

Q3 2026

REALTOR® NEWSLETTER





PRESIDENT'S MESSAGE

C.A.R. Legislative Day. Stronger Together in Sacramento.

This year's C.A.R. Legislative Day was nothing short of inspiring! Our Santa Cruz County Association of REALTORS® sent a strong contingent of 30 members to join more than 2,000 REALTORS® from across California in Sacramento, and I couldn't be prouder of the presence we made. Highlights of the trip included private office meetings with both Speaker of the House Robert Rivas and State Senator John Laird, each of whom graciously welcomed our group and gave us meaningful time to discuss the issues shaping real estate and housing in our region. There is simply no substitute for those personal conversations, walking into an elected official's office, looking them in the eye, and speaking directly to the challenges our clients, communities, and members face every day. That is advocacy at its most human, and our Santa Cruz group showed up beautifully, proof that 30 REALTORS® from the coast can absolutely hold their own in the Capitol.

The broader C.A.R. experience was equally energizing. The morning briefing was a wonderful gathering of Association members, Presidents, and AEs representing all 58 California counties, a vivid reminder of the collective power we hold when we stand together as one profession. The

evening Capitol Reception was warm, vibrant, and full of the kind of genuine connection that makes this event so special year after year — and yes, the food was excellent, which never hurts. I also want to take a heartfelt moment to recognize Barbara Palmer, whose extraordinary commitment to state-level committee service over the years reflects a depth of generosity and professionalism that sets the bar for all of us. Barbara, your countless hours of selfless dedication do not go unnoticed, and we are so grateful. Finally, a sincere shoutout to our outstanding Tri-County Area Association Executives, whose talent and collaborative spirit continue to impress and motivate me. Days like these renew my passion for this work and for the exceptional people I get to do it alongside. What a privilege it is to serve this Association!

Carol Lerno
SCCAR President
carol@mainstrealtors.com
831-239-8970



What an incredible experience at Legislative Day 2026! We gained valuable insights into the REALTOR® Party, key legislation impacting our industry, and programs that support REALTORS® and the communities we serve.

With more than 2,000 REALTORS® gathering in Sacramento, our voices were heard loud and clear at the State Capitol. Together, we brought real stories and practical solutions directly to lawmakers, reinforcing the vital role REALTORS® play in shaping housing policy across California.

Legislative Day is a powerful reminder of what happens when REALTORS® show up, speak up, and stand together. Thank you to everyone who attended and helped make a difference for our profession, our clients, and the future of housing in California.



Legislative Hot Issues and C.A.R. Housing Program Priorities

Hot Issue – AB 1406

AB 1406 would double California’s cap on liquidated damages in new condo purchase contracts from 3% to 6%. C.A.R. opposes the bill, arguing it weakens long-standing consumer protections, increases financial risk for first-time homebuyers, and shifts leverage toward developers by exposing buyers to significantly larger forfeitures if transactions fail.

Hot Issue – SB 1238

SB 1238 would increase transparency and accountability within homeowner associations (HOAs) by strengthening disclosure requirements, clarifying reserve fund rules, and establishing a duty of care for HOA managers. C.A.R. supports the bill because it aims to protect homeowners, improve condo financing access, and provide buyers clearer information about HOA finances and property conditions.

