

**kw** BAY AREA  
ESTATES  
KELLERWILLIAMS.

KELLERWILLIAMS  
*Luxury*  
BAY AREA ESTATES

# Market Update

MARCH 2026

*Haiyan*  
HAIYAN FU HOMES

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# KW Bay Area Estates

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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?**

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## I can help...

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

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# Your House Hasn't Sold Yet. Should You Rent It Out Instead?



When your house sits on the market longer than expected, it can get frustrating fast.

You start asking: what now? And for a growing number of homeowners, that turns into: should I just rent it instead? While it sounds like a simple backup plan, becoming “accidental landlord” is actually a much bigger decision than most people realize. That’s when someone planned to sell, didn’t get the price or traction they hoped for, and decided to rent the house out instead.

And lately, that’s happening more often.

[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 1,043 closed sales at a median price of \$1.6m. There was a total of 1,987 new listings with an average of 22 days on the market without price reduction and with an average price per square foot of \$1,116.



# Overview



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March 2026

New Listings

1,987

+9.5% Year-over-Year

Closed Sales

1,043

+3.8% Year-over-Year

Average Days-on-Market

22

+37.5% Year-over-Year

Average Price Per SqFt

\$1,116

-2.5% Year-over-Year

Median Sale Price

\$1.6M

+0.3% Year-over-Year

Total Volume

\$2.1B

-0.1% Year-over-Year

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



# SFH

## Single Family Homes

1,326

New Listings

718

Closed Sales

18

Average  
Days-on-Market

\$1,269

Average Price  
Per SqFt

\$2M

Median Sale Price

\$1.7B

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





# CONDO

## Condo & Townhomes

661

New Listings

325

Closed Sales

30

Average  
Days-on Market

\$778

Average Price  
Per SqFt

\$1M

Median Sale Price

\$350M

Total Volume

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## Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

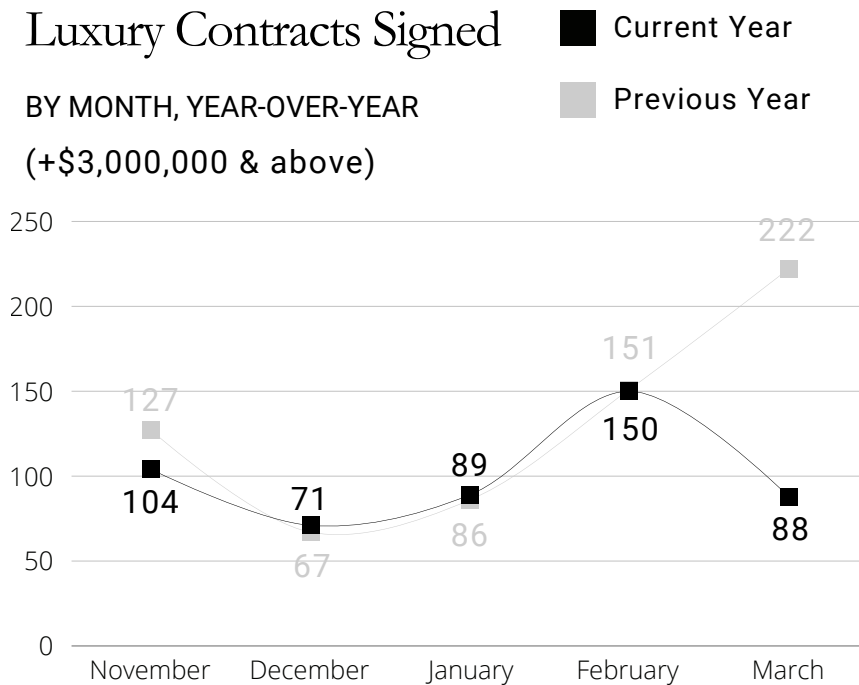
(+\$3,000,000 & above)



## Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

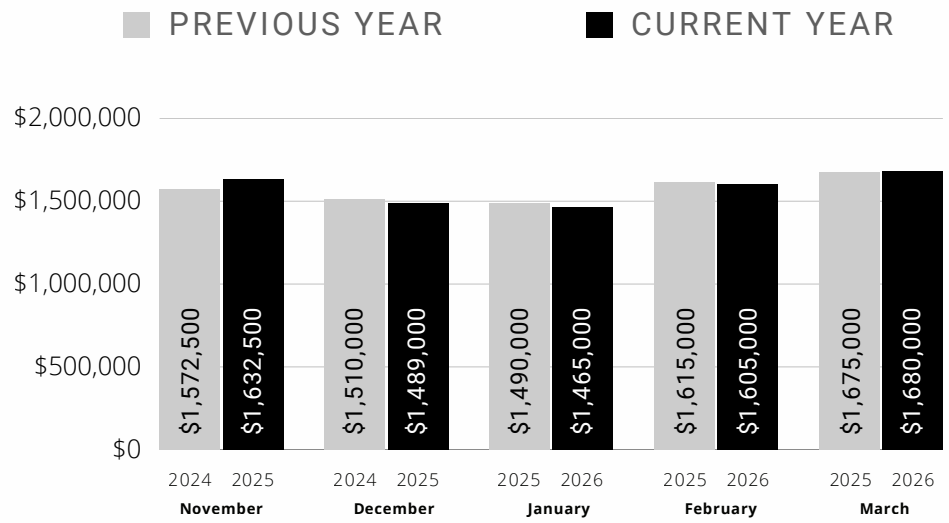
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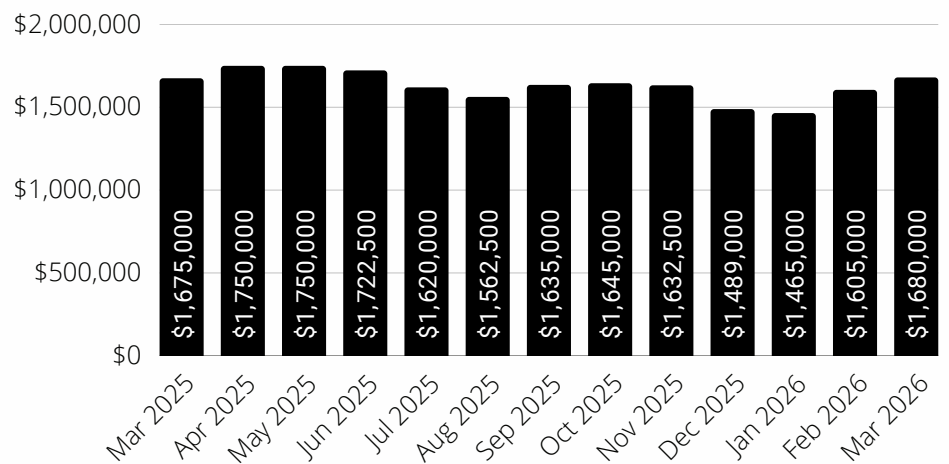


