

REALTOR® NEWSLETTER



FAIRHAVEN 2.0

ESSENTIAL FAIR HOUSING EDUCATION

STAND UP

SPEAK UP

SHOW UP *FOR YOUR CLIENTS.*

Be a champion for change.



PRESIDENT'S MESSAGE

First Quarter Update: Progress & Momentum

The first quarter brought a mix of challenges and encouraging progress. Record-high temperatures and low rainfall marked an unusual start to the year, while housing activity - both rentals and home purchases- began slowly but are now showing signs of renewed momentum.

We've made strong strides in developing and implementing our new strategic plan. Our committees remain highly active, engaged, and productive, with staff support continuing to play a vital role in driving our success.

Looking ahead to elections, we are committed to engaging with all candidates and providing meaningful input- especially on community housing needs. Supporting legislation that protects both home sellers and buyers' remains a top priority.

While housing growth continues, affordability challenges persist, preventing many residents from achieving homeownership. This reinforces the importance of our ongoing efforts.

Our board and affiliates are also actively supporting small businesses and working to enhance overall quality of life in our community.

What's next:

- Continue advancing our strategic plan
- Strengthen collaboration with affiliates and small businesses
- Focus on housing solutions and community well-being

Together, we're building momentum for a stronger, more resilient community.

Carol Lerno
carol@mainstreetrealtors.com
831-239-8970



CATCH A RIDE TO LEGISLATIVE DAY!

Wednesday, April 29, 2026

We're making it easy to attend Legislative Day! Ride up with us and join REALTORS® statewide to meet legislators, shape key issues, and hear from top leaders.

Legislative day itinerary:

5:30 am: Meet at SCCAR office to board the van
2525 Main St., Soquel (bus leaves at 6 AM)

8-9 am : Registration, Sacramento Conv. Center
Must be seated by 9 am

9 - 11:30 am: Opening Session & Morning Briefing
Hear keynote speakers and be briefed on current and proposed legislation that will affect your business.

11:30 am - 4 pm: Region 10 Luncheon & Legislator Meetings

5 PM - Van leaves to return home



Join us on the Legislative Day Van!

(limited to 10 people)

[Click here for more info!](#)

RSVP by Tuesday, April 14, 2026

A credit card is required to hold your seat.



FAIR
HOUSING
MONTH



EVERYONE DESERVES A FAIR SHOT AT HOMEOWNERSHIP



APRIL IS FAIR HOUSING MONTH

Fair Housing Month signifies a recommitment to advancing equitable opportunities and expanding homeownership. Download the [following resources](#) listed below to help you commemorate Fair Housing Month.



REGISTER YOUR TEAM TODAY!



Questions? Email office@santacruzmentor.org

REALTOR® RUMBLE

April 25, 2026 | 10:30 AM
Boardwalk Bowl

Bowl for Kids' Sake is more than just bowling; it's about coming together to support Big Brothers Big Sisters in creating life-changing relationships. Bowlers can set up fundraising pages and collect pledges online. Join us at the Boardwalk Walk Bowl to celebrate their 41st Bowl for Kids' Sake!

Deadline is Tuesday, April 15!



Creating life-changing relationships.

WELCOME TO THE CLUB!



PAMELA EASTON
Sotheby's International



SCCAR Centennial Club

Disclosures & Contracts

This class offers an overview of the Residential Purchase Agreement (RPA), with a focus on mandatory disclosures and critical contractual timeframes—including guidance on the Transfer Disclosure Statement (TDS) and the Seller Property Questionnaire (SPQ).

Wed., April 15, 2026
9 AM - 12 PM

SCCAR Office, 2525 Main St., Soquel

Instructor: Robert Bailey, Bailey Properties
Members only - register online (\$30)



WILDFIRE READY



Home Hardening, Regulations and Firewise Communities



Wildfire preparedness is critical. This class covers fire-hardening best practices, **new regulations** impacting property sales, and how FireWise communities help neighborhoods **become more resilient.**

Friday, April 17, 2026

12:30 - 2 PM

SCCAR, 2525 Main St., Soquel
\$20 members, \$30 nonmembers



Speakers:

Katie Stelling, CAL FIRE Inspector
Lindsay Speth, SC FireSafe Council



Making Sense of Santa Cruz ADU Policies

Get the latest updates on County and City of Santa Cruz ADU ordinances, including the **new ADU condo conversion option** that allows ADUs to be **sold as stand-alone properties.**

Friday, April 24, 2026

9:30 - 11 AM | SCCAR office

SPEAKERS:

David Carlson, Resource Planner, County of Santa Cruz
Clara Stanger, Senior Planner, City of Santa Cruz
Emre Turanalp, CEO Hoadu Consulting



Diversity Equity Inclusion Calendar

APRIL

April recognizes World Autism Month and features cultural and faith-based observances across multiple traditions.

