and agents must make efforts to never "steer" a home buyer or seller. For guidance on providing objective neighborhood and school data while maintaining Fair Housing compliance, refer to [NAR's best practices](#).

[LEARN MORE](#)



Next Gen  
Reports =  
Next-level  
Neighborhood  
Insights





# KNOW YOUR TOUR RULES

**Our weekly tour schedules are set in advance to accommodate everyone’s availability to schedule and view properties. As per our tour rules, it is required that you be present and host your open house for the entire duration of the specific Area’s scheduled times. Please [click here](#) to access the current Area schedule, and thank you for your cooperation.**

## SCCAR Tour Times:

**North County  
Areas 23 - 43 - 9:30 AM - 12:30 PM**

**Mid County  
Areas 44 - 51 - 12:30 - 3:00 PM**

**South County  
Areas 52 - 59 & 199 - 11 AM - 2 PM**



**Join us at our tour marketing meetings which are held every Thursday from 9 - 9:30 AM at our office.**



# zipForm Basics Training

## Get Familiar with Your zipforms Account

Streamline your transaction management and learn:

- ✓ Profile & Settings
- ✓ Setting up Templates
- ✓ Creating Transactions

**Monday, April 14, 2025**

9:30 - 11 AM via Zoom

Register online (\$5) [mysccar.org](http://mysccar.org)



**TRANSACTIONS**  
zipForm Edition



# 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, APRIL 25, 2025**

**9:30 - 11:30 AM**

Held on Zoom



\$20 for non SCCP Series Members





**LEGISLATIVE DAY 2025**

APRIL 30, 2025  
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**HOW TO BE FAIR IN  
FAIR HOUSING**

**17**  
APRIL

Register online  
[mysccar.org](https://mysccar.org)  
FREE with RSVP

**10**  
AM  
PST

**FAIR**  
**HOUSING**  
**MONTH**

**REALTORS®**  
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**FAIR HOUSING**  
**IS OUR FOUNDATION.**

**Make sure you are upholding the Fair Housing Act and helping to create thriving communities.**

Celebrate Fair Housing Month with NAR—advocate for accountability, culture change and training. Elevate your community, advance homeownership and earn recognition. Take action now for a more inclusive tomorrow.



REALTORS® are members of the National Association of REALTORS®.



Join us for a fun-filled after-hours real estate social! Mingle with your peers, sip on refreshing brews, and snack on some delicious bites—because great connections start with good company and tasty treats!

**Thursday, May 8, 2025**  
**4-6 PM, Beer Mule Bottle Shop**  
45 Aviation Way, Watsonville

Free to attend! No host bar, appetizers served!



(No rsvp required)

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# Santa Cruz County CLEANUP DAY

Let's come together to make a difference!  
Join us for a Cleanup Day as we work to beautify  
our community and protect our environment.

**Saturday, May 10, 2025**

**Harkins Slough**

**10 am - 12 pm**

Organized by:



**SPRING  
FLING!**

**JOIN US FOR A FUN-FILLED CELEBRATION  
FEATURING DELICIOUS HOMEMADE TACOS,  
REFRESHING DRINKS, LIVE MUSIC AND  
OUR LEGENDARY BAKING SHOWDOWN!**

**WEDNESDAY, MAY 14, 2025**  
**12 - 3 PM**  
SCCAR Patio, 2525 Main St., Soquel

Register online at [mysccar.org](http://mysccar.org)  
for \$10 or \$15 at the door

**SPONSORED BY:**  
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# 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!

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Deborah Penny, eXp Realty of California Inc  
David Pera, Blue Sky Real Estate  
Dianne Pereira, Bailey Properties, Inc.  
Whitney Phillips, David Lyng Real Estate  
Natalie Pinkerton, David Lyng Real Estate  
F. Carolina Portillo Franco, Keller Williams Realty - SC  
Beth Powanda, Old Republic Home Protection  
Margaret Price, Blue Sky Real Estate  
Douglas Pringle, Bailey Properties, Inc.  
Marion Proffitt, Bailey Properties, Inc.  
Jenny Putney, David Lyng Real Estate  
Rogelio Ramirez, Keller Williams Thrive  
Geoffrey Rashe, Coldwell Banker Residential Br  
Catherine Rathbun, Bailey Properties, Inc.  
Emily Reilly, Bailey Properties, Inc.  
Michele Replogle, Compass  
Jesse Reyes, Jason Mitchell Real Estate Cal  
John Ribera, Coldwell Banker Residential Br  
Honora Robertson, Robertson Real Estate  
David Rocha, Watsonville Real Estate  
Jose Rocha, Aldina Real Estate, Inc.  
Janet Romanowski, David Lyng Real Estate  
Robin Ronzano, Searchlight Lending  
Diana Rugh, David Lyng Real Estate  
Janet Russell, David Lyng Real Estate