# Median Sales Price

## BY MONTH, YEAR-OVER-YEAR

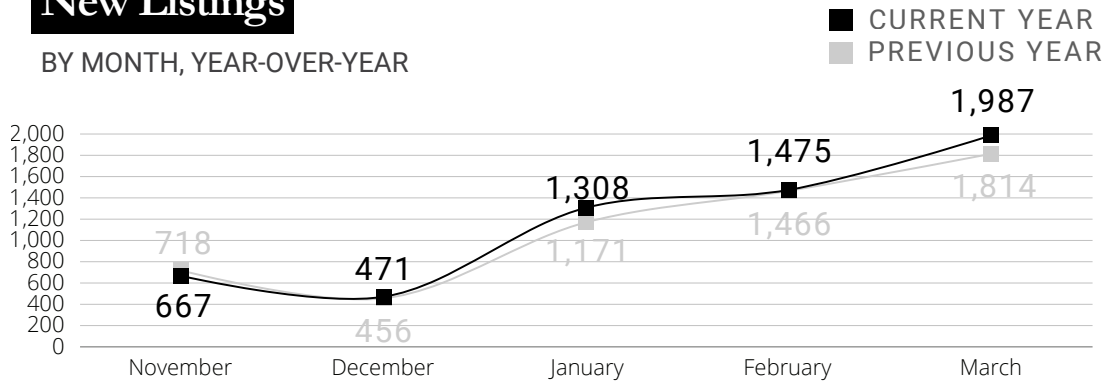


## BY MONTH



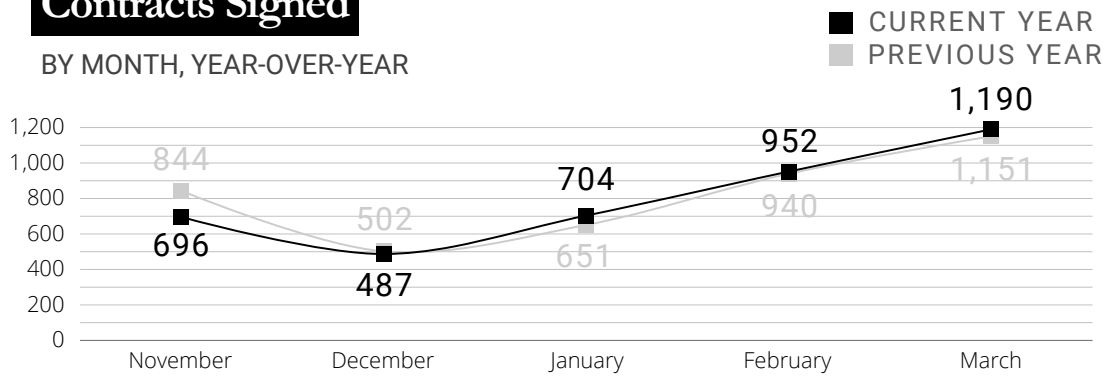
## New Listings

BY MONTH, YEAR-OVER-YEAR



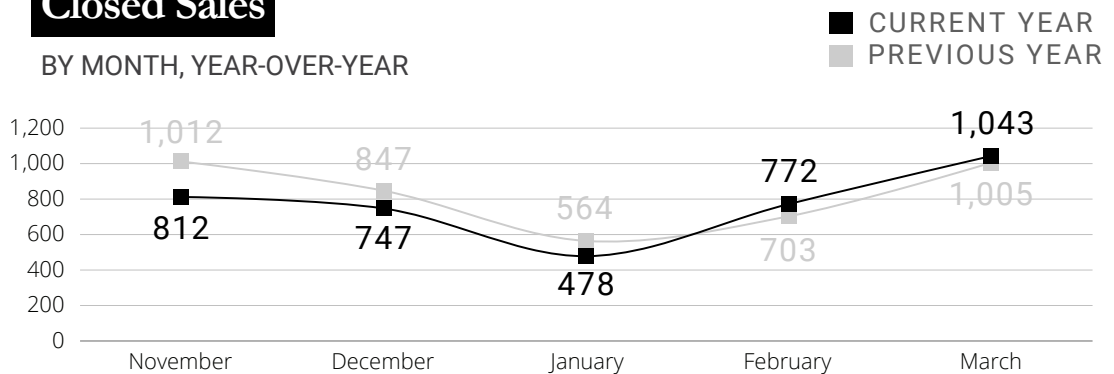
## Contracts Signed

BY MONTH, YEAR-OVER-YEAR



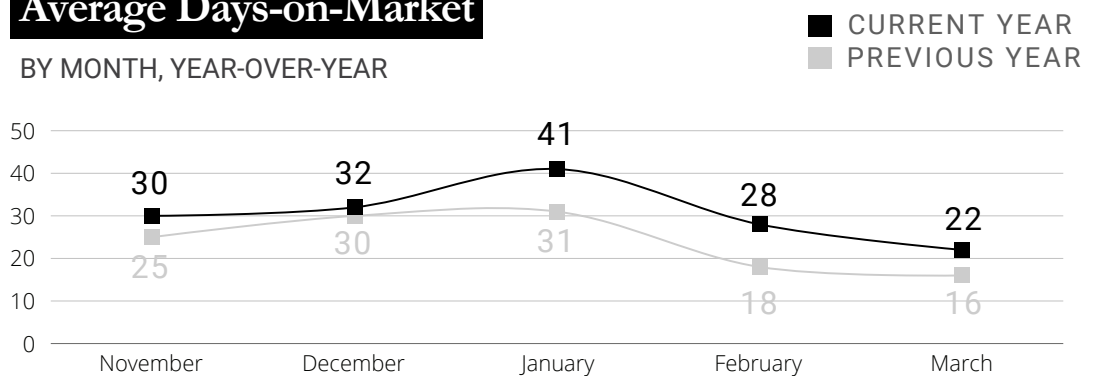
## Closed Sales

BY MONTH, YEAR-OVER-YEAR



## Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR





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# San Mateo County

What's in the San Mateo County data?

The market for Single Family Homes, Condo, and Townhomes units saw 400 closed sales at a median price of \$1.7m. There was a total of 770 new listings with an average of 20 days on the market without price reduction and with an average price per square foot of \$1,173.



# Overview



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March 2026

New Listings

770

+14.8% Year-over-Year

Closed Sales

400

+3.4% Year-over-Year

Average Days-on-Market

20

-4.8% Year-over-Year

Average Price Per SqFt

\$1,173

+3.3% Year-over-Year

Median Sale Price

\$1.7M

+9.8% Year-over-Year

Total Volume

\$1B

+15.1% Year-over-Year

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



# SFH

## Single Family Homes

570

New Listings

312

Closed Sales

19

Average  
Days-on-Market

\$1,277

Average Price  
Per SqFt

\$2.1M

Median Sale Price

\$906M

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





# CONDO

## Condo & Townhomes

200

New Listings

88

Closed Sales

24

Average  
Days-on Market

\$806

Average Price  
Per SqFt

\$933K

Median Sale Price

\$98M

Total Volume

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## Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

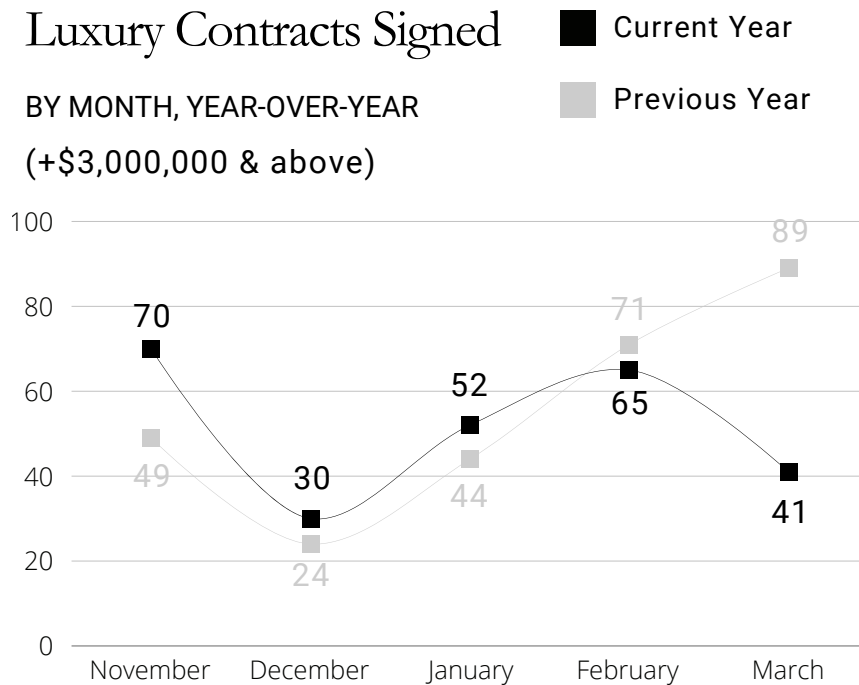
(+\$3,000,000 & above)



## Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

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



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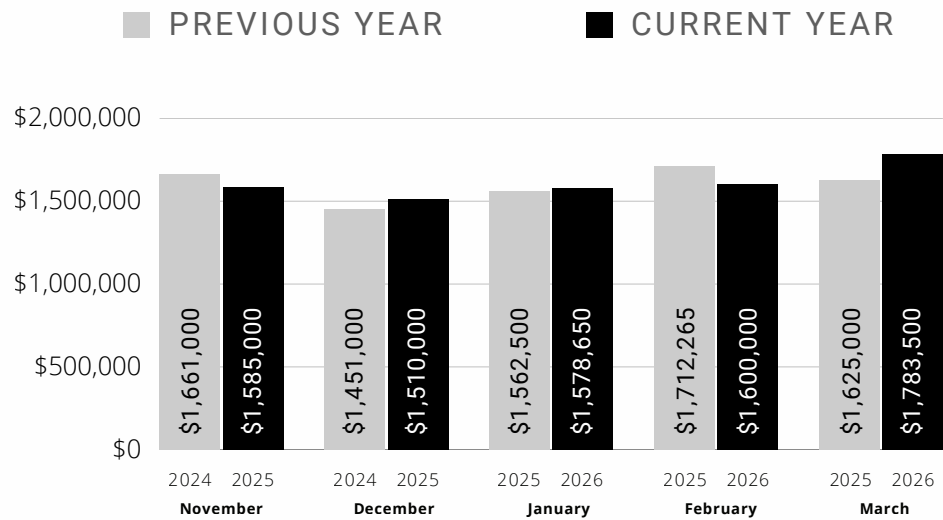
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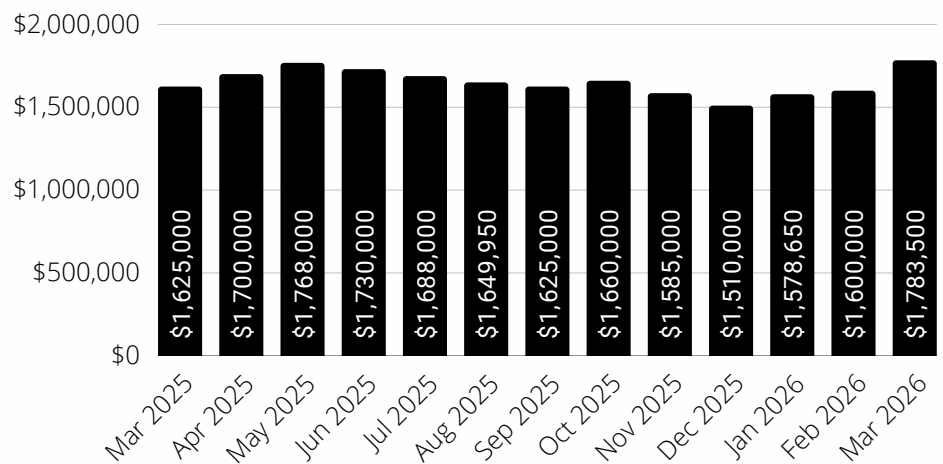


