

Market Update

SEPTEMBER 2025

Haiyan
HAIYAN FU HOMES

YOUR HOME. MY DRIVE. OUR SUCCESS.

Copyright by KW Bay Area Estates 2025

KW Bay Area Estates

■ Santa Clara County

[Jump to Santa Clara County Report](#)

■ San Mateo County

[Jump to San Mateo County Report](#)

■ San Francisco County

[Jump to San Francisco County Report](#)

■ Alameda County

[Jump to Alameda County Report](#)

■ Santa Cruz County

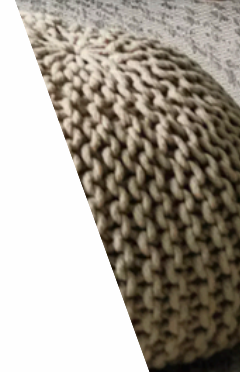
[Jump to Santa Cruz County Report](#)

■ Monterey County

[Jump to Monterey County Report](#)

Haiyan
HAIYAN FU HOMES

YOUR HOME. MY DRIVE. OUR SUCCESS.



What's your home really worth in today's market?

That's really the question you should be asking yourself.

Our market is incredibly diverse, and rapidly changing. Values vary not just by neighborhood, but by street. Your home isn't necessarily worth what your neighbors' home is. At the end of the day, it's the current market that sets the value of your home.

So, do you know what your home is worth **in today's market?**

I can help...

Contact me for a confidential, no obligation assessment of your home's value.

Haiyan
HAIYAN FU HOMES

YOUR HOME. MY DRIVE. OUR SUCCESS.

Closing Costs Unpacked: State-by-State Breakdowns for Today's Buyers



If you're planning to buy a home this year, there's one expense you can't afford to overlook: closing costs.

Almost every buyer knows they exist, but not that many know exactly what they cover, or how different they can be based on where you're buying. So, let's break them down.


[READ MORE](#)



Smart Strategies for a *Smooth* Mortgage Application

Secure Your Dream Home Today

Navigating the mortgage application process can be a breeze with a little preparation. To ensure a successful application and closing, consider these helpful tips for what to avoid.



1 Avoid major purchases like furniture, cars, or vacations to keep your credit profile stable.

2 Maintain your current employment to show financial stability.

3 Always consult your mortgage professional before making large financial moves.

4 Avoid paying off debts or collections without professional advice.

5 Use verified funds for deposits to prevent closing delays.

6 Don't have your credit report pulled too many times - this can hurt your credit score.



Keep your financial habits steady for the **best mortgage** outcomes.

Start Your Smooth Mortgage Journey –

Reach Out to Us!

Santa Clara County

What's in the Santa Clara County data?

The market for Single Family Homes, Condo, and Townhomes units saw 977 closed sales at a median price of \$1.6m. There was a total of 1,531 new listings with an average of 29 days on the market without price reduction and with an average price per square foot of \$1,074.



Overview

September 2025



YOUR HOME. MY DRIVE. OUR SUCCESS.

New Listings

1,531

+6.3% Year-over-Year

Closed Sales

977

+5.1% Year-over-Year

Average Days-on-Market

29

+20.8% Year-over-Year

Average Price Per SqFt

\$1,074

+0.2% Year-over-Year

Median Sale Price

\$1.6M

+5.2% Year-over-Year

Total Volume

\$2B

+12.2% Year-over-Year

Data includes all single family, townhome, and condominium sales in Santa Clara County sourced from MLS Listings. The most recent quarter's data is based on available numbers, but September change with late reported activity. Data from sources deemed reliable but September contain errors and are subject to revision.



SFH

Single Family Homes

1,064

New Listings

696

Closed Sales

25

Average
Days-on-Market

\$1,195

Average Price
Per SqFt

\$1.9M

Median Sale Price

\$1.6B

Total Volume

Data includes all single family, townhome, and condominium sales in Santa Clara County sourced from MLS Listings. The most recent quarter's data is based on available numbers, but September change with late reported activity. Data from sources deemed reliable but September contain errors and are subject to revision.





CONDO

Condo & Townhomes

466

New Listings

281

Closed Sales

38

Average
Days-on Market

\$775

Average Price
Per SqFt

\$950K

Median Sale Price

\$302M

Total Volume

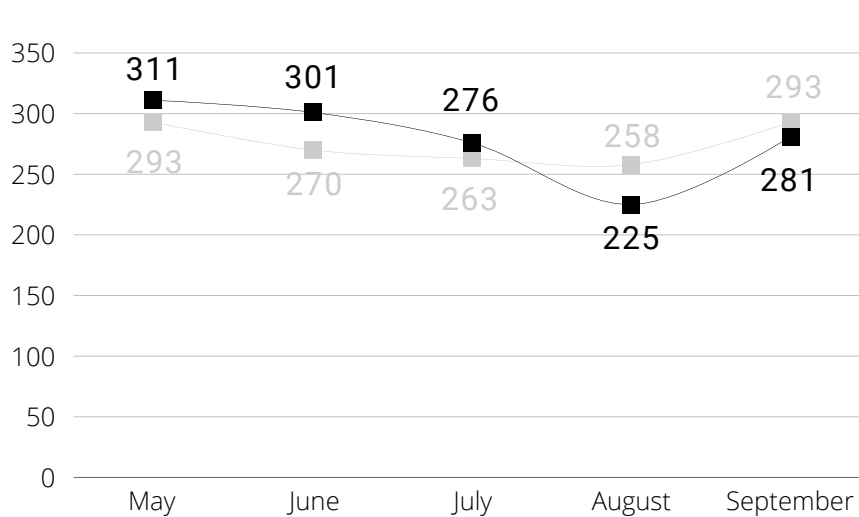
Haiyan
HAIYAN FU HOMES

YOUR HOME. MY DRIVE. OUR SUCCESS.

Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

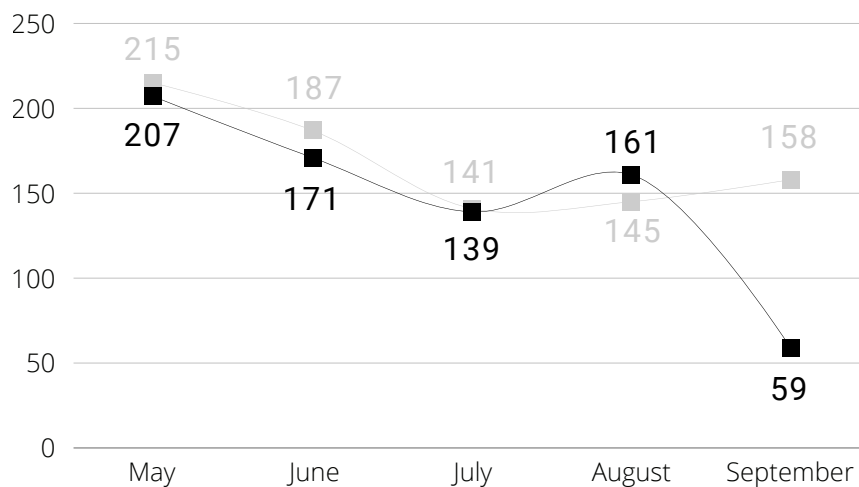
(+\$3,000,000 & above)



Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

(+\$3,000,000 & above)



Haiyan

HAIYAN FU HOMES

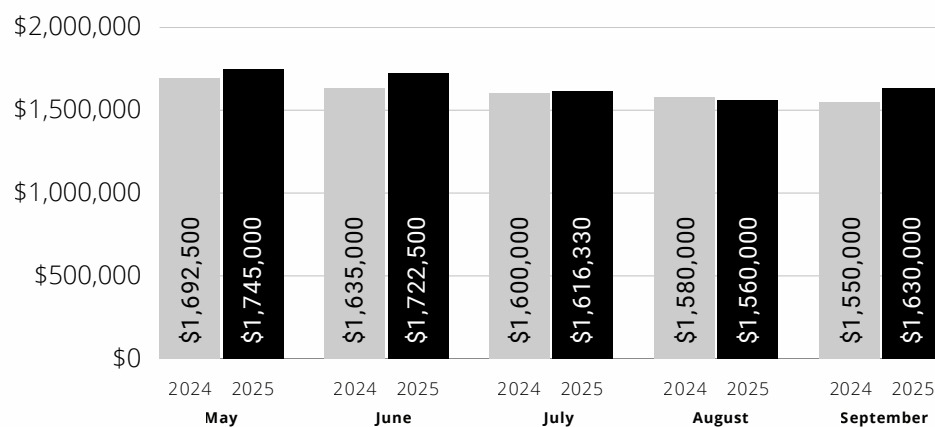
YOUR HOME. MY DRIVE. OUR SUCCESS.



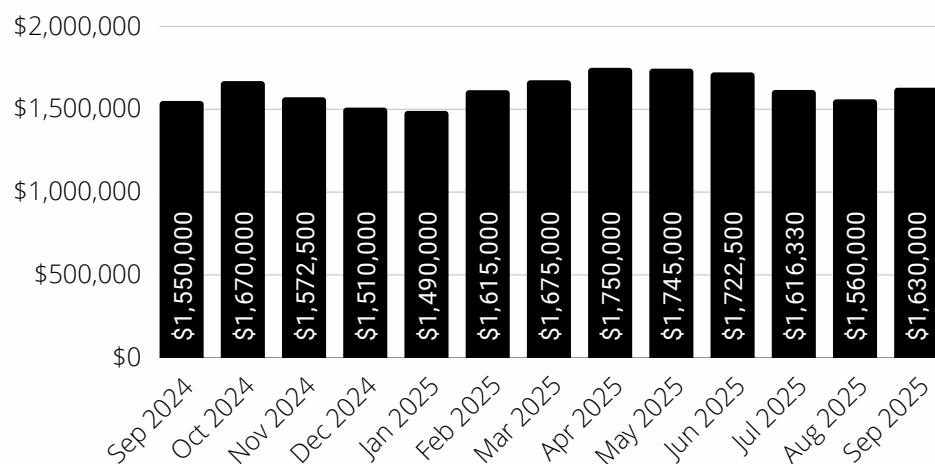
Median Sales Price

BY MONTH, YEAR-OVER-YEAR

PREVIOUS YEAR CURRENT YEAR



BY MONTH



Haiyan

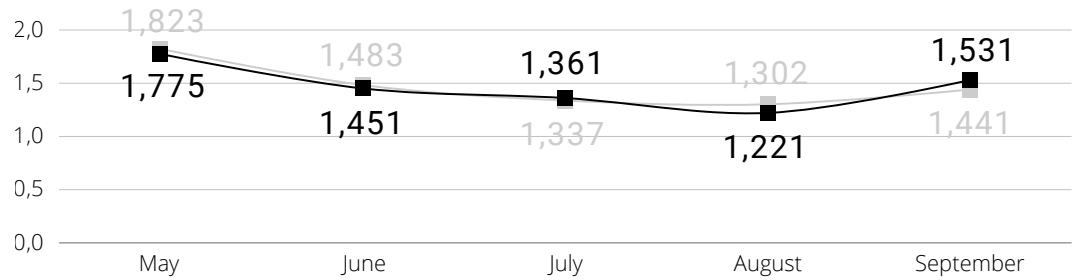
HAIYAN FU HOMES

YOUR HOME. MY DRIVE. OUR SUCCESS.