CA Dream for All Program Funding

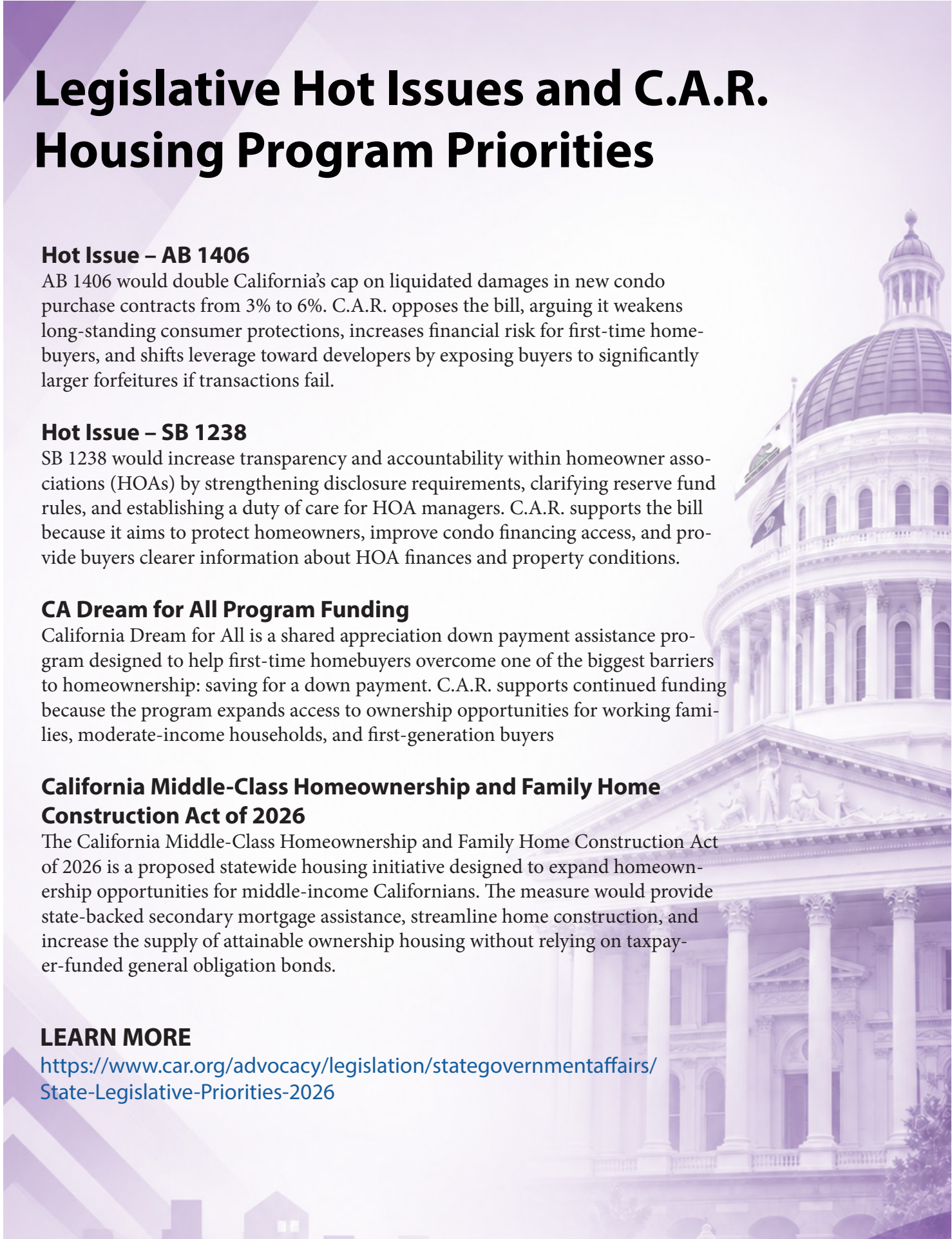
California Dream for All is a shared appreciation down payment assistance program designed to help first-time homebuyers overcome one of the biggest barriers to homeownership: saving for a down payment. C.A.R. supports continued funding because the program expands access to ownership opportunities for working families, moderate-income households, and first-generation buyers

California Middle-Class Homeownership and Family Home Construction Act of 2026

The California Middle-Class Homeownership and Family Home Construction Act of 2026 is a proposed statewide housing initiative designed to expand homeownership opportunities for middle-income Californians. The measure would provide state-backed secondary mortgage assistance, streamline home construction, and increase the supply of attainable ownership housing without relying on taxpayer-funded general obligation bonds.

LEARN MORE

<https://www.car.org/advocacy/legislation/stategovernmentaffairs/State-Legislative-Priorities-2026>



WELCOME!