# Median Sales Price

## BY MONTH, YEAR-OVER-YEAR

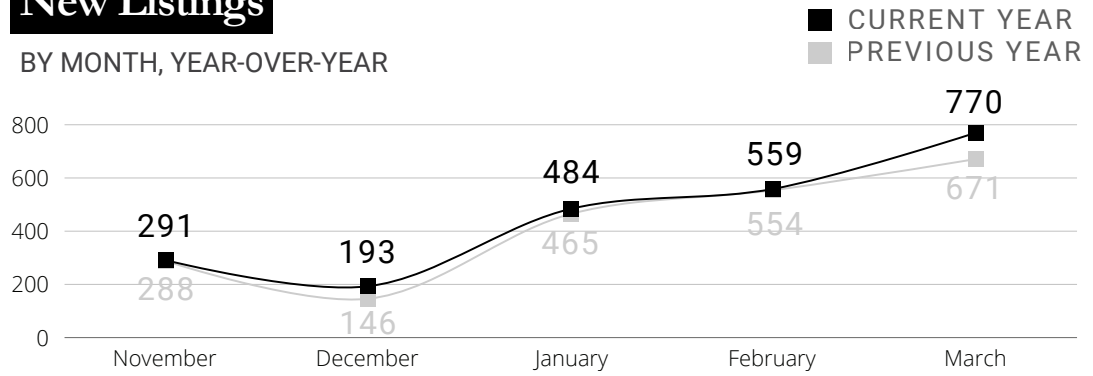


## BY MONTH



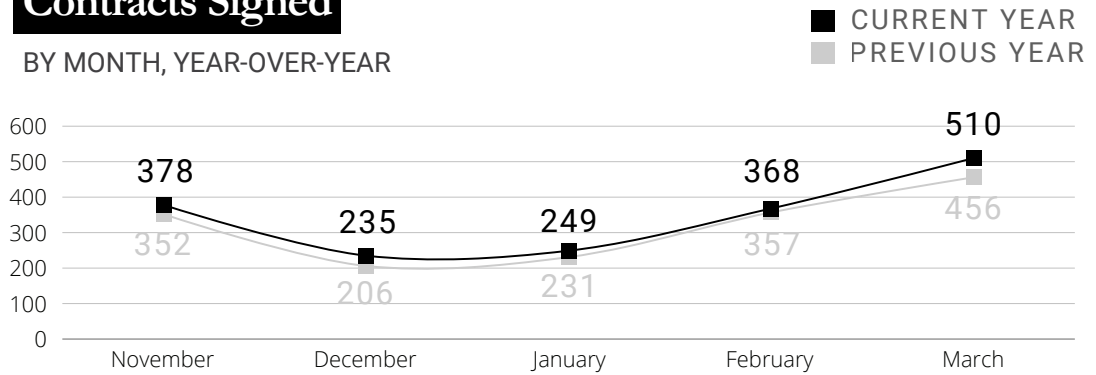
## New Listings

BY MONTH, YEAR-OVER-YEAR



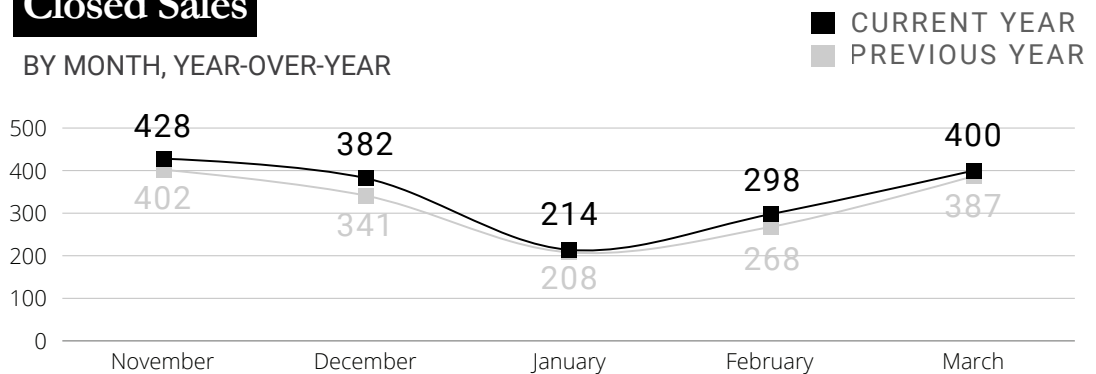
## Contracts Signed

BY MONTH, YEAR-OVER-YEAR



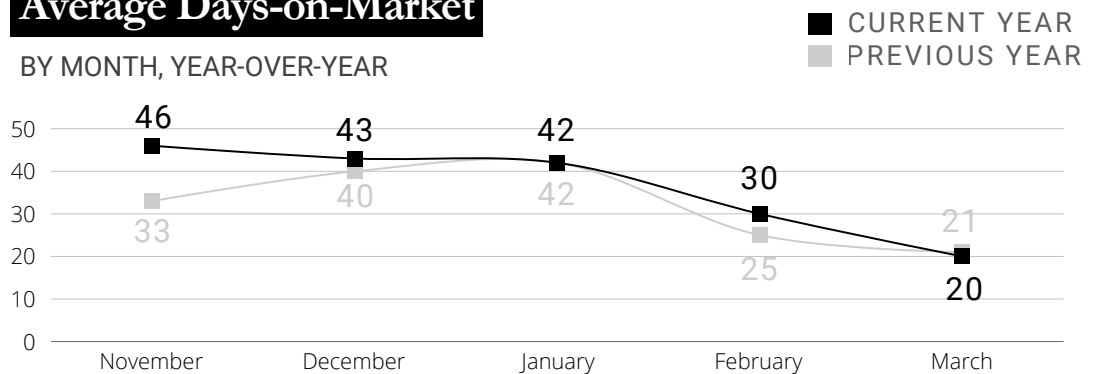
## Closed Sales

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 425 closed sales at a median price of \$1.7m. There was a total of 653 new listings with an average of 25 days on the market without price reduction and with an average price per square foot of \$1,195.



# Overview



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March 2026

New Listings

653

-0.6% Year-over-Year

Closed Sales

425

+5.2% Year-over-Year

Average Days-on-Market

25

-24.2% Year-over-Year

Average Price Per SqFt

\$1,195

+12.8% Year-over-Year

Median Sale Price

\$1.7M

+21.4% Year-over-Year

Total Volume

\$931M

+23.3% Year-over-Year

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



# SFH

## Single Family Homes

293

New Listings

198

Closed Sales

17

Average  
Days-on-Market

\$1,236

Average Price  
Per SqFt

\$2.1M

Median Sale Price

\$560M

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





# CONDO

## Condo & Townhomes

360

New Listings

227

Closed Sales

31

Average  
Days-on Market

\$1,158

Average Price  
Per SqFt

\$1.3M

Median Sale Price

\$370M

Total Volume

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## Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

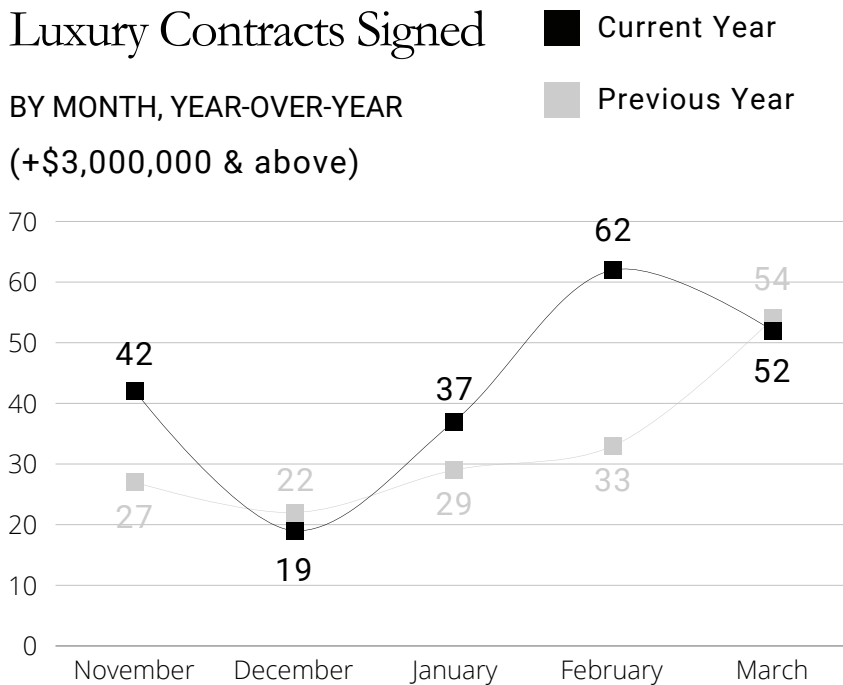
(+\$3,000,000 & above)



## Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

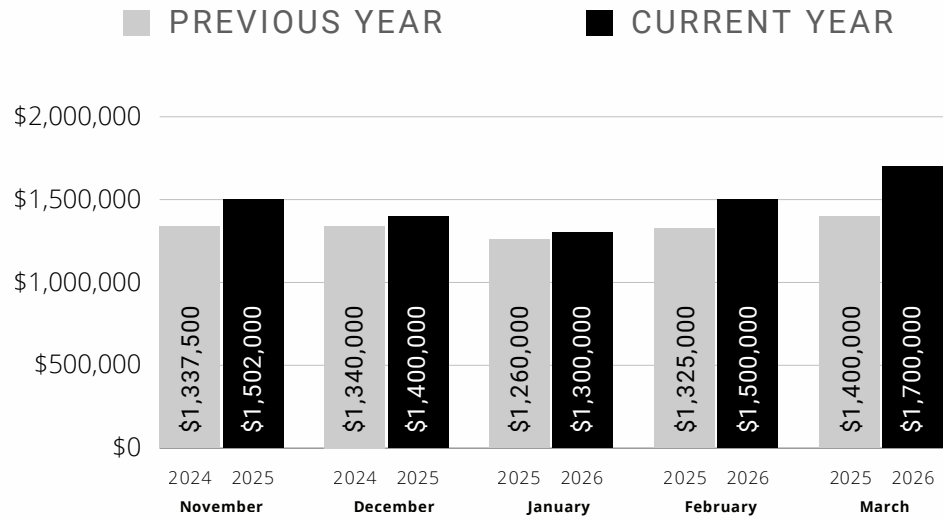
(+\$3,000,000 & above)