New Listings

BY MONTH, YEAR-OVER-YEAR

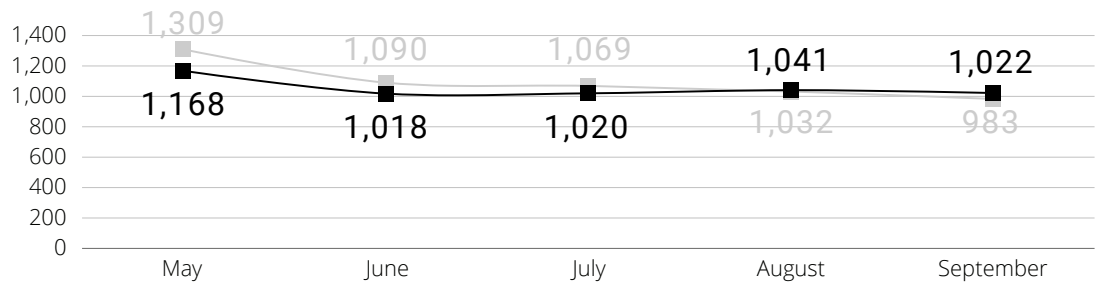
■ CURRENT YEAR
■ PREVIOUS YEAR



Contracts Signed

BY MONTH, YEAR-OVER-YEAR

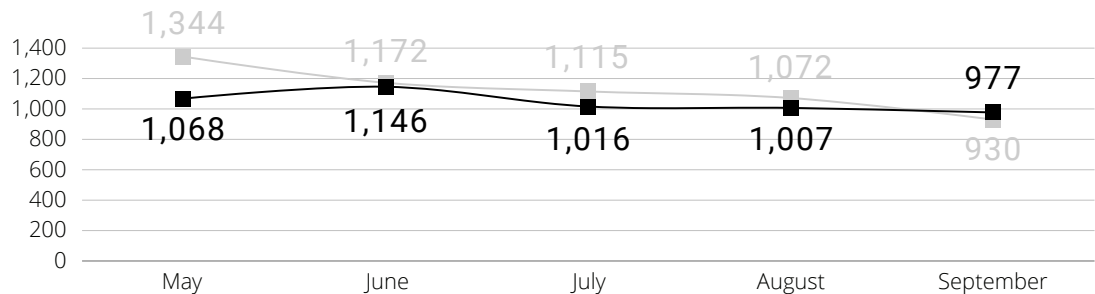
■ CURRENT YEAR
■ PREVIOUS YEAR



Closed Sales

BY MONTH, YEAR-OVER-YEAR

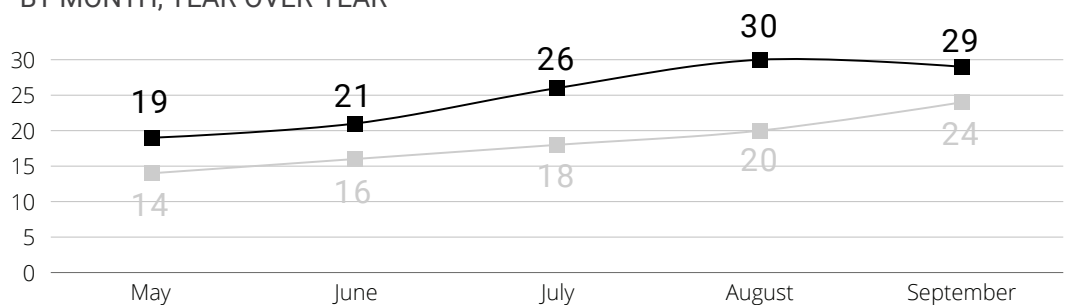
■ CURRENT YEAR
■ PREVIOUS YEAR



Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR

■ CURRENT YEAR
■ PREVIOUS YEAR



Haiyan
HAIYAN FU HOMES
YOUR HOME. MY DRIVE. OUR SUCCESS.



San Mateo County

What's in the San Mateo County data?

The market for Single Family Homes, Condo, and Townhomes units saw 458 closed sales at a median price of \$1.6m. There was a total of 687 new listings with an average of 36 days on the market without price reduction and with an average price per square foot of \$2,332.



Overview

September 2025



YOUR HOME. MY DRIVE. OUR SUCCESS.

New Listings

687

+9.9% Year-over-Year

Closed Sales

458

+3.9% Year-over-Year

Average Days-on-Market

36

+28.6% Year-over-Year

Average Price Per SqFt

\$2,332

+121.3% Year-over-Year

Median Sale Price

\$1.6M

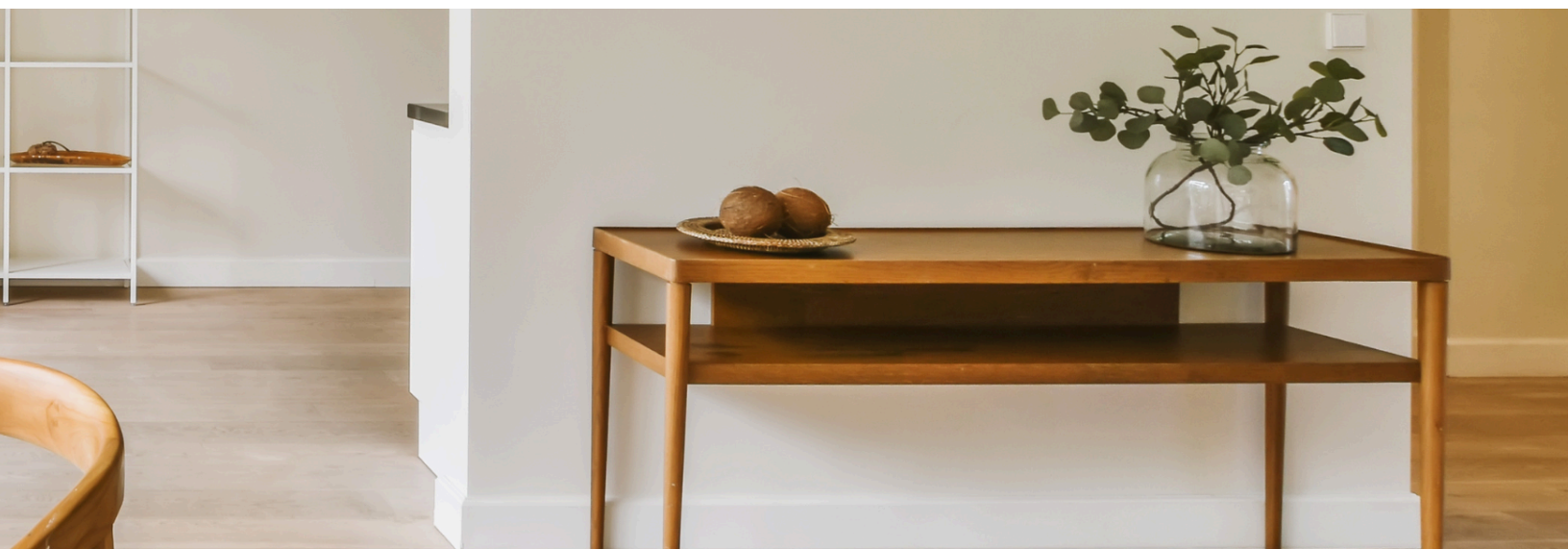
+6.4% Year-over-Year

Total Volume

\$1.4B

+66.6% Year-over-Year

Data includes all single family, townhome, and condominium sales in San Mateo County sourced from MLS Listings. The most recent quarter's data is based on available numbers, but September change with late reported activity. Data from sources deemed reliable but September contain errors and are subject to revision.



SFH

Single Family Homes

533

New Listings

360

Closed Sales

30

Average
Days-on-Market

\$1,191

Average Price
Per SqFt

\$2M

Median Sale Price

\$958M

Total Volume

Data includes all single family, townhome, and condominium sales in San Mateo County sourced from MLS Listings. The most recent quarter's data is based on available numbers, but September change with late reported activity. Data from sources deemed reliable but September contain errors and are subject to revision.





CONDO

Condo & Townhomes

154

New Listings

98

Closed Sales

58

Average
Days-on Market

\$6,524

Average Price
Per SqFt

\$880K

Median Sale Price

\$475M

Total Volume

Haiyan
HAIYAN FU HOMES
YOUR HOME. MY DRIVE. OUR SUCCESS.

Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

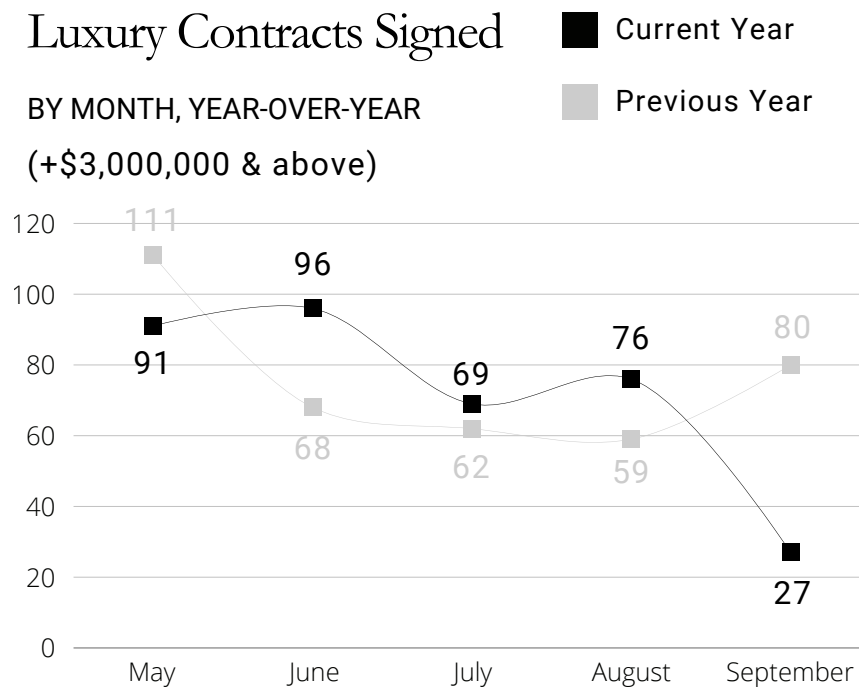
(+\$3,000,000 & above)



Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

(+\$3,000,000 & above)



Haiyan

HAIYAN FU HOMES

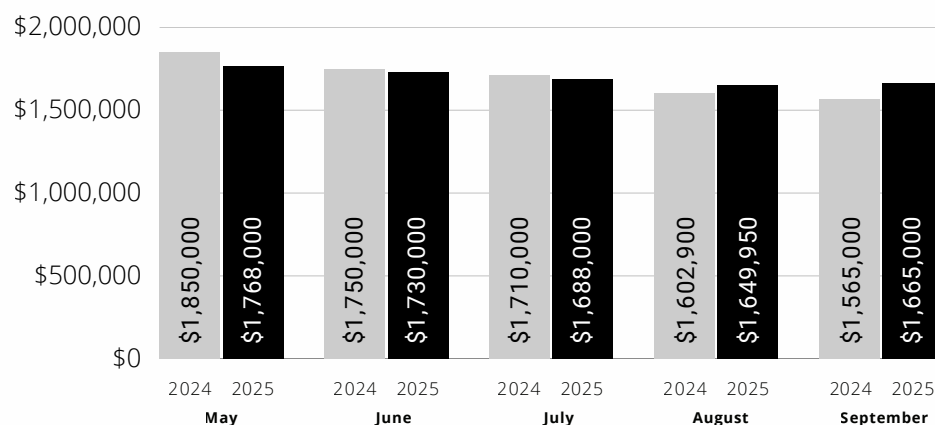
YOUR HOME. MY DRIVE. OUR SUCCESS.