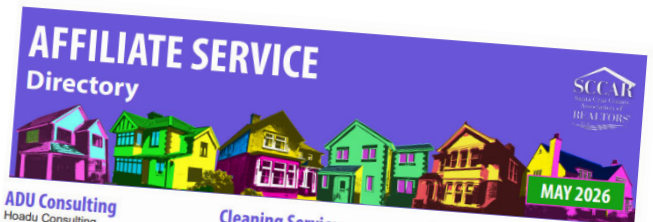
New REALTOR® Members

Joshua Bacorn, David Lyng Real Estate
 Lucas Bargetto, Bailey Properties, Inc.
 Margaret Baron, Bailey Properties, Inc.
 Jane Bendick, KW Thrive Santa Cruz
 Lawrence Celestino, Century 21 Masters
 Troy Chasey, Main Street REALTORS
 Jason Crawford, eXp Realty Southern CA
 Mark Dramis, Bailey Properties, Inc.
 Alondra Aguilar Gutierrez, Sunrise Realty
 Bryan Hayes, David Lyng Real Estate
 Patricia Hayes, David Lyng Real Estate
 Julie Kesler, David Lyng Real Estate
 Andrea Loporcaro, Coldwell Banker Realty
 Robert Matiasovich, Exp Realty

Steven McMurtrie, Haines Realty
 Janika Mohan, David Lyng Real Estate
 Gisele Muller Sasso, eXp Realty
 Aaron Munzer, Anderson Christie, Inc.
 Antonio Palafox, KW Thrive Santa Cruz
 Vincent Roque, Fair Deal Real Estate, Inc.
 Fari nosh Salli, Bailey Properties, Inc.
 Jamison Saint John, KW Thrive Santa Cruz
 Katherine Smith, eXp Realty
 Jane Vasquez, eXp Realty
 Nicole Vessey, Compass
 Daniel Villanueva, Bailey Properties, Inc.
 Cheryl Wong, Aaron Burke and Associates

New Affiliate Members

Derek Brown, Tidy Carpet Cleaning
 Jeremy Connally, Connally Insurance Agency Inc.
 Brian Holthouse, Western way Termite & Pest Control
 Skylar Seyffert, Stewart Title
 Brian Shulman, loanDepot



ADU Consulting
 Hoadu Consulting
 Emre Turanalp
 101 Sycamore Valley Road
 Danville, CA 94526
 Office: 925-206-0195
 emre@hoadu.com

Cleaning Services
 MDB Cleaning
 Marcy Borjon
 350 Chandler Lane
 Watsonville, CA 95076
 Office: 831-694-6944

Downpayment Assistance
 Golden State Finance Authority
 Meagan Harris
 1215 K Street Suite 1600
 Watsonville, CA 95076
 Office: 831-694-6944

Find Industry Member Experts in our Online
Affiliate Service Directory!

Carpet Cleaning
 Kasavan Construction
 Office: 831-247-7223
 Mobile: 831-247-7223
 coasthomeappraisal@gmail.com

Doan Construction
 Watsonville, CA 95076
 Office: 831-566-5095
 Mobile: 831-331-6944
 doaner@yahoo.com
 www.doanconstruction.us

Environmental Consulting
 All Phase Environmental Services, LLC
 Joey Adams
 PO Box 1895
 Watsonville, CA 95077
 Office: 831-740-8422
 csunseri@rcrcnet.org

Diversity Equity Inclusion Calendar

JULY

July recognizes Disability Pride Month and several observances tied to culture, gender identity, and national history.

4 US: Independence Day

Celebrates the adoption of the Declaration of Independence in 1776.

12 Disability Pride Day

Commemorates the anniversary of the Americans with Disabilities Act (ADA).

14 LGBTQ+: International Non-Binary People's Day

Raises awareness of non-binary identities worldwide.

18 UN: Nelson Mandela International Day

Honors Nelson Mandela's legacy and encourages community service.

24 Church of Jesus Christ of Latter-day Saints: Pioneer Day

Commemorates the arrival of the first Latter-day Saint pioneers in the Salt Lake Valley.

AUGUST

August recognizes themes of intersectionality and includes observances focused on humanitarian work, Indigenous cultures, and spiritual traditions.

9 UN: International Day of the World's Indigenous Peoples

Recognizes the rights, histories, and contributions of Indigenous communities worldwide.