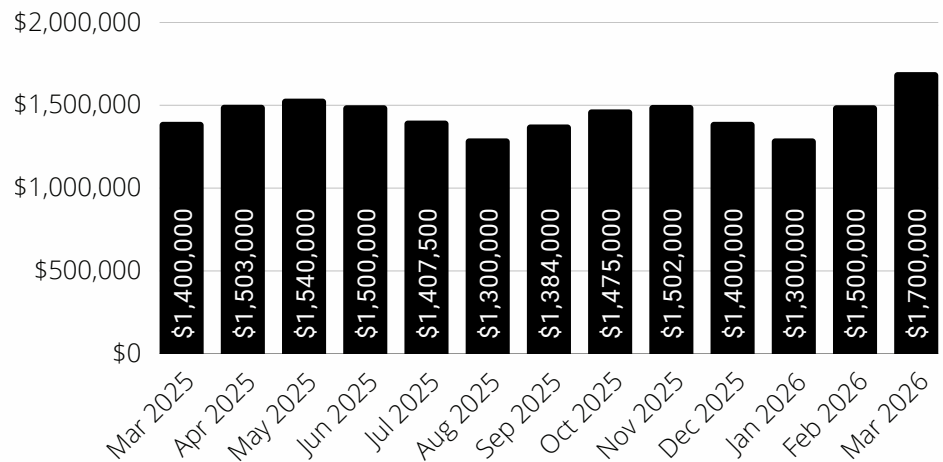


# Median Sales Price

## BY MONTH, YEAR-OVER-YEAR



## BY MONTH

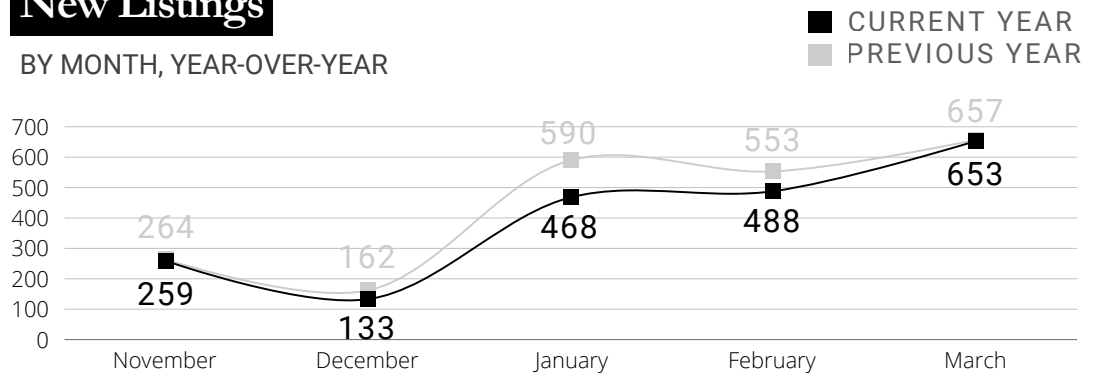


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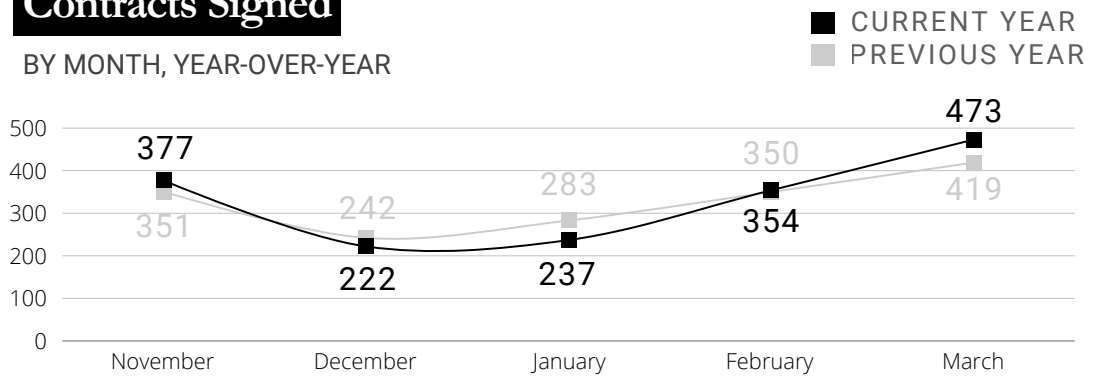
## New Listings

BY MONTH, YEAR-OVER-YEAR



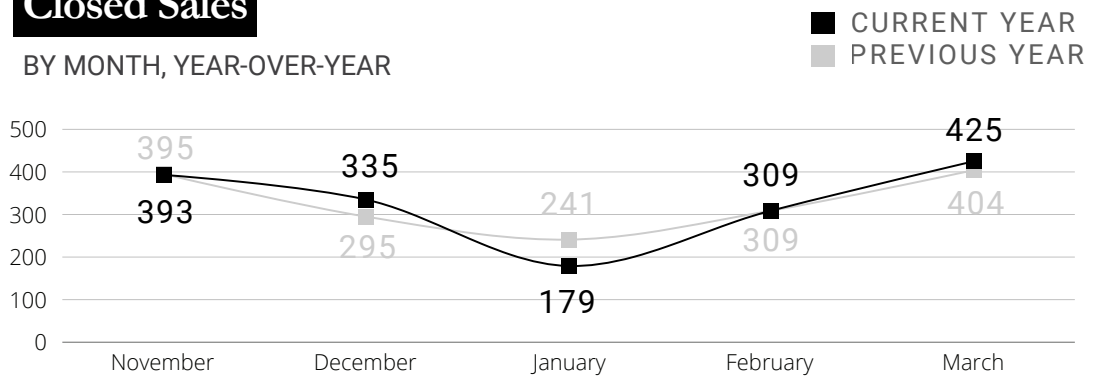
## Contracts Signed

BY MONTH, YEAR-OVER-YEAR



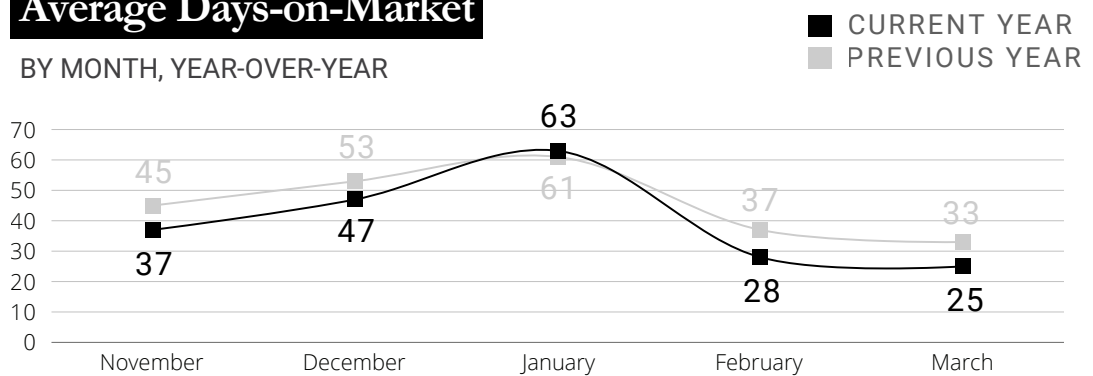
## Closed Sales

BY MONTH, YEAR-OVER-YEAR



## Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR





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# Alameda County

What's in the Alameda County data?

The market for Single Family Homes, Condo, and Townhomes units saw 790 closed sales at a median price of \$1.1m. There was a total of 1,523 new listings with an average of 24 days on the market without price reduction and with an average price per square foot of \$741.



# Overview

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March 2026

New Listings

1,523

-4.4% Year-over-Year

Closed Sales

790

-8.1% Year-over-Year

Average Days-on-Market

24

+20.0% Year-over-Year

Average Price Per SqFt

\$741

-1.7% Year-over-Year

Median Sale Price

\$1.1M

-7.1% Year-over-Year

Total Volume

\$987M

-11.6% Year-over-Year

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



# SFH

## Single Family Homes

1,084

New Listings

596

Closed Sales

18

Average  
Days-on-Market

\$799

Average Price  
Per SqFt

\$1.3M

Median Sale Price

\$847M

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





# CONDO

## Condo & Townhomes

439

New Listings

194

Closed Sales

43

Average  
Days-on Market

\$564

Average Price  
Per SqFt

\$680K

Median Sale Price

\$139M

Total Volume

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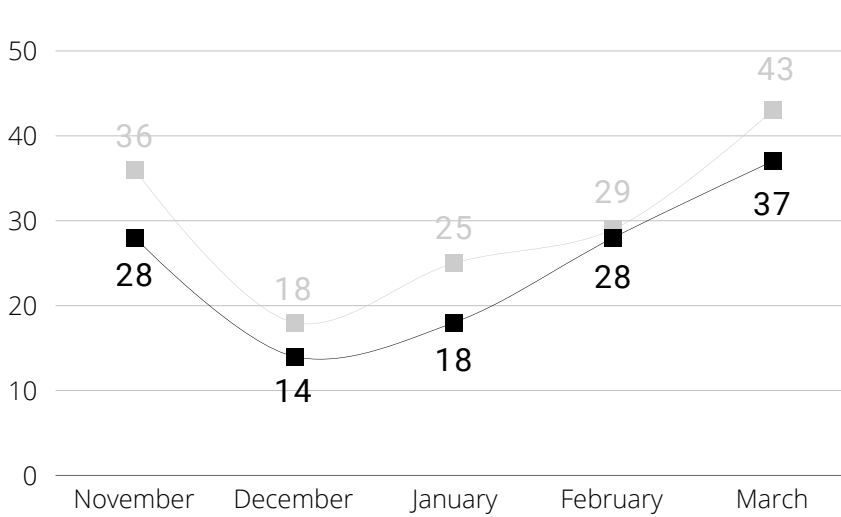
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## Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

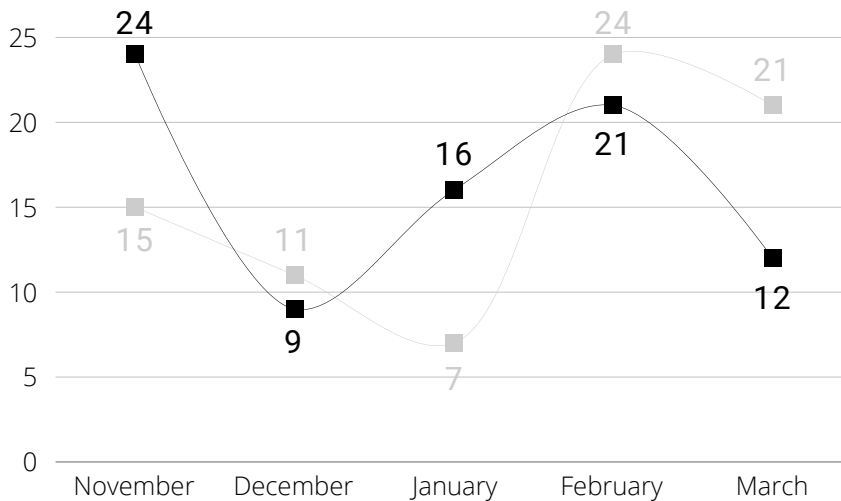
(+\$3,000,000 & above)



## Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

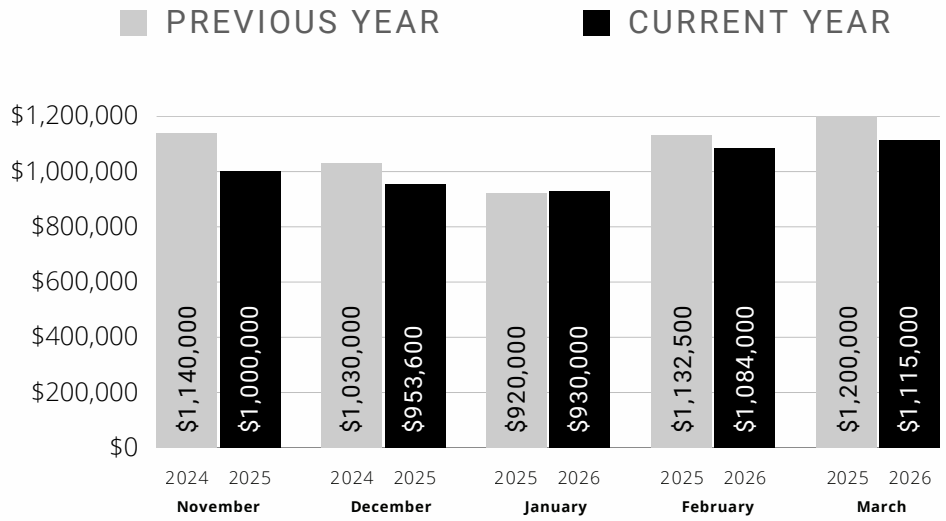
(+\$3,000,000 & above)



