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Luxury
BAY AREA ESTATES

Market Update

JANUARY 2026

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■ *Santa Clara County*

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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.

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Home Insurance Costs Are Rising: What Buyers Should Plan For



Buying a home is one of the biggest purchases you'll ever make. And homeowner's insurance is what protects that investment. Think of it as your safety net. NerdWallet explains it:

- **Covers Repairs and Rebuilding Costs:** If your home is damaged by fire, storms, or other covered events, it helps pay for repairs and possibly even a full rebuild, if that's deemed necessary.
- **Protects Your Belongings:** It can also cover personal items like furniture, electronics, jewelry, and clothing if they're stolen or damaged.
- **Provides Liability Coverage:** And, if someone gets injured on your property, your policy can help cover medical bills or legal expenses.

But that peace of mind does come with a cost, and lately those costs have been rising.

[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 466 closed sales at a median price of \$1.4m. There was a total of 1,477 new listings with an average of 41 days on the market without price reduction and with an average price per square foot of \$1,026.



Overview



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January 2026

New Listings

1,477

+26.1% Year-over-Year

Closed Sales

466

-17.4% Year-over-Year

Average Days-on-Market

41

+32.3% Year-over-Year

Average Price Per SqFt

\$1,026

-0.9% Year-over-Year

Median Sale Price

\$1.4M

-1.7% Year-over-Year

Total Volume

\$843M

-18.7% 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 January change with late reported activity. Data from sources deemed reliable but January contain errors and are subject to revision.



SFH

Single Family Homes

875

New Listings

312

Closed Sales

30

Average
Days-on-Market

\$1,167

Average Price
Per SqFt

\$1.7M

Median Sale Price

\$692M

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 January change with late reported activity. Data from sources deemed reliable but January contain errors and are subject to revision.





CONDO

Condo & Townhomes

601

New Listings

154

Closed Sales

61

Average
Days-on Market

\$739

Average Price
Per SqFt

\$882K

Median Sale Price

\$150M

Total Volume

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Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

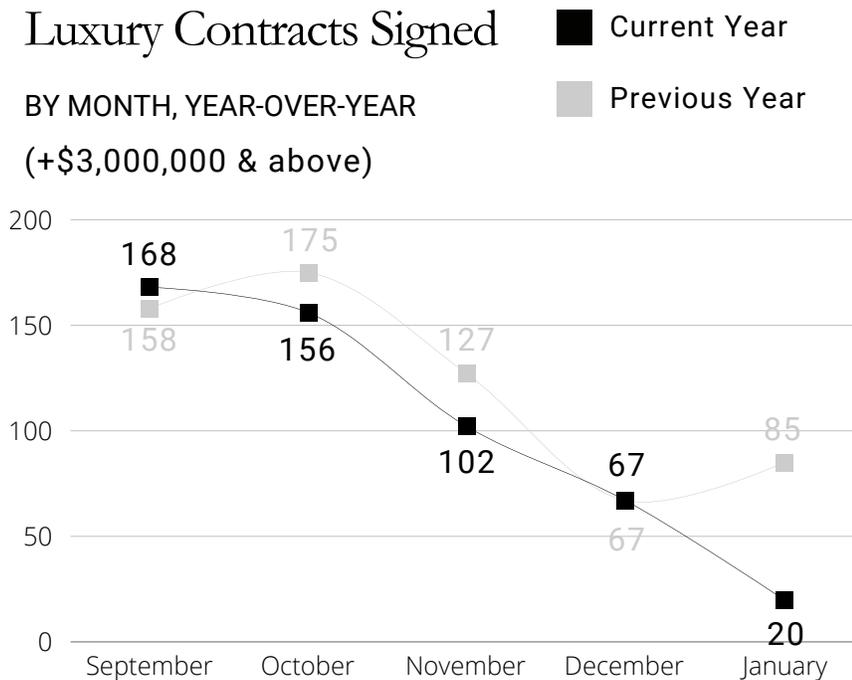
(+\$3,000,000 & above)



Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

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



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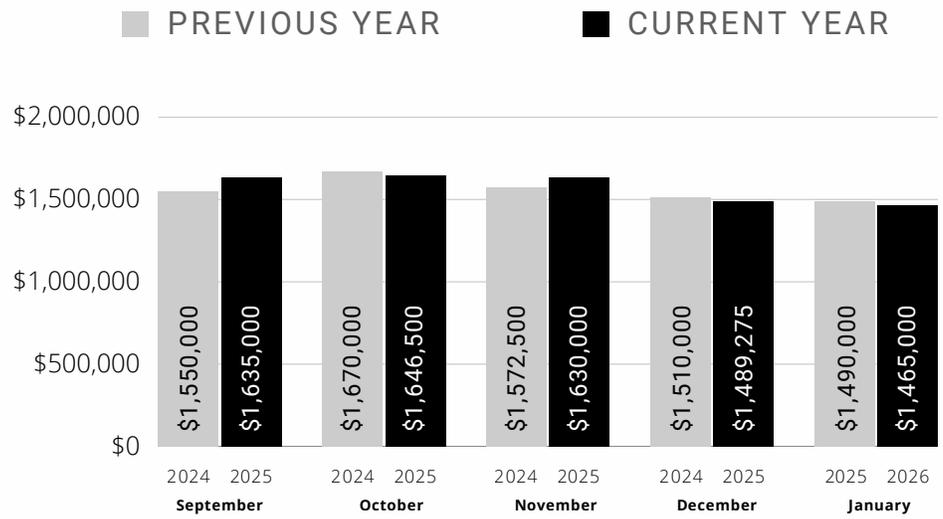
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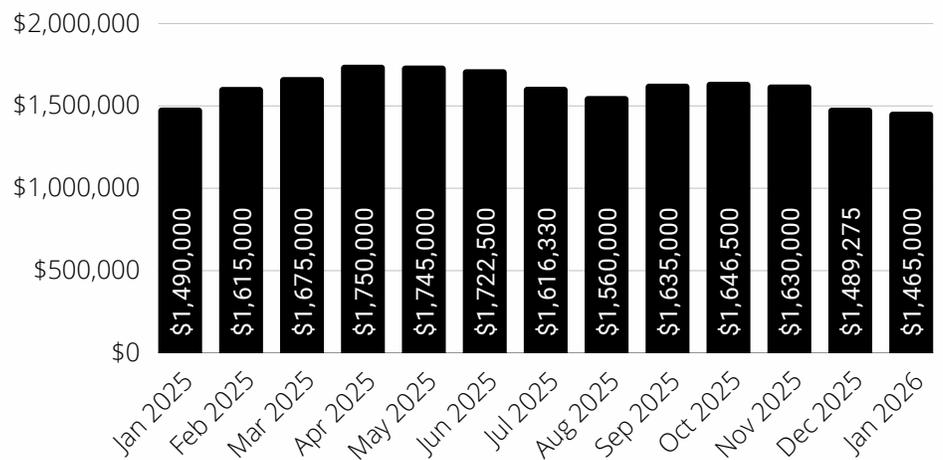


Median Sales Price

BY MONTH, YEAR-OVER-YEAR



BY MONTH



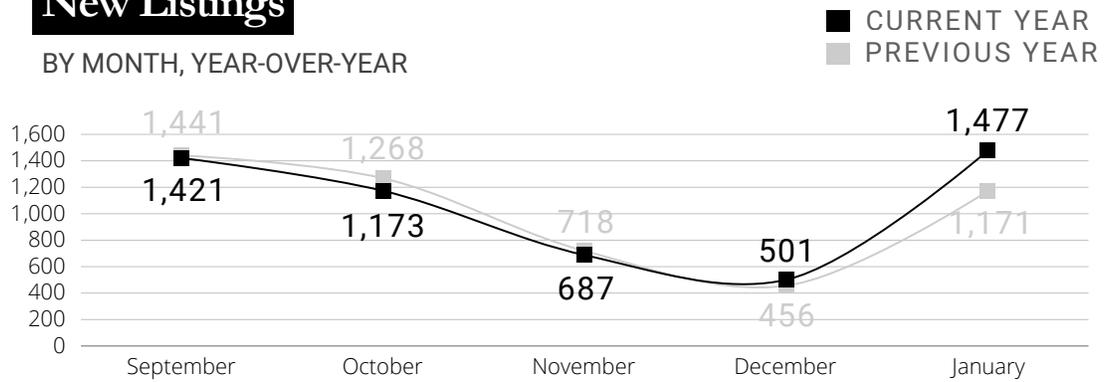
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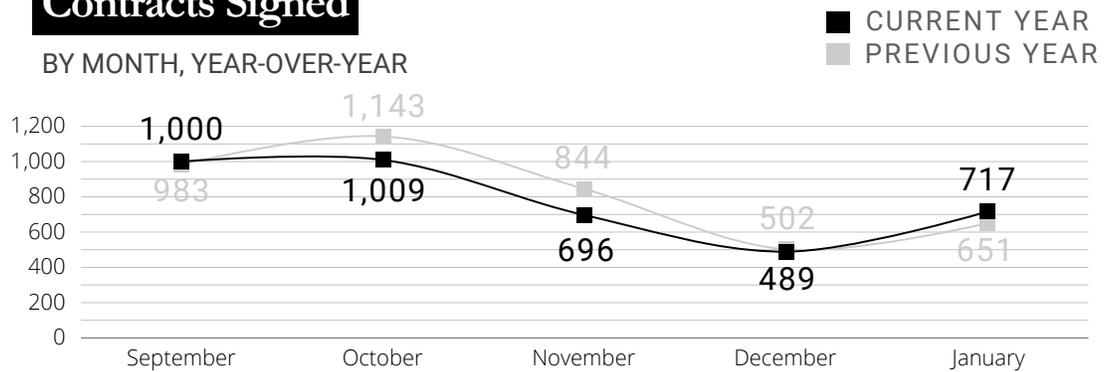
New Listings