19 UN: World Humanitarian Day

Honors humanitarian workers and those affected by crises.

26 US: Women's Equality Day

Marks the certification of the 19th Amendment granting US women the right to vote.

“We all should know that diversity makes for a rich tapestry, and we must understand that all the threads of the tapestry are equal in value.” — Maya Angelou



SEPTEMBER

September includes Hispanic Heritage Month and several observances centered on mental health, remembrance, and linguistic rights.

10 World Suicide Prevention Day

A global effort to raise awareness and strengthen prevention initiatives.

11 US: Patriot Day

Remembers the victims of the September 11, 2001 attacks.

15 World Afro Day

Celebrates Afro hair, identity, and culture.

18 UN: International Equal Pay Day

Highlights global efforts to close gender pay gaps.

23 UN: International Day of Sign Languages

Raises awareness of sign languages and the rights of Deaf communities.

Measure C Explained: What Santa Cruz's New Housing Taxes Mean for Real Estate



Victor Gomez
 SCCAR Government
 Affairs Director
gad@mysccar.org

As many of you know, Santa Cruz voters approved Measure C, also known as the "Workforce Housing Affordability Act of 2025." The measure creates two new local taxes intended to fund affordable housing and homelessness-related programs within the City of Santa Cruz.

Because these changes directly affect real estate transactions and property ownership within city limits, we wanted to provide members with a brief overview of what the measure does and what it may mean for REALTORS®, buyers, sellers, investors, and property owners moving forward.

WHAT MEASURE C DOES

Measure C establishes:

- A new annual parcel tax of \$96 per parcel on most properties located within the City of Santa Cruz
- A new graduated real estate transfer tax on higher-value property sale above \$1.8 million
- A 20-year funding program dedicated primarily to affordable housing and homelessness programs

According to the City, revenues generated by Measure C are legally restricted for housing-related purposes and are subject to oversight and audits.

WHEN IT TAKES EFFECT

The taxes associated with Measure C begins July 1, 2026.

The annual parcel tax will appear on regular property tax bills beginning in Fiscal Year 2026–2027. The transfer tax will apply to qualifying real estate transactions closing on or after July 1, 2026.



TRANSFER TAX THRESHOLDS

The Measure C transfer tax applies only to transactions above \$1.8 million. The tax increases based on the value of the sale. This is in addition to existing transfer taxes already imposed during real estate transactions.

Members working in luxury, coastal, multifamily, investment, or commercial markets within the City of Santa Cruz should pay close attention to how these additional transaction costs may affect negotiations, pricing strategies, and buyer/seller behavior.

POTENTIAL IMPACTS ON REALTORS® AND THE MARKET

Measure C may impact our industry in several ways:

- Increased transaction costs on qualifying property sales
- Potential effects on property valuations and seller expectations
- Additional escrow and closing considerations for REALTORS® and title companies
- Possible shifts in buyer behavior for higher-priced properties
- Added operating costs for some property owners and investors

In addition, Measure C specifically prohibits residential landlords from passing the annual parcel tax directly onto tenants.

EXEMPTIONS

Certain exemptions may apply, including for:

- Qualified low-income homeowners
- Certain seniors
- Affordable housing properties
- Schools, religious institutions, and some tax-exempt organizations

Property owners seeking exemptions must submit required forms and documentation to the City of Santa Cruz by the applicable deadlines.

As always, we encourage members to consult with legal counsel, tax professionals, escrow officers, and title representatives regarding transaction-specific questions.

HELPFUL LINKS

[City of Santa Cruz Measure C Information Page](#)

[Official Measure Text and Election Materials](#)

[City Attorney Impartial Analysis](#)

UPCOMING

SCCAR CLASSES

JUNE

- Wed., June 8 Vector Control Services
- Frid., June 10 DISC: Whay Clients Say Yes
- Mon., June 22 Probate & Trusts
- Fri., June 26 Local Planner Panel
- Mon., June 29 Escrow Pitfalls

JULY

- Mon., July 13 Escrow Red Flags
- Wed., July 15 Rising Star Academy
- Mon., July 20 Transaction Fraud

AUGUST

- Fri., August 28 Water Sustainability & Challenges

September

Agent Boot Camp Series

- Wed., Sept. 16 Business Planning
- Wed., Sept. 23 The Buyer & Loan Process
- Wed., Sept. 30 Working with Sellers
- Wed., Oct. 14 Disclosures & Contracts

View our calendar
for class details





4 Part Education Series for ALL REALTORS®!

THE DEATH OF AN ESCROW

IDENTIFYING RISKS.
AVOIDING PITFALLS.
SAVING TRANSACTIONS.



