

KW BAY AREA ESTATES KELLERWILLIAMS.

KELLERWILLIAMS Luxury BAY AREA ESTATES

Market Update

OCTOBER 2026

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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

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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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What Experts Forecast for Mortgage Rates and Home Prices in 2027



When it comes to housing, two of the biggest questions on everyone's mind right now are:

1. What's next for mortgage rates?

2. Where will home prices go from here?

And if you're weighing whether to move in the next few months or wait until 2027, here's what you should know.

When experts look ahead to 2027, they see a steady housing market. No wild swings. No big surprises. Just a calmer, more balanced market.

And steady makes planning a whole lot easier. Let's break it down.

READ MORE

RE MORTGAGE ADVISORS
NMLSID 2368909



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!

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Santa Clara County

What's in the Santa Clara County data?

The market for Single Family Homes, Condo, and Townhomes units saw 947 closed sales at a median price of $1.6m. There was a total of 1,382 new listings with an average of 28 days on the market without price reduction and with an average price per square foot of $1,127.



Overview

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October 2026

New Listings

1,382

+19.5% Year-over-Year

Closed Sales

947

-11.3% Year-over-Year

Average Days-on-Market

28

+0.0% Year-over-Year

Average Price Per SqFt

$1,127

+3.8% Year-over-Year

Median Sale Price

$1.6M

-1.4% Year-over-Year

Total Volume

$2B

-5.9% 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.



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SFH

Single Family Homes

958
New Listings

671
Closed Sales

23
Average
Days-on-Market

$1,278
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 may change with late reported activity. Data from sources deemed reliable but may contain errors and are subject to revision.



CONDO

Condo & Townhomes

424
New Listings

276
Closed Sales

41
Average
Days-on Market

$759
Average Price
Per SqFt

$899K
Median Sale Price

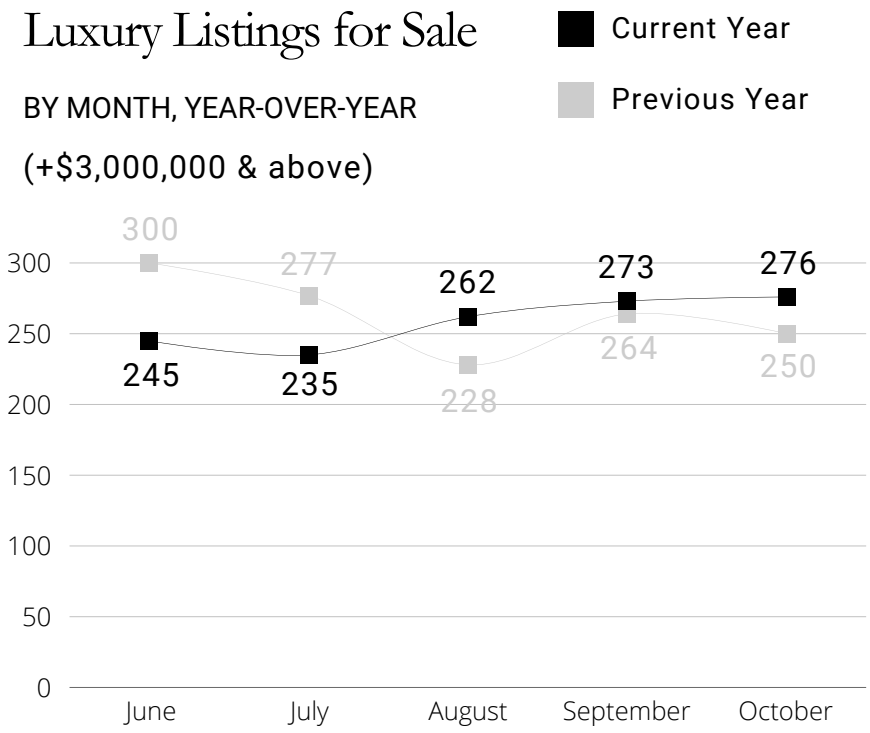
$284M
Total Volume

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Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

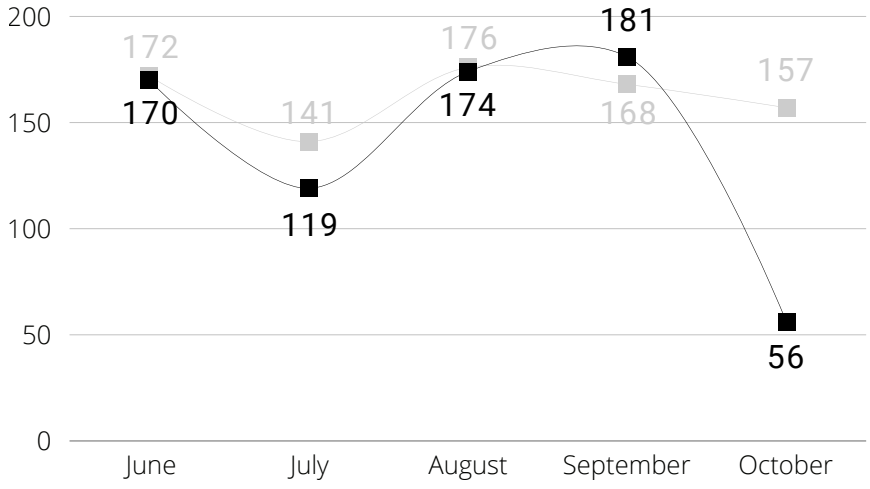
(+$3,000,000 & above)



Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

(+$3,000,000 & above)



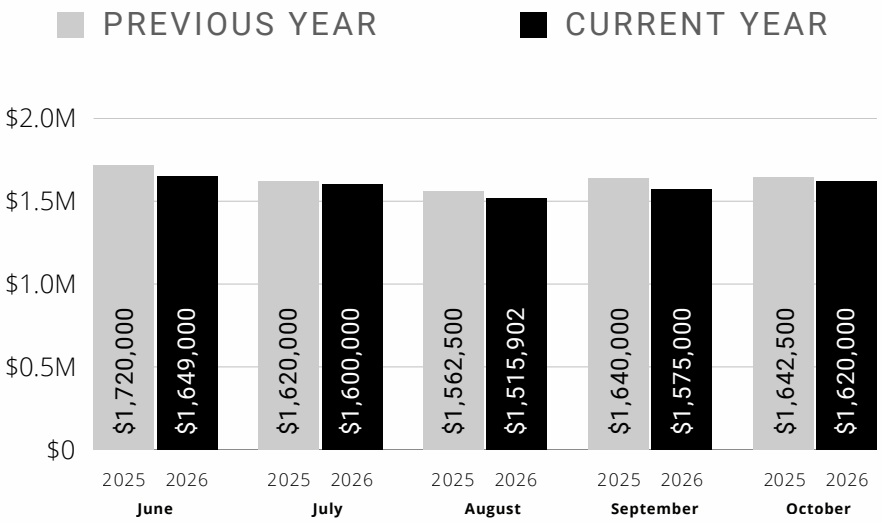


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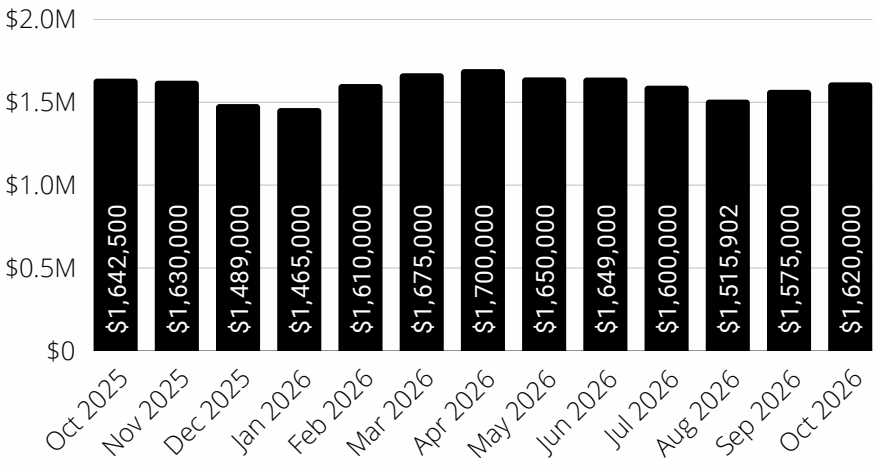