BY MONTH, YEAR-OVER-YEAR



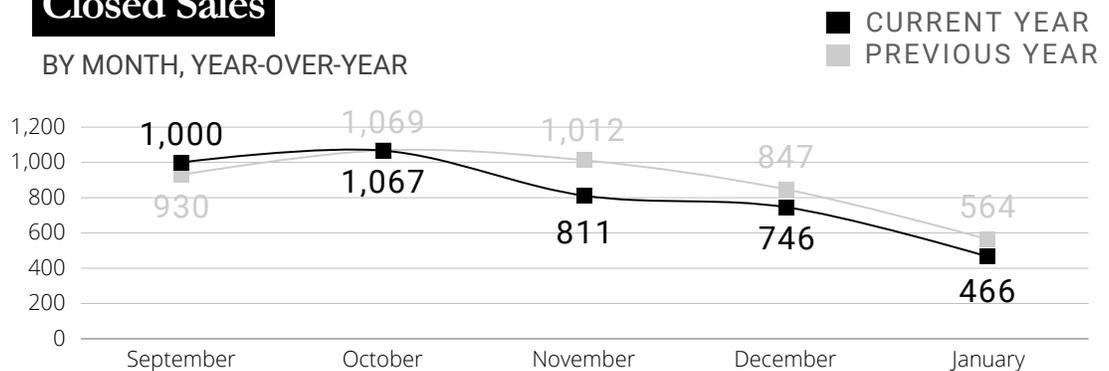
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



Closed Sales

BY MONTH, YEAR-OVER-YEAR



Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR



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San Mateo County

What's in the San Mateo County data?

The market for Single Family Homes, Condo, and Townhomes units saw 206 closed sales at a median price of \$1.5m. There was a total of 528 new listings with an average of 43 days on the market without price reduction and with an average price per square foot of \$1,067.



Overview



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January 2026

New Listings

528

+13.6% Year-over-Year

Closed Sales

206

-0.9% Year-over-Year

Average Days-on-Market

43

+2.4% Year-over-Year

Average Price Per SqFt

\$1,067

+1.5% Year-over-Year

Median Sale Price

\$1.5M

-0.9% Year-over-Year

Total Volume

\$467M

+7.9% 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 January change with late reported activity. Data from sources deemed reliable but January contain errors and are subject to revision.



SFH

Single Family Homes

374

New Listings

152

Closed Sales

37

Average
Days-on-Market

\$1,179

Average Price
Per SqFt

\$1.8M

Median Sale Price

\$414M

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 January change with late reported activity. Data from sources deemed reliable but January contain errors and are subject to revision.





CONDO

Condo & Townhomes

154

New Listings

54

Closed Sales

61

Average
Days-on Market

\$751

Average Price
Per SqFt

\$842K

Median Sale Price

\$53M

Total Volume

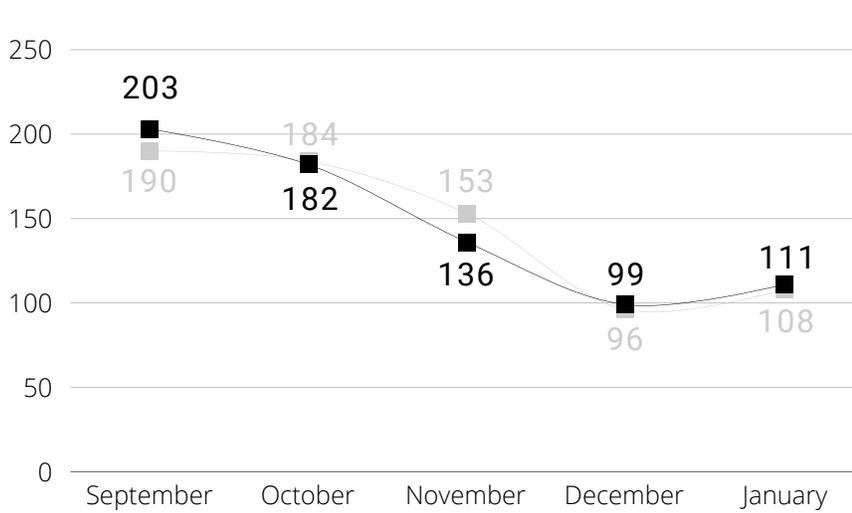
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Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

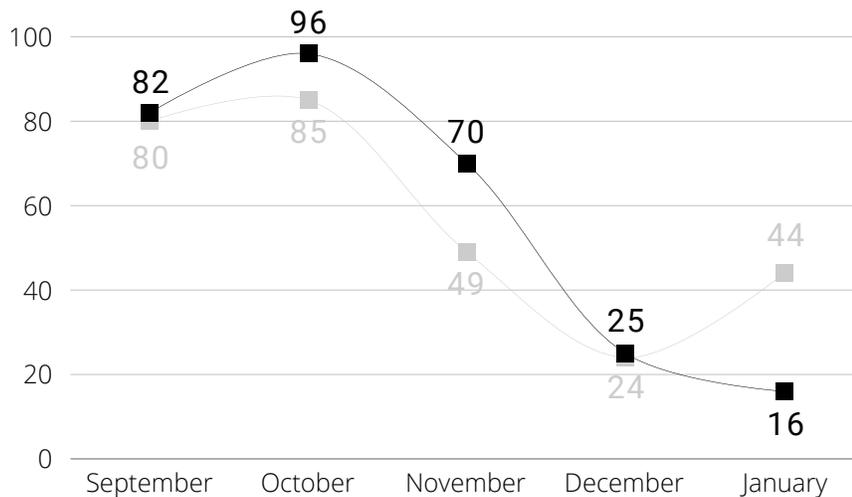
(+\$3,000,000 & above)



Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

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



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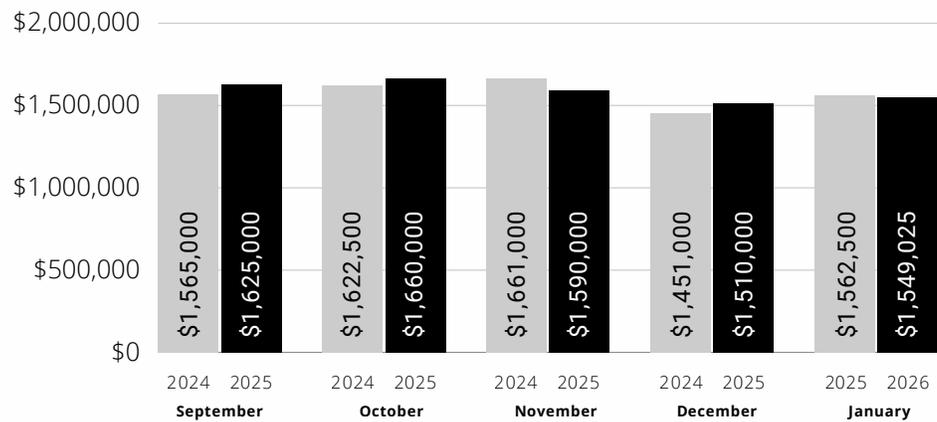
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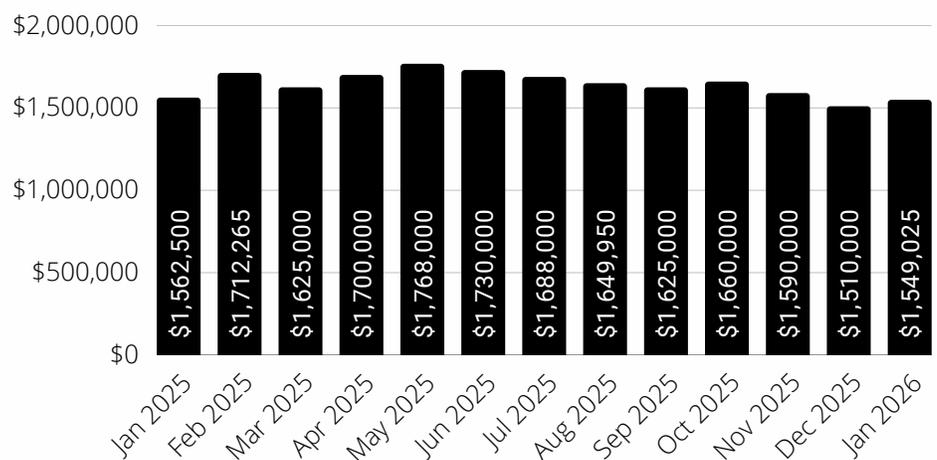
Median Sales Price