Classes \$15 each
(nonmember \$25)

Series Price
\$45!
(nonmember \$65)



PROBATES & TRUSTS:
RISKS, ROADBLOCKS & RESOLUTIONS

JUNE 22



ESCROW PITFALLS:
DIVORCE, DEATH & DEBT

JUNE 29



ESCROW RED FLAGS:
DEAL KILLERS & CLAIMS TALES

JULY 13



TRANSACTION FRAUD:
VULNERABILITY, ABUSE & WIRE SCAMS

JULY 20

SCCAR PRESENTS

RISING STAR Academy ★

DEVELOP YOUR VOICE. EXPAND YOUR INFLUENCE.
LEAD WITH PURPOSE.



WEDNESDAY, JULY 15
9:30 AM – 2:30 PM

A day of inspiration, education, networking, and **leadership development** for real estate professionals ready to lead the future.

FEATURED PROGRAM



REALTOR® HALL OF EXPERIENCE
Timeless wisdom from seasoned industry leaders.



TOP PRODUCERS UNPLUGGED
Real stories. Proven strategies. Practical takeaways.



PUBLIC SPEAKING WORKSHOP
Build your voice. Lead with confidence. Led by *Doris Pickering, Founder of Silicon Valley Speaks.*



LUNCH INCLUDED

SCAN TO REGISTER!

Secure Your spot!
Members Only
EARLY BIRD OFFER!
\$10 until June 30
\$15 after



LEARN
from the best in the business.



CONNECT
with driven professionals and future leaders.



GROW
your skills, your business, and your leadership.



LEAD
your business, your community, and the future of real estate.



City & County Education Report



Friday, July 24, 2026
9:30 - 11AM at SCCAR

Understanding local schools and staying updated on county-wide developments can be a game-changer for you and your clients.

As a REALTOR®, having in-depth knowledge of our local schools can significantly enhance your ability to serve your clients effectively.

REGISTER >>



Non SCCP Series members \$20
Nonmembers \$30



SPEAKER:
Faris Sabbah
County Superintendent of Schools

SCCAR Santa Cruz County Association of REALTORS®

SAVE THE DATE!

REALTOR® TOOLBOX

Find the tools to help you simplify and streamline your real estate career!



Enjoy appetizers and drinks



Walk away with Tools & Resources



WIN a \$50 Gift Card!



SCCAR Santa Cruz County Association of REALTORS®



WEDNESDAY
AUGUST 19, 2026
4 - 6 PM



Aptos Street BBQ
8059 Aptos St.
Aptos, CA

Connect. Discover. Grow.
Your business toolkit starts here.



SCCAR'S ANNUAL CHARITY

GOLF TOURNAMENT

Rio de Janeiro Carnival Theme

Grab your clubs and join us for a vibrant Carnival-inspired day of golf, food, networking, and fun – all supporting local charities.

FRIDAY, AUGUST 21, 2026

SPRING HILLS GOLF COURSE

- GREAT GOLF
- DELICIOUS FOOD
- GREAT COMPANY
- SUPPORT LOCAL CHARITIES

SCAN TO REGISTER!



EARLY BIRD PRICING

\$175 INDIVIDUAL

\$640 FOURSOME

Includes lunch, golf & dinner

PLAY. CONNECT. GIVE BACK. | *Together, we make a difference.*



WATER SUSTAINABILITY AND THE CHALLENGES AHEAD

Explore the future of water sustainability, including long-term water availability challenges, evolving requirements for reliable water access, and the growing impact of sewage disposal and wastewater treatment issues on our communities and development.