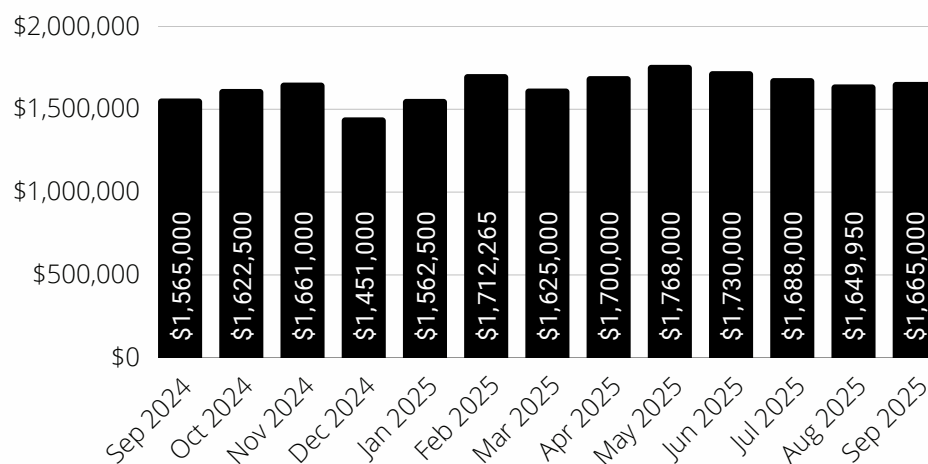
Median Sales Price

BY MONTH, YEAR-OVER-YEAR

■ PREVIOUS YEAR ■ CURRENT YEAR

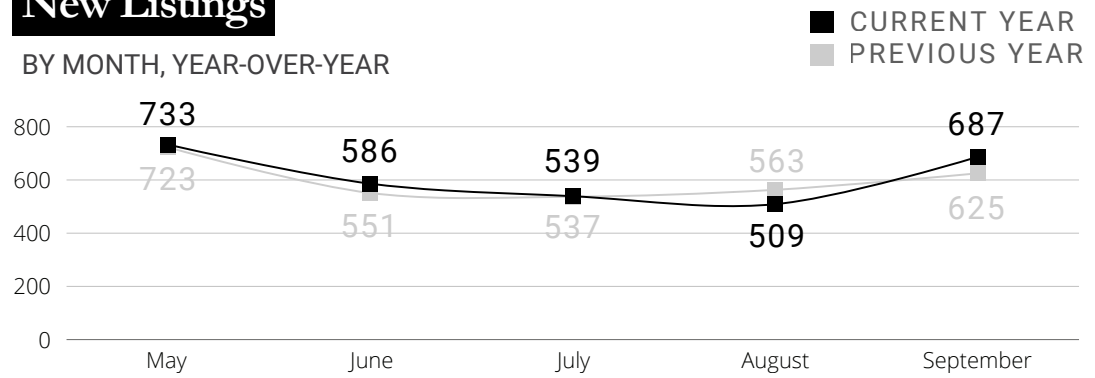


BY MONTH



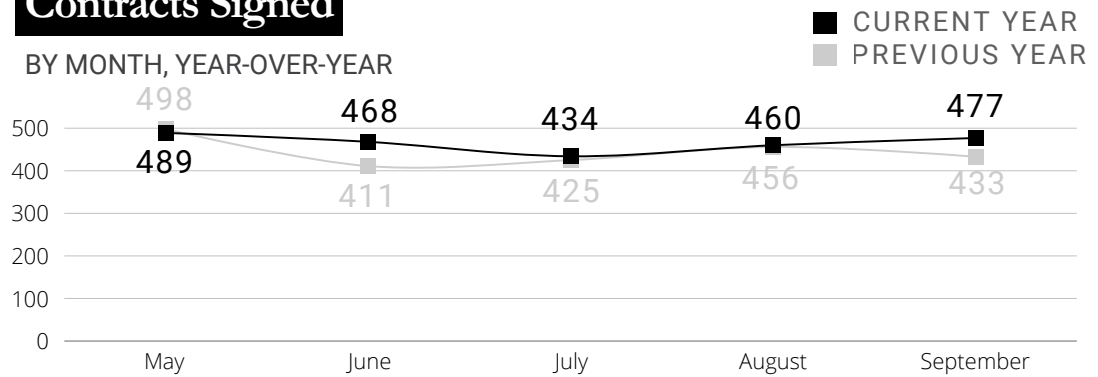
New Listings

BY MONTH, YEAR-OVER-YEAR



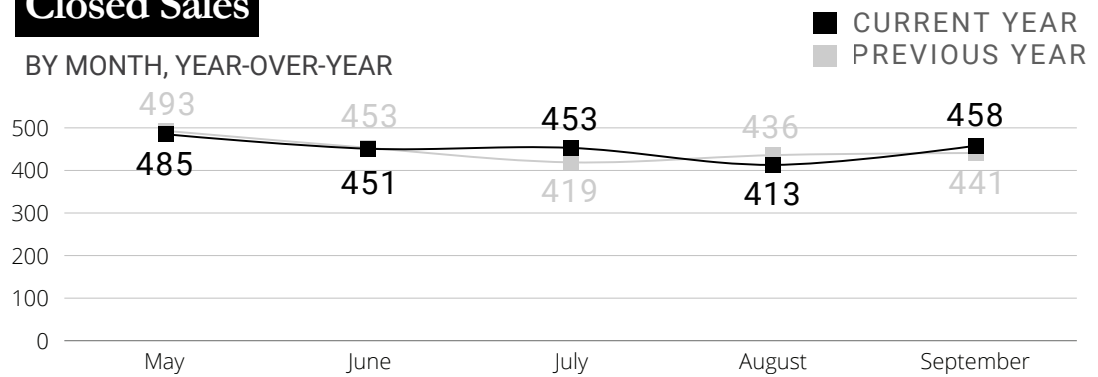
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



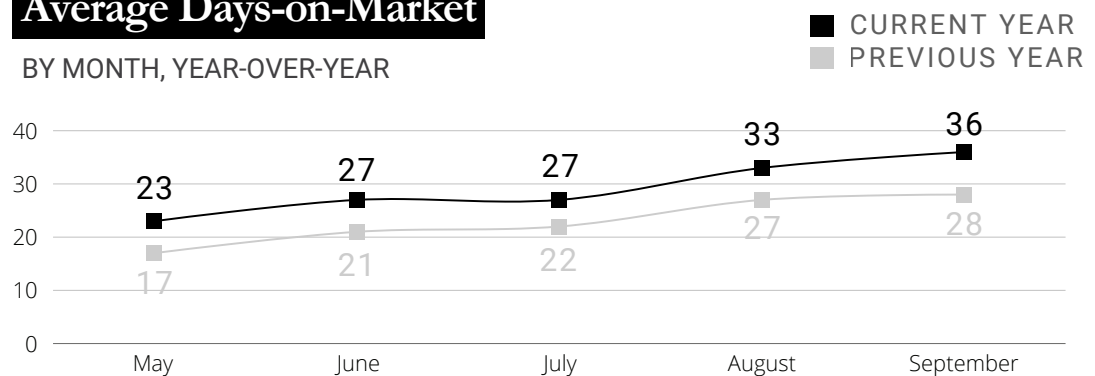
Closed Sales

BY MONTH, YEAR-OVER-YEAR



Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR





Haiyan

HAIYAN FU HOMES

YOUR HOME. MY DRIVE. OUR SUCCESS.

San Francisco County

What's in the San Francisco County data?

The market for Single Family Homes, Condo, and Townhomes units saw 378 closed sales at a median price of \$1.3m. There was a total of 781 new listings with an average of 35 days on the market without price reduction and with an average price per square foot of \$1,050.



Overview

September 2025



YOUR HOME. MY DRIVE. OUR SUCCESS.

New Listings

781

-8.9% Year-over-Year

Closed Sales

378

+30.8% Year-over-Year

Average Days-on-Market

35

-7.9% Year-over-Year

Average Price Per SqFt

\$1,050

+2.1% Year-over-Year

Median Sale Price

\$1.3M

-0.3% Year-over-Year

Total Volume

\$651M

+36.8% Year-over-Year

Data includes all single family, townhome, and condominium sales in San Francisco County sourced from MLS Listings. The most recent quarter's data is based on available numbers, but September change with late reported activity. Data from sources deemed reliable but September contain errors and are subject to revision.



SFH

Single Family Homes

348

New Listings

173

Closed Sales

24

Average
Days-on-Market

\$1,061

Average Price
Per SqFt

\$1.7M

Median Sale Price

\$381M

Total Volume

Data includes all single family, townhome, and condominium sales in San Francisco County sourced from MLS Listings. The most recent quarter's data is based on available numbers, but September change with late reported activity. Data from sources deemed reliable but September contain errors and are subject to revision.





CONDO

Condo & Townhomes

433

New Listings

205

Closed Sales

43

Average
Days-on Market

\$1,041

Average Price
Per SqFt

\$1.1M

Median Sale Price

\$269M

Total Volume

Haiyan

HAIYAN FU HOMES

YOUR HOME. MY DRIVE. OUR SUCCESS.

Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

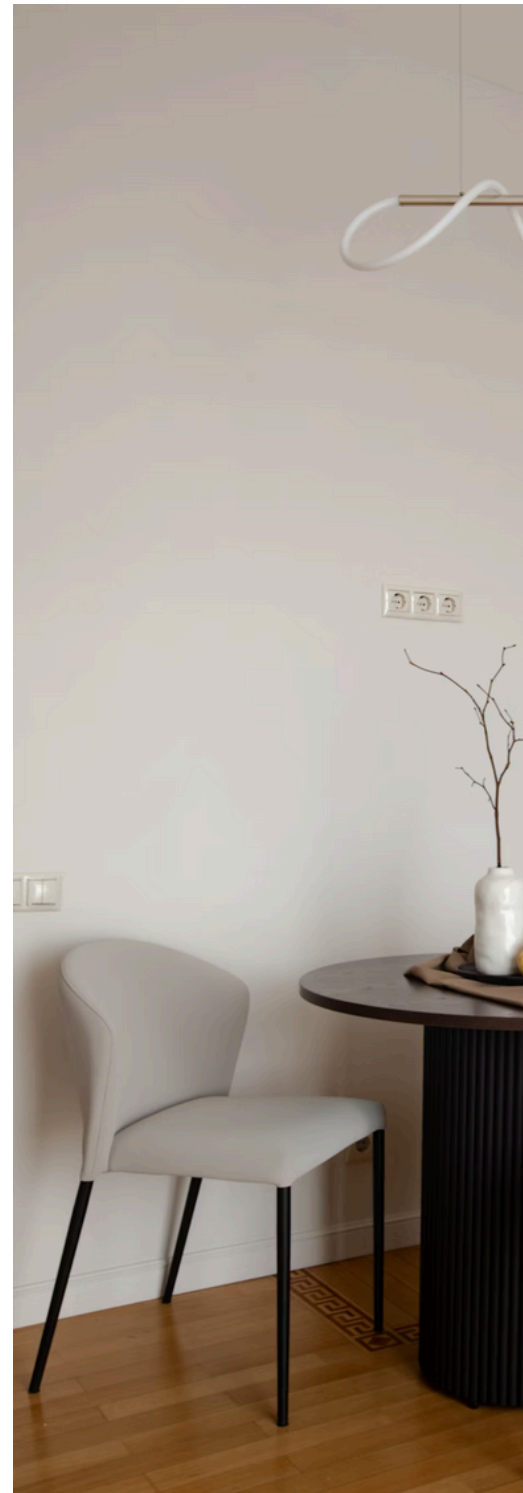
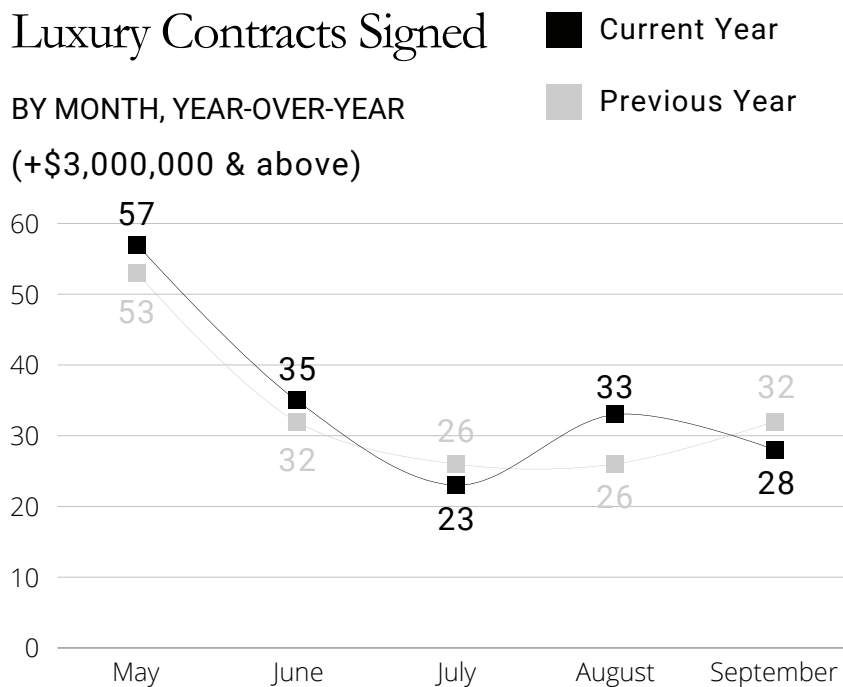
(+\$3,000,000 & above)



Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

(+\$3,000,000 & above)



Haiyan

HAIYAN FU HOMES

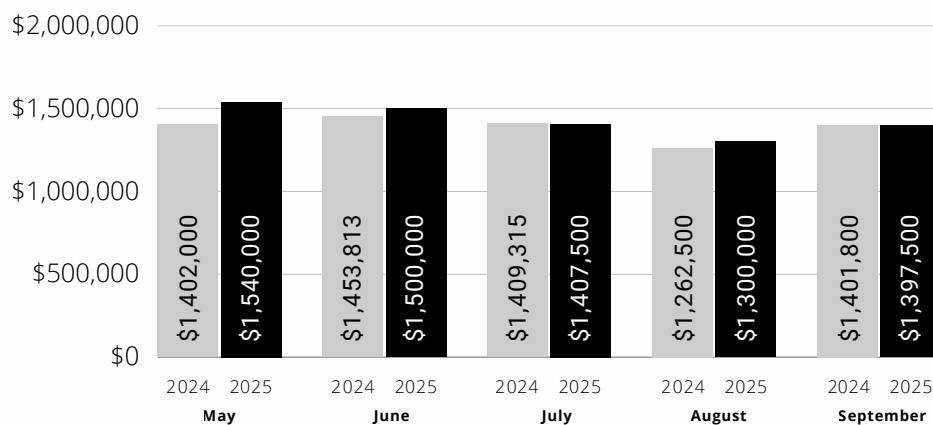
YOUR HOME. MY DRIVE. OUR SUCCESS.