2 – Jehovah’s Witnesses: Memorial of Jesus’ Death

Annual observance remembering the death of Jesus Christ, held after sunset.

2 World Autism Acceptance Day

Promotes understanding and acceptance of autistic individuals and their families.

2-9 Jewish: Passover

Commemorates the liberation of the Israelites from slavery in Egypt..

5 Christian: Easter

Celebrates the resurrection of Jesus Christ in many Western Christian churches.

14 Sikh, Hindu: Vaisakhi

Marks the founding of the Khalsa for Sikhs and the spring harvest in many parts of South Asia.

MAY

May highlights Mental Health Awareness Month and includes observances recognizing cultural heritage, accessibility, and global solidarity.

5 National Day of Awareness for Missing and Murdered Indigenous Women and Girls

Raises awareness of violence against Indigenous women, girls, and Two-Spirit people.

16 Veterans: Armed Forces Day

US observance on the third Saturday in May, honoring those currently serving in the military.

17 LGBTQ+: International Day Against Homophobia, Transphobia, and Biphobia

Highlights violence and discrimination against LGBTQ+ people worldwide.

21 Global Accessibility Awareness Day

Held on the third Thursday in May, focusing on digital access and inclusion.

27 Islamic: Eid al-Adha

A major Islamic festival commemorating Ibrahim’s willingness to sacrifice his son; in 2026, it is expected around this date (beginning the evening before), with exact observance varying by location and moon sighting.

JUNE

June celebrates Pride Month and includes major religious, national, and global observances focused on identity and human rights.

12 US: Loving Day

Marks the 1967 US Supreme Court decision that struck down bans on interracial marriage.

18 UN: International Day of Countering Hate Speech

Promotes efforts to prevent and address hate speech.

19 US: Juneteenth

Commemorates the end of slavery in the United States, marking the 1865 announcement of freedom in Texas.

“Diversity is having a seat at the table, inclusion is having a voice, and belonging is having that voice be heard.” Liz Fosslien



CODE OF ETHICS DISPUTE RESOLUTION

OMBUDSMAN

The Ombudsman volunteer can help to resolve issues with the public or other REALTORS®. This is a member benefit and a free service to our SCCAR members provided by trained members of the Grievance and Professional Standards Committees. This is a confidential and non-threatening procedure where no one is being judged. Ombudsman can speak to the complainant and respondent party to negotiate a resolution.

GRIEVANCE

When a complaint is filed with the Association against a REALTOR® alleging a violation of a NAR Code of Ethics Article, the complaint is reviewed by volunteer members of the Grievance Committee. If the Grievance panel believes there is an alleged violation of the NAR Code of Ethics Article, the complaint is forwarded to the Professional Standards Committee for a full disciplinary hearing.

The Grievance Committee may add and delete NAR Code of Ethics Articles or dismiss a complaint. They do not determine guilt or innocence.

PROFESSIONAL STANDARDS

Among the duties of membership with the Association is that you agree to abide by the NAR Code of Ethics which elevates your performance to a higher standard.

If a complaint is forwarded to the Professional Standards Committee by the Grievance Committee, neutral qualified volunteer members of the Professional Standards Committee are chosen as panel members for the hearing. The Panel reviews the complaint and response, questions the parties for clarity and deliberates to determine if the respondent party has or has not violated the NAR Code of Ethics Article.

The Professional Standards Committee also presides over Arbitration disputes that arise out of the real estate business as required by the NAR Code of Ethics Article 17.

Mediation disputes are coordinated by SCCAR staff and presided over by trained mediators or attorneys in agreement with SCCAR policies.