Dana Sales, C21 Real Estate Alliance  
David Samples, eXp Realty of California Inc  
Gisele Sasso, David Lyng Real Estate  
Andrea Schenk, Santa Cruz Lending Group  
Karen Schenk, Old Republic Title Co.  
Suzanne Schmidt, Old Republic Title Co.  
Michael Schoeder, Cushman & Wakefield  
Carole Schwarzbach, Schwarzbach Assoc. Realtors  
Matthew Schwarzbach, Schwarzbach Assoc. Realtors



**Danielle Scott, Anderson Christie, Inc.**

Dennis Scott, eXp Realty of California Inc  
Richard Seadler, Monterey Bay Realty  
Susan Seeger, David Lyng Real Estate  
Julian Sekon, Epique Realty  
Jeanne Shada, Scotts Valley Property Mgmt.  
Rachel Shaffer, Bailey Property Management  
Wayne Shaffer, Shaffer & Associates  
Peggy L. Sharp, Sharp Properties  
Rachael Shelton, JR Parrish-Santa Cruz  
Marcela Simonkova, David Lyng Real Estate  
Gizelle Sipin, Christie's Int'l R.E. Sereno  
John Sipin, Christie's Int'l R.E. Sereno  
John Skillicorn, Coldwell Banker Realty  
Sierra Skipper, Bailey Property Management  
Bobbie Smith, David Lyng Real Estate  
Julianne Smith, Authentic Real Estate  
Scott Smith, Anderson Christie, Inc.  
Heather Smith James, Revest Homes, Inc.  
Mike Soros, Redwood-Baye Properties  
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  
Craig Springbett, Christie's Int'l R.E. Sereno  
Brooke Squyres, Brooke Squyres, Longbridge Fin  
MJ Stearns, eXp Realty of California Inc  
Crystal Stefani, eXp Realty of California Inc

Ashley Steffenson, Homeguard Incorporated  
 Jody Stelck, Surf City Rentals, Inc.  
 Susan Stelle, Century 21 Showcase Realtors  
 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  
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 Denise Stuart, BRG Realty  
 John Summers, Summers Real Estate  
 Bruce Taylor, Coldwell Banker Realty  
 Deborah Taylor, eXp Realty of California Inc  
 Jan Taylor, Century 21 Sandcastle Realty  
 Donna M. Teale, Sherman & Boone REALTORS  
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 Ulisses Terriquez Alcan, Keller Williams Realty - SC  
 Gwyneth Thomas, C21 Real Estate Alliance  
 Mary Thomas, Bradfield & Associates  
 Suzanne Thomas, Coldwell Banker Realty  
 Joanne Thompson, Bailey Properties, Inc.  
 Kendra Thompson, eXp Realty of California Inc  
 Derek Timm, Montalvo Homes & Estates  
 Gayle Topping, Revest Homes, Inc.  
 Meredith Torres, Beachwood Properties  
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 Ronnie Trubek, Century 21 Showcase Realtors  
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 Jo Ann Vear, Vear Properties  
 Daniel Veik, C21 Real Estate Alliance  
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 Lela A. Willet, Anderson Christie, Inc.  
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 Sara Wilson, David Lyng Real Estate  
 Matt Wittkins, Compass  
 Daniel Wolford, Christie's Int'l R.E. Sereno  
 Scarlett Wolford, Christie's Int'l R.E. Sereno  
 Brenda Wood, Haines & Associates Real Estate  
 Rose Wood, eXp Realty of California Inc  
 Jorge Zamora-Guerrero, eXp Realty of N. CA Inc.  
 James Zenner, Karon Properties  
 Bret Zischke, Bailey Properties, Inc.

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Come celebrate 20 incredible years of the SCCAR Housing Foundation! Since 2005, we've proudly helped 332 families move closer to homeownership through our grant programs. For two decades, our mission has been to bridge the gap and make homeownership more accessible — and we're just getting started!