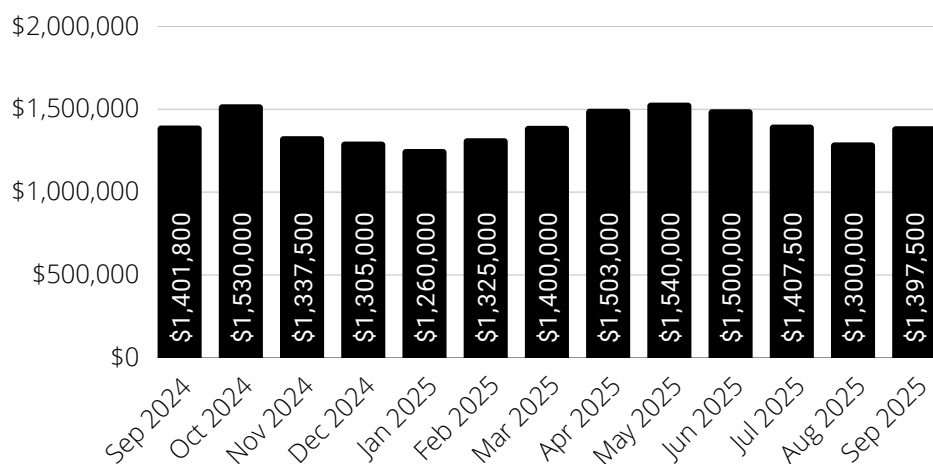
Median Sales Price

BY MONTH, YEAR-OVER-YEAR

■ PREVIOUS YEAR ■ CURRENT YEAR



BY MONTH



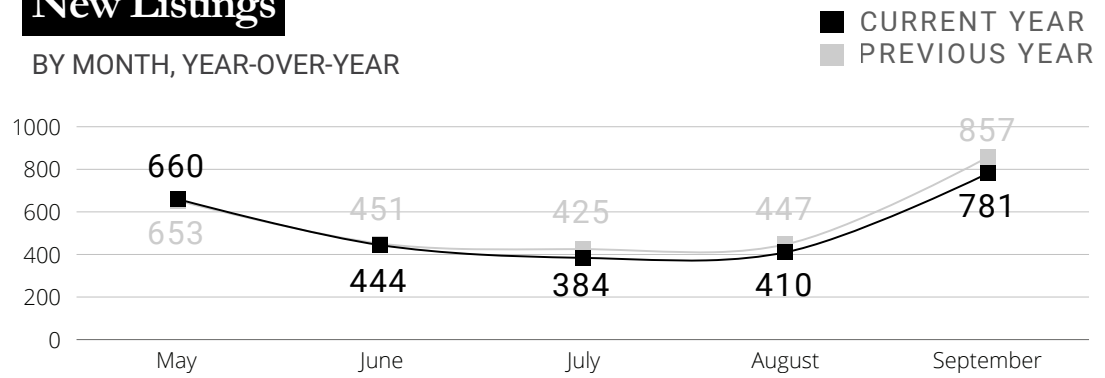
Haiyan

HAIYAN FU HOMES

YOUR HOME. MY DRIVE. OUR SUCCESS.

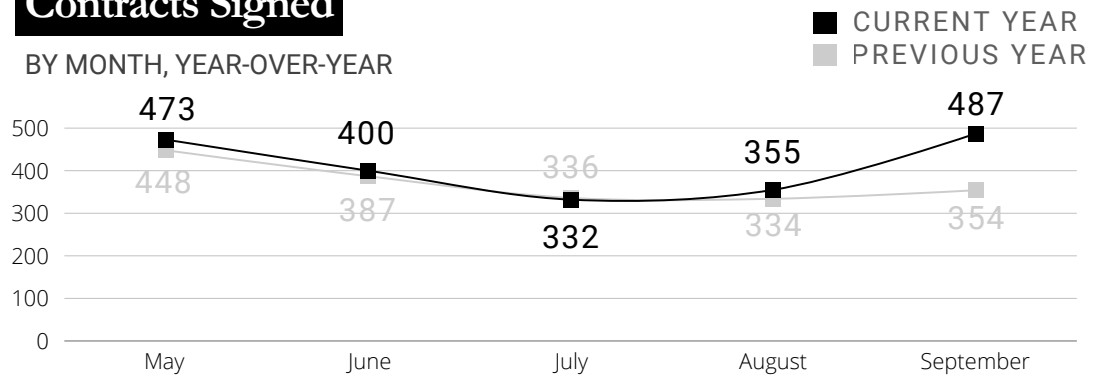
New Listings

BY MONTH, YEAR-OVER-YEAR



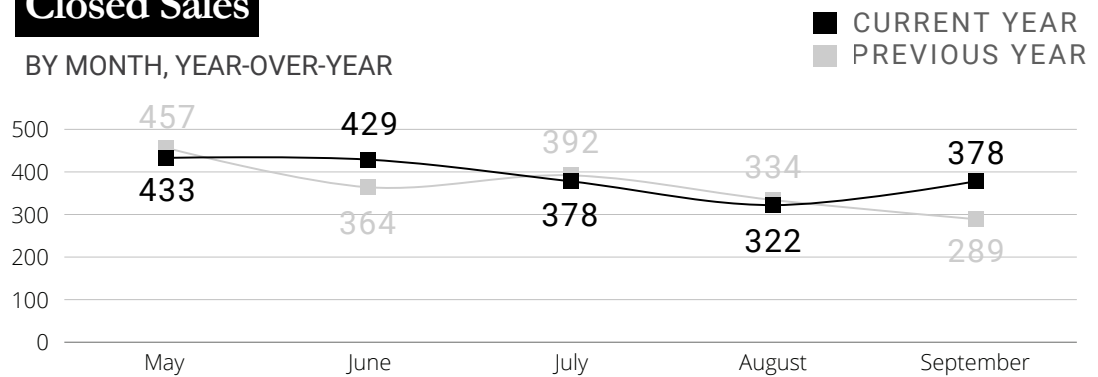
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



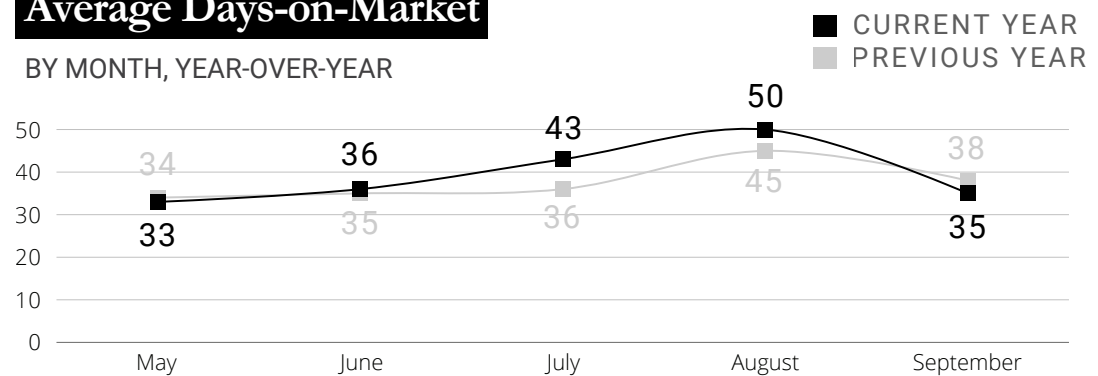
Closed Sales

BY MONTH, YEAR-OVER-YEAR



Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR





Haiyan

HAIYAN FU HOMES

YOUR HOME. MY DRIVE. OUR SUCCESS.

Alameda County

What's in the Alameda County data?

The market for Single Family Homes, Condo, and Townhomes units saw 872 closed sales at a median price of \$1m. There was a total of 1,557 new listings with an average of 33 days on the market without price reduction and with an average price per square foot of \$795.



Overview

September 2025



YOUR HOME. MY DRIVE. OUR SUCCESS.

New Listings

1,557

+3.4% Year-over-Year

Closed Sales

872

+2.9% Year-over-Year

Average Days-on-Market

33

+26.9% Year-over-Year

Average Price Per SqFt

\$795

+8.5% Year-over-Year

Median Sale Price

\$1M

-3.4% Year-over-Year

Total Volume

\$1.1B

+11.9% Year-over-Year

Data includes all single family, townhome, and condominium sales in Alameda County sourced from MLS Listings. The most recent quarter's data is based on available numbers, but September change with late reported activity. Data from sources deemed reliable but September contain errors and are subject to revision.



SFH

Single Family Homes

1,116

New Listings

690

Closed Sales

29

Average
Days-on-Market

\$855

Average Price
Per SqFt

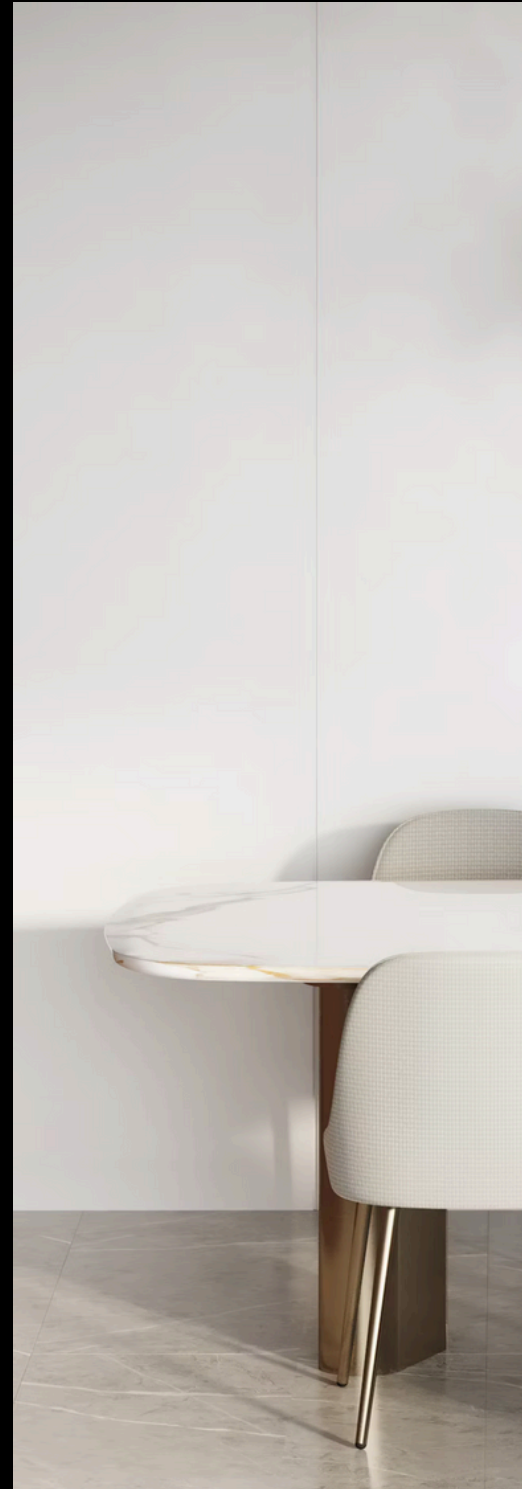
\$1.2M

Median Sale Price

\$1B

Total Volume

Data includes all single family, townhome, and condominium sales in Alameda County sourced from MLS Listings. The most recent quarter's data is based on available numbers, but September change with late reported activity. Data from sources deemed reliable but September contain errors and are subject to revision.