BY MONTH, YEAR-OVER-YEAR

■ PREVIOUS YEAR ■ CURRENT YEAR

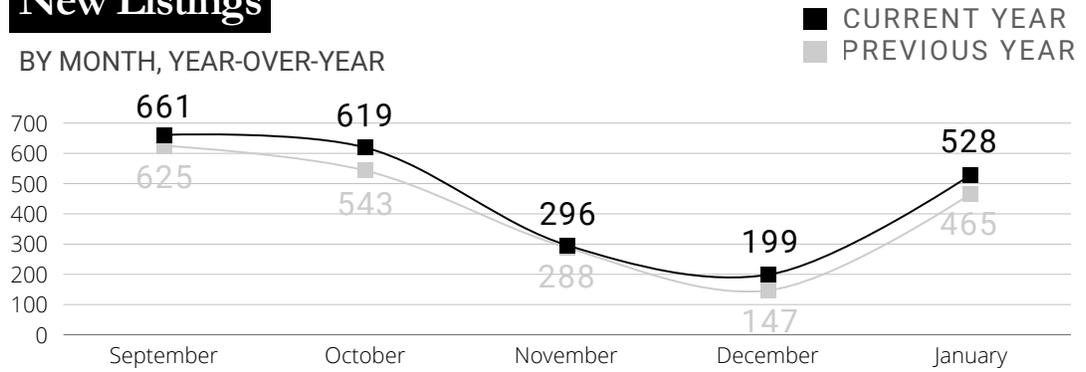


BY MONTH



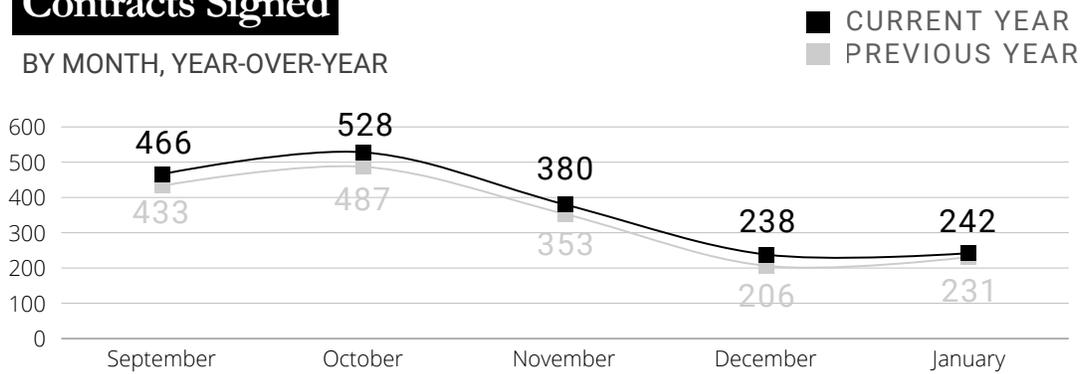
New Listings

BY MONTH, YEAR-OVER-YEAR



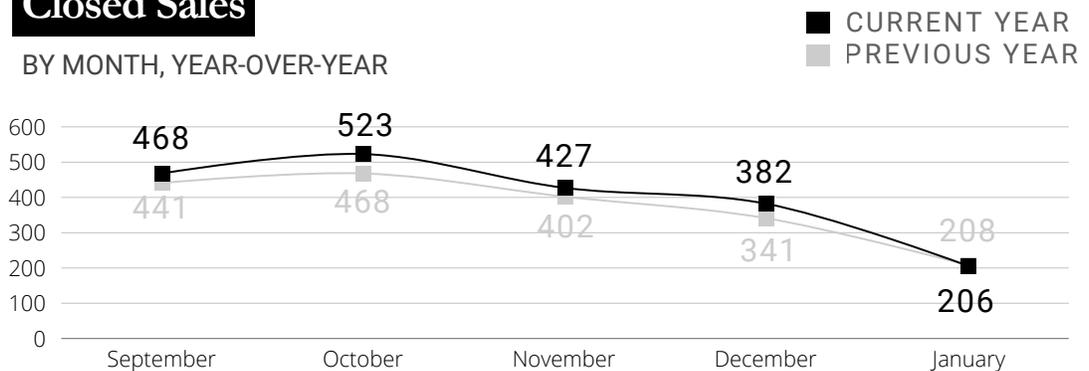
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



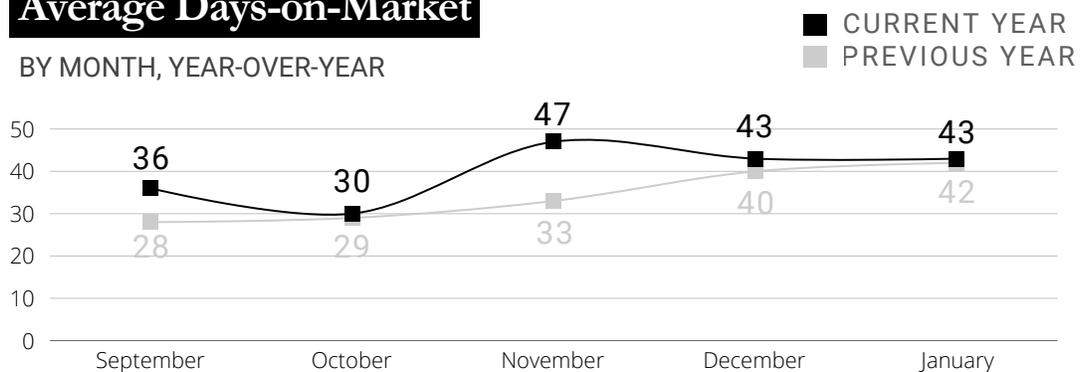
Closed Sales

BY MONTH, YEAR-OVER-YEAR



Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR





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San Francisco County

What's in the San Francisco County data?

The market for Single Family Homes, Condo, and Townhomes units saw 175 closed sales at a median price of \$1.3m. There was a total of 460 new listings with an average of 62 days on the market without price reduction and with an average price per square foot of \$1,012.



Overview



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January 2026

New Listings

460

-22.0% Year-over-Year

Closed Sales

175

-27.4% Year-over-Year

Average Days-on-Market

62

+1.6% Year-over-Year

Average Price Per SqFt

\$1,012

+2.0% Year-over-Year

Median Sale Price

\$1.3M

+3.6% Year-over-Year

Total Volume

\$296M

-27.1% 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 January change with late reported activity. Data from sources deemed reliable but January contain errors and are subject to revision.



SFH

Single Family Homes

181

New Listings

76

Closed Sales

30

Average
Days-on-Market

\$1,051

Average Price
Per SqFt

\$1.6M

Median Sale Price

\$167M

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 January change with late reported activity. Data from sources deemed reliable but January contain errors and are subject to revision.





CONDO

Condo & Townhomes

279

New Listings

100

Closed Sales

86

Average
Days-on Market

\$982

Average Price
Per SqFt

\$1M

Median Sale Price

\$129M

Total Volume

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Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

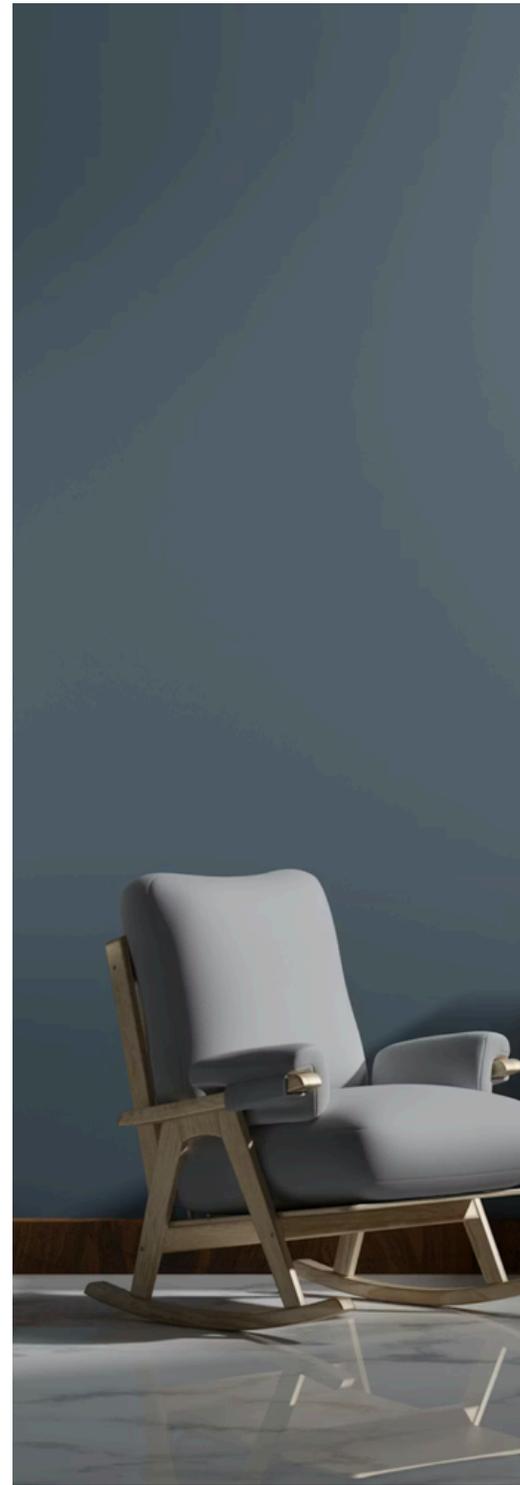
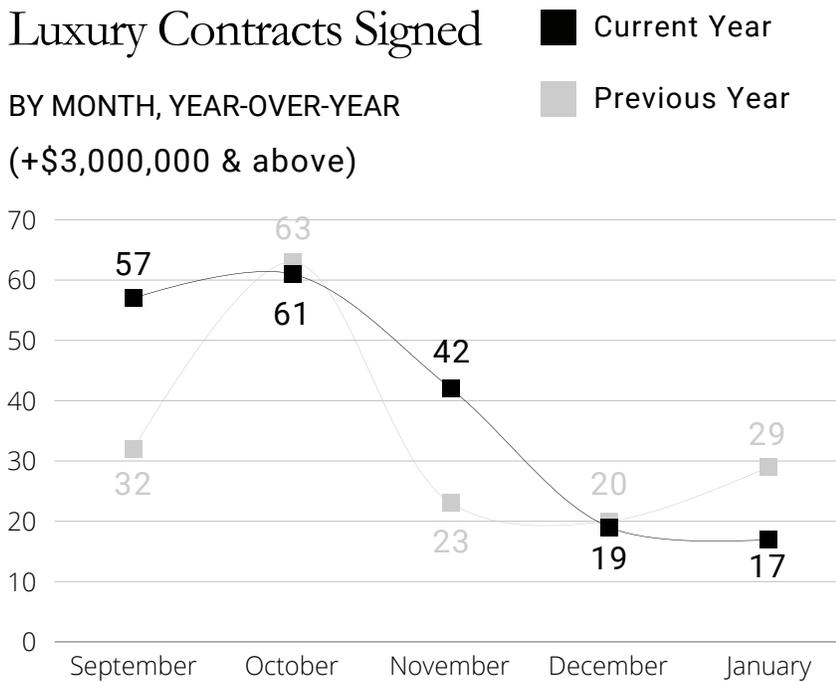
(+\$3,000,000 & above)



Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

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



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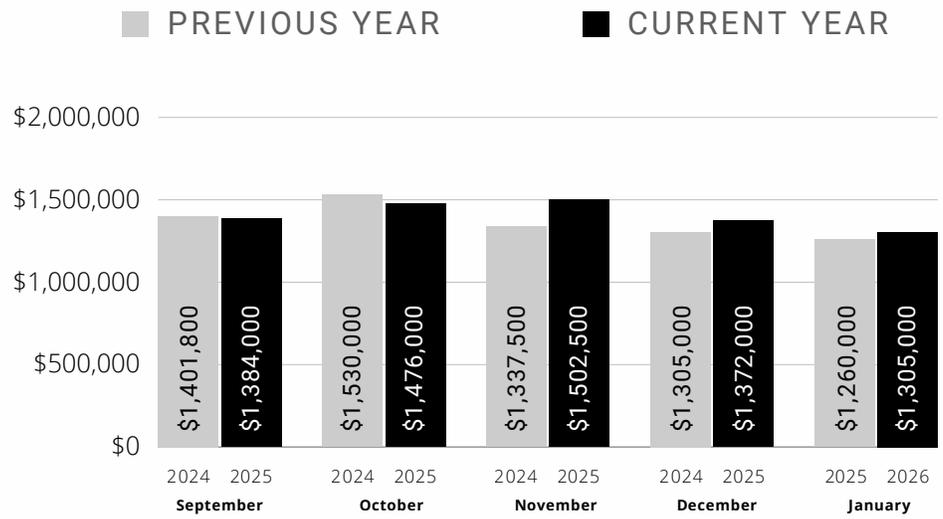
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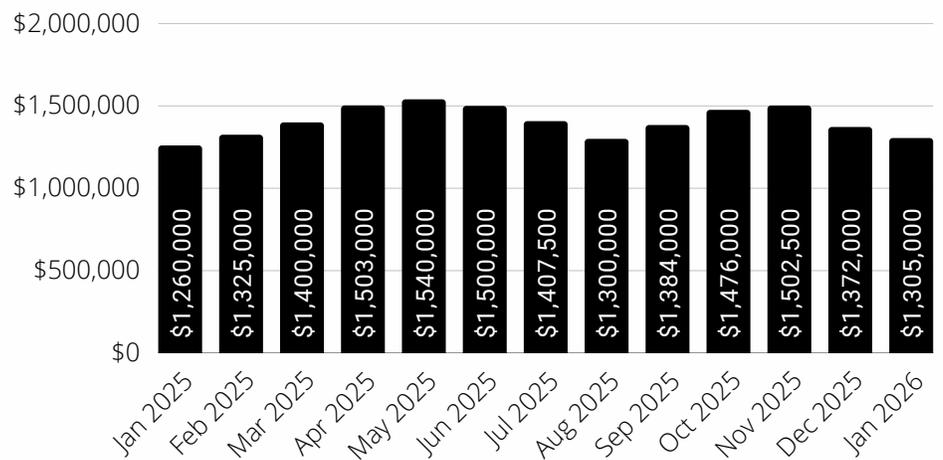


Median Sales Price

BY MONTH, YEAR-OVER-YEAR



BY MONTH



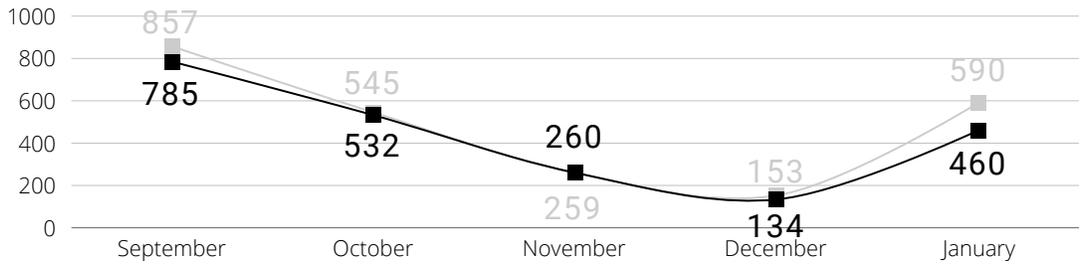
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New Listings

BY MONTH, YEAR-OVER-YEAR

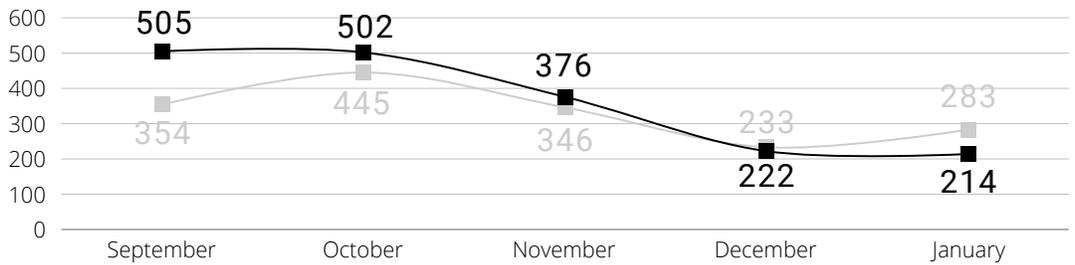
■ CURRENT YEAR
■ PREVIOUS YEAR



Contracts Signed

BY MONTH, YEAR-OVER-YEAR

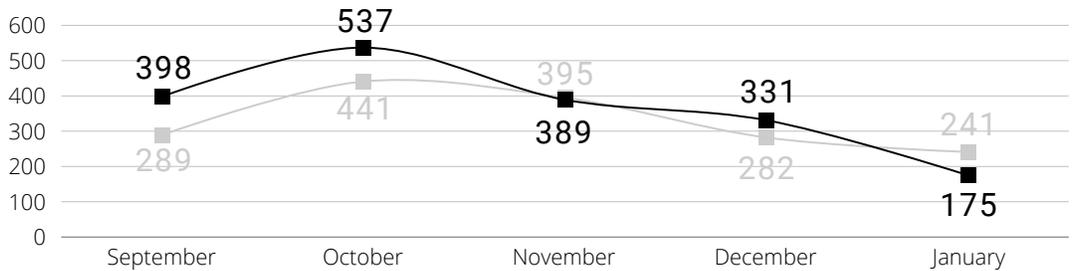
■ CURRENT YEAR
■ PREVIOUS YEAR



Closed Sales

BY MONTH, YEAR-OVER-YEAR

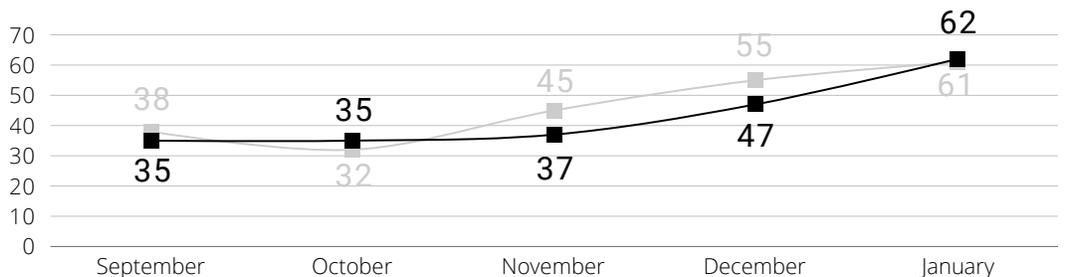
■ CURRENT YEAR
■ PREVIOUS YEAR



Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR

■ CURRENT YEAR
■ PREVIOUS YEAR





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Alameda County

What's in the Alameda County data?

The market for Single Family Homes, Condo, and Townhomes units saw 448 closed sales at a median price of \$931k. There was a total of 1,188 new listings with an average of 45 days on the market without price reduction and with an average price per square foot of \$647.