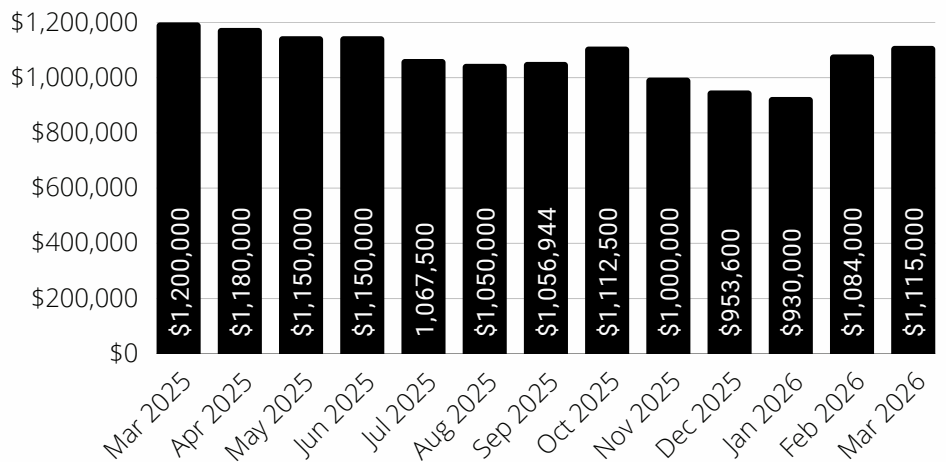


# Median Sales Price

## BY MONTH, YEAR-OVER-YEAR

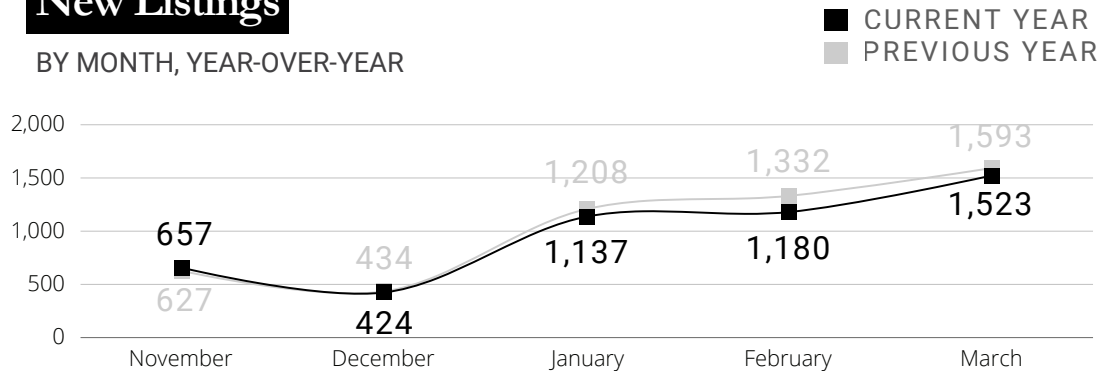


## BY MONTH



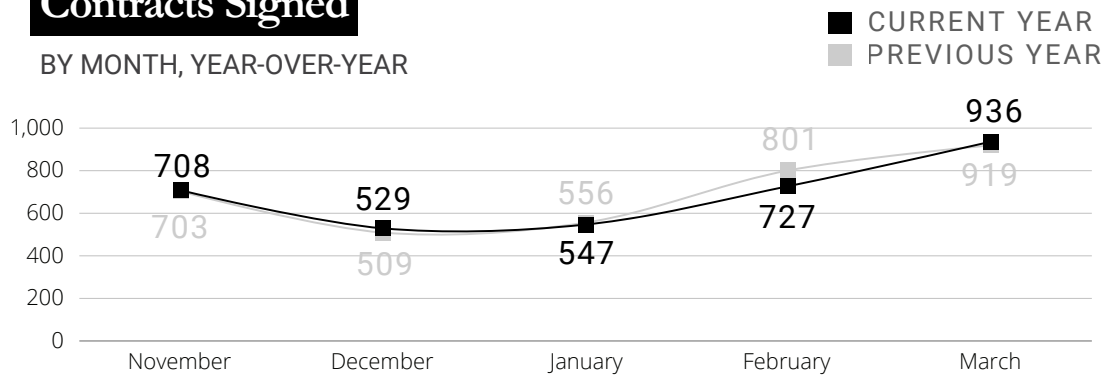
## New Listings

BY MONTH, YEAR-OVER-YEAR



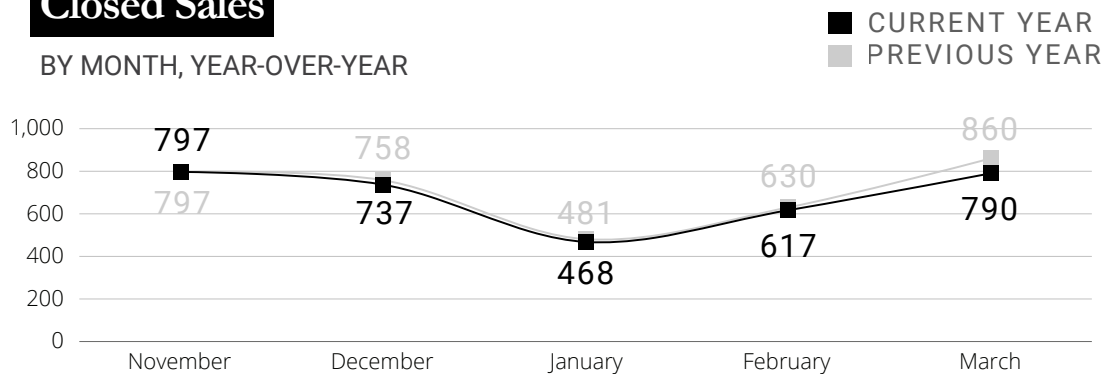
## Contracts Signed

BY MONTH, YEAR-OVER-YEAR



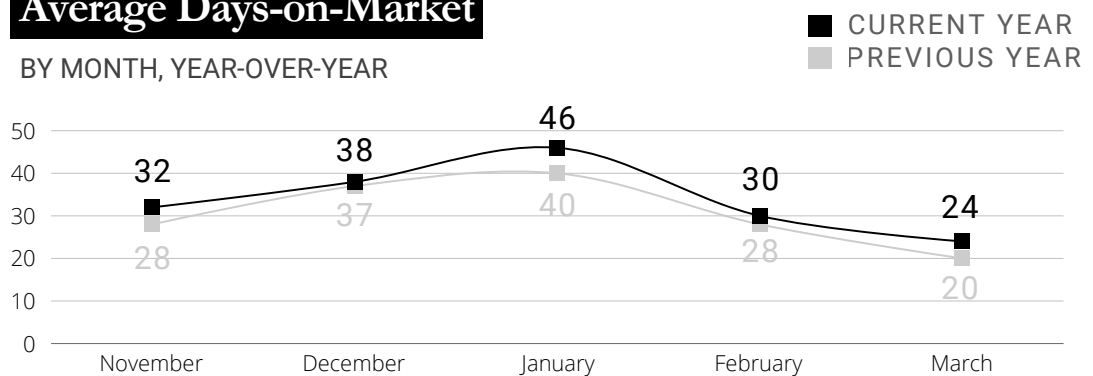
## Closed Sales

BY MONTH, YEAR-OVER-YEAR



## Average Days-on-Market

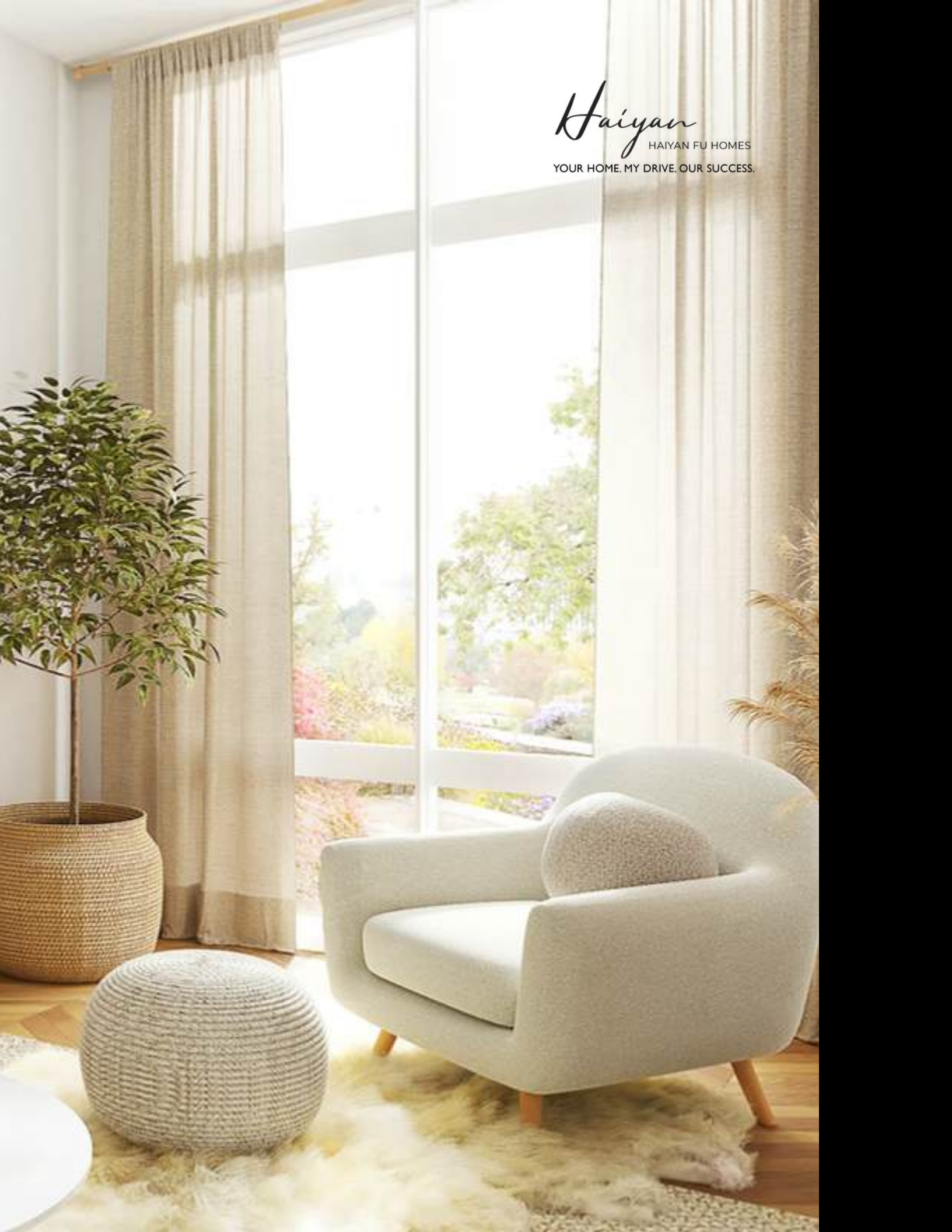
BY MONTH, YEAR-OVER-YEAR



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# Santa Cruz County

What's in the Santa Cruz County data?

The market for Single Family Homes, Condo, and Townhomes units saw 128 closed sales at a median price of \$1.2m. There was a total of 309 new listings with an average of 51 days on the market without price reduction and with an average price per square foot of \$792.



# Overview



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March 2026

New Listings

309

+8.8% Year-over-Year

Closed Sales

128

+0.0% Year-over-Year

Average Days-on-Market

51

+37.8% Year-over-Year

Average Price Per SqFt

\$792

-3.8% Year-over-Year

Median Sale Price

\$1.2M

+2.3% Year-over-Year

Total Volume

\$169M

-2.3% Year-over-Year

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



# SFH

## Single Family Homes

240

New Listings

109

Closed Sales

46

Average  
Days-on-Market

\$798

Average Price  
Per SqFt

\$1.3M

Median Sale Price

\$150M

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





# CONDO

## Condo & Townhomes

69

New Listings

19

Closed Sales

75

Average  
Days-on Market

\$762

Average Price  
Per SqFt

\$950K

Median Sale Price

\$18M

Total Volume

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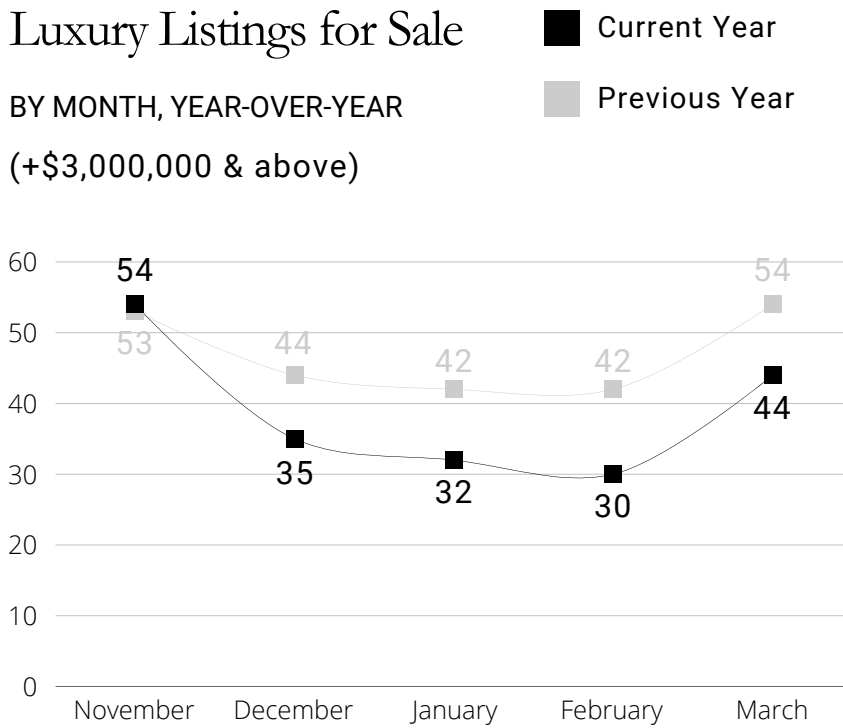
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## Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

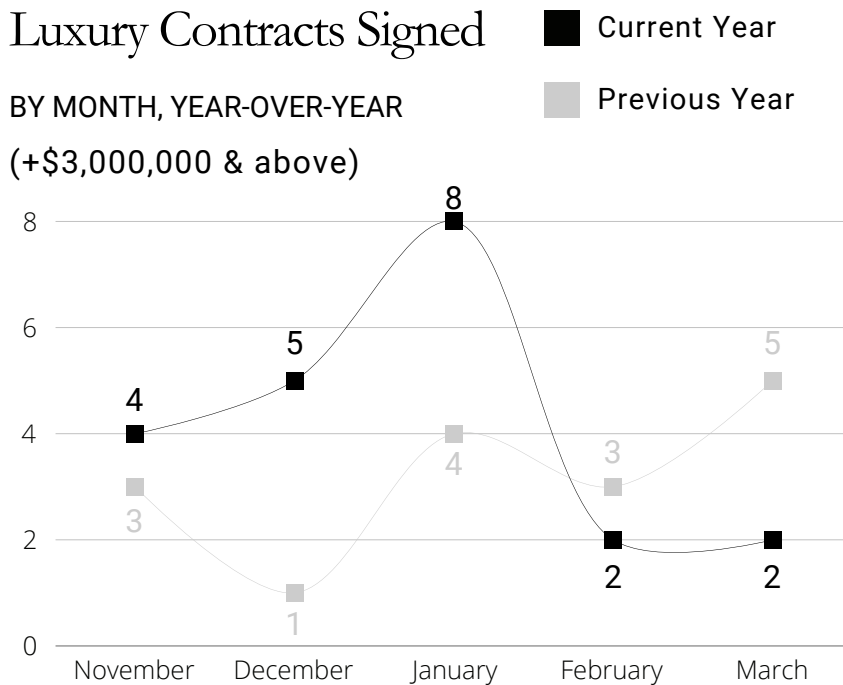
(+\$3,000,000 & above)



## Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

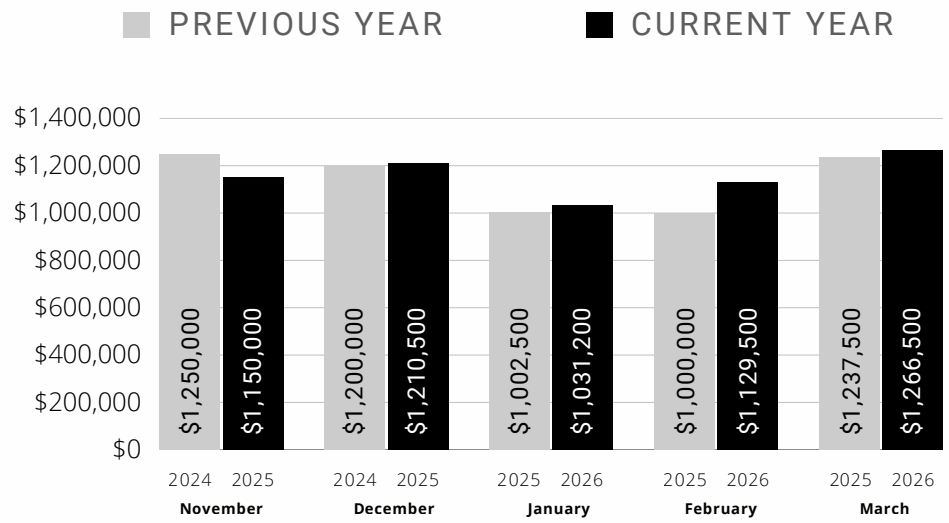
(+\$3,000,000 & above)