SPEAKERS:
 Sierra Ryan, Water Resources Manager for Santa Cruz County
 Rebecca Rubin, Public Outreach Coordinator Soquel Water District

- LONG-TERM WATER AVAILABILITY**
Challenges for our future
- MINIMUM REQUIREMENTS**
For reliable and equitable access
- SEWAGE DISPOSAL & TREATMENT ISSUES**
Impacting communities and development

FRIDAY, AUGUST 28, 2026 | **9:30 - 11 AM** at SCCAR

Non SCCP Series Members, \$20 | Nonmembers \$30

SCCP Santa Cruz County Association of REALTORS®

● REC



Share Your Story: Put Your Expertise Front and Center

Your Video Could Be Featured on
NAR's Social Media Channels



You know this business better than anyone. From guiding buyers through their first home purchase and getting homeowners ready to sell to explaining escrow and what to bring to the closing table—you make the complicated feel manageable. NAR wants to feature your expertise and the REALTOR® difference on its social media channels.

Record a short video, one minute or less, and let NAR put your story in front and center.

Learn More!

THE REALTOR® DIFFERENCE

Teaming Up to Buy: Co-Buying Goes High-Tech

With home prices high, some buyers are asking, “What if I didn’t have to cover the down payment alone?” By taking a team approach—pooling funds with friends, family or even strangers—the cost of homeownership could feel more manageable. About 60% of renters say they’d consider co-buying with friends, with interest strongest among younger generations who are concerned about housing affordability, according to a Rocket Mortgage survey conducted earlier this year.

Years before co-buying gained traction, Nikki Merkerson, then a mortgage broker in New York City, had the idea to team up to get into homeownership. She found a Brooklyn multifamily brownstone she viewed as both a “dream home” and a strong investment, but she couldn’t qualify for financing on her own. She partnered with a coworker to purchase the property, structuring it as a formal partnership with defined ownership shares, later buying out her partner and keeping the home long-term for her family.

“The housing market is getting so expensive, especially in high-cost cities,” Merkerson says. “As it gets more and more expensive to buy, more people are co-buying together,” combining incomes and assets to qualify for a mortgage.

Tech Companies Step Into the Co-Buying Space

Jointly buying among friends and family—once largely done informally—is now increasingly getting supported by technology platforms that can help match buyers, even assess compatibility and structure formal agreements to avoid problems later on. Real estate professionals are turning to these tools to connect buyers to co-buying partners—whether for a first home, investment property or second home.

But co-buying arrangements can come with added complexity: What happens if one person wants to sell? How is equity divided? What if disagreements arise, or if someone’s financial situation changes? Pairgap, for example, structures co-buying agreements through what Merkerson calls a “real estate pre-nup.” The platform also uses personality and risk-based assessments to help match co-buyers, helping to reduce potential conflicts before buyers ever reach the closing table.

“We have a real estate pre-nup that goes over all the roles and responsibilities of each buyer, what percentage of ownership buyers have and also an exit strategy,” she says. Also, real estate agents remain essential, helping to identify suitable properties and closing transactions for shared ownership or investment opportunities.



Here are a few co-buying tech platforms emerging:

- **Pairgap:** Matches co-buyers—friends, families, investors and strangers—and provides tools to create and manage co-ownership agreements while real estate professionals handle the property search and closing.

- **Pacaso:** A luxury second-home co-ownership platform that partners with real estate professionals, who remain involved in transactions, while Pacaso manages structure, scheduling and co-ownership.
- **CoBuy:** Software for group purchases, budgeting and ownership agreements, with real estate professionals supporting transaction execution.
- **Joynt:** A co-ownership management platform that provides support throughout the process, while also working alongside agents and brokers.

Pitching a Different Way to Buy

With buyers entering co-ownership for different reasons, Merkerson says co-buying is spanning a wide range of relationships and situations.

“We get a lot of couples coming in, family members going in together or even a single mom with adult children recently,” she says. “They bought a mother-daughter property in New Jersey.” She also notes growing investor participation with co-buying arrangements used for property investment. “It’s really people across the board doing this,” she adds.

At its core, Merkerson says, co-buying expands access to homeownership by sharing financial responsibility.