Overview



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January 2026

New Listings

1,188

-1.7% Year-over-Year

Closed Sales

448

-6.9% Year-over-Year

Average Days-on-Market

25

+12.5% Year-over-Year

Average Price Per SqFt

\$647

-4.9% Year-over-Year

Median Sale Price

\$931K

+1.3% Year-over-Year

Total Volume

\$496M

-7.6% 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 January change with late reported activity. Data from sources deemed reliable but January contain errors and are subject to revision.



SFH

Single Family Homes

792

New Listings

327

Closed Sales

36

Average
Days-on-Market

\$686

Average Price
Per SqFt

\$1.1M

Median Sale Price

\$414M

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 January change with late reported activity. Data from sources deemed reliable but January contain errors and are subject to revision.





CONDO

Condo & Townhomes

396

New Listings

121

Closed Sales

68

Average
Days-on Market

\$542

Average Price
Per SqFt

\$650K

Median Sale Price

\$82.6M

Total Volume

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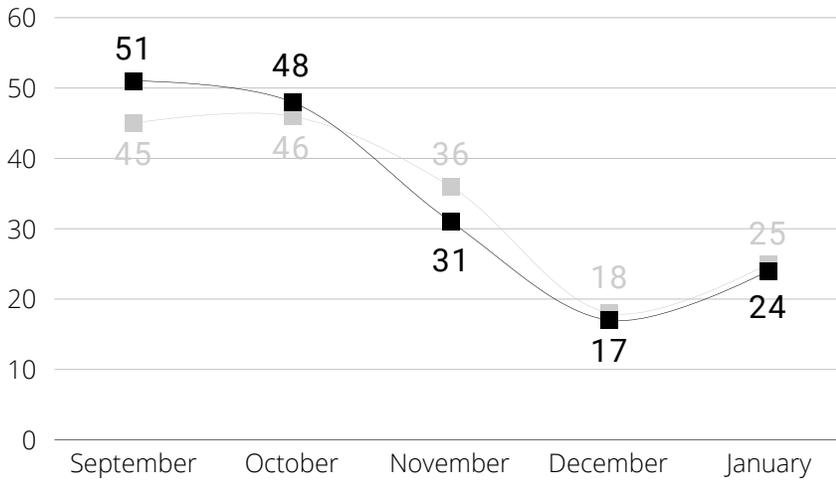
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Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

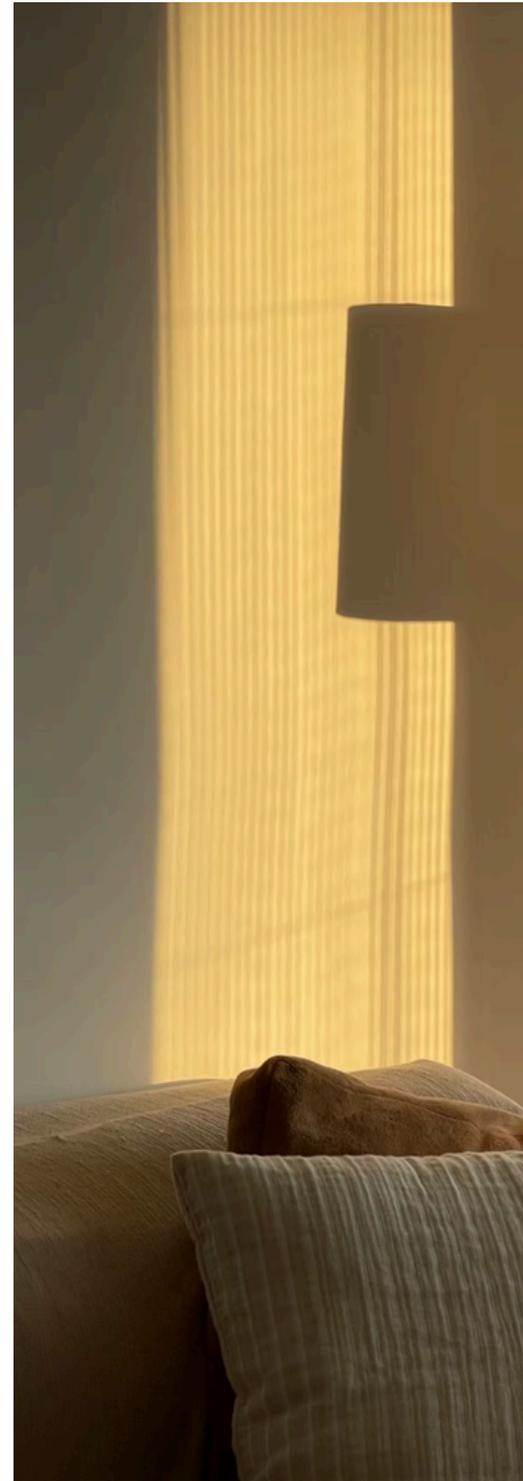
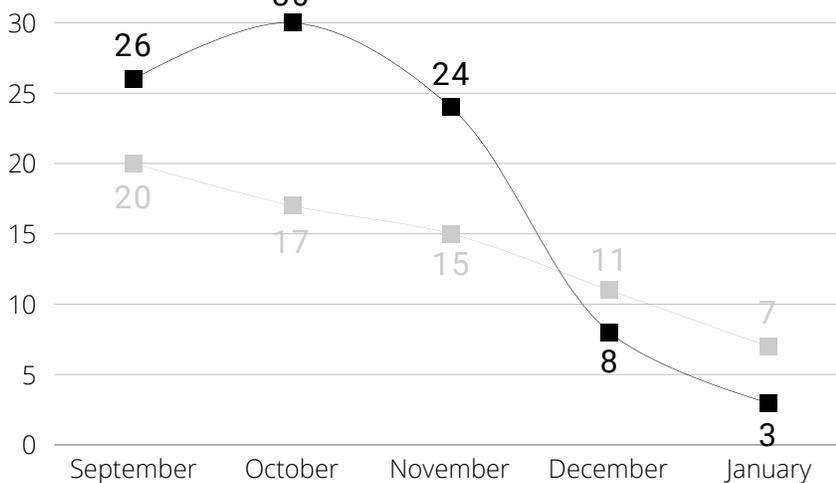
(+\$3,000,000 & above)



Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

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



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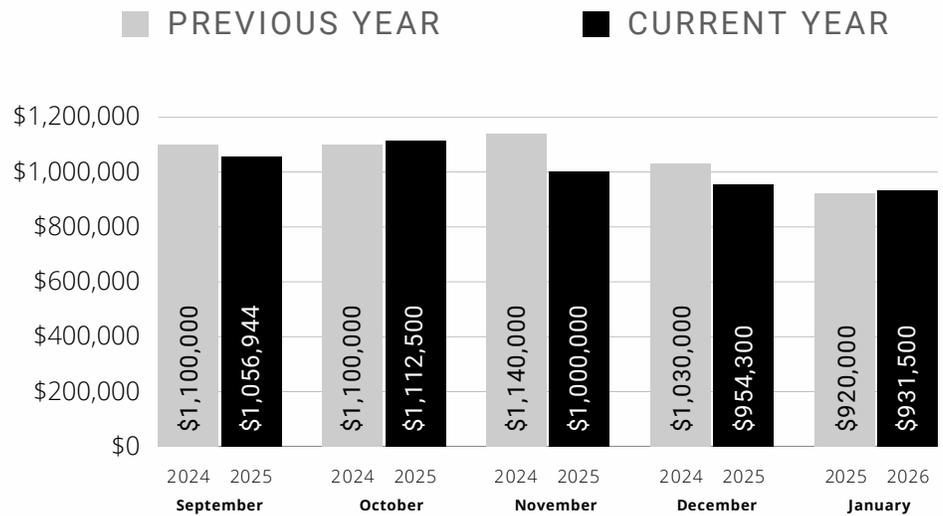
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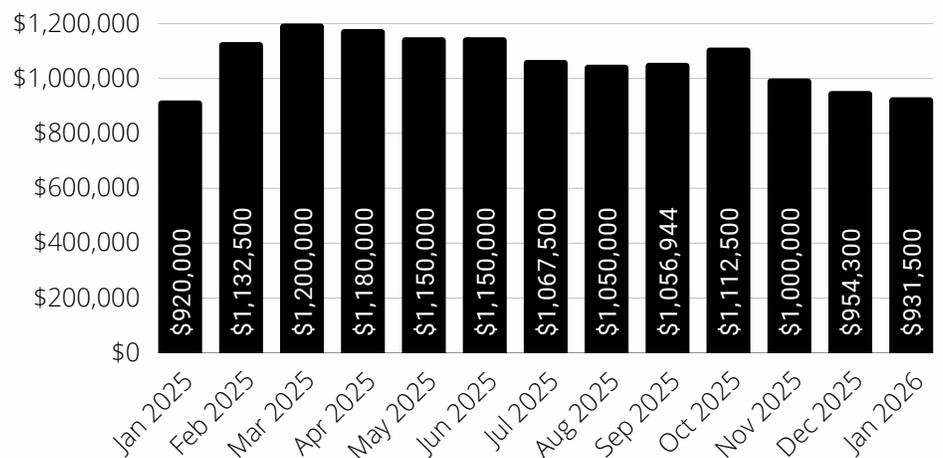