MLS VIOLATIONS

Possible violations of the MLS Listing Service Rules are to be filed directly with the MLS Compliance Department at 408 874-0200.

To file a complaint or for more details about the Dispute Resolution procedures, please contact:

Christine Borg, SCCAR Professional Standards Director at 831 464-2072 or cborg@mysccar.org



Relieve Confusion for Clients Who Don't Speak English

You can comply with and promote fair housing laws by taking steps to avoid misinterpretations during a transaction.

Proper protocols in your business can ensure nothing gets lost in translation when you're working with clients who don't speak English. The real estate transaction is already complex and full of opportunities for misunderstandings, but there may be even more obstacles for non-English speaking clients trying to navigate a contract that is in English. The latest "Window to the Law" video from the National Association of REALTORS® highlights best practices for serving non-English speaking customers and how to avoid risks from potentially inaccurate translations.

Misinterpretations can happen, and real estate professionals can be found liable when they do. In one situation, a real estate broker was suspended and had his broker's license revoked after serving as the interpreter in a transaction. He was accused of misrepresenting the terms of the English-language agreement to French-speaking buyers, former NAR Associate Counsel Deanne Rymarowicz explains in the video.



Here are some of her tips for ensuring a smoother transaction when working with Limited English Proficiency (LEP) clients:

Use a translator. Be skeptical of Google Translate or other automated translation tools. "Even if you are fluent in the other languages, consider using a third party to translate documents for the client," Rymarowicz suggests.

Put it in writing. Use an interpreter or translator agreement, which should establish who will serve as the client's interpreter, their relationship to the client and whether they will assist the client through the entire transaction or part of it, such as closing or the home inspection, Rymarowicz says. "The agreement should also disclaim any broker liability for incorrect translations," she adds.

Find extra resources. For example, the EPA already offers translations of its Lead-Based Paint Disclosure, which is available in 11 languages. Fannie Mae provides translations of its essential loan forms in five languages. Many state and local REALTOR® associations offer translated copies of key forms and contracts. NAR en Español offers Spanish-language resources for home sellers and buyers.

Ensure understanding. "If a contract is translated, ensure that the LEP client understands that the translation is only provided to facilitate their understanding and that the transaction will be governed by the English documents," says Rymarowicz.

By: Melissa Dittmann Tracey
Melissa Dittmann Tracey is a contributing editor for REALTOR® Magazine

UPCOMING EVENTS & EDUCATION - Register online at mysccar.org

APRIL 17

Wildfire Readiness & Compliance

APRIL 24

Making Sense of Local ADU Policies

APRIL 25

Bowl for Kids' Sake - REALTOR Rumble

APRIL 29

Legislative Day

MAY 8

Getting Started with Transact

MAY 11

Membership Meeting

MAY 13

Top Producer Panel

MAY 14

MREP Trivia Night

JUNE 10

Understanding Client Behavior



LUNCH AND LEARN

TIPS AND TRICKS, WITH HOME WARRANTYS

- ★ How home warranties help agents win business
- ★ When a home warranty makes the biggest impact
- ★ How to position a warranty in listing presentations
- ★ How agents can partner with warranty reps
- ★ Common objections and how to answer them
- ★ What realtors actually want to know



Presented By: **Beth Powanda**
Senior Account Executive,
Old Republic Home Warranty

Reinita Osborne
Assistant Vice President,
Fidelity National Home Warranty

UPCOMING REGULATORY CHANGES FOR RESIDENTIAL WATER AND HOME HEATING

Presented By: **Mike Murrow**
Bellows Plumbing, Heating
and Air

RSVP Here:
Members Free
\$10 For Non-Members

Wednesday, April 29th
12:30-2:00 PM
Santa Cruz County of Realtors,
2525 South Main St. Soquel



Sponsored By:





CINCO DE MAYO

Join us for fun, friends, and festive vibes.
Connect, Celebrate, and Enjoy!