“You may not be able to qualify on your own so combining incomes increases buying power,” she says. “It makes the monthly payments more affordable because you’re splitting the payments. So, if you have two buyers or even four buyers, you can split those payments, and it becomes more affordable monthly.”

Similarly, companies like Pacaso are formalizing shared ownership, but its platform is geared to co-buying purchases for second homes and vacation properties.

“You can buy as little as an eighth or as much as one half of the home,” Austin Allison, co-founder and CEO of Pacaso, told Real Estate Today. “We help manage the entire experience. ... The co-owners

own 100% of the home ... as that home appreciates in value, you and your co-owners get your pro-rate share of the appreciation,” he says, highlighting the difference between co-buying through his company versus a timeshare arrangement.

Plus, he says, real estate agents remain central to the co-buying process. “We actively partner with real estate agents,” Allison says. “It works very similar to a whole home transaction,” but Pacaso handles managing the co-buying relationship among the parties.



Allison believes several forces are driving the growing interest in co-ownership. “The first is housing affordability,” he says. “When things become less affordable, it makes sense for people to pool resources together.” He also points to lifestyle shifts, particularly among luxury buyers: “They’re looking for hassle-free ownership.”

Plus, Merkerson views a growing acceptance over the idea of co-ownership—a shift she believes is well underway.

“Co-buying is the future, and it’s the present,” she says. “We’ve already done it in the past, but I think it’ll be more mainstream because of technology” that is helping to bring more people together and structure these deals. To a growing number of buyers, co-buying is opening doors that would otherwise remain closed.

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



OPEN HOUSE WEEKEND



SATURDAY & SUNDAY
AUGUST 29 & 30, 2026

➤ BUYERS. SELLERS. CONNECTIONS. ⚡



WHAT

The biggest Open House Weekend of the year!



WHO

Bringing REALTORS® and consumers together.



WHY

Helping buyers find homes and sellers gain visibility.



WHAT CONSUMERS WILL BE LOOKING FOR:

- ✓ Your property listed on MYSCCAR.org*
- ✓ Event Signage (provided by SCCAR)

* Must be listed on MLS open house section



Learn how to participate & find discounts on advertising at





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

BUSINESS PLANNING	<p>Save \$\$ when you sign up for the whole series!</p> <p>Series: \$99</p> <p>Individual classes: \$30</p>	WORKING WITH SELLERS
<p>Wednesday, September 16 9 AM – 12 PM</p> <p>Topics: Time management, conquering accountability, where business comes from and developing your own Vision Statement.</p> <p>Instructor: Paul Bailey, Bailey Properties, Inc.</p>		<p>Wednesday, September 30 9 AM – 12 PM</p> <p>Topics: Listing agreements, compensation, disclosures and contracts, marketing/open houses, and listing presentations with value-add.</p> <p>Instructor: Greg Mann, Coldwell Banker Realty</p>
WORKING WITH BUYERS & FUNDAMENTALS OF LOANS	<p>Free for New 2025 & 2026 Members!</p> <p>Register online @ mysccar.org or call 831-464-2000</p> 	DISCLOSURES & CONTRACTS
<p>Wednesday, September 23 9 AM – 12 PM</p> <p>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.</p> <p>Instructors: Brandi Jones, KW Thrive Ryan Buckholt, CrossCountry Mtg.</p>		<p>Wednesday, April 15 & October 14 9 AM – 12 PM</p> <p>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).</p> <p>Instructors: Renee Mello, KW Thrive Santa Cruz</p> <p>Nonmembers: Series price \$145, per class price \$45.</p>