Median Sales Price

BY MONTH, YEAR-OVER-YEAR



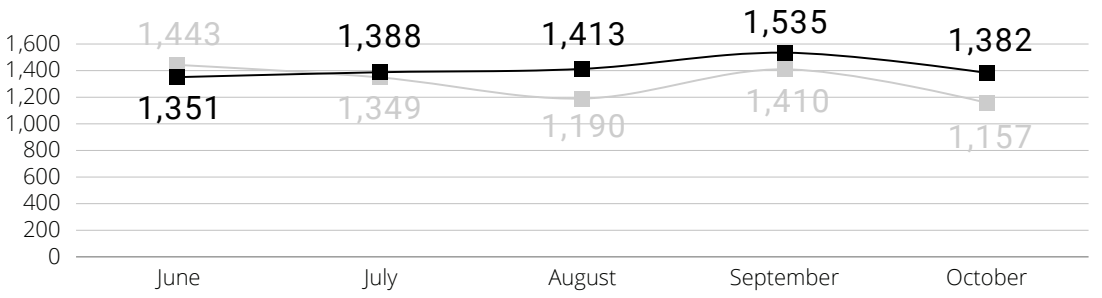
BY MONTH



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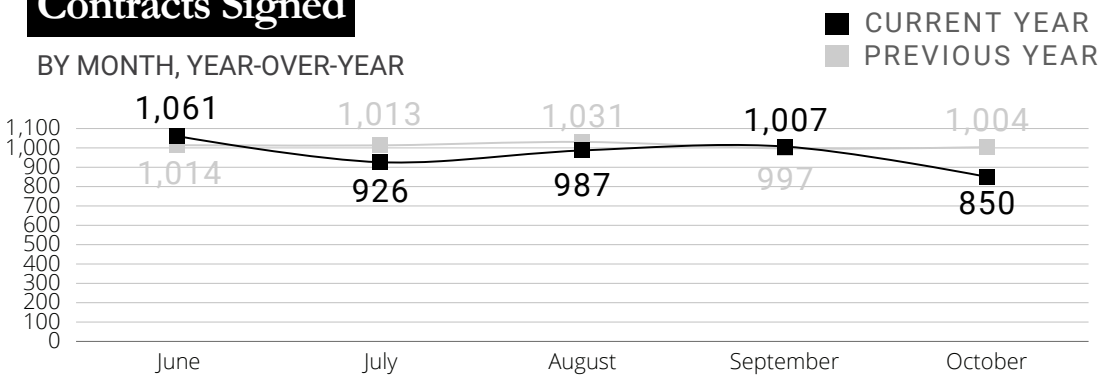
New Listings

BY MONTH, YEAR-OVER-YEAR



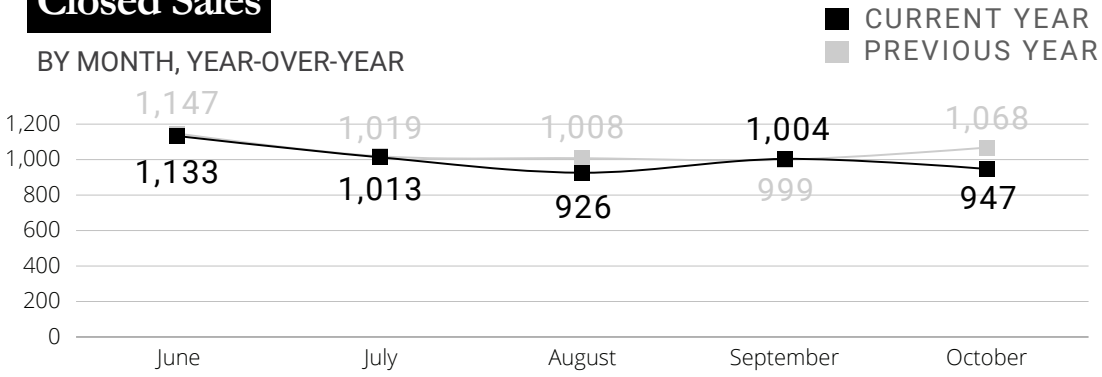
Contracts Signed

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 429 closed sales at a median price of $1.7m. There was a total of 592 new listings with an average of 25 days on the market without price reduction and with an average price per square foot of $1,200.



Overview

October 2026

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New Listings

592

-3.6% Year-over-Year

Closed Sales

429

-17.9% Year-over-Year

Average Days-on-Market

25

-16.7% Year-over-Year

Average Price Per SqFt

$1,200

+9.5% Year-over-Year

Median Sale Price

$1.7M

+7.1% Year-over-Year

Total Volume

$1B

-13.3% 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.



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SFH

Single Family Homes

467
New Listings

337
Closed Sales

21
Average
Days-on-Market

$1,310
Average Price
Per SqFt

$2.2M
Median Sale Price

$939M
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 may change with late reported activity. Data from sources deemed reliable but may contain errors and are subject to revision.



CONDO

Condo & Townhomes

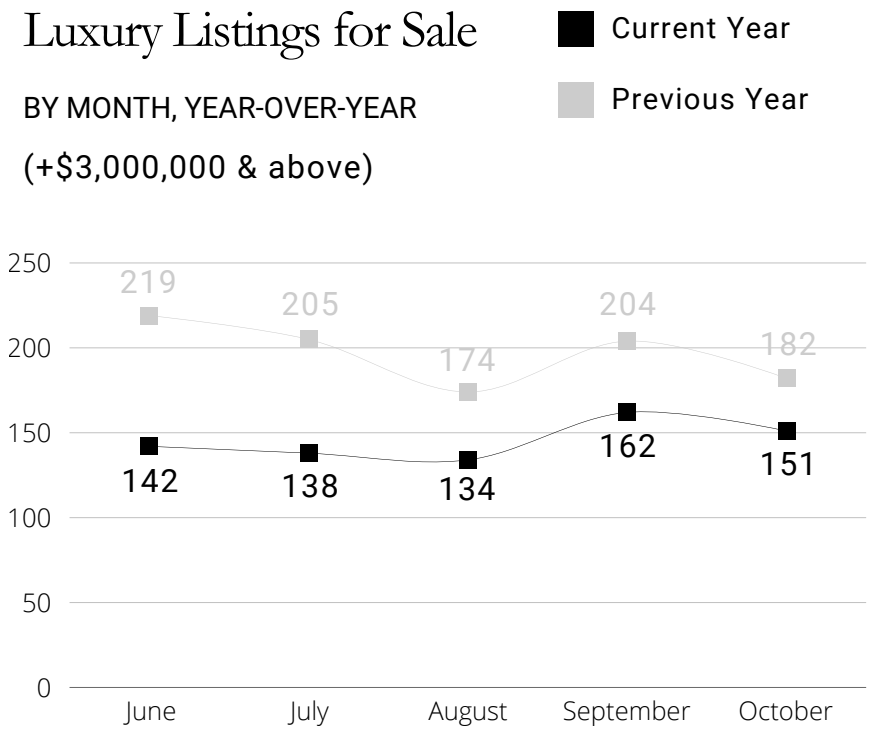
125 New Listings	92 Closed Sales
38 Average Days-on Market	$798 Average Price Per SqFt
$894K Median Sale Price	$96M Total Volume

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Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

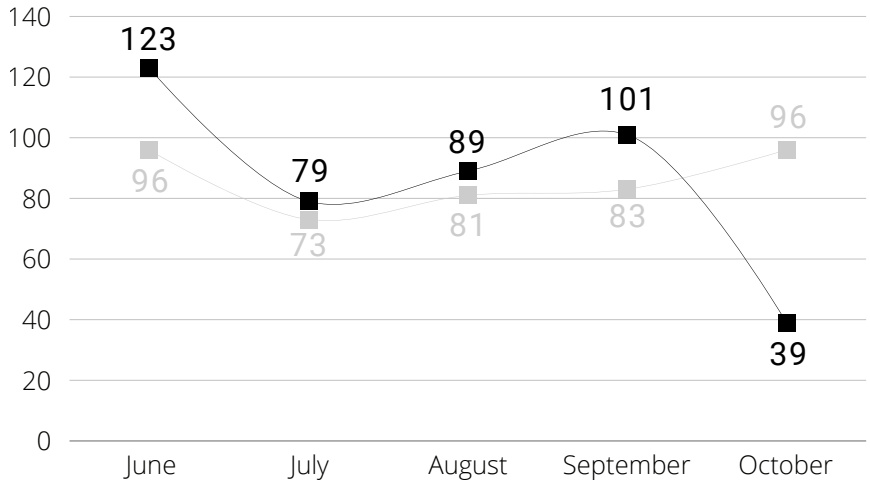
(+$3,000,000 & above)



Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

(+$3,000,000 & above)