FREE FOR MEMBERS
\$5 FOR NON-MEMBERS

**PITCHERS OF MARGARITAS AND
APPETIZERS INCLUDED**

May 5th 4 PM -7 PM

LITTLE TAMPICO

2605 S MAIN ST, SOQUEL, CA 95073



JULIE LYNN

ACCOUNT EXECUTIVE



JCP-LGS™
Natural Hazard Disclosures

SCAN HERE



ROOM
REAL ESTATE



SANTA CRUZ
MAKER STUDIOS

Contact Leslie Cruz for more information at (650) 430-1429 or
nhorasantacruzcpresident@gmail.com



Kirby School Presents a Happy Hour Workshop



The Grace Factor: A Practice for Navigating Difficult People and Keeping Your Head

What if the hardest conversations—with a frustrated customer, a difficult colleague, a family member you just can't seem to reach—got a little easier? At Kirby School, we've built our culture around a practice called Unconditional Positive Regard: the belief that every person deserves to be seen before they're judged. Our faculty live it, our students are shaped by it, and the results—in trust, resilience, and real relationship—speak for themselves. It works in schools. It works in business. And it might just change how you handle the next difficult conversation in your life. Join us for an evening of wine, bites, and a surprisingly practical framework for extending grace without losing your ground.



Kirby School Invites the Women's Council of Realtors Community to this happy hour workshop, an opportunity to become familiar with this well renowned local school

May 7th from 5:00-7:00 pm
425 Encinal Street, Santa Cruz



Free Event: RSVP HERE 



May Soirée

Celebrating Affordable Housing Month

Tuesday, May 19th
4 - 7 PM

Community Foundation Santa Cruz County
7807 Soquel Dr., Aptos

Support homebuyer assistance at a fun,
casual rooftop fundraiser - featuring food,
drinks, music, and a raffle!

Ticket price: \$50



includes 2 drink tix & live music

50/50 Cash Raffle and
Fable Raffle Prizes!

Sponsored by:



Getting Started with Transact: Your zipForm® Replacement

Get a head start on Transact, the platform replacing zipForm in 2027! In this easy-to-follow training, learn the fundamentals and get a clear overview of how Transact works. **Perfect for anyone new to the platform.**

Friday, May 8, 2026

10 - 11 AM

Held via Zoom



Only \$5 for members!



Lone Wolf

Transact

Welcome

A B O A R D



NEW REALTOR MEMBERS

Tim Allen, Coldwell Banker Realty
 Emily Baer, KW Thrive Santa Cruz
 Sonia Banovac, RE MAX Gold Peninsula
 Lucas Bargetto, Bailey Properties
 Jane Bendick, KW Thrive Santa Cruz
 Jim Black, Revest Homes
 Natalie Blackburn, The Agency
 Troy Chasey, Main Street Realtors
 Scott Chatten, Bailey Properties
 Jason Crawford, eXp Realty Southern CA
 Connie Denault, California Dreaming
 Mark Dramis, Bailey Properties
 Stephenie Flood, RE MAX Gold Peninsula
 Mark Gissler, Intero Real Estate
 Jessica Gutierrez-Magdaleno, Bailey Properties, Inc.
 Jill Hansen, CENTURY 21 Masters
 Bryan Hayes, David Lyng Real Estate
 Patricia Hayes, David Lyng Real Estate
 Landon Holtzclaw, Montalvo Homes & Estates
 Julie Kesler, David Lyng Real Estate

Robert Matiasевич, eXp Realty of CA
 Jose Mendoza, Karma Mortgage Solutions
 Paul Mosso, Cowley Properties
 Daivd Osbaldeston, OZ Realty
 Antonio Palafox, KW Thrive Santa Cruz
 Alexander Palen, Century 21 Masters
 Gavin Payne, BHGRE Haven Properties
 Adam Replogle, Sereno Group
 Muna Sabla, KW Thrive Santa Cruz
 Faith Sackett, Epique Realty
 Jamison Saint John, KW Thrive Santa Cruz
 Fari Salili, Bailey Properties, Inc.
 Jessica Saso, California Dreaming
 Gisele Sasso, eXp Realty of CA
 Riya Sharma, KW Thrive Santa Cruz
 Katherine Smith, eXp Realty of CA
 Stacey Supica, Compass
 Nicole Vessey, Compass
 Griffin Wagner, KW Thrive Santa Cruz

NEW AFFILIATE MEMBERS

Anthony Banovac, RE MAX Gold Peninsula
 Anthony Crane, CrossCountry Mortgage
 Loree Doan, Doan Construction
 Kristin Main, Leana Teschner Lending Group
 Poppy Phares, WFG National Title Co
 Leana Teschner, Leana Teschner Lending Group



Find Industry Member Experts in our
Online Affiliate Service Directory!