Wed., May 28, 2025 | 3 - 6 PM

Community Foundation of Santa Cruz, 7807 Soquel Dr., Aptos

\$50 ticket price includes food, 2 drink tickets,  
guest speakers and live music!

Get Your tickets ->



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# People don't hire logos, they hire people. **Build relationships**



BY ANGELA YUNGK  
February 10, 2025

All we hear about today is the importance of branding. Real estate gurus are shouting from the mountain tops that we must have a brand or we will lose business. The idea is that a strong brand will set you apart, attract clients and, ultimately, drive your success.

But here's the real reality: While branding is an important aspect, it's not the only source of long-term success in real estate (or any business, for that matter). What matters is something much more impactful: building solid relationships.

Ultimately, people don't hire logos, they hire people.

Most people don't hire an agent based solely on a perfect brand; they want to work with someone who they can trust. When you take the time to prioritize building genuine connections over projecting a polished brand, you lay the groundwork for a thriving network of clients who not only return to you but also refer their friends and family to you.

Yes, a nice logo and pretty fonts are great, but it's the relationship you build first that will keep them coming back.

Agents are sold the idea of spending countless hours and dollars on perfecting their

brand without realizing that relationships offer the highest ROI.

Here's why:

**1. Trust leads to loyalty:** People do business with the ones they trust. When you focus on building trust through genuine interactions, you create a loyal client base. These are the clients who won't hesitate to refer you to their friends, family and colleagues.

**2. Referrals are gold: Relationship-building naturally leads to referrals and, ultimately, more business.** This is why before you buy a new product on Amazon, you check the reviews first and if you see tons of negative feedback it makes you think twice before buying.

**3. Repeat clients are your bread and butter.** If you've invested time in building relationships, you'll find that clients come back to you when they're ready for their next move. Branding might attract them once, but relationships will bring them back time and time again. That's your reputation and it can't be bought.

**4. Resilience in tough times:** The market is unpredictable and can go up and quickly come back down. In difficult times, a strong network of trusted relationships can be your safety net. When deals are harder to come by, it's the people you've built relationships with who will support you, refer you, and keep your business afloat.

How to shift from branding to relationship-building

If you've been focusing heavily on branding, don't worry — it's not too late to shift your focus to building strong relationships. Here are some simple ways to start prioritizing relationships:

**1. Humanize yourself:** Showing up on social media is only one part of this equation. You need human interactions in real life. Whether it's a quick check-in call, a personalized email or a coffee meeting, make the effort to stay connected.

**2. As Judge Judy would say, 'You have two ears and one mouth for a reason':** The best way to build a relationship is to listen more than you talk. Ask questions, understand your client's pain points and find ways to add value. This approach is far more relatable than simply broadcasting all your latest achievements.

**3. Be authentic:** Forget the corporate jargon and polished pitches. Be real, be yourself, and let your personality shine through. Authenticity builds trust faster than any scripted sales pitch ever could.

**4. Give before you receive:** Whether it's offering advice, sharing a helpful resource, or simply being a sounding board, be generous with your time and knowledge. When you give without expecting anything in return, you build goodwill that pays off in the long run.

*Angela Yungk is a managing broker and lead mentor with Arterra Realty Florida. You can connect with Angela on Instagram and LinkedIn.*



# Trivia Night

Join MREP & WCR for Trivia and Vino at El Vaquero! Enjoy a fun-filled evening of brain-teasing questions, delicious drinks, and great company. Don't miss out—bring your A-game and let the trivia battle begin!



Wednesday, May 21, 2025  
4 - 6 PM  
El Vaquero Winery  
2901 Freedom Blvd., Corralitos



RSVP ->



## SAVE THE DATE!

SCCAR's Legislative Update is happening in June! Tickets will be on sale soon!