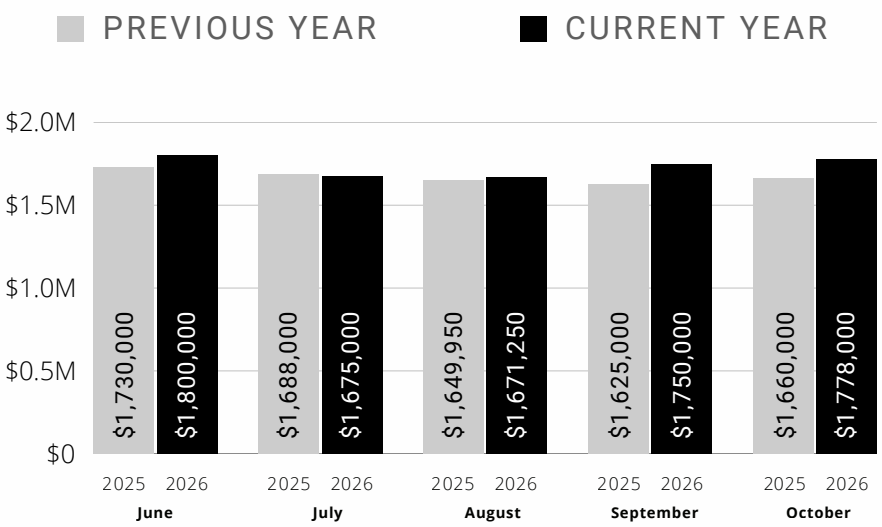


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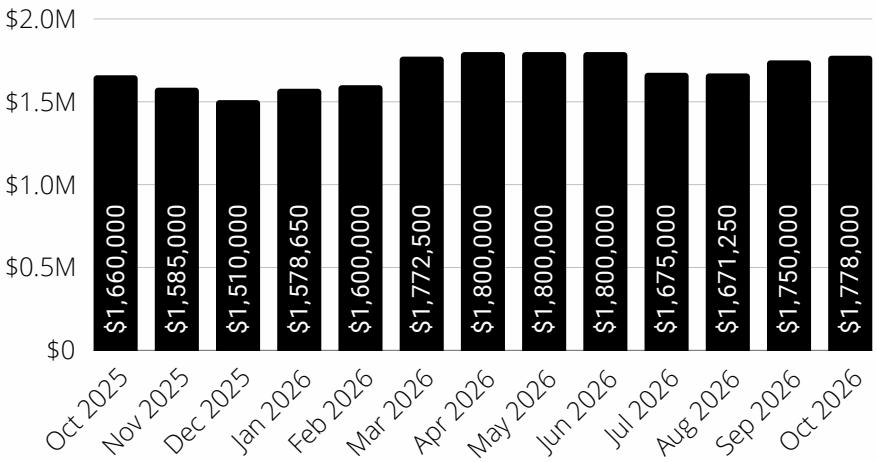


Median Sales Price

BY MONTH, YEAR-OVER-YEAR



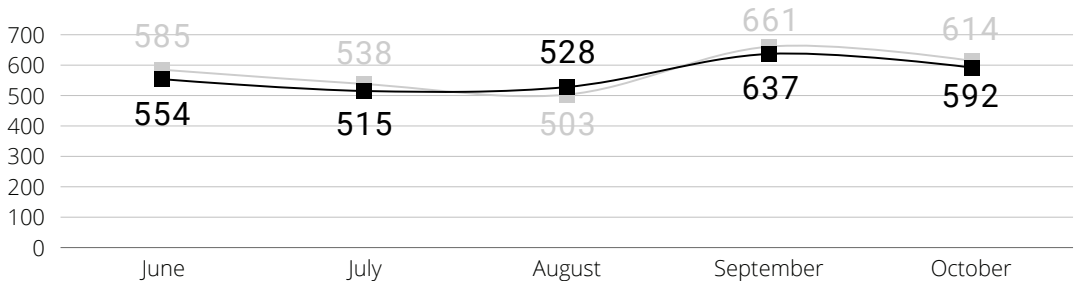
BY MONTH



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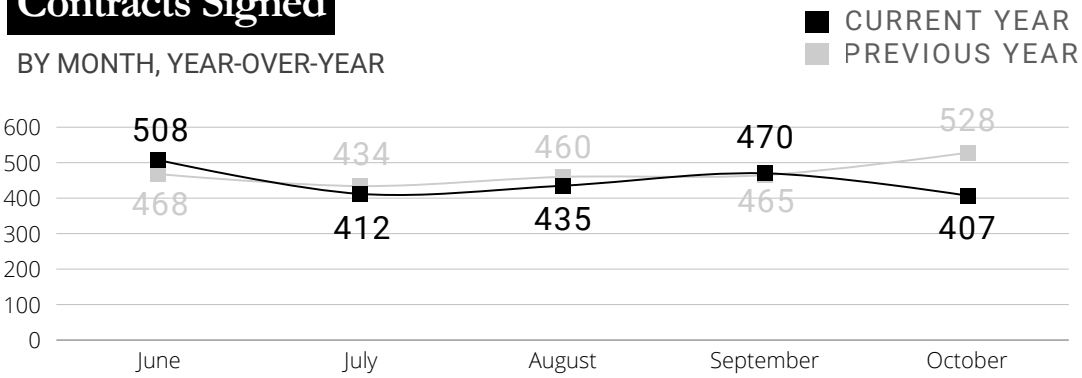
New Listings

BY MONTH, YEAR-OVER-YEAR



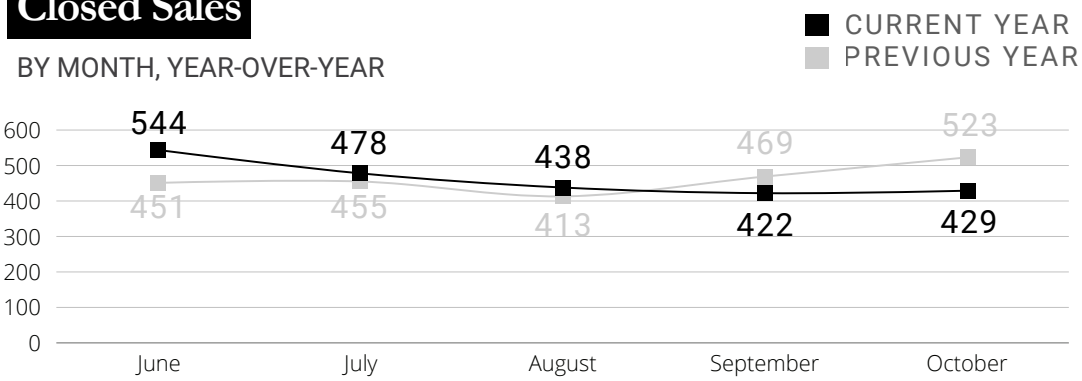
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



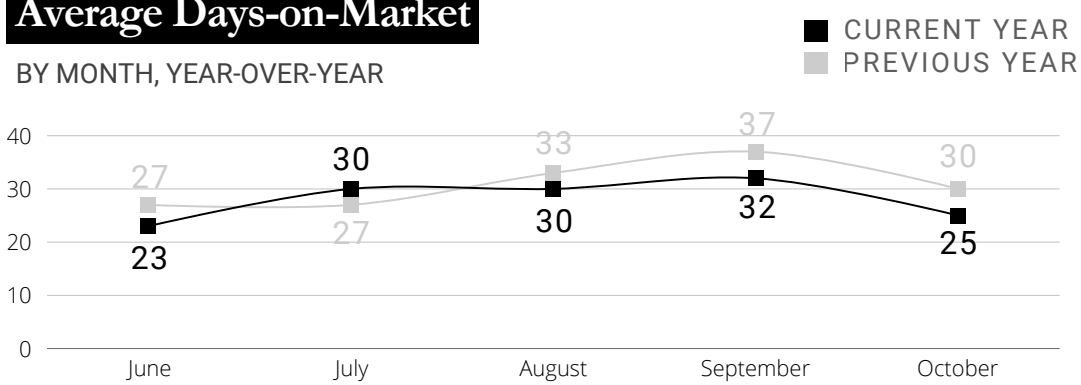
Closed Sales

BY MONTH, YEAR-OVER-YEAR



Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR



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San Francisco County

What's in the San Francisco County data?

The market for Single Family Homes, Condo, and Townhomes units saw 503 closed sales at a median price of $1.8m. There was a total of 621 new listings with an average of 27 days on the market without price reduction and with an average price per square foot of $1,330.



Overview

October 2026

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New Listings

621

+15.9% Year-over-Year

Closed Sales

503

-6.7% Year-over-Year

Average Days-on-Market

27

-22.9% Year-over-Year

Average Price Per SqFt

$1,330

+24.8% Year-over-Year

Median Sale Price

$1.8M

+24.6% Year-over-Year

Total Volume

$1.2B

+24.6% 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.



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SFH

Single Family Homes

290
New Listings

249
Closed Sales

14
Average
Days-on-Market

$1,443
Average Price
Per SqFt

$2.3M
Median Sale Price

$882M
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 may change with late reported activity. Data from sources deemed reliable but may contain errors and are subject to revision.