Phone: 831-247-7223
 Mobile: 831-247-7223
www@poppyphares.com

Office: 831-618-7867
 Mobile: 831-618-7867
jrf@kassanohi.com

Office: 831-435-6514
 Mobile: 831-435-6514
jmy@phasesantacruz.com
<http://phasesantacruz.com>



Trivia Night



Thursday, May 14, 2026
4:30 - 6:30 PM
El Vaquero Winery
2901 Freedom Blvd., Corralitos



Join MREP 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!

RSVP ->



MEMBERSHIP MEETING C.A.R. Update & Bylaws Vote

Join us for an important California Association of REALTORS® update and a critical SCCAR Bylaws vote!

Stay informed on the latest industry developments, hear directly from leadership, and review key association updates.

Monday, May 11, 2026
10:30 AM - 12 PM

Free for Members with RSVP

SCCAR Office 2525 Main St., Soquel



Slight Dip in Mortgage Rates—Will Buyers Take Notice?

Mortgage rates eased slightly this week after several weeks of climbing from their late-February most recent low of 5.98%, offering a potential boost for spring home shoppers.

The 30-year fixed-rate mortgage averaged 6.37% this week, down from last week's 6.46% average, according to Freddie Mac.

"Mortgage rates ticked down this week," says Sam Khater, Freddie Mac's chief economist. "The decrease in rates represents a positive development for prospective home buyers and could spark a more favorable spring homebuying season than last year."



Even so, the housing market has been slow to gain momentum this spring, despite modest improvements in housing affordability. The National Association of REALTORS® will release its March existing-home sales data on Monday, which will offer a clearer picture of whether recent gains are continuing. Existing-home sales posted a 1.7% increase in February, but remain below year-ago levels. NAR housing data also showed pending home sales—a leading indicator based on contract signings—also edged up 1.8% month over month in February but are still slightly down compared to a year earlier.

Buyers, highly sensitive to rate changes, are watching closely. The Mortgage Bankers Association reports that purchase applications for mortgages fell 7% from a year ago—marking the first annual decline in over a year after a stretch of double-digit increases earlier in 2026.

Still, some segments are showing resilience. "Certain loan types and geographic segments are faring better than others because of lower rates on ARM and FHA loans as well as growing housing inventory in some markets," Joel Kan, an MBA economist, said in a statement. FHA purchase applications, for example, rose 5% week over week, supported by rates roughly 30 basis points below conventional loans.

Looking ahead, economists are hopeful mortgage rates could further ease following recent geopolitical developments. A two-week ceasefire announcement tied to tensions with Iran helped push down the 10-year Treasury yield—which often influences the direction of mortgage rates.

Mortgage Rates This Week

Freddie Mac reported the following national averages with mortgage rates for the week ending April 9:

30-year fixed-rate mortgages: averaged 6.37%, falling from last week's 6.46% average. A year ago, 30-year rates averaged 6.62%.

15-year fixed-rate mortgages: averaged 5.74%, falling from last week's 5.77% average. A year ago, 15-year rates averaged 5.82%.

*By: Melissa Dittmann Tracey
Melissa Dittmann Tracey is a
contributing editor for
REALTOR® Magazine*

Women's Council of
REALTORS®

presents Santa Cruz

REAL ESTATE BUSINESS EXPO

Connect • Collaborate • Grow

Wednesday, MAY 20, 12-2PM

SCCAR - 2525 S. Main St., Soquel



WHAT TO EXPECT



Meet & Mingle

Connect with trusted local vendors who support the real estate industry.



Discover Resources

Find new tools and services to business and serve clients better.



Build Connections

Grow your professional network in a relaxed, inspired



Learn & Have Fun

Walk away with insights relationships, and a great afternoon behind you.

TACO TRUCK ON-SITE • BEVERAGES PROVIDED • NETWORKING • REAL ESTATE

SCCAR's Annual Charity Golf Tournament

Kick off the fun! Grab your golf clubs and gather your favorite people for SCCAR's Rio de Janeiro Carnival-inspired Charity Golf Tournament.