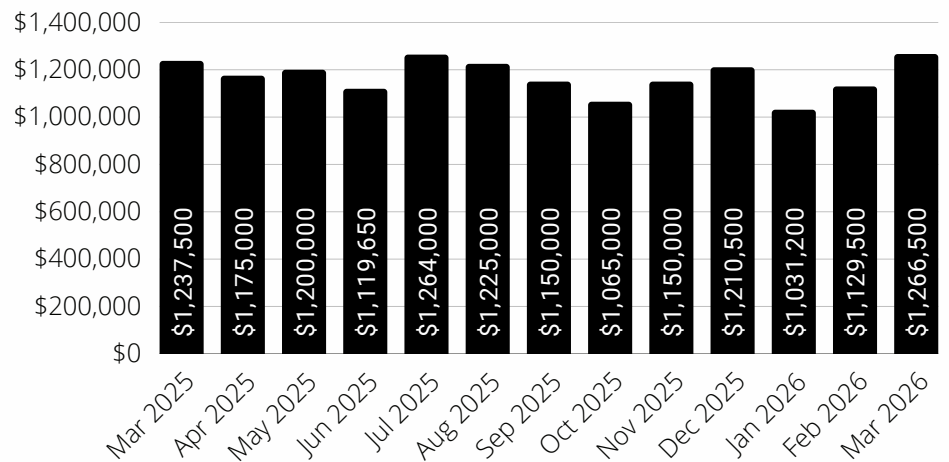


# Median Sales Price

## BY MONTH, YEAR-OVER-YEAR

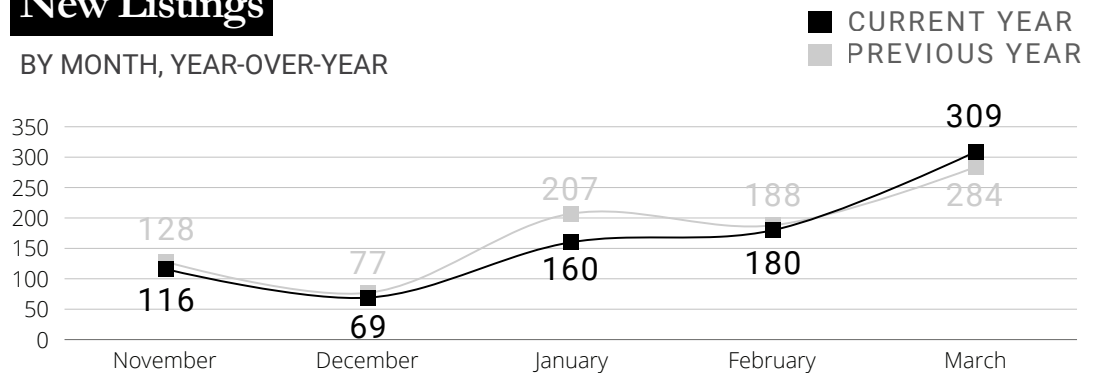


## BY MONTH



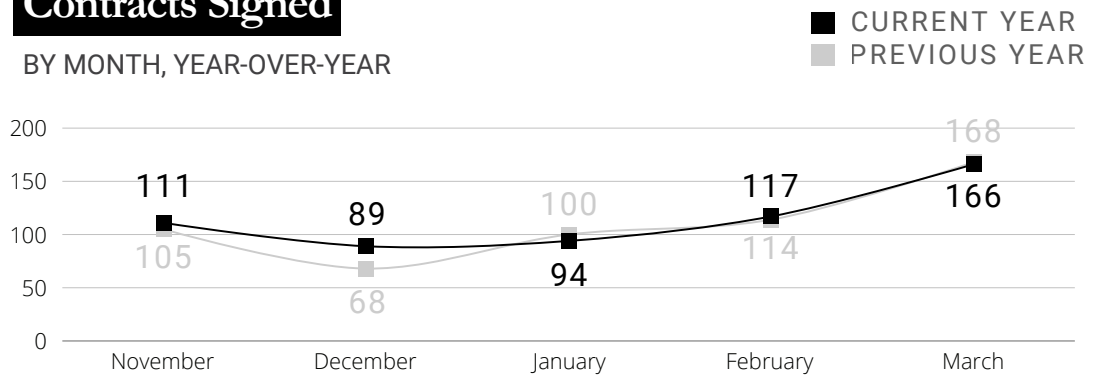
## New Listings

BY MONTH, YEAR-OVER-YEAR



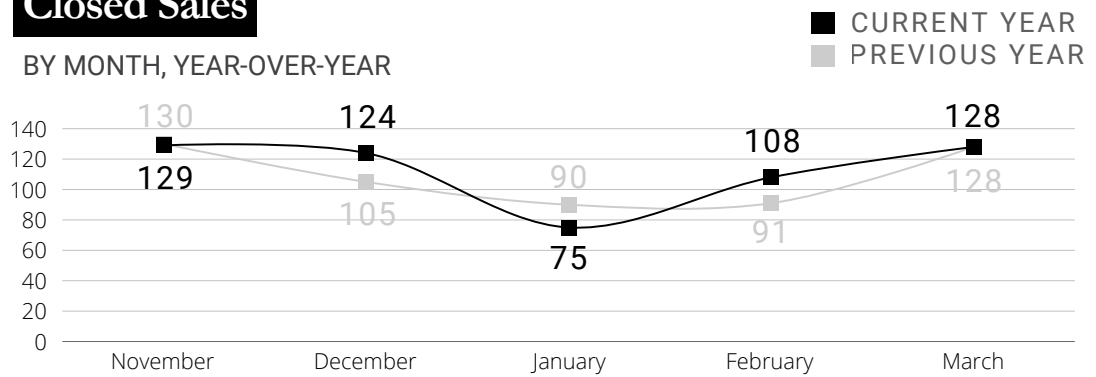
## Contracts Signed

BY MONTH, YEAR-OVER-YEAR



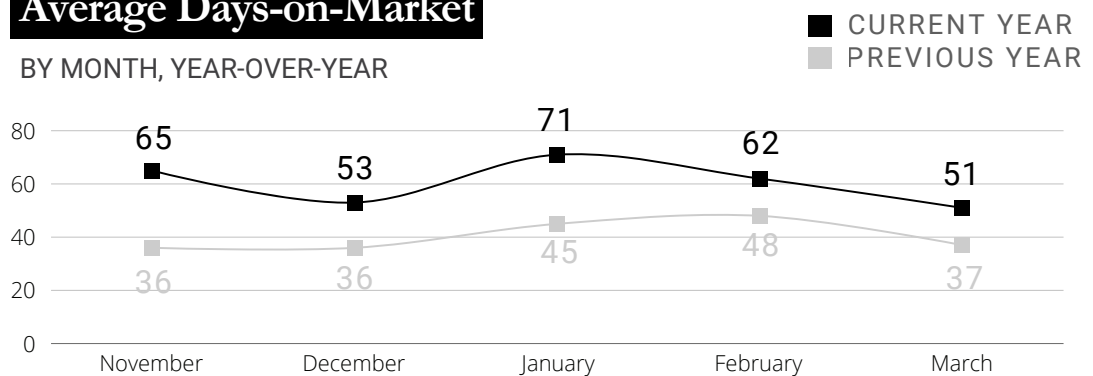
## Closed Sales

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 187 closed sales at a median price of \$870k. There was a total of 261 new listings with an average of 49 days on the market without price reduction and with an average price per square foot of \$762.



# Overview



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March 2026

New Listings

261

+9.2% Year-over-Year

Closed Sales

187

+27.2% Year-over-Year

Average Days-on-Market

49

+4.3% Year-over-Year

Average Price Per SqFt

\$762

+0.8% Year-over-Year

Median Sale Price

\$870K

-3.3% Year-over-Year

Total Volume

\$273M

+36.9% Year-over-Year

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



# SFH

## Single Family Homes

221

New Listings

154

Closed Sales

50

Average  
Days-on-Market

\$795

Average Price  
Per SqFt

\$900K

Median Sale Price

\$246M

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





# CONDO

## Condo & Townhomes

40

New Listings

33

Closed Sales

49

Average  
Days-on Market

\$611

Average Price  
Per SqFt

\$635K

Median Sale Price

\$27M

Total Volume

*Haiyan*

HAIYAN FU HOMES

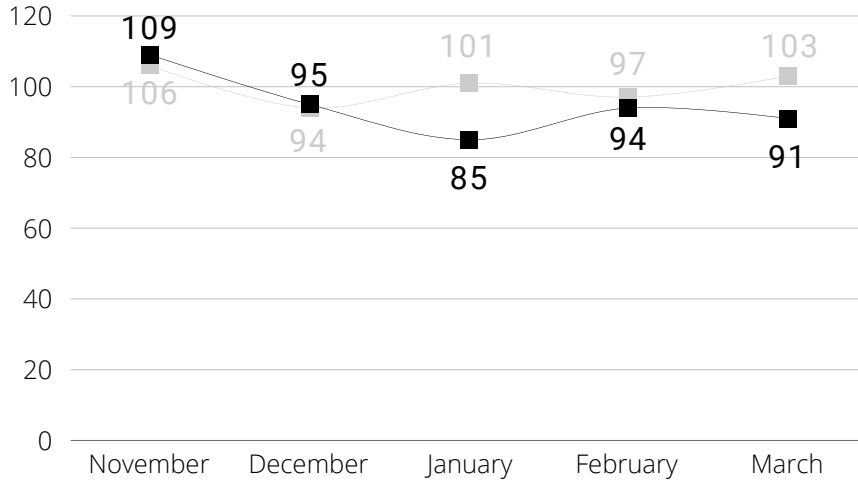
YOUR HOME. MY DRIVE. OUR SUCCESS.

## Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

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

■ Current Year  
■ Previous Year

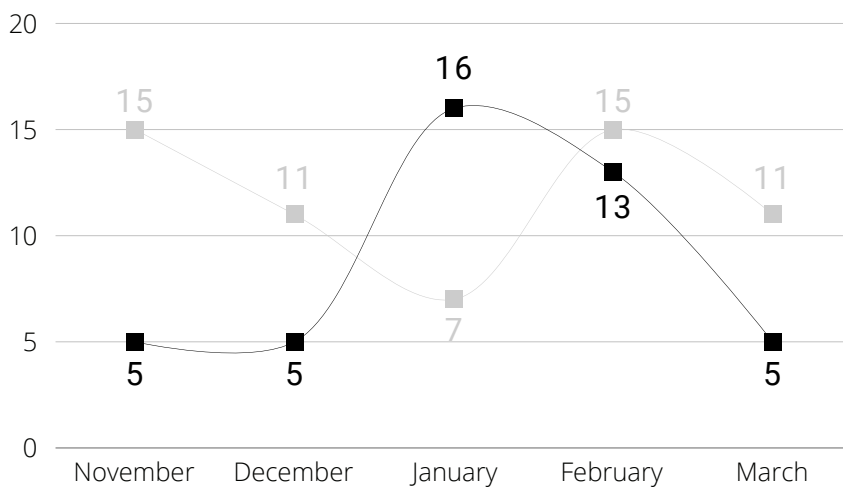


## Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

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

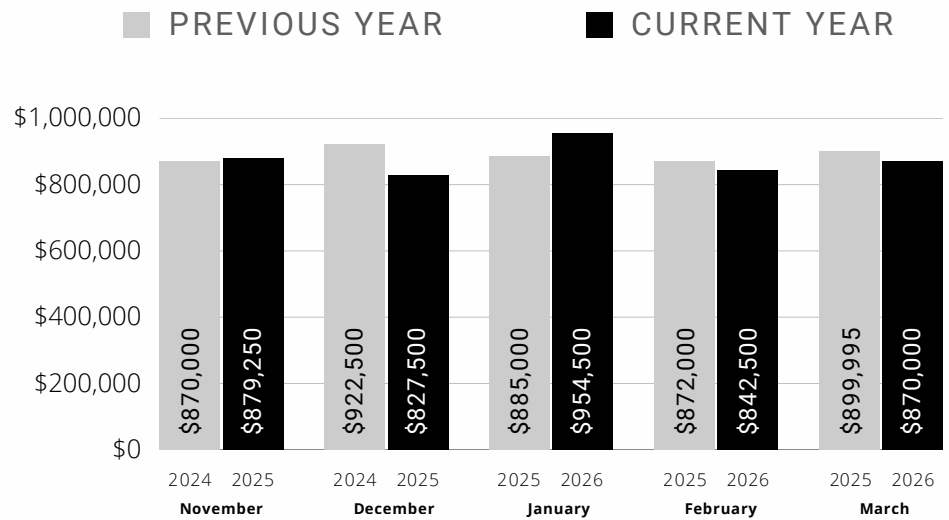
■ Current Year  
■ Previous Year



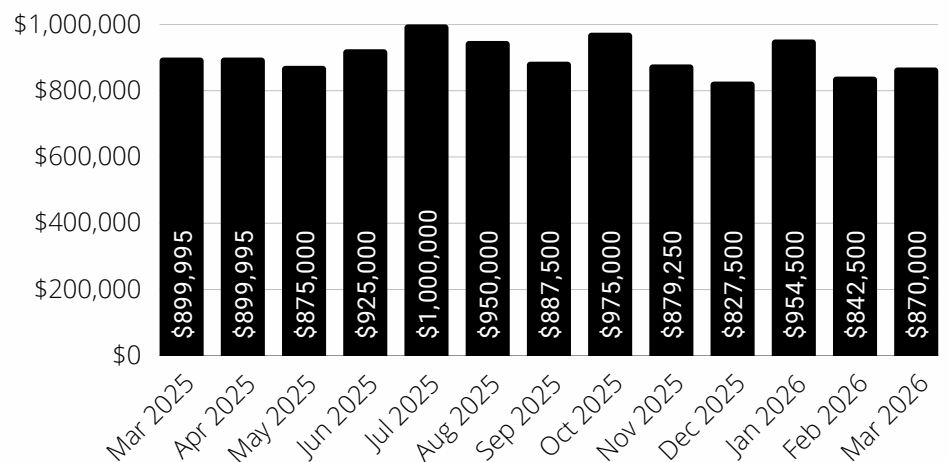


# Median Sales Price

## BY MONTH, YEAR-OVER-YEAR

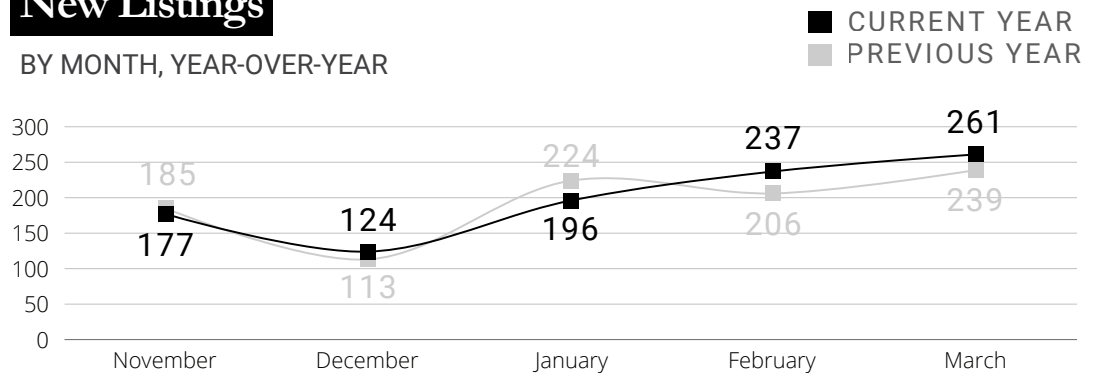


## BY MONTH



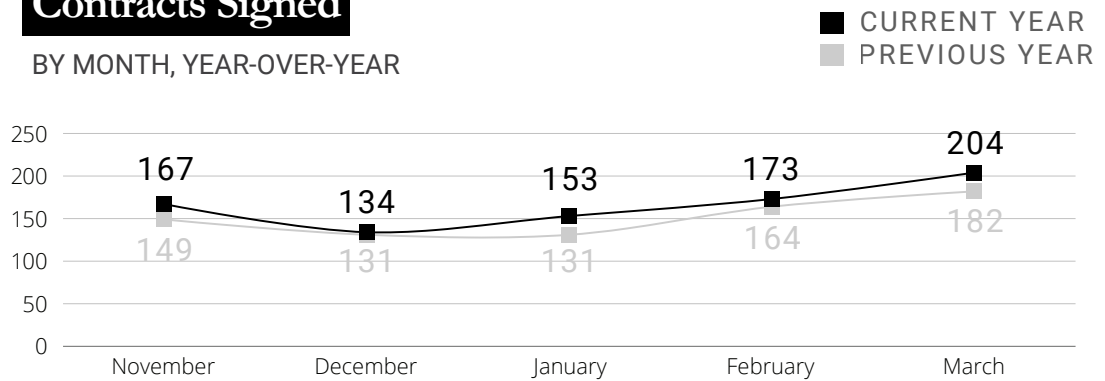
## New Listings

BY MONTH, YEAR-OVER-YEAR



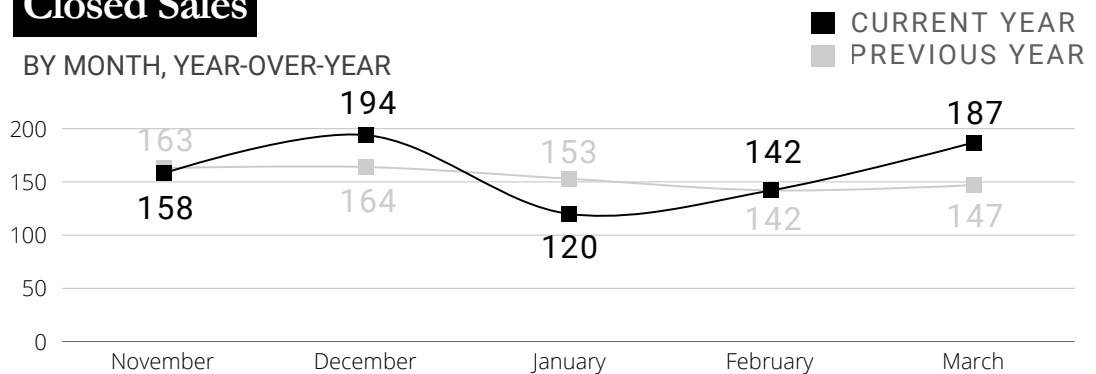
## Contracts Signed

BY MONTH, YEAR-OVER-YEAR



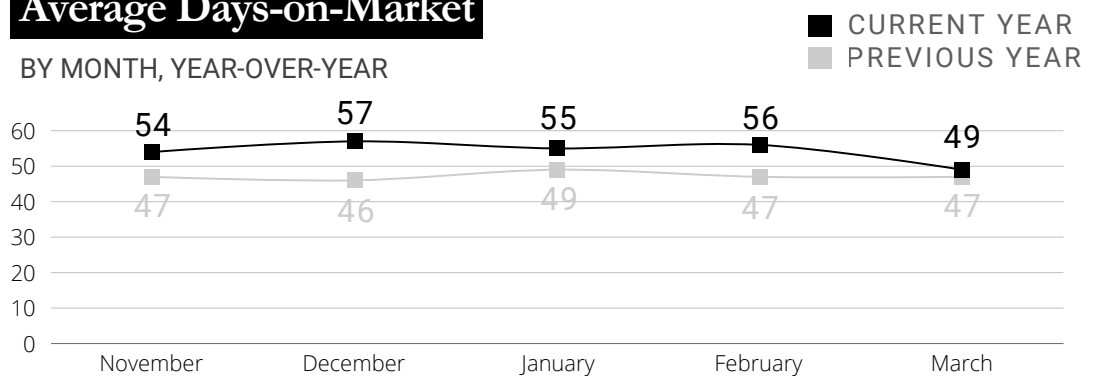
## Closed Sales

BY MONTH, YEAR-OVER-YEAR



## Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR



*Haiyan*

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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.





*Haiyan*

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KELLERWILLIAMS  
*Luxury*  
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*Haiyan*  
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