CONDO

Condo & Townhomes

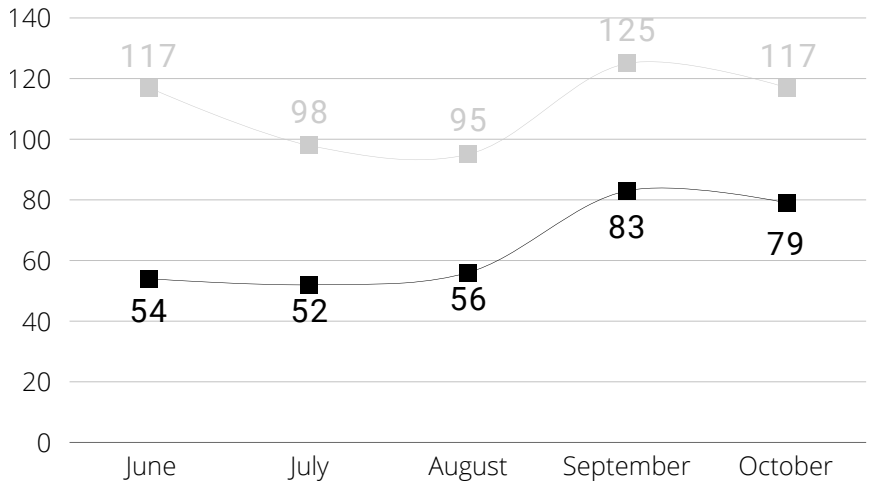
331	254
New Listings	Closed Sales
40	$1,223
Average Days-on Market	Average Price Per SqFt
$1.3M	$401M
Median Sale Price	Total Volume

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Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

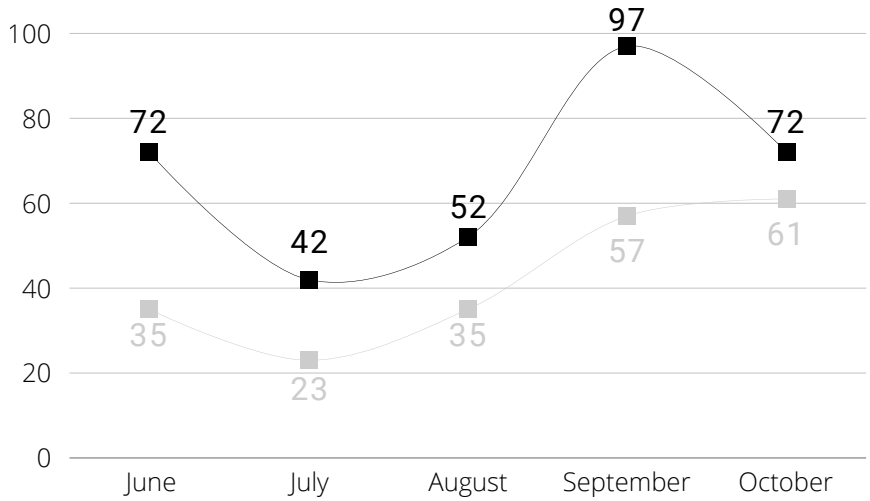
(+$3,000,000 & above)



Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

(+$3,000,000 & above)



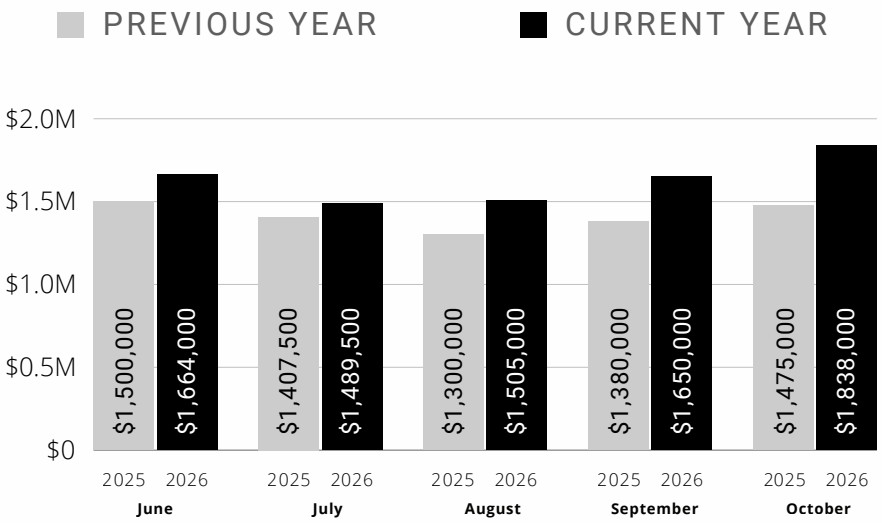


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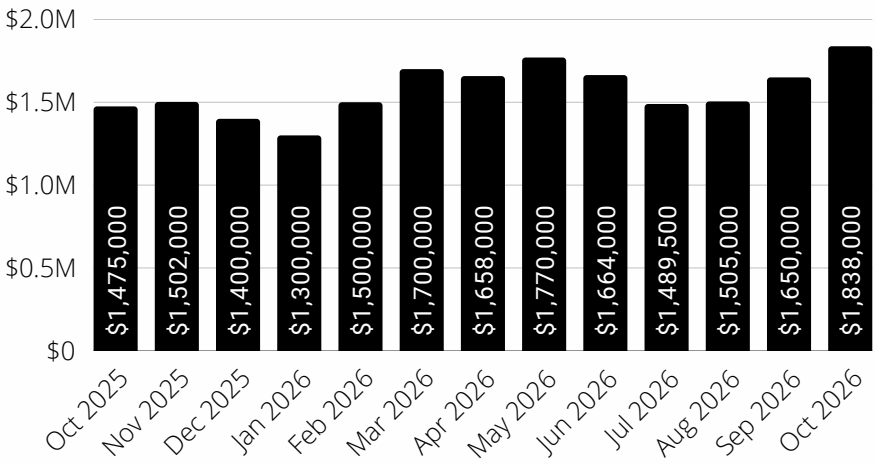


Median Sales Price

BY MONTH, YEAR-OVER-YEAR

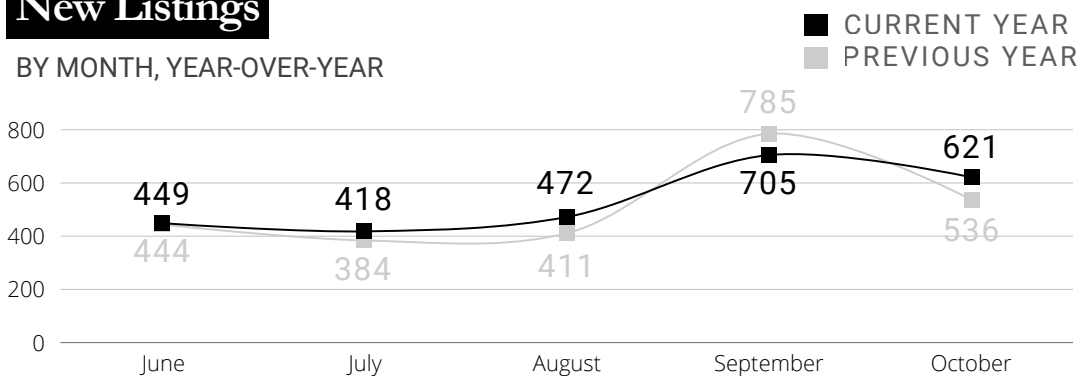


BY MONTH



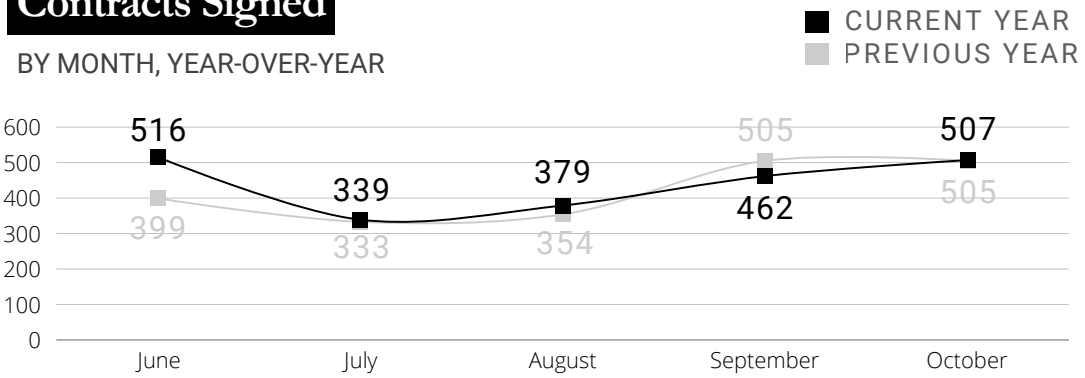
New Listings

BY MONTH, YEAR-OVER-YEAR



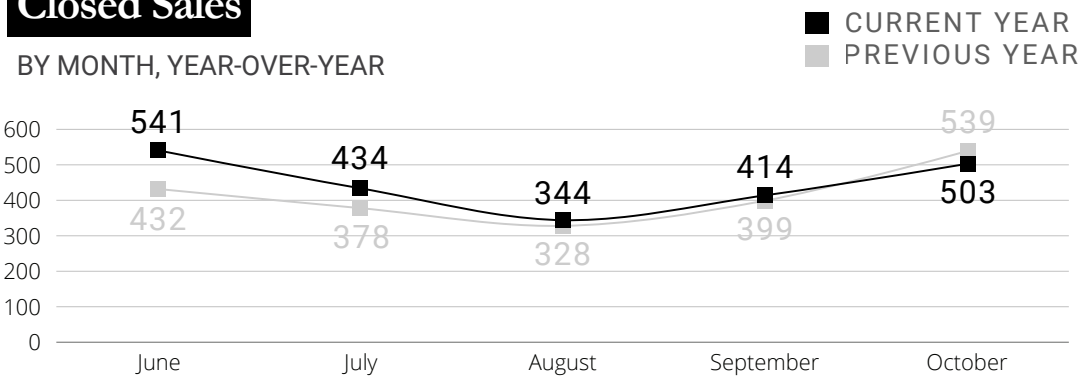
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