Enjoy a day of golf, good food, great company, and a lively, colorful atmosphere!

Friday, August 21, 2026
Spring Hills Golf Course

Early Bird Price per player \$175 & foursome \$640
(price includes Chunk's boxed lunch, full round of golf and dinner)

Proceeds benefit the Santa Cruz County Association of REALTORS® Housing Foundation & other local charities!



SCCAR Golf Tournament Sponsorship Packages

Co Sponsor - \$2,500

- Named as event co-sponsor with SCCAR. Included on all advertising
- 4-some of golf
- Mention in announcements at event

Gold- \$1000

- Included on all advertising
- 4-some of golf
- Mention in announcements at event

Silver- \$750

- Signage displayed at event
- 4-some of golf

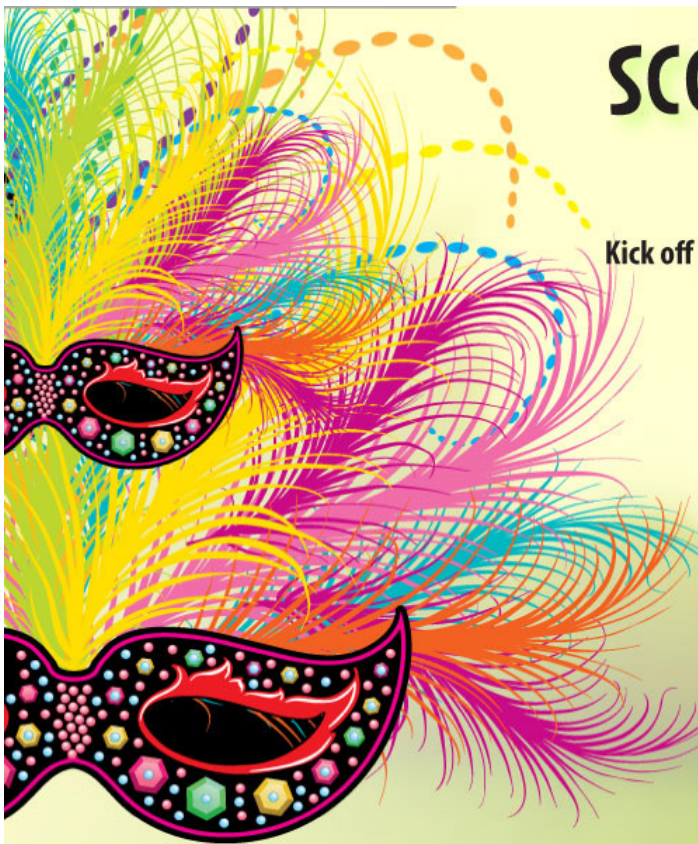
Bronze - \$500

- 2-some golf
- Company name included on all advertising

Hole Sponsor - \$250

- Physical presence on the green
- Listed on hole sponsor list (entry in contest for best hole decor)

Email Andrea Harbert
@ aharbert@mysccar.org to sign up!



Santa Cruz County Housing Statistics

March 2026: 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	26	54	15	40	\$1,806,200	\$1,525,000	\$789	97%	\$27,093,000	2,183	28,471	4.5
Ben Lomond	8	15	5	21	\$944,600	\$888,000	\$642	99%	\$4,723,000	1,450	23,958	6.4
Boulder Creek	14	35	9	76	\$804,722	\$735,000	\$442	99%	\$7,242,500	1,817	59,222	4.6
Brookdale	1	3	1	40	\$695,000	\$695,000	\$659	100%	\$695,000	1,054	54,450	3
Capitola	8	6	4	13	\$1,527,250	\$1,542,500	\$1,431	99%	\$6,109,000	1,042	3,550	2.6
Corralitos	2	4	1	29	\$2,145,000	\$2,145,000	\$633	98%	\$2,145,000	3,389	135,210	12
Davenport	1	2	0									
Felton	10	18	2	90	\$759,500	\$759,500	\$668	99%	\$1,519,000	1,144	10,084	10.8
Freedom	1	1	0									
La Selva Beach	2	4	0									
Los Gatos	15	36	7	108	\$1,094,714	\$1,258,000	\$501	94%	\$7,663,000	2,731	197,943	6.4
Mount Hermon	2	3	0									
Santa Cruz	53	86	32	32	\$1,532,414	\$1,447,500	\$875	102%	\$49,037,266	1,803	23,390	3.5
Scotts Valley	13	23	15	28	\$1,579,133	\$1,450,000	\$671	100%	\$23,687,000	2,305	12,530	3.3
Soquel	6	14	2	2	\$1,438,500	\$1,438,500	\$1,068	103%	\$2,877,000	1,364	257,875	4.2
Watsonville	26	45	15	80	\$946,600	\$793,000	\$567	100%	\$14,199,000	1,693	46,020	3.4
Summary	188	349	108	47	\$ 1,272,803	\$1,348,250	\$664	99%	\$146,989,766	1,828	71,059	5.4