CONDO

Condo & Townhomes

441

New Listings

182

Closed Sales

50

Average
Days-on Market

\$565

Average Price
Per SqFt

\$651K

Median Sale Price

\$128M

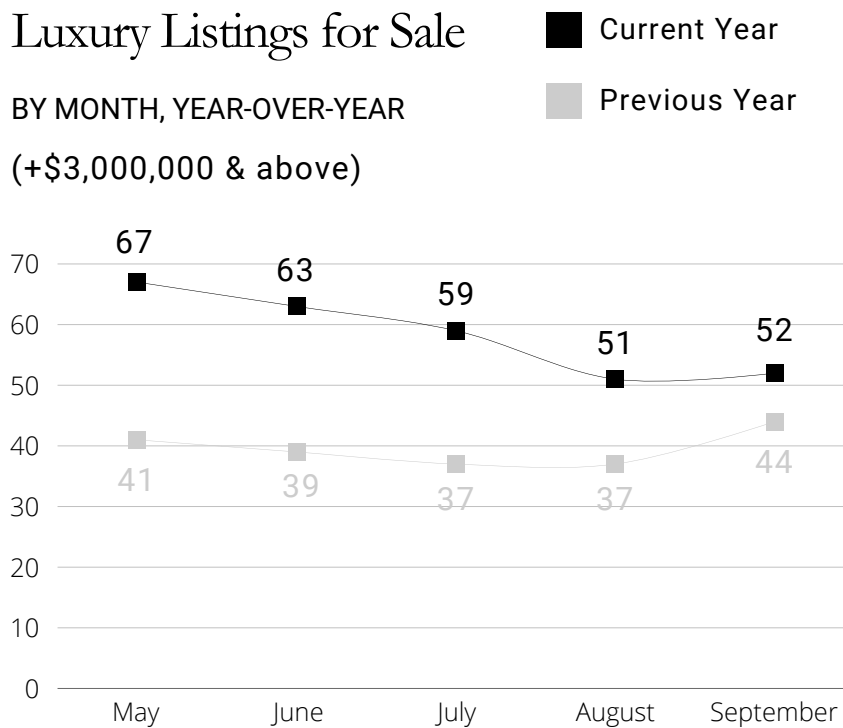
Total Volume

Haiyan
HAIYAN FU HOMES
YOUR HOME. MY DRIVE. OUR SUCCESS.

Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

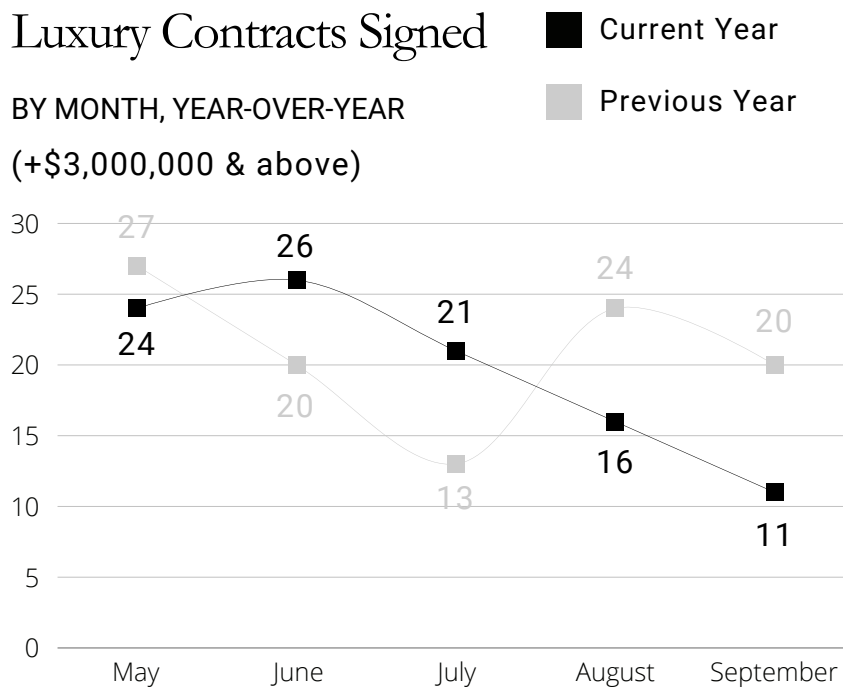
(+\$3,000,000 & above)



Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

(+\$3,000,000 & above)



Haiyan

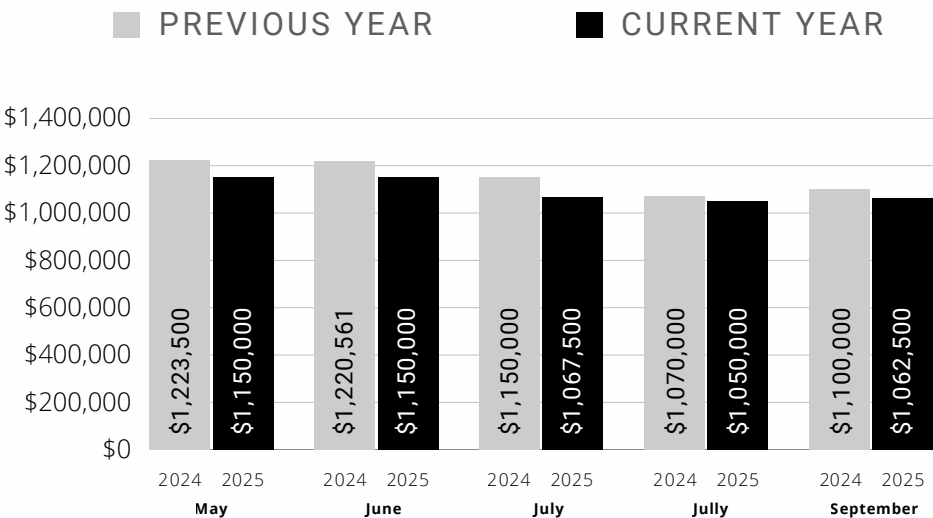
HAIYAN FU HOMES

YOUR HOME. MY DRIVE. OUR SUCCESS.

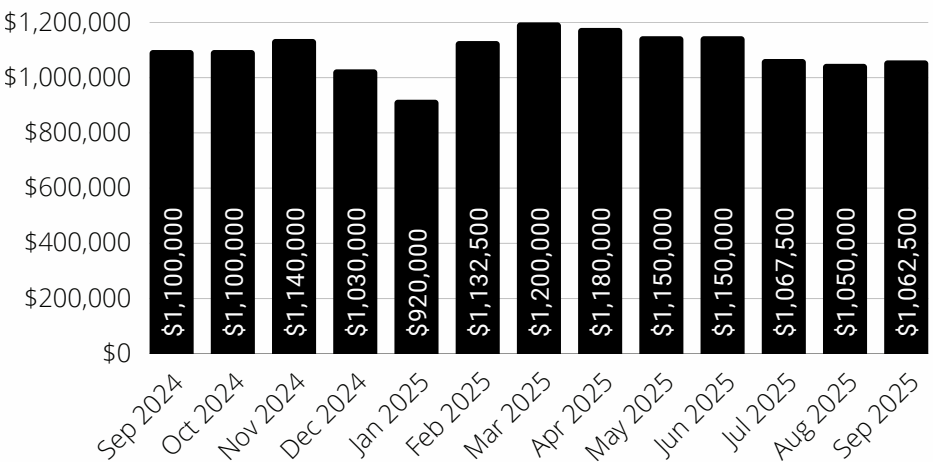


Median Sales Price

BY MONTH, YEAR-OVER-YEAR

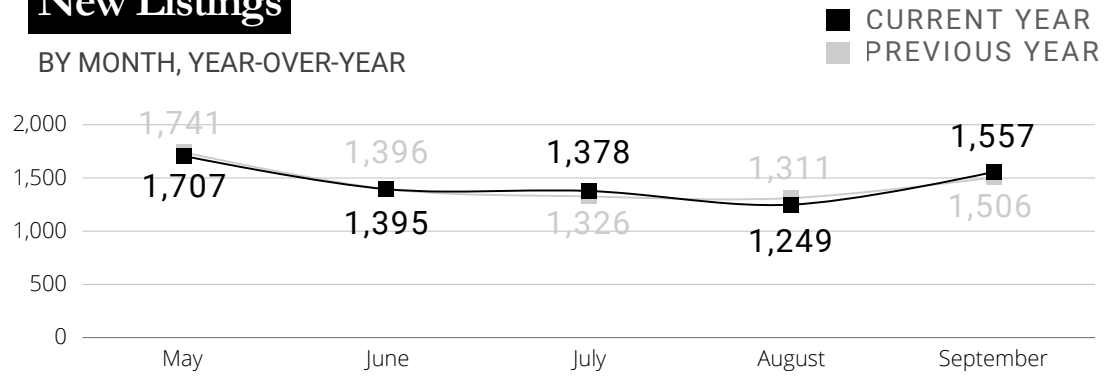


BY MONTH



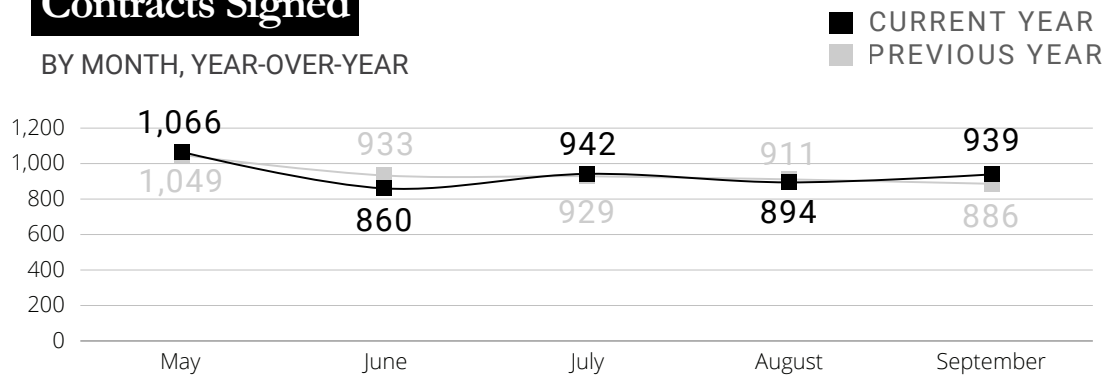
New Listings

BY MONTH, YEAR-OVER-YEAR



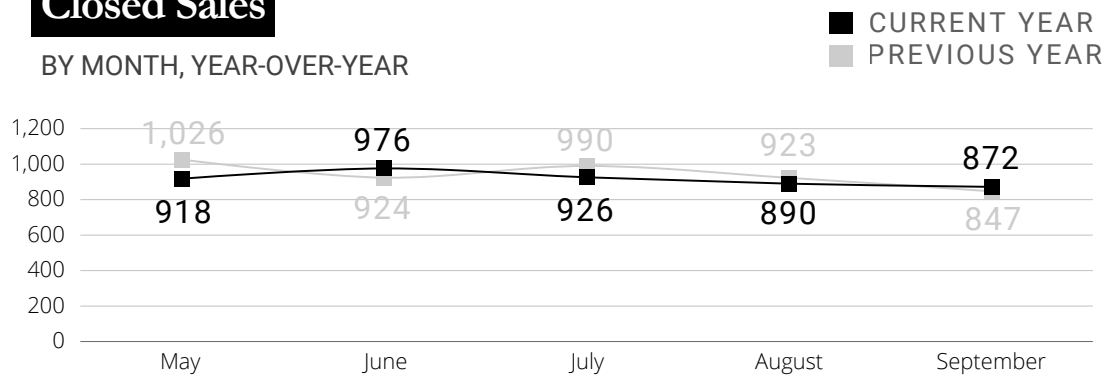
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



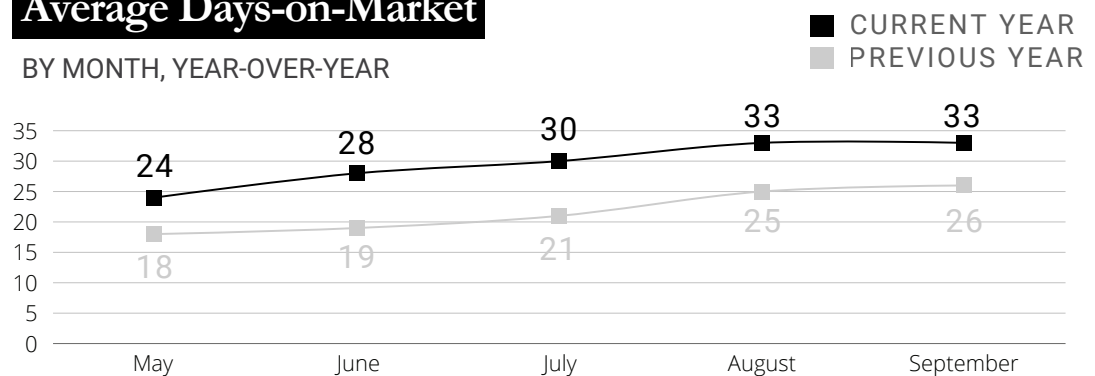
Closed Sales

BY MONTH, YEAR-OVER-YEAR



Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR





Haiyan

HAIYAN FU HOMES

YOUR HOME. MY DRIVE. OUR SUCCESS.