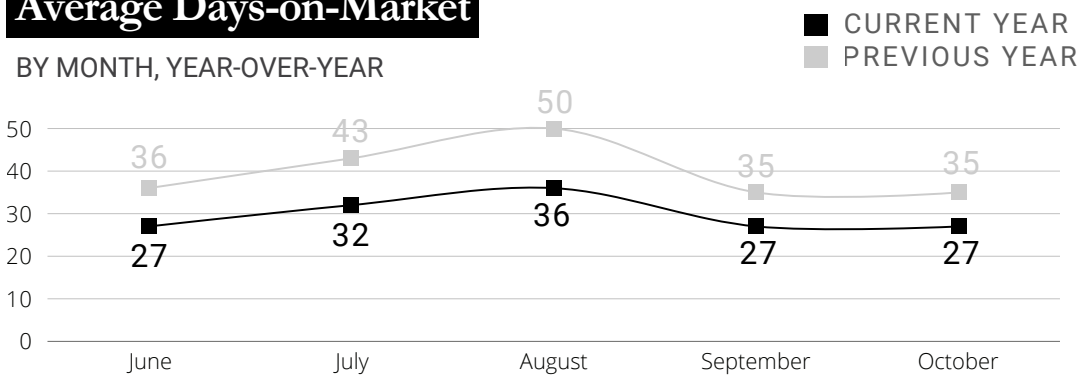
Closed Sales

BY MONTH, YEAR-OVER-YEAR



Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR



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Alameda County

What's in the Alameda County data?

The market for Single Family Homes, Condo, and Townhomes units saw 818 closed sales at a median price of $1m. There was a total of 1,198 new listings with an average of 29 days on the market without price reduction and with an average price per square foot of $716.



Overview

October 2026

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New Listings

1,198

-8.1% Year-over-Year

Closed Sales

818

-16.5% Year-over-Year

Average Days-on-Market

29

+0.0% Year-over-Year

Average Price Per SqFt

$716

-0.3% Year-over-Year

Median Sale Price

$1M

-3.9% Year-over-Year

Total Volume

$1B

-16.4% 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.



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SFH

Single Family Homes

906
New Listings

611
Closed Sales

25
Average
Days-on-Market

$773
Average Price
Per SqFt

$1.2M
Median Sale Price

$892M
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 may change with late reported activity. Data from sources deemed reliable but may contain errors and are subject to revision.



CONDO

Condo & Townhomes

292
New Listings

207
Closed Sales

41
Average
Days-on Market

$549
Average Price
Per SqFt

$675K
Median Sale Price

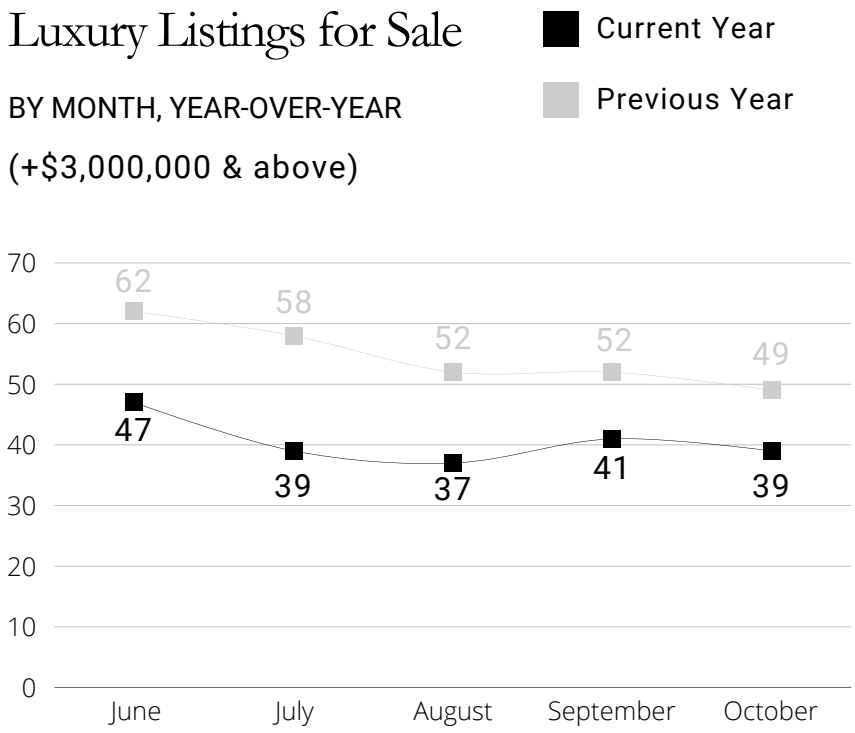
$148M
Total Volume

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Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

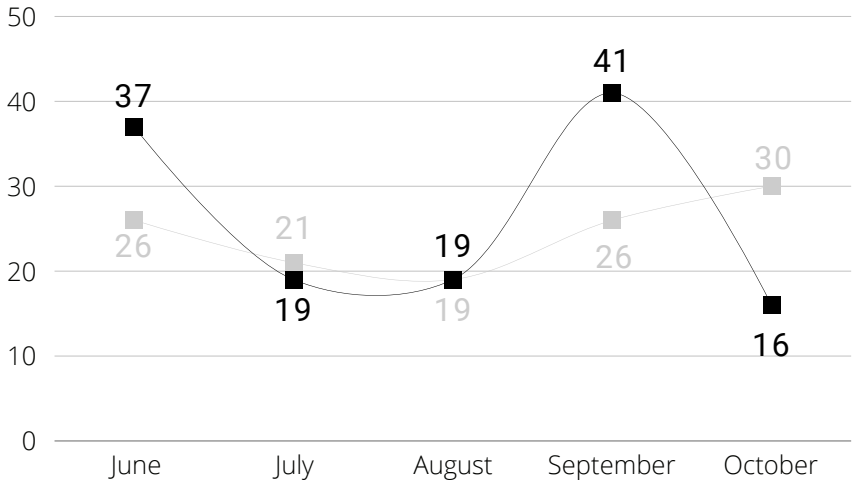
(+$3,000,000 & above)



Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

(+$3,000,000 & above)



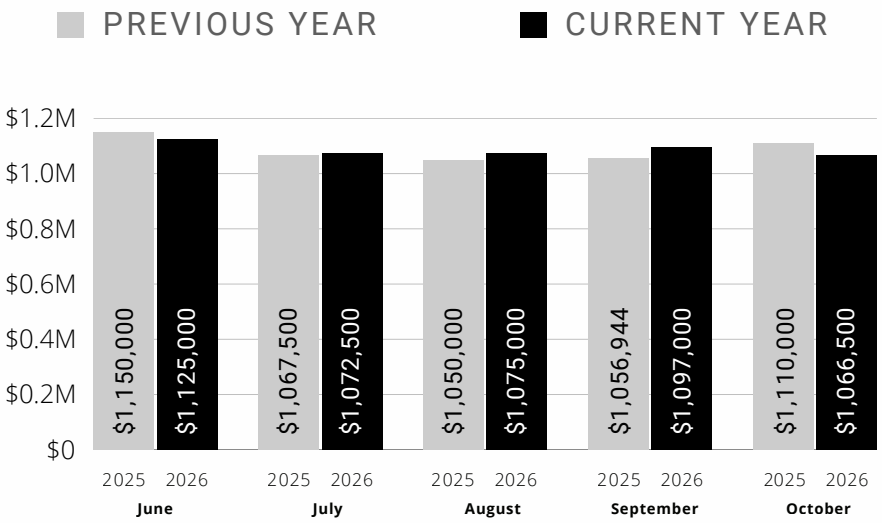


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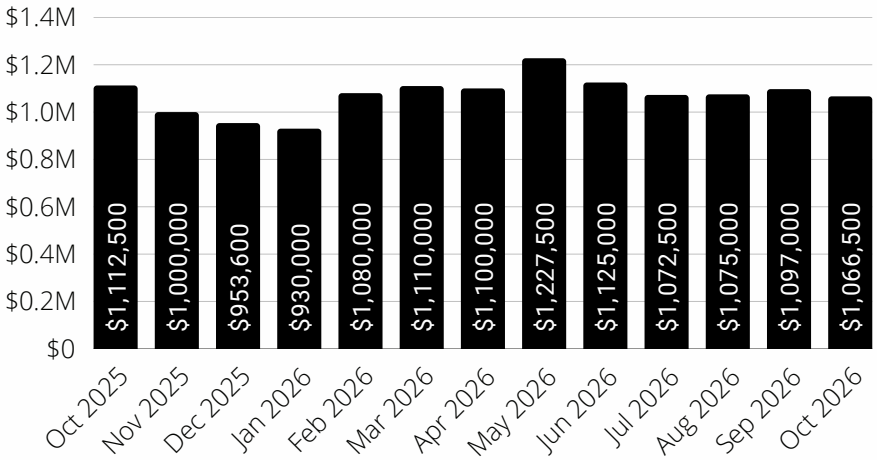