March 2026: 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	13	30	4	88	\$1,049,000	\$1,049,000	\$825.00	100%	\$4,196,000	1,257	1,045	7.5
Boulder Creek	2	6	0									
Capitola	6	15	2	10	\$842,500	\$842,500	\$805.00	101%	\$1,685,000	1,035	871	5.6
Freedom	0	0	0									
La Selva Beach	1	2	1	96	\$755,000	\$755,000	\$726.00	91%	\$755,000	1,040		3
Santa Cruz	16	23	6	48	\$1,205,833	\$1,037,500	\$791.00	96%	\$7,235,000	1,353	1,568	2.9
Scotts Valley	7	10	3	24	\$890,333	\$799,000	\$572.00	100%	\$2,671,000	1,547	2,283	6
Soquel	4	4	1	6	\$850,000	\$850,000	\$689.00	103%	\$850,000	1,234		12
Watsonville	12	24	1	117	\$255,000	\$255,000	\$242.00	100%	\$255,000	1,052	1,002	12
Summary	61	114	18	56	\$835,381	\$842,500	\$726	99%	\$ 17,647,000	1,217	1,354	7.0

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

Quarterly Santa Cruz County Housing Statistics

Q1 2026: Santa Cruz County - Single Family Residential												
Area	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
Adult Village	14	12	9	28	\$622,888	\$605,000	\$524	100%	\$5,606,000	1,172	4,525	4
Aptos	17	12	9	30	\$1,551,777	\$1,523,000	\$781	100%	\$13,966,000	2,141	47,137	4
Ben Lomond	16	13	8	45	\$908,125	\$920,000	\$682	96%	\$7,265,000	1,336	23,049	4.9
Boulder Creek	32	35	23	84	\$751,043	\$747,500	\$456	98%	\$17,274,000	1,626	77,383	4.6
Brookdale	3	3	3	69	\$866,666	\$805,000	\$439	97%	\$2,600,000	1,859	69,115	3
Capitola	16	6	7	17	\$1,502,942	\$1,650,000	\$1,323	105%	\$10,520,600	1,166	3,665	2.6
Corralitos	7	7	3	20	\$1,832,000	\$2,145,000	\$633	97%	\$5,496,000	2,947	110,236	7
Davenport	2	3	1	84	\$1,225,000	\$1,225,000	\$656	98%	\$1,225,000	1,868	7,231	9
Felton	13	16	3	146	\$1,160,666	\$750,000	\$611	105%	\$3,482,000	2,001	9,990	16
La Selva Beach	8	9	6	136	\$1,893,666	\$2,015,000	\$891	97%	\$11,362,000	2,245	46,275	4.5
Scotts Valley	22	14	18	27	\$1,551,222	\$1,425,000	\$693	99%	\$27,922,000	2,303	13,750	2.3
Seacliff	7	6	2	72	\$1,195,600	\$1,195,600	\$621	97%	\$2,391,200	1,958	5,380	9
Soquel	21	21	14	23	\$1,553,821	\$1,317,500	\$793	101%	\$21,753,500	2,015	53,051	4.5
Watsonville	11	8	10	80	\$789,850	\$752,500	\$562	94%	\$7,898,500	1,587	5,206	2.4
Empire Grade Road	8	5	6	34	\$1,349,166	\$1,225,000	\$530	99%	\$8,095,000	2,635	123,573	2.5
Bonny Doon Central	1	3	1	270	\$4,438,500	\$4,438,500	\$866	99%	\$4,438,500	5,123	211,832	9
College Road	4	4	4	40	\$875,000	\$820,000	\$524	100%	\$3,500,000	1,797	54,113	3
Rio Del Mar/Seascape	37	33	24	77	\$2,364,254	\$1,587,500	\$937	97%	\$56,742,099	2,427	9,641	4.1
Live Oak	22	19	17	58	\$2,149,647	\$1,749,000	\$951	103%	\$36,544,000	1,903	6,293	3.4
East Santa Cruz	31	17	21	29	\$1,252,523	\$1,165,000	\$984	101%	\$26,303,000	1,399	5,160	2.4
Lompico-Zayante	7	7	1	11	\$769,000	\$769,000	\$725	100%	\$769,000	1,060	10,105	21
Los Gatos Mountains	34	36	17	108	\$2,376,647	\$1,435,000	\$633	96%	\$40,403,000	2,779	215,546	6.4
Larkin Valley	5	6	2	89	\$1,541,250	\$1,541,250	\$555	95%	\$3,082,500	3,060	51,140	9
Scotts Valley North	13	11	6	39	\$1,582,916	\$1,487,500	\$648	98%	\$9,497,500	2,315	140,938	5.5
West Santa Cruz	34	21	18	40	\$1,785,462	\$1,438,750	\$944	103%	\$32,138,329	1,835	7,620	3.5
Scotts Valley South	18	12	4	16	\$1,626,250	\$1,575,000	\$595	102%	\$6,505,000	2,636	30,242	9
Other Area	1	1	0									
Amesti/Green Valley Road	12	9	14	58	\$1,070,285	\$847,500	\$530	100%	\$14,984,000	1,921	65,163	1.9