Santa Cruz County

What's in the Santa Cruz County data?

The market for Single Family Homes, Condo, and Townhomes units saw 166 closed sales at a median price of \$1.1m. There was a total of 247 new listings with an average of 48 days on the market without price reduction and with an average price per square foot of \$792.



Overview

September 2025



YOUR HOME. MY DRIVE. OUR SUCCESS.

New Listings

247

+11.8% Year-over-Year

Closed Sales

166

+33.9% Year-over-Year

Average Days-on-Market

48

+20% Year-over-Year

Average Price Per SqFt

\$792

-2.7% Year-over-Year

Median Sale Price

\$1.1M

+3.8% Year-over-Year

Total Volume

\$215M

+26.2% Year-over-Year

Data includes all single family, townhome, and condominium sales in Santa Cruz County sourced from MLS Listings. The most recent quarter's data is based on available numbers, but September change with late reported activity. Data from sources deemed reliable but September contain errors and are subject to revision.



SFH

Single Family Homes

197

New Listings

129

Closed Sales

47

Average
Days-on-Market

\$795

Average Price
Per SqFt

\$1.2M

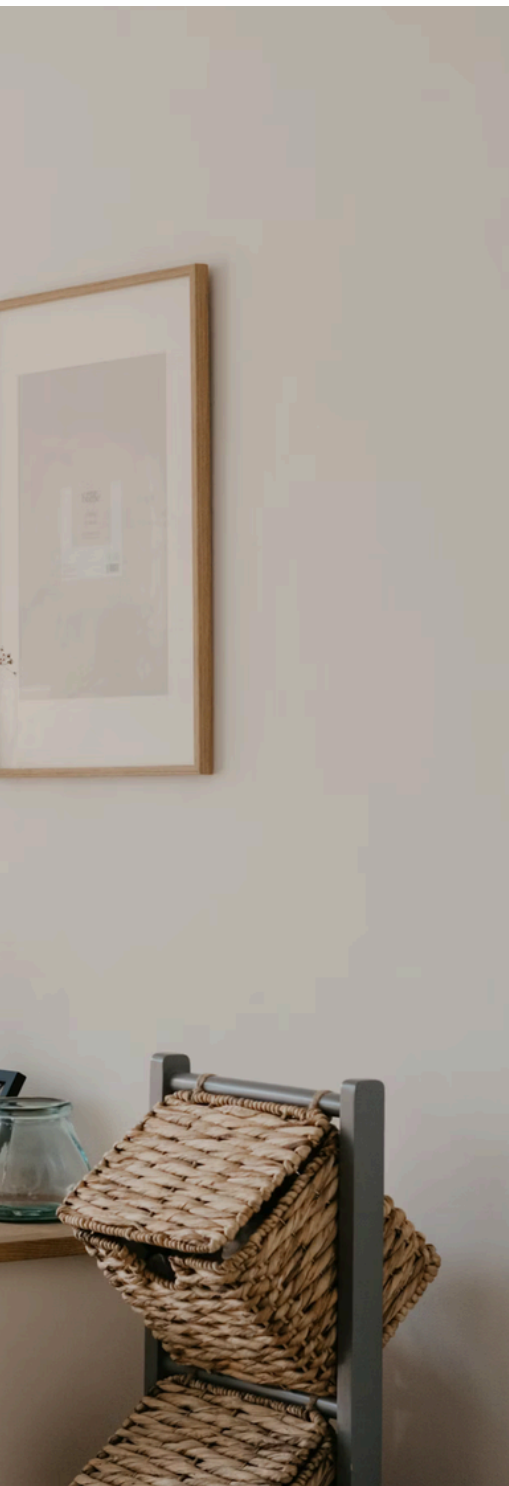
Median Sale Price

\$182M

Total Volume

Data includes all single family, townhome, and condominium sales in Santa Cruz County sourced from MLS Listings. The most recent quarter's data is based on available numbers, but September change with late reported activity. Data from sources deemed reliable but September contain errors and are subject to revision.





CONDO

Condo & Townhomes

50

New Listings

37

Closed Sales

50

Average
Days-on Market

\$783

Average Price
Per SqFt

\$815K

Median Sale Price

\$32.7M

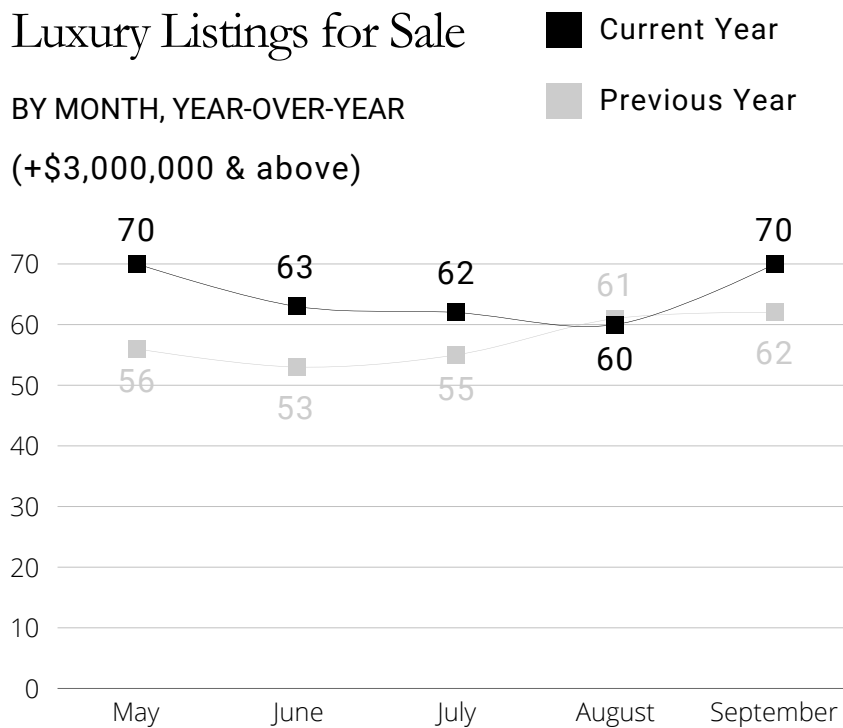
Total Volume

Haiyan
HAIYAN FU HOMES
YOUR HOME. MY DRIVE. OUR SUCCESS.

Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

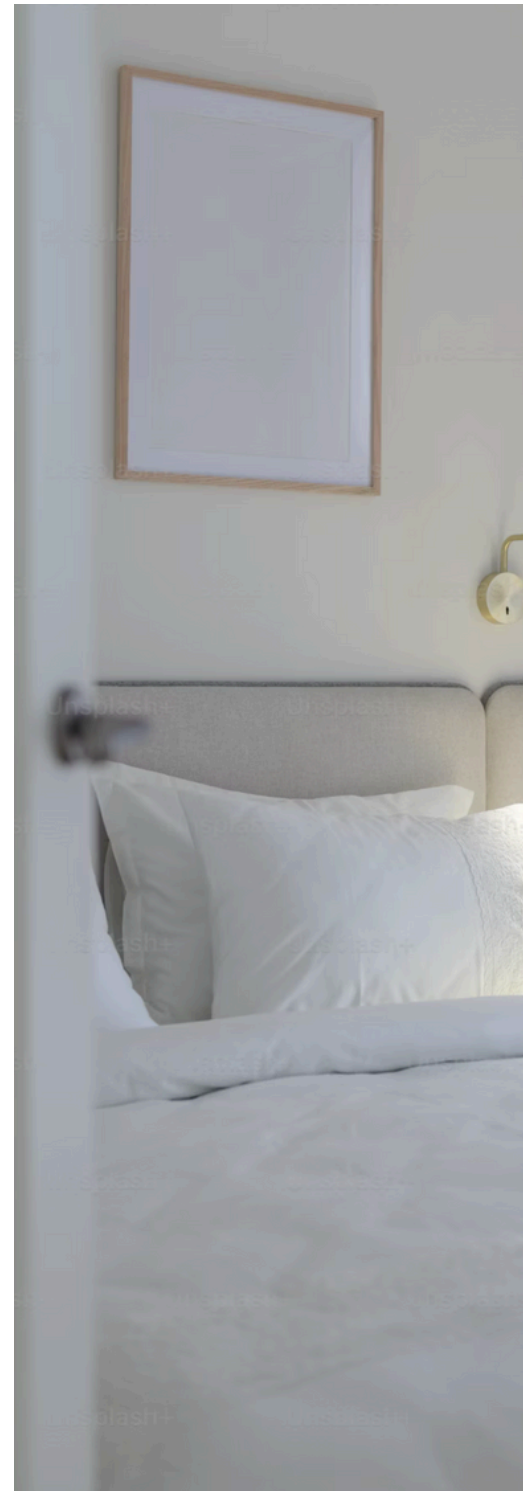
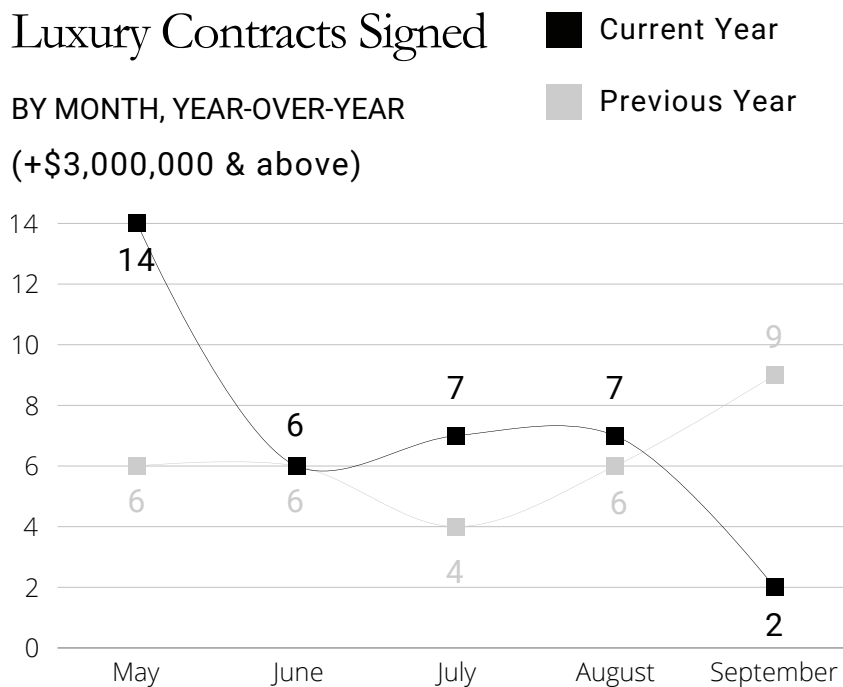
(+\$3,000,000 & above)



Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

(+\$3,000,000 & above)



Haiyan

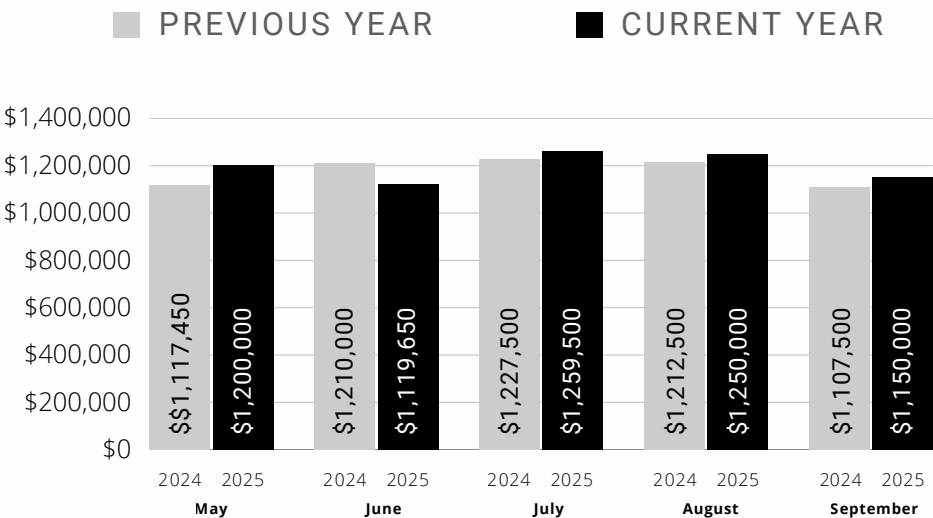
HAIYAN FU HOMES

YOUR HOME. MY DRIVE. OUR SUCCESS.