Median Sales Price

BY MONTH, YEAR-OVER-YEAR



BY MONTH

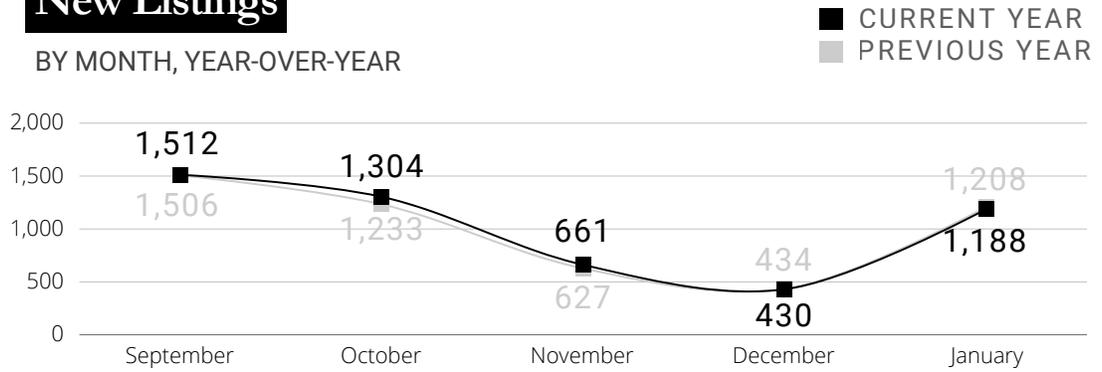


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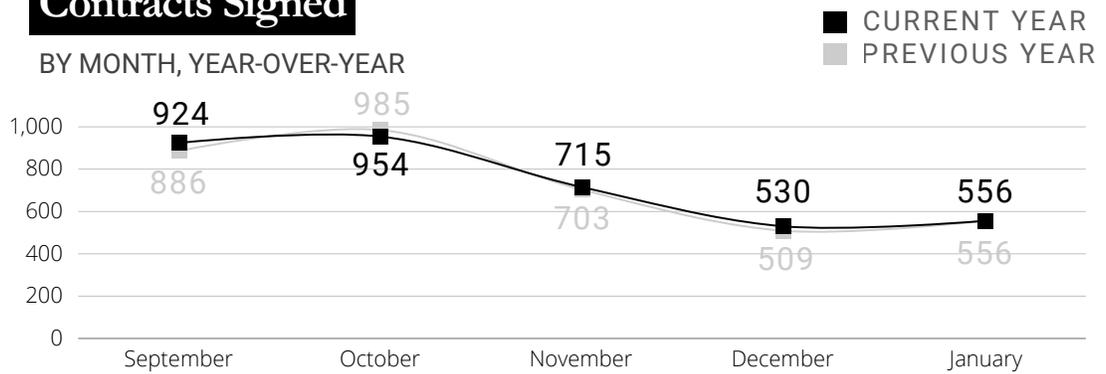
New Listings

BY MONTH, YEAR-OVER-YEAR



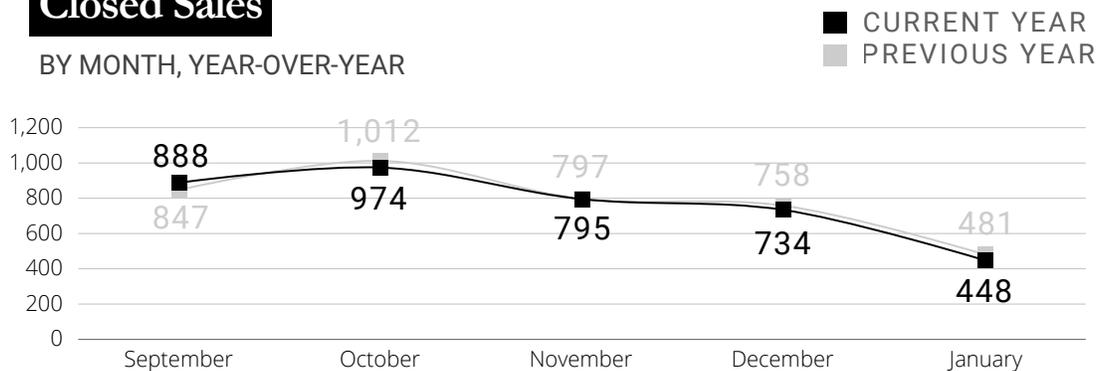
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



Closed Sales

BY MONTH, YEAR-OVER-YEAR



Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR





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Santa Cruz County

What's in the Santa Cruz County data?

The market for Single Family Homes, Condo, and Townhomes units saw 73 closed sales at a median price of \$1m. There was a total of 181 new listings with an average of 73 days on the market without price reduction and with an average price per square foot of \$732.



Overview

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January 2026

New Listings

181

-12.6% Year-over-Year

Closed Sales

73

-18.9% Year-over-Year

Average Days-on-Market

73

+62.2% Year-over-Year

Average Price Per SqFt

\$732

-11.9% Year-over-Year

Median Sale Price

\$1M

+2.9% Year-over-Year

Total Volume

\$102M

-5.3% 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 January change with late reported activity. Data from sources deemed reliable but January contain errors and are subject to revision.



SFH

Single Family Homes

146

New Listings

56

Closed Sales

73

Average
Days-on-Market

\$756

Average Price
Per SqFt

\$1.2M

Median Sale Price

\$88.6M

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 January change with late reported activity. Data from sources deemed reliable but January contain errors and are subject to revision.





CONDO

Condo & Townhomes

35

New Listings

17

Closed Sales

71

Average
Days-on Market

\$656

Average Price
Per SqFt

\$799K

Median Sale Price

\$14.1M

Total Volume

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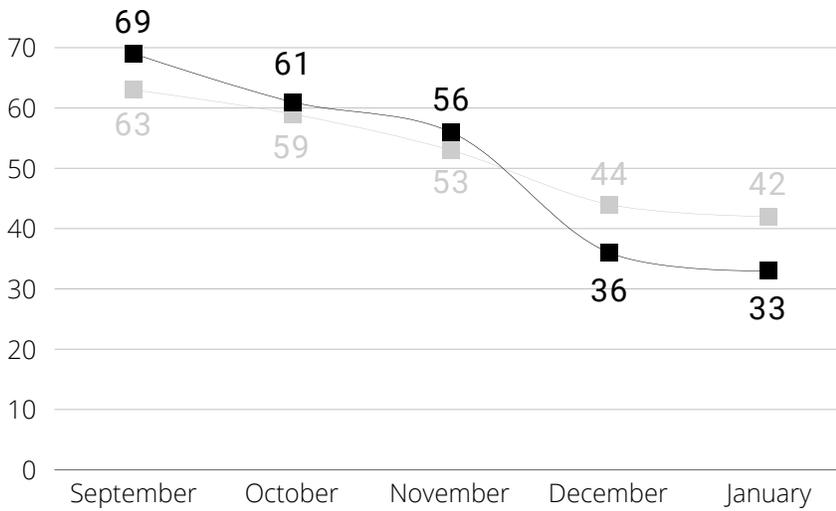
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Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

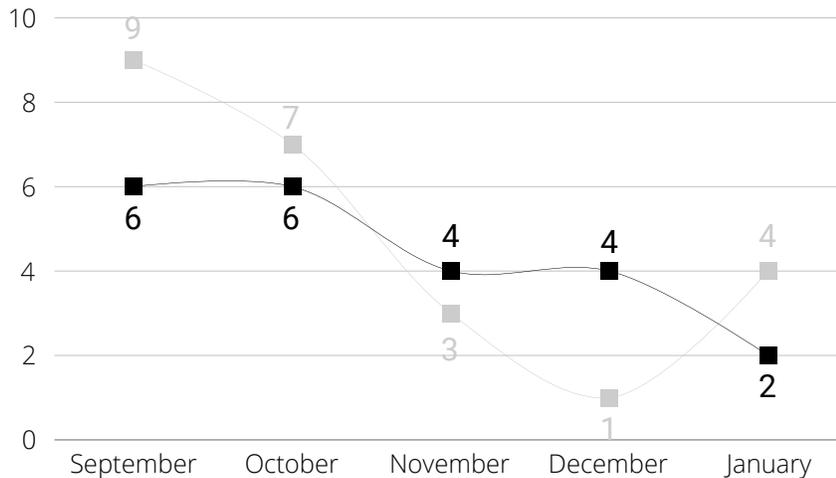
(+\$3,000,000 & above)



Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

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



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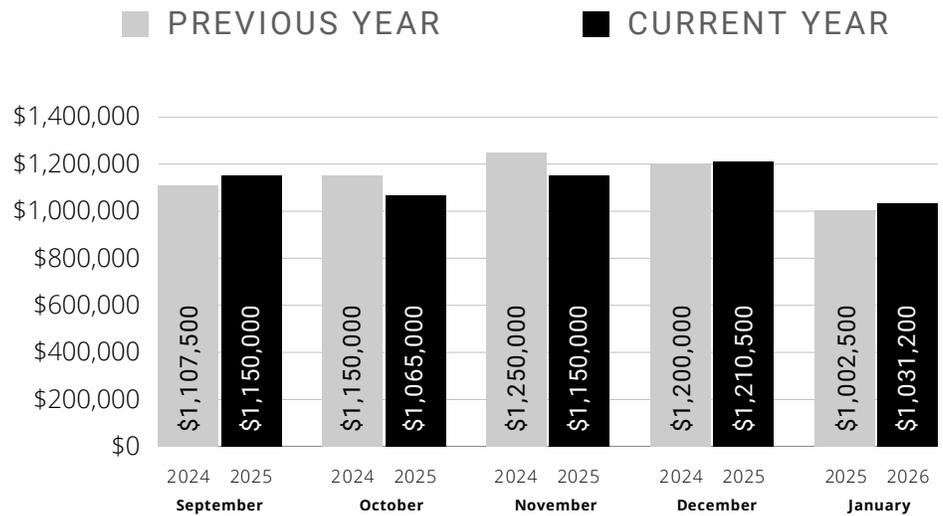
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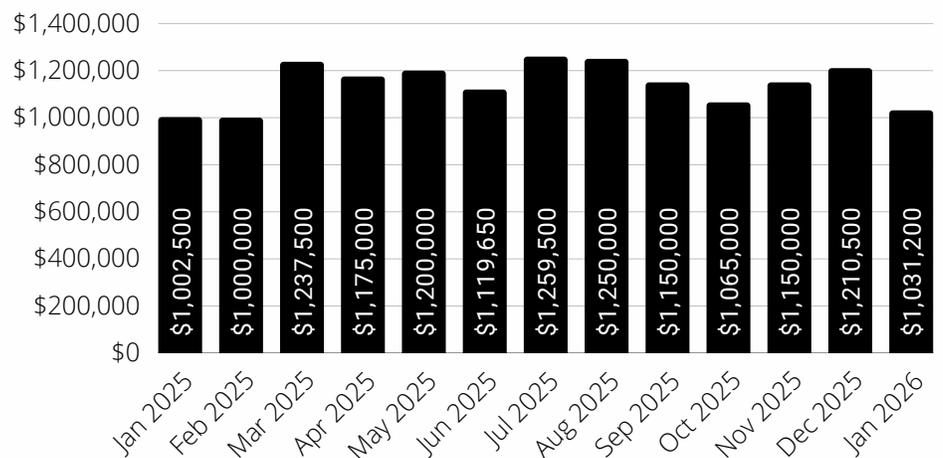


Median Sales Price

BY MONTH, YEAR-OVER-YEAR

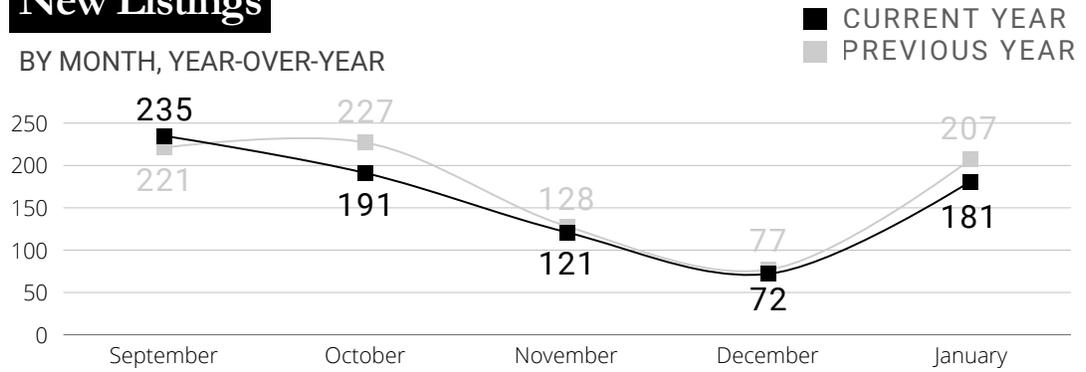


BY MONTH



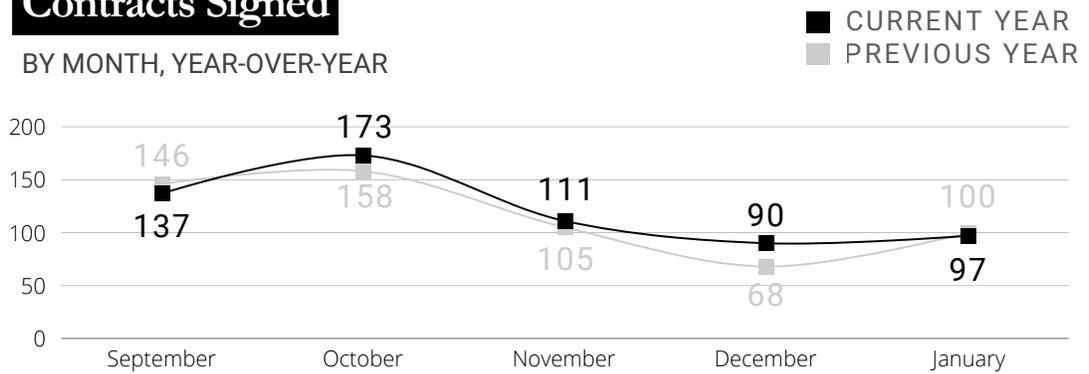
New Listings

BY MONTH, YEAR-OVER-YEAR



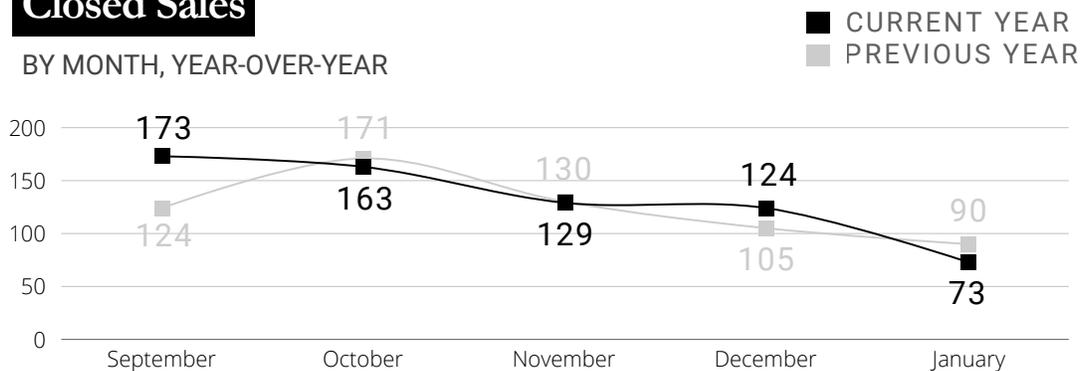
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



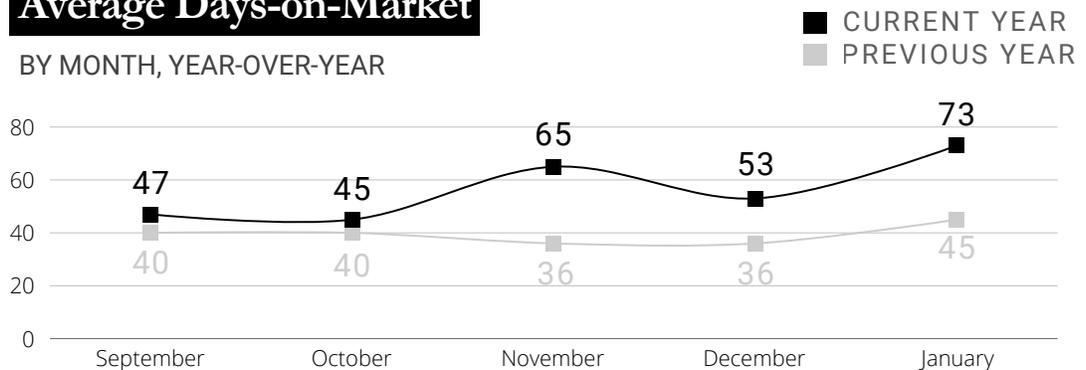
Closed Sales

BY MONTH, YEAR-OVER-YEAR



Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR



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Monterey County

What's in the Monterey County data?

The market for Single Family Homes, Condo, and Townhomes units saw 116 closed sales at a median price of \$936k. There was a total of 214 new listings with an average of 55 days on the market without price reduction and with an average price per square foot of \$735.



Overview

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January 2026

New Listings

214

-4.5% Year-over-Year

Closed Sales

116

-24.2% Year-over-Year

Average Days-on-Market

55

+12.2% Year-over-Year

Average Price Per SqFt

\$735

+2.8% Year-over-Year

Median Sale Price

\$936K

+5.9% Year-over-Year

Total Volume

\$163M

-20.6% 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 January change with late reported activity. Data from sources deemed reliable but January contain errors and are subject to revision.



SFH

Single Family Homes

178

New Listings

97

Closed Sales

54

Average
Days-on-Market

\$745

Average Price
Per SqFt

\$965K

Median Sale Price

\$147M

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 January change with late reported activity. Data from sources deemed reliable but January contain errors and are subject to revision.