REPORT FOR WEEK ENDING

April 4, 2026



California Latest Market Data

SUPPLY & DEMAND



-7.8%

503

Closed Sales per Day



-15.3%

514

Pending Sales per Day



-18.8%

582

New Listings per Day

MARKET COMPETITIVENESS



+2 days

23

Median Days on Market*



0.3% ***

33.9%

Shared of Actives Reduced**



-5.0%

0.57

Inventory Replenishment Rate+

REGIONAL SALES TREND, WEEK-OVER-WEEK CHANGE

Regional metrics represent weekly changes in closed sales by C.A.R. defined market region.



Metrics represent a snapshot of MLS activity as of the week ending date shown.

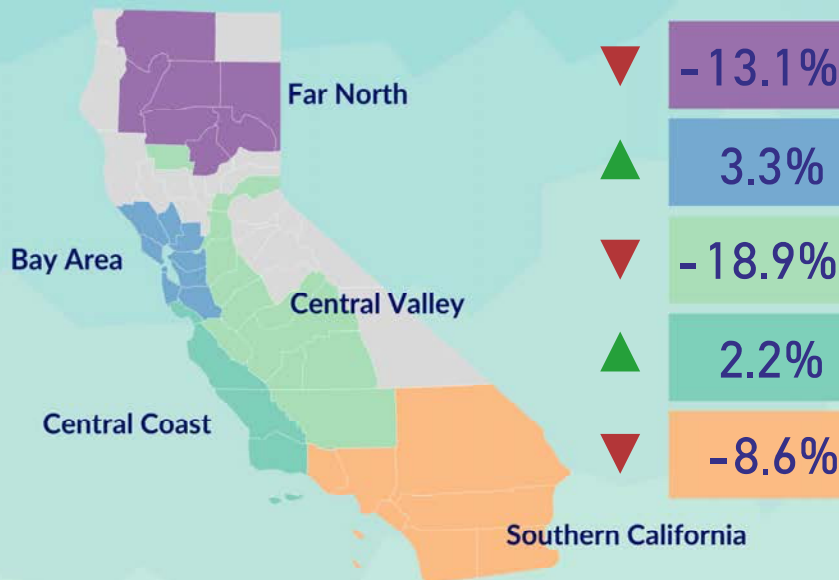
Week-over-Week (WoW) reflects the percent change from the prior week's reported metrics.

*Days on Market reflects the median time from listing to contract for homes sold.

**Price reductions reflect the share of active listings that have lowered their list price at least once.

***Point Difference

+ Values above 1.0 indicate supply expansion; values below 1.0 indicate inventory contraction.



Source: California Association of REALTORS®

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