Median Sales Price

BY MONTH, YEAR-OVER-YEAR



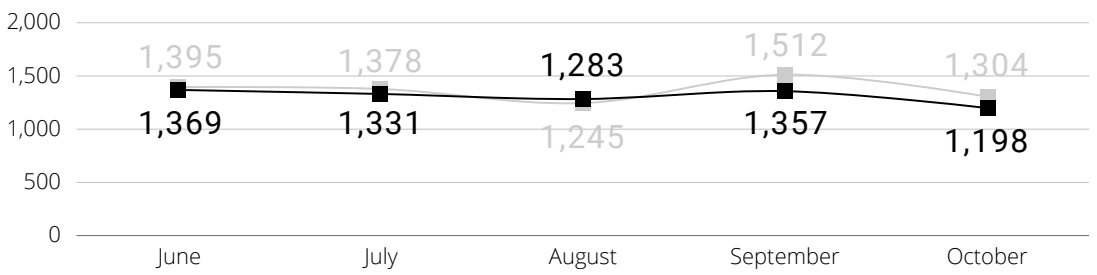
BY MONTH



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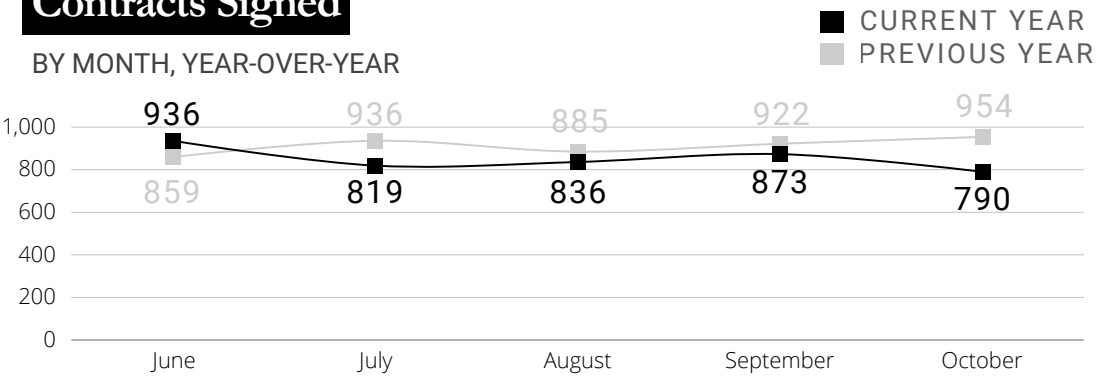
New Listings

BY MONTH, YEAR-OVER-YEAR



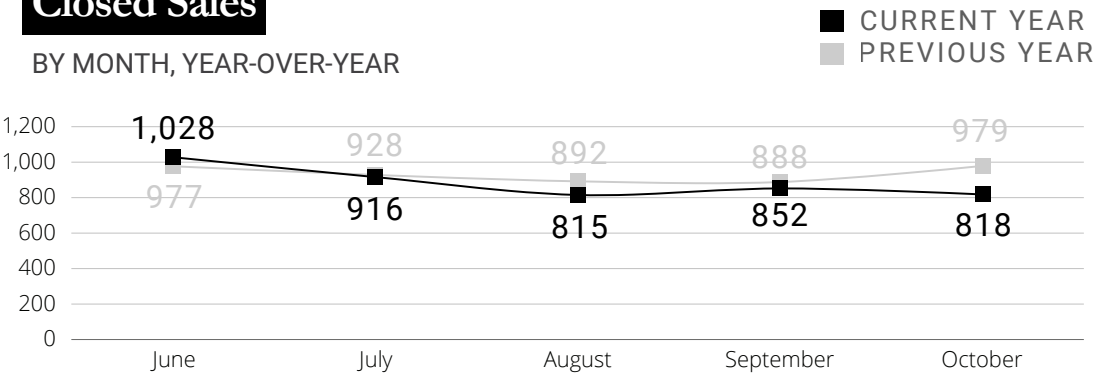
Contracts Signed

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 162 closed sales at a median price of $1.1m. There was a total of 201 new listings with an average of 48 days on the market without price reduction and with an average price per square foot of $760.



Overview

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October 2026

New Listings

201

+8.1% Year-over-Year

Closed Sales

162

-0.6% Year-over-Year

Average Days-on-Market

48

+6.7% Year-over-Year

Average Price Per SqFt

$760

-4.2% Year-over-Year

Median Sale Price

$1.1M

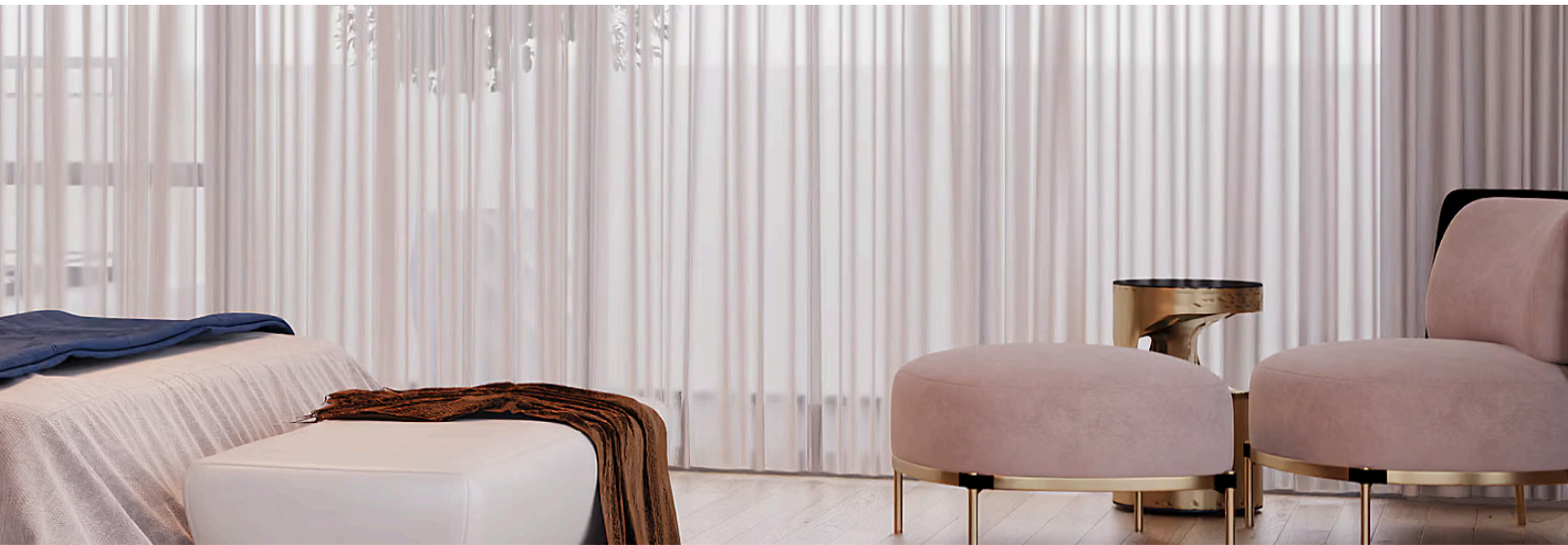
+7.1% Year-over-Year

Total Volume

$217M

+10.7% 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.



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SFH

Single Family Homes

153
New Listings

129
Closed Sales

48
Average
Days-on-Market

$785
Average Price
Per SqFt

$1.2M
Median Sale Price

$190M
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 may change with late reported activity. Data from sources deemed reliable but may contain errors and are subject to revision.