**Friday, June 13**

9:30 - 11 AM

Seacliff Inn Aptos



**Speaker:**  
Sanjay Wagle, Senior Vice President for Governmental Affairs at C.A.R.



## Santa Cruz County Housing Statistics

February 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	20	43	8	31	\$1,898,375	\$1,586,500	\$830	98%	\$15,187,000	2,185	37,494	4
Ben Lomond	4	13	2	9	\$1,057,000	\$1,057,000	\$577	104%	\$2,114,000	1,953	9,409	5.6
Boulder Creek	9	29	6	67	\$620,000	\$642,500	\$473	89%	\$3,720,000	1,620	18,877	3.6
Brookdale	0	0	0									
Capitola	4	8	0									
Corralitos	0	4	0									
Felton	4	11	5	56	\$934,100	\$812,000	\$694	100%	\$4,670,500	1,559	15,281	2.4
Freedom	0	0	1	4	\$750,000	\$750,000	\$701	107%	\$750,000	1,070	6,534	0
La Selva Beach	4	8	0									
Los Gatos	8	21	2	9	\$1,146,000	\$1,146,000	\$565	100%	\$2,292,000	2,008	106,113	7
Mount Hermon	0	1	1	177	\$310,000	\$310,000	\$359	79%	\$310,000	864	11,500	1.5
Santa Cruz	38	54	20	42	\$2,336,737	\$1,482,500	\$930	98%	\$46,734,749	1,783	42,162	2.3
Scotts Valley	8	10	4	36	\$1,329,500	\$1,315,000	\$663	97%	\$5,318,000	2,026	10,106	1.6
Soquel	8	13	1	56	\$1,565,000	\$1,565,000	\$735	98%	\$1,565,000	2,130	8,973	7.8
Watsonville	12	39	7	58	\$896,128	\$810,000	\$567	97%	\$6,272,900	1,298	65,757	5.9
<b>Summary</b>	<b>119</b>	<b>254</b>	<b>57</b>	<b>50</b>	<b>\$ 1,167,531</b>	<b>\$1,057,000</b>	<b>\$663</b>	<b>97%</b>	<b>\$88,934,149</b>	<b>1,681</b>	<b>30,201</b>	<b>3.8</b>

February 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	11	27	3	98	\$1,080,333	\$1,125,000	\$583.00	99%	\$3,241,000	1,615	1,452	11.6
Boulder Creek	0	3	1	102	\$550,000	\$550,000	\$422.00	157%	\$550,000	1,304		9
Capitola	6	5	7	12	\$901,428	\$890,000	\$758.00	102%	\$6,310,000	1,177	1,315	1.5
La Selva Beach	0	3	0									
Santa Cruz	18	35	9	48	\$796,000	\$888,000	\$828.00	99%	\$7,164,000	951	1,104	3.4
Scotts Valley	8	8	3	5	\$793,333	\$710,000	\$630.00	102%	\$2,380,000	1,261	1,329	2.7
Soquel	4	3	1	27	\$830,000	\$830,000	\$689.00	100%	\$830,000	1,205	1,350	9
Watsonville	6	15	6	47	\$948,333	\$742,500	\$536.00	98%	\$5,690,000	1,508	1,490	4.1
<b>Summary</b>	<b>53</b>	<b>99</b>	<b>30</b>	<b>48</b>	<b>\$842,775</b>	<b>\$830,000</b>	<b>\$630</b>	<b>108%</b>	<b>\$ 26,165,000</b>	<b>1,289</b>	<b>1,340</b>	<b>5.9</b>

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

# MARKET MINUTE

**March 24, 2025 – California bounced back solidly after a slow start for the year as mortgage rates declined throughout the month of February. While home sales remain soft by historical standards, the increase is a first step in the right direction. Concurrently, the Federal Reserve held interest rates steady but lowered economic growth forecasts, citing trade policy risks. U.S. housing starts also rebounded, while homebuilder sentiment dropped to a seven-month low. Despite rising uncertainty in the economy and the policy arena, rates are expected to moderate later this year, and the housing market should continue to improve in Q225 and Q325. [Read more](#)**



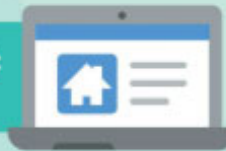
Report as of

# March 2025



## California Latest Market Data

### How the market is doing\*



+ Daily Average for week ending March 15, 2025

# 487

Closed Sales per day+



# 625

Pending Sales per day+



# 772

New Listings per day+



### How REALTORS® did in the previous week\*\*



-11.9%

# 12.5%

Closed a sale



-10.8%

# 14.3%

Entered escrow



-2.8%

# 23.8%

Listed a property

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



8.4%

# 27.5%

Sales will be **up**

8.9%

# 18.8%

Prices will be **up**

10.9%

# 43.1%

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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