Santa Cruz County Housing Statistics

April 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	33	66	16	42	\$1,624,515	\$1,400,000	\$849	99%	\$25,992,250	1,788	22,123	5
Ben Lomond	7	14	7	32	\$974,363	\$984,042	\$626	104%	\$6,820,542	1,648	17,872	3.2
Boulder Creek	23	48	6	82	\$669,601	\$689,500	\$474	97%	\$4,017,611	1,641	13,838	6.9
Brookdale	2	4	1	16	\$699,999	\$699,999	\$540	100%	\$699,999	1,296	6,055	4
Capitola	3	5	4	22	\$1,718,750	\$1,687,500	\$1,163	101%	\$6,875,000	1,451	5,892	1.5
Corralitos	4	6	1	10	\$699,000	\$699,000	\$738	100%	\$699,000	947	28,053	9
Davenport	1	3	0									
Felton	11	17	7	48	\$975,857	\$1,053,000	\$680	103%	\$6,831,000	1,367	12,166	4.6
Freedom	1	2	0									
La Selva Beach	1	3	2	92	\$5,150,000	\$5,150,000	\$1,730	98%	\$10,300,000	3,059	67,387	2.3
Los Gatos	11	37	4	54	\$1,645,000	\$1,665,000	\$754	98%	\$6,580,000	2,330	421,073	6.2
Mount Hermon	0	2	0									
Santa Cruz	51	97	37	37	\$1,977,882	\$1,560,000	\$1,002	104%	\$73,181,641	1,834	17,254	2.9
Scotts Valley	22	31	8	50	\$1,587,062	\$1,587,000	\$702	98%	\$12,696,500	2,269	39,814	3.6
Soquel	7	16	3	15	\$1,426,666	\$1,485,000	\$962	104%	\$4,280,000	1,543	9,467	4.4
Watsonville	25	56	9	24	\$877,500	\$790,000	\$658	101%	\$7,897,500	1,333	35,430	4.4
Summary	202	407	105	40	\$ 1,540,477	\$1,400,000	\$738	101%	\$166,871,043	1,731	53,571	4.5

April 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	11	32	9	55	\$929,888	\$895,000	\$609.00	98%	\$8,369,000	1,448	1,274	5.6
Boulder Creek	0	4	1	49	\$538,000	\$538,000	\$413.00	100%	\$538,000	1,304		12
Capitola	1	12	4	79	\$873,500	\$649,500	\$760.00	100%	\$3,494,000	867	784	3.6
Freedom	1	1	0									
La Selva Beach	0	1	1	21	\$2,150,000	\$2,150,000	\$974.00	100%	\$2,150,000	2,208		1
Santa Cruz	17	33	8	29	\$928,125	\$887,000	\$784.00	98%	\$7,425,000	1,172	1,126	3.8
Scotts Valley	7	14	2	21	\$983,750	\$983,750	\$560.00	100%	\$1,967,500	1,801	1,068	7
Soquel	2	5	1	5	\$715,000	\$715,000	\$619.00	99%	\$715,000	1,155	523	7.5
Watsonville	14	28	11	61	\$601,909	\$629,000	\$541.00	100%	\$6,621,000	1,109	1,097	6.5
Summary	53	130	37	40	\$965,022	\$801,000	\$614	99%	\$ 31,279,500	1,383	979	5.9

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

Market Minute

June 01, 2026 – Despite soft economic fundamentals and fragile sentiment, the outlook for the second half of the year could still improve if geopolitical tensions in the Middle East ease and the Iran conflict moves toward a resolution. Recent data suggest that consumers and business leaders remain cautious as inflation, high borrowing costs, and uncertainty continue to weigh on confidence. Even so, a de-escalation in the U.S. - Iran war would likely reduce pressure on energy markets, help stabilize inflation expectations, and support a better macroeconomic environment in the months ahead. Within housing, elevated mortgage rates and growing inventories weighed on new home sales, while the rental market continued to benefit from abundant apartment supply, keeping rent growth subdued despite seasonal demand. Collectively, these trends suggest that affordability challenges remain a key constraint for California's housing market. Housing conditions, nevertheless, could see some gradual improvement over the next six months as market adjustment continues and buyer activity slowly gains traction. [Read more](#)

REPORT FOR WEEK ENDING

May 30, 2026



California Latest Market Data

SUPPLY & DEMAND



-17.2%

501

Closed Sales per Day



-22.9%

504

Pending Sales per Day



-10.5%

613

New Listings per Day

MARKET COMPETITIVENESS



0 days

22

Median Days on Market*



0.6% ***

37.0%

Shared of Actives Reduced**



6.6%

0.61

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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