CONDO

Condo & Townhomes

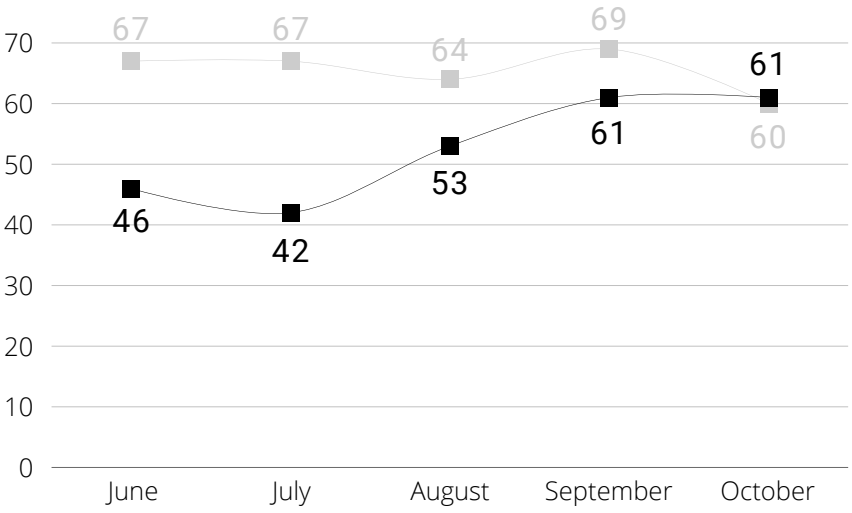
48 New Listings	33 Closed Sales
49 Average Days-on Market	$664 Average Price Per SqFt
$762K Median Sale Price	$27M Total Volume

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Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

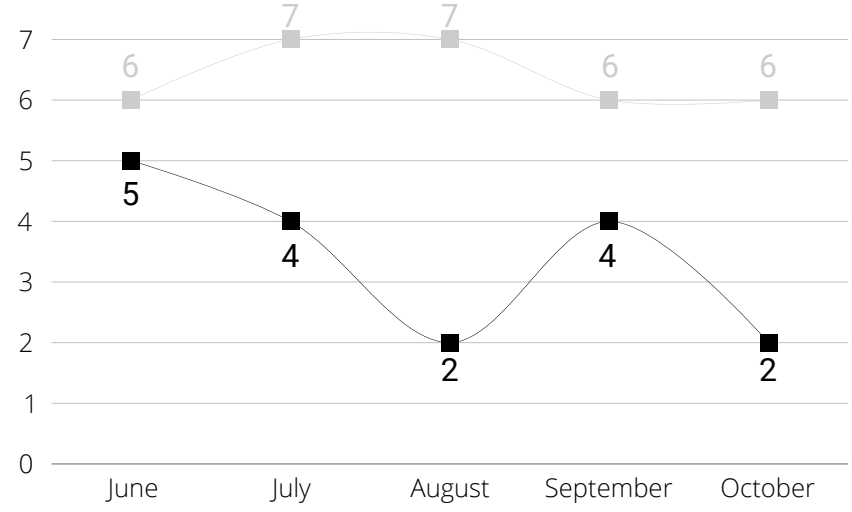
(+$3,000,000 & above)

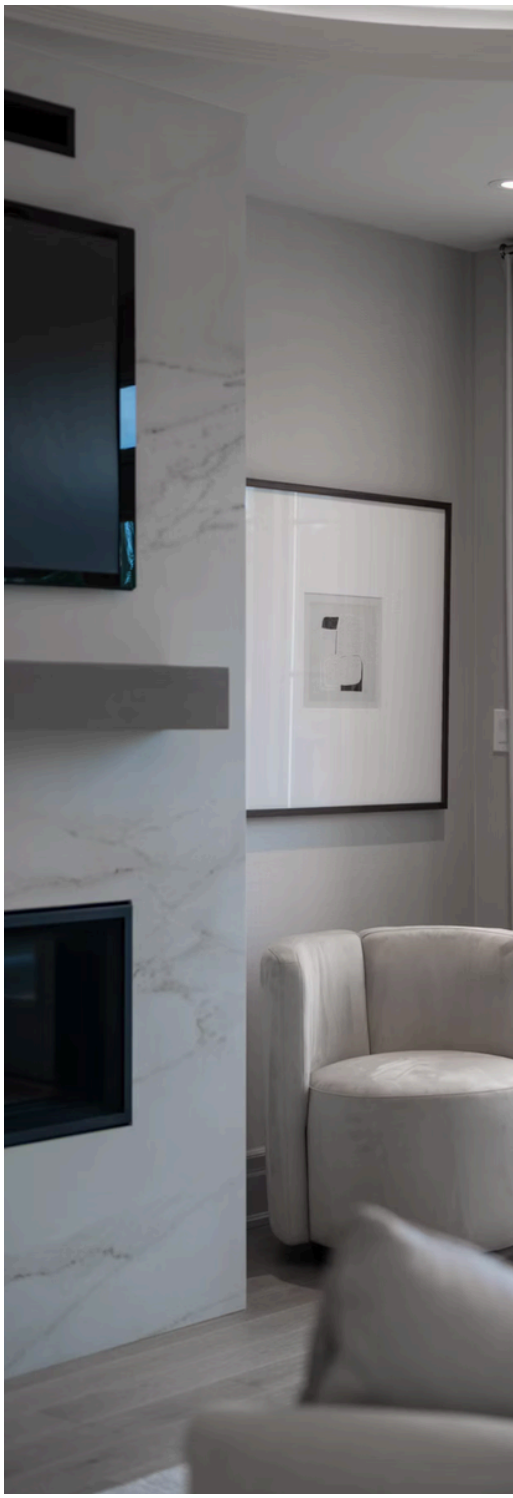


Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

(+$3,000,000 & above)



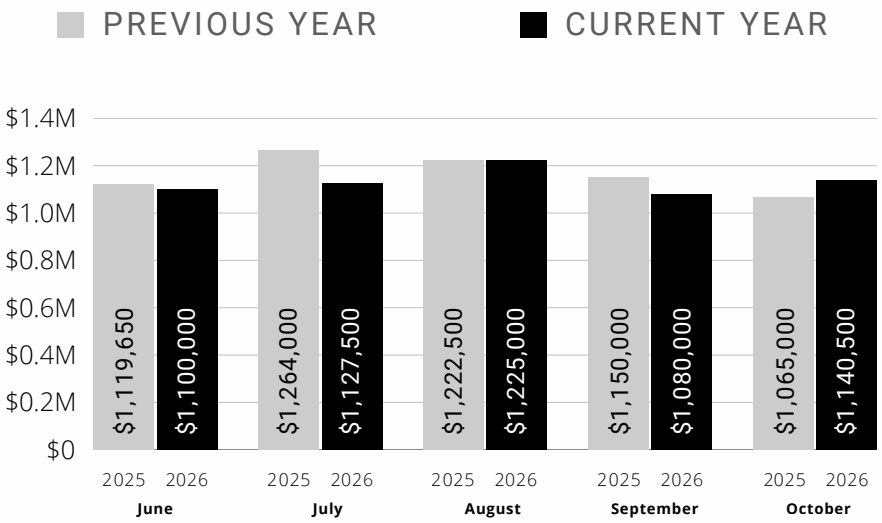


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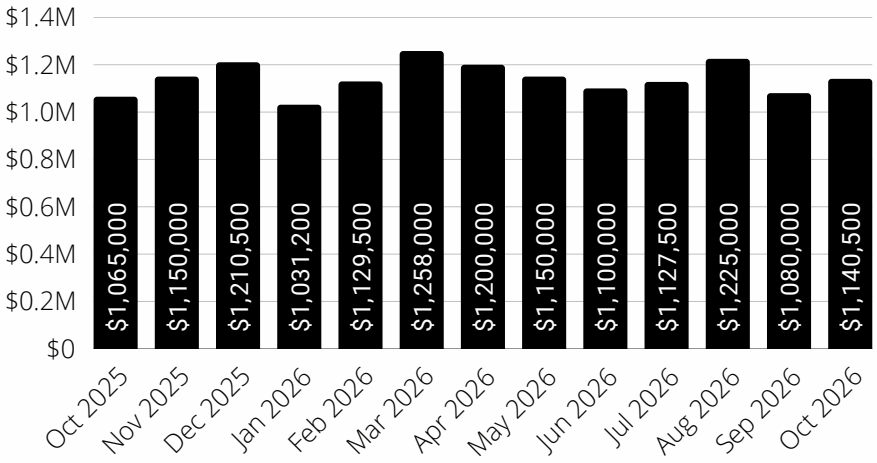