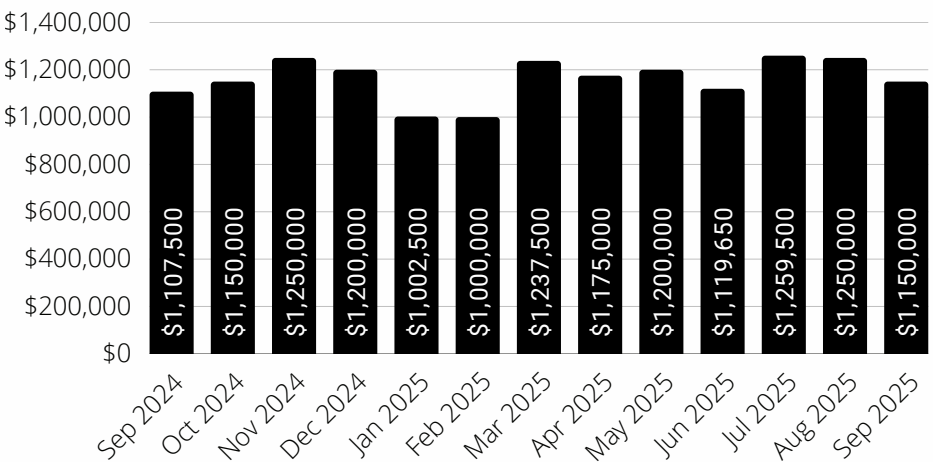


Median Sales Price

BY MONTH, YEAR-OVER-YEAR

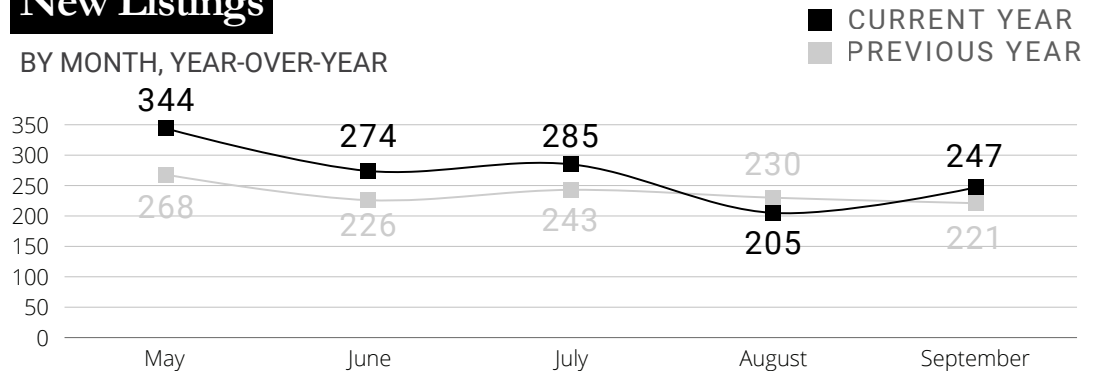


BY MONTH



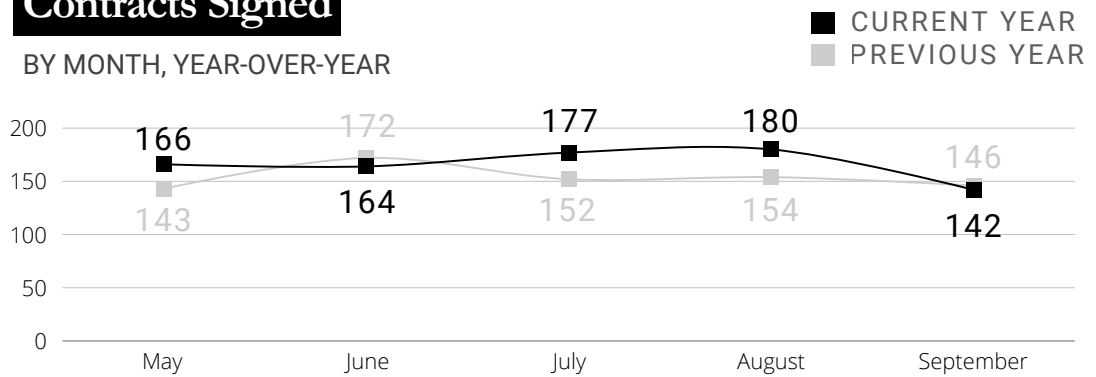
New Listings

BY MONTH, YEAR-OVER-YEAR



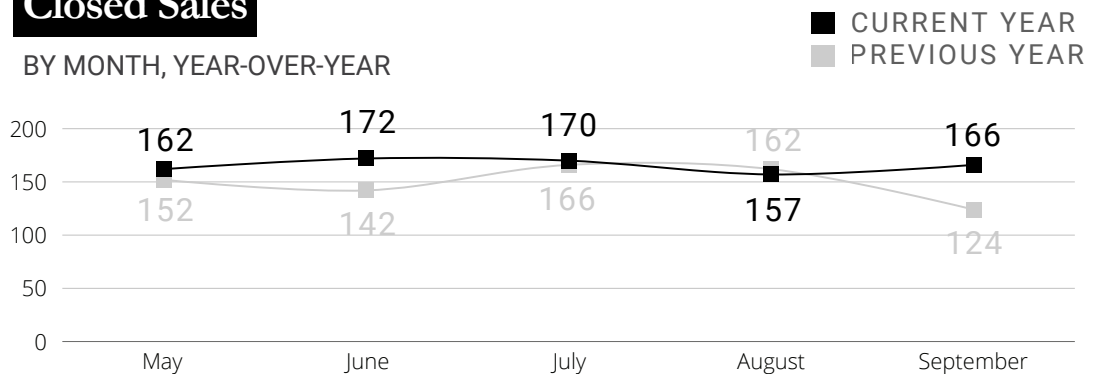
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



Closed Sales

BY MONTH, YEAR-OVER-YEAR



Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR





Haiyan

HAIYAN FU HOMES

YOUR HOME. MY DRIVE. OUR SUCCESS.

Monterey County

What's in the Monterey County data?

The market for Single Family Homes, Condo, and Townhomes units saw 164 closed sales at a median price of \$887k. There was a total of 277 new listings with an average of 45 days on the market without price reduction and with an average price per square foot of \$759.



Overview

September 2025



YOUR HOME. MY DRIVE. OUR SUCCESS.

New Listings

277

+25.3% Year-over-Year

Closed Sales

164

-6.8% Year-over-Year

Average Days-on-Market

45

+21.6% Year-over-Year

Average Price Per SqFt

\$759

-8.9% Year-over-Year

Median Sale Price

\$887K

-8.7% Year-over-Year

Total Volume

\$250M

-5.1% Year-over-Year

Data includes all single family, townhome, and condominium sales in Monterey County sourced from MLS Listings. The most recent quarter's data is based on available numbers, but September change with late reported activity. Data from sources deemed reliable but September contain errors and are subject to revision.



SFH

Single Family Homes

232

New Listings

141

Closed Sales

44

Average
Days-on-Market

\$769

Average Price
Per SqFt

\$940K

Median Sale Price

\$217M

Total Volume

Data includes all single family, townhome, and condominium sales in Monterey County sourced from MLS Listings. The most recent quarter's data is based on available numbers, but September change with late reported activity. Data from sources deemed reliable but September contain errors and are subject to revision.





CONDO

Condo & Townhomes

45

New Listings

23

Closed Sales

48

Average
Days-on Market

\$698

Average Price
Per SqFt

\$795K

Median Sale Price

\$33.4M

Total Volume

Haiyan

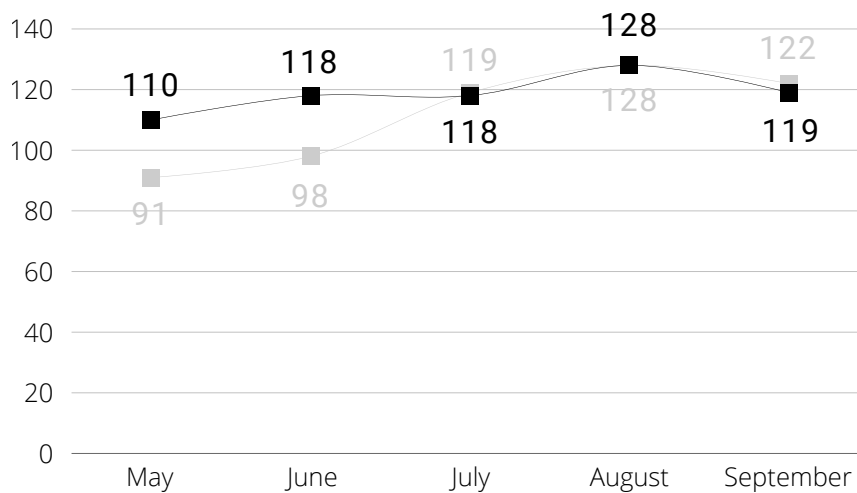
HAIYAN FU HOMES

YOUR HOME. MY DRIVE. OUR SUCCESS.

Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

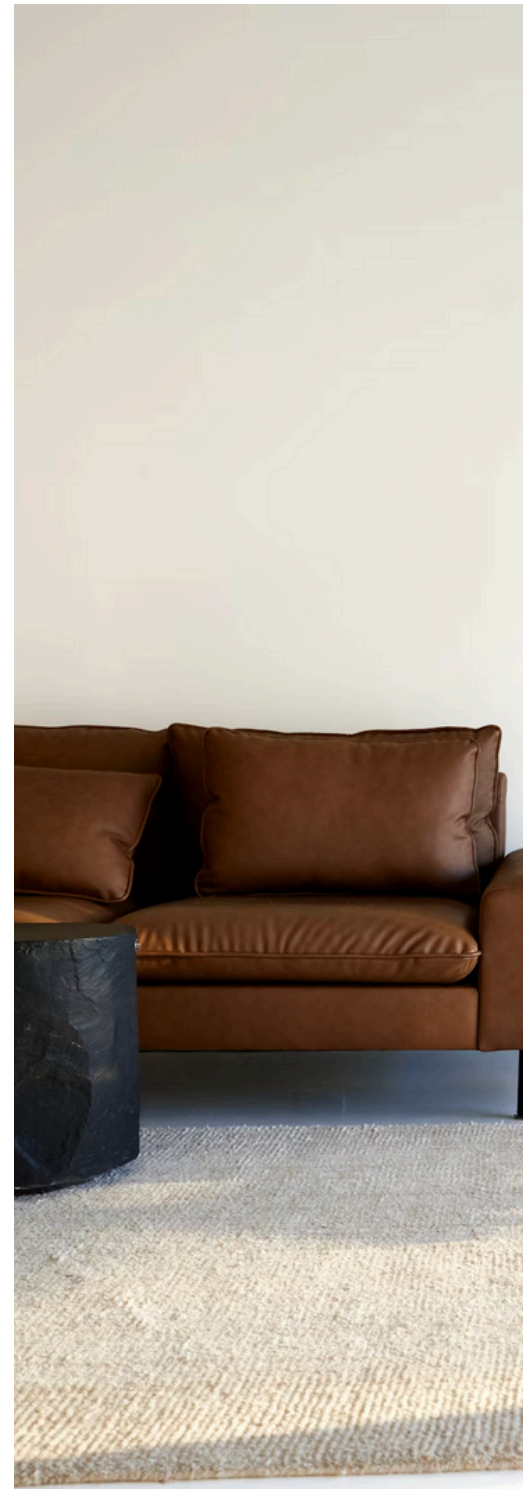
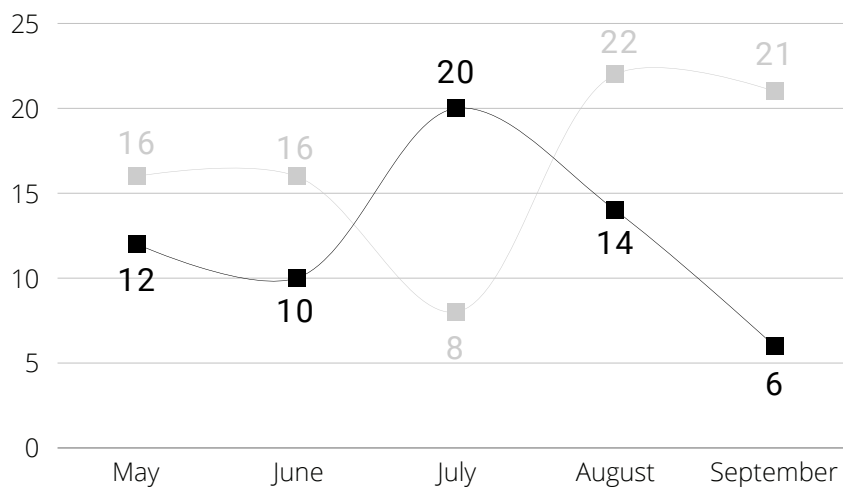
(+\$3,000,000 & above)



Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

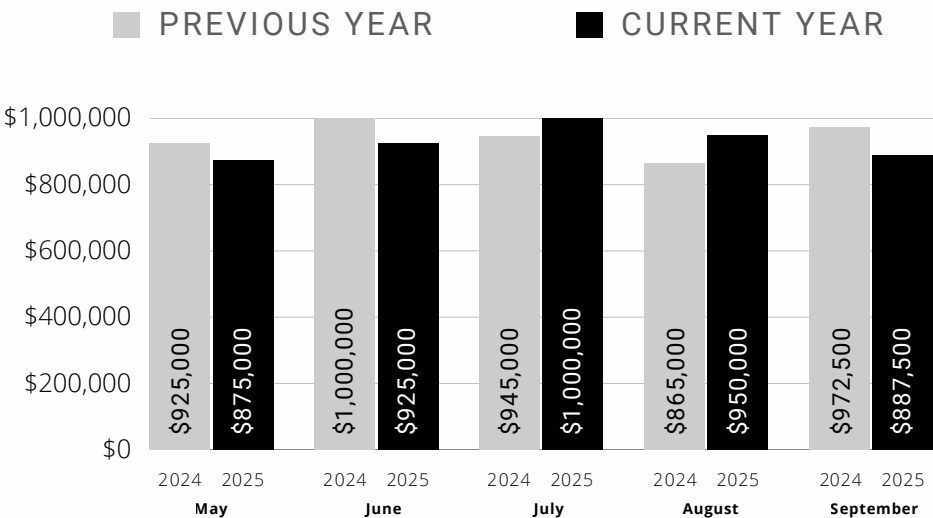
(+\$3,000,000 & above)



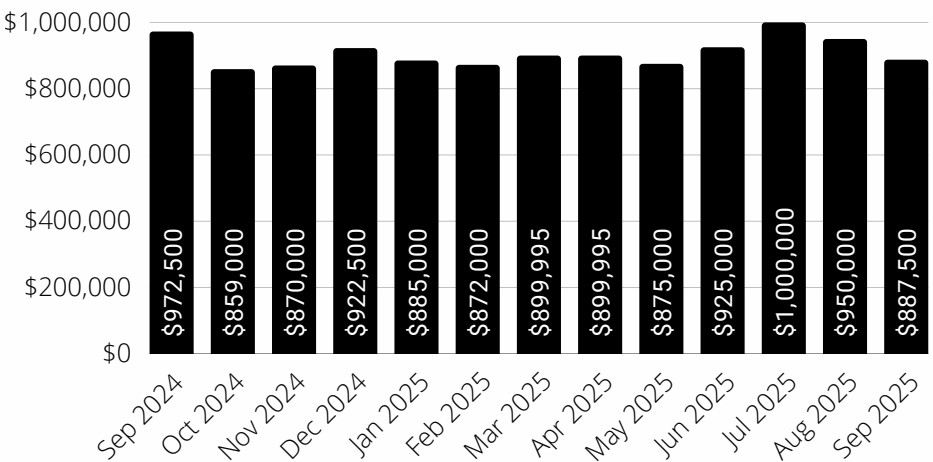


Median Sales Price

BY MONTH, YEAR-OVER-YEAR

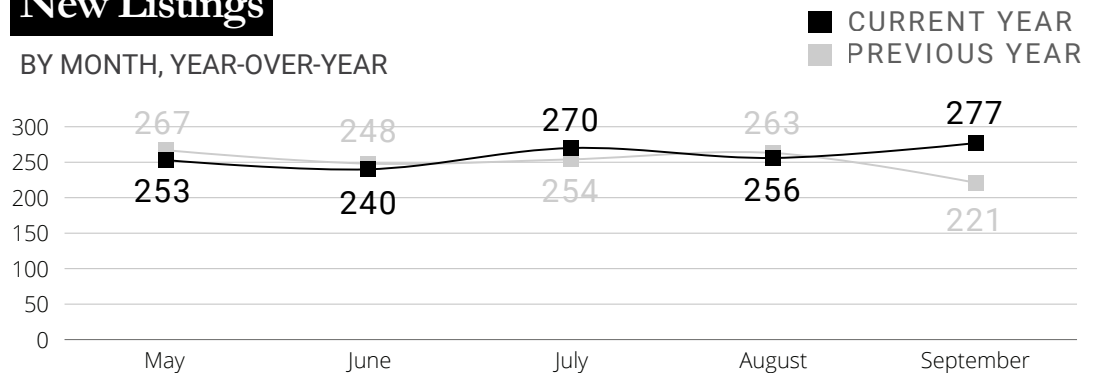


BY MONTH



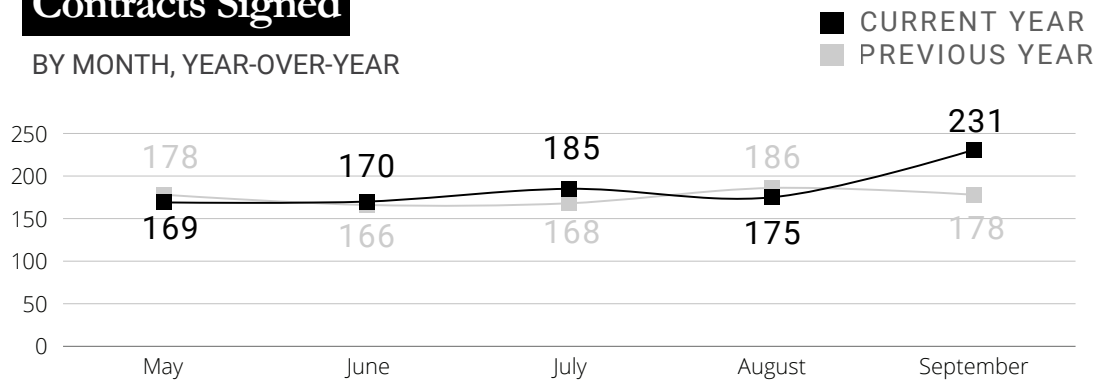
New Listings

BY MONTH, YEAR-OVER-YEAR



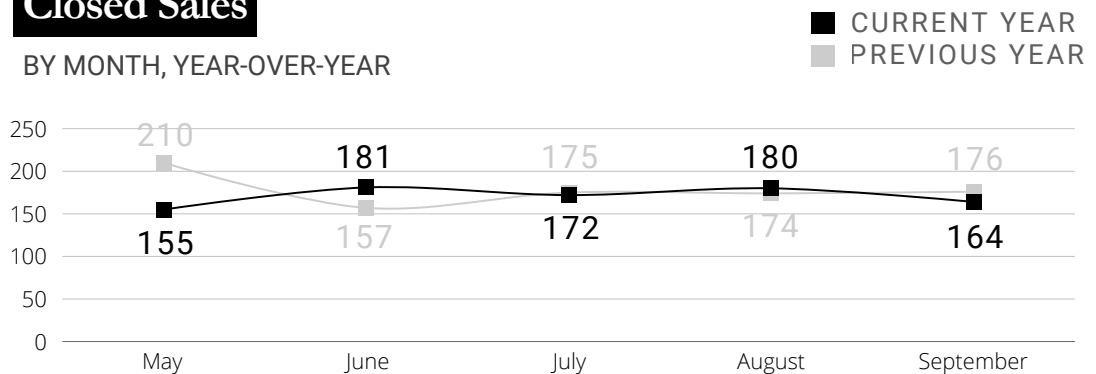
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



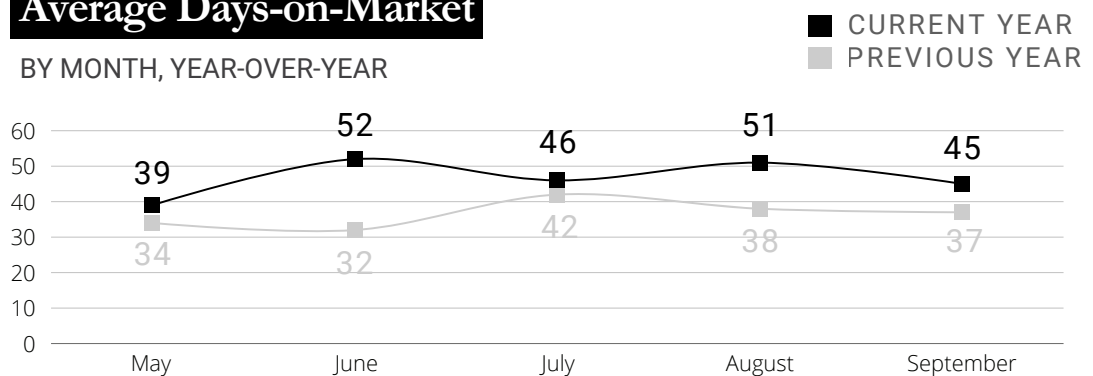
Closed Sales

BY MONTH, YEAR-OVER-YEAR



Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR





Haiyan

HAIYAN FU HOMES

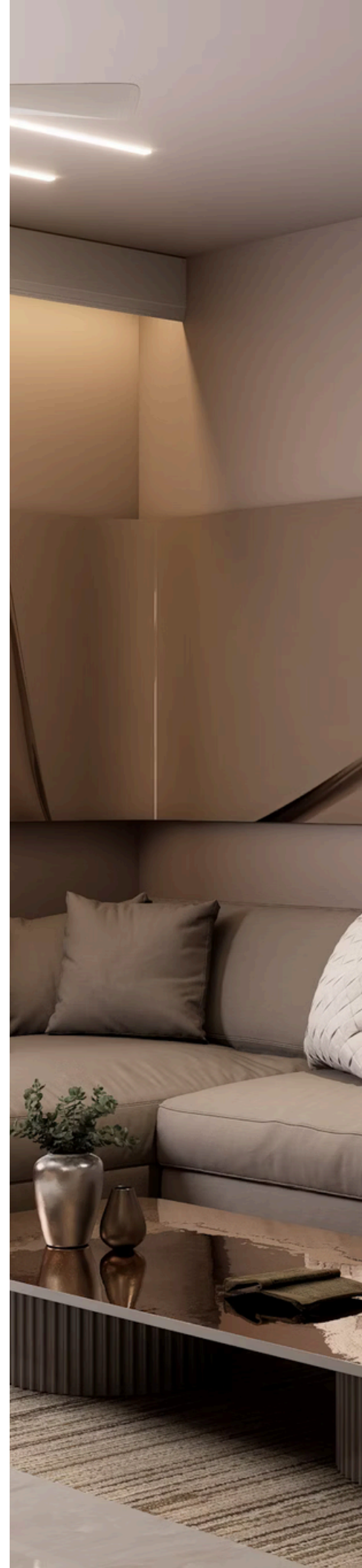
YOUR HOME. MY DRIVE. OUR SUCCESS.

Dedicated to Success

Being an independently owned and operated franchise of Keller Williams, KW Bay Area Estates has the position as the Bay Area's foremost luxury real estate services firm with the execution of best-in-class customer service. KWBAE's unparalleled team consists of more than 250 associates and professionals strategically located in Los Gatos and Saratoga. Under the same ownership, we have our division of KW South Bay Commercial.

With uncompromising principles, KW Bay Area Estates has established a new standard of excellence within the industry. The company's growth has been strategic and exciting. Since its inception, the team has successfully represented more than 10,000 transactions, totalling more than \$13 billion in closed sales volume.

Dedicated to upholding unparalleled standards for integrity and client care, they strive to create a culture where agents thrive while developing their own businesses to their maximum potential. KW Bay Area Estates has distributed to their associates over \$2.7 million in profit share.





Haiyan

HAIYAN FU HOMES

YOUR HOME. MY DRIVE. OUR SUCCESS.



YOUR HOME. MY DRIVE. OUR SUCCESS.



Haiyan Fu, M.B.A.

DRE: #01975787

650.201.7338

Haiyan@HaiyanFu.com

HaiyanRealty.com

Los Gatos: 16780 Lark Ave Ste A, Los Gatos, CA 95032

Saratoga: 12820 Saratoga-Sunnyvale Rd, Saratoga, CA 95070