CONDO

Condo & Townhomes

36

New Listings

19

Closed Sales

63

Average
Days-on Market

\$680

Average Price
Per SqFt

\$725K

Median Sale Price

\$16.3M

Total Volume

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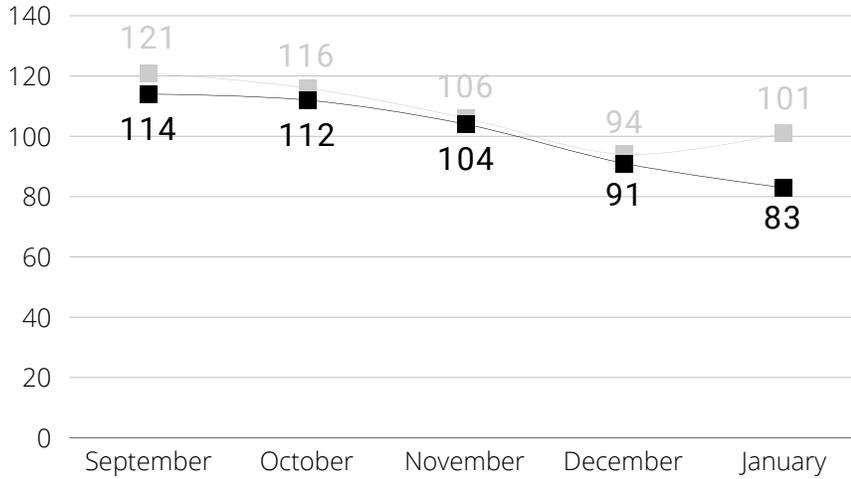
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Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

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

■ Current Year
■ Previous Year

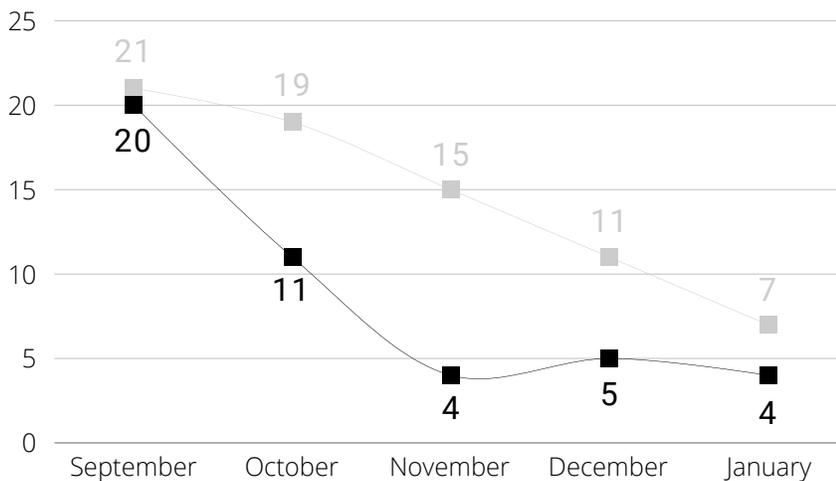


Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

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

■ Current Year
■ Previous Year

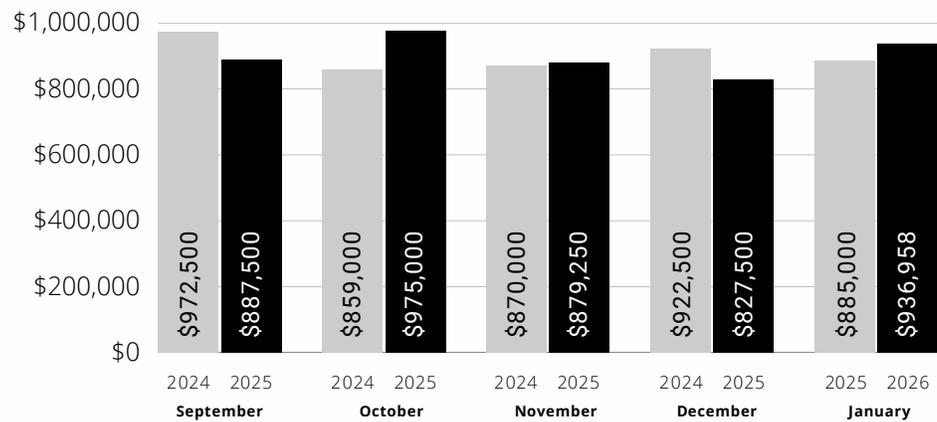




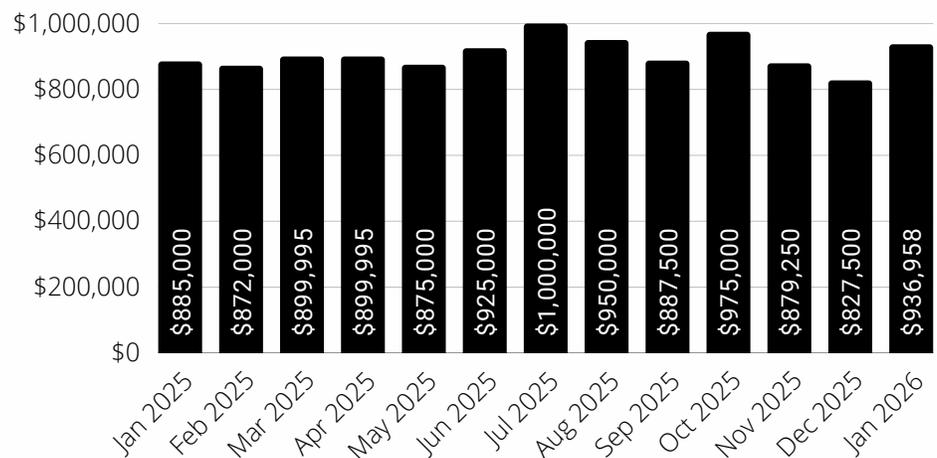
Median Sales Price

BY MONTH, YEAR-OVER-YEAR

■ PREVIOUS YEAR ■ CURRENT YEAR



BY MONTH

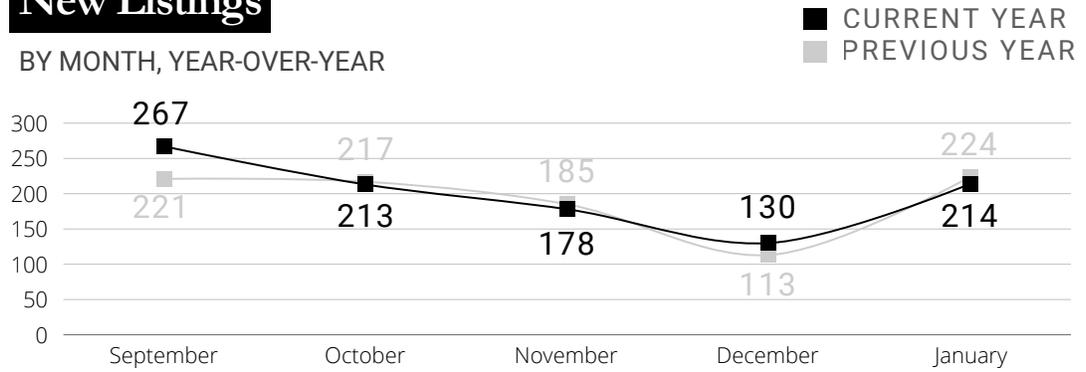


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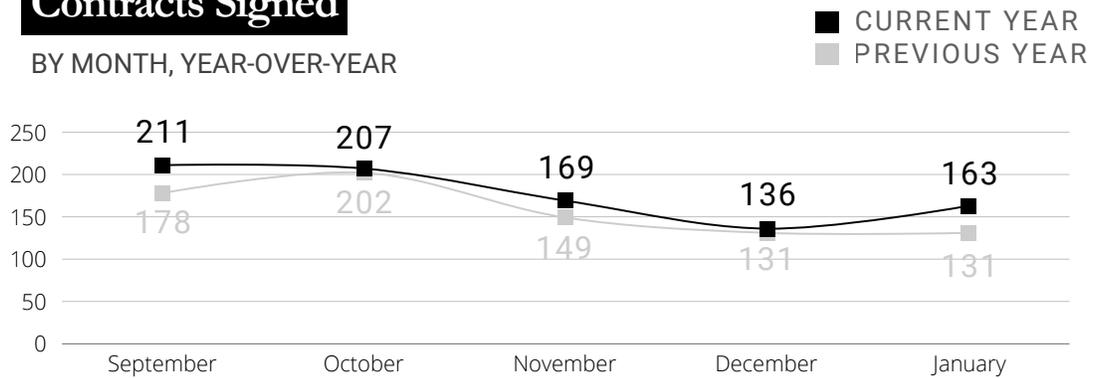
New Listings

BY MONTH, YEAR-OVER-YEAR



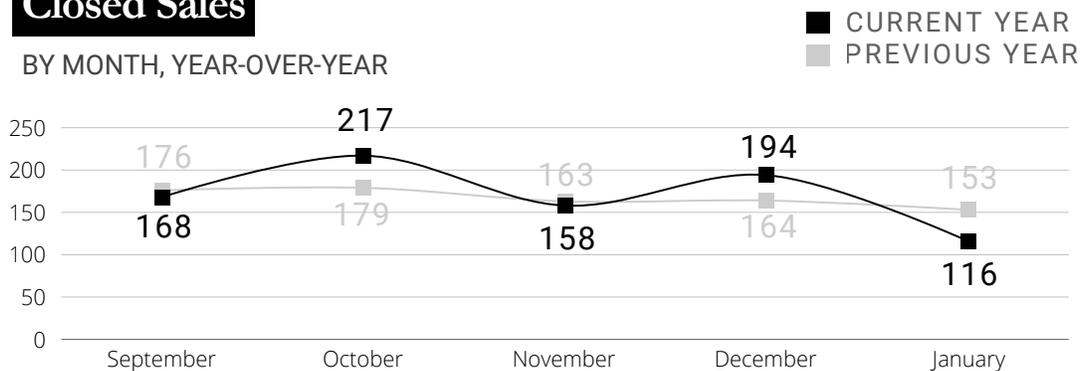
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



Closed Sales

BY MONTH, YEAR-OVER-YEAR



Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR



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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.

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