Median Sales Price

BY MONTH, YEAR-OVER-YEAR



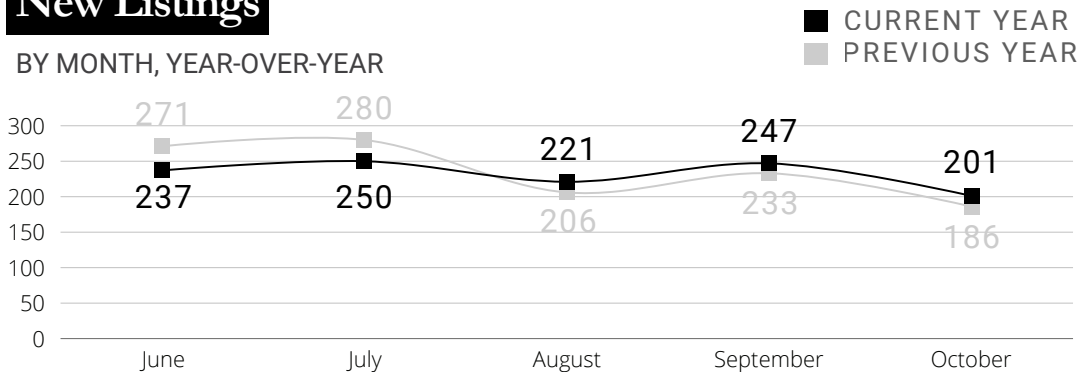
BY MONTH



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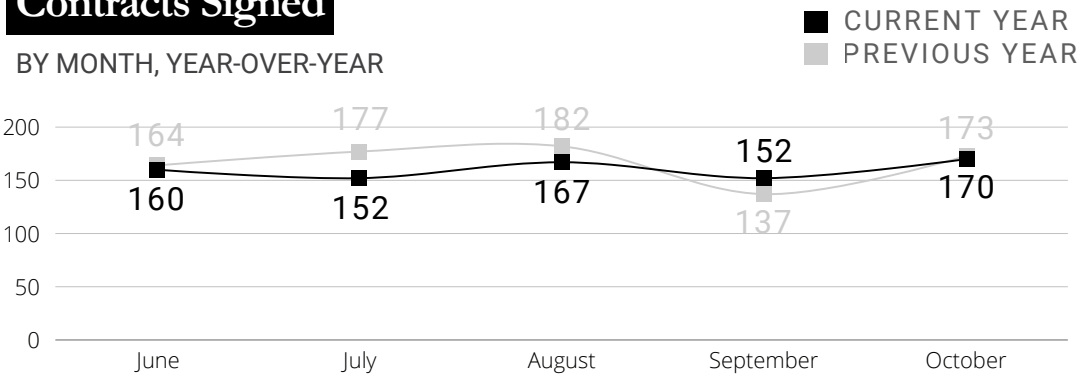
New Listings

BY MONTH, YEAR-OVER-YEAR



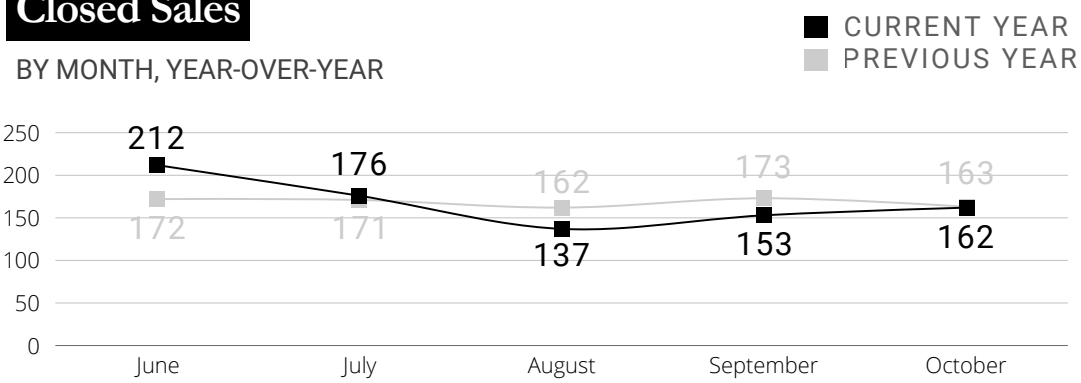
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



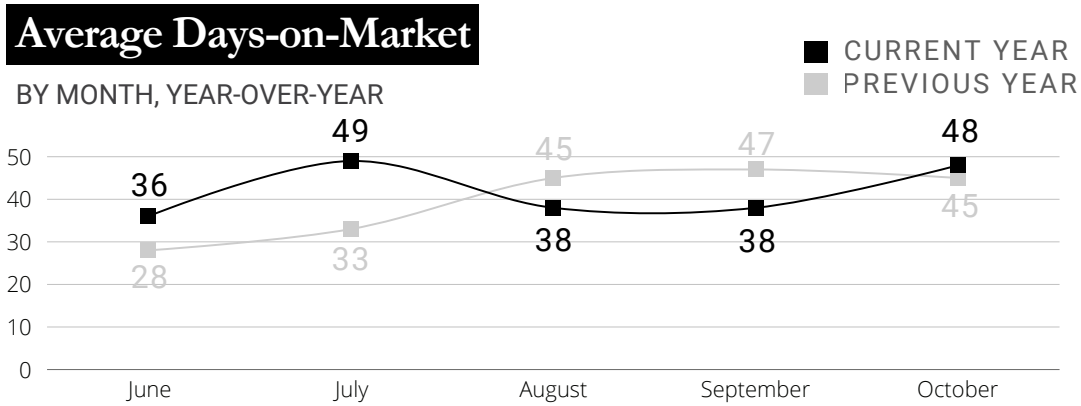
Closed Sales

BY MONTH, YEAR-OVER-YEAR



Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR



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Monterey County

What's in the Monterey County data?

The market for Single Family Homes, Condo, and Townhomes units saw 194 closed sales at a median price of $930k. There was a total of 255 new listings with an average of 46 days on the market without price reduction and with an average price per square foot of $763.



Overview

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October 2026

New Listings

255

+20.3% Year-over-Year

Closed Sales

194

-10.6% Year-over-Year

Average Days-on-Market

46

-16.4% Year-over-Year

Average Price Per SqFt

$763

-0.7% Year-over-Year

Median Sale Price

$930K

-4.6% Year-over-Year

Total Volume

$274M

-17.7% 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.



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SFH

Single Family Homes

223
New Listings

166
Closed Sales

44
Average
Days-on-Market

$774
Average Price
Per SqFt

$984K
Median Sale Price

$250M
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 may change with late reported activity. Data from sources deemed reliable but may contain errors and are subject to revision.



CONDO

Condo & Townhomes

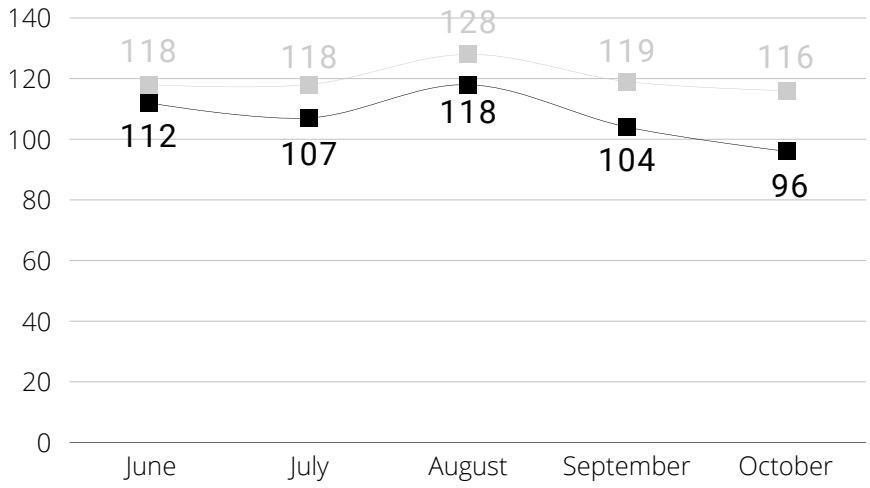
32 New Listings	28 Closed Sales
59 Average Days-on Market	$697 Average Price Per SqFt
$670K Median Sale Price	$24M Total Volume

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Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

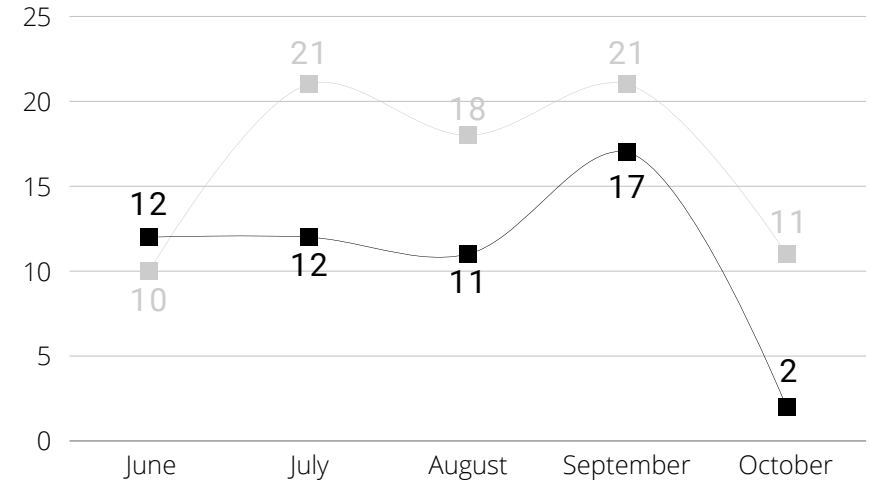
(+$3,000,000 & above)



Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

(+$3,000,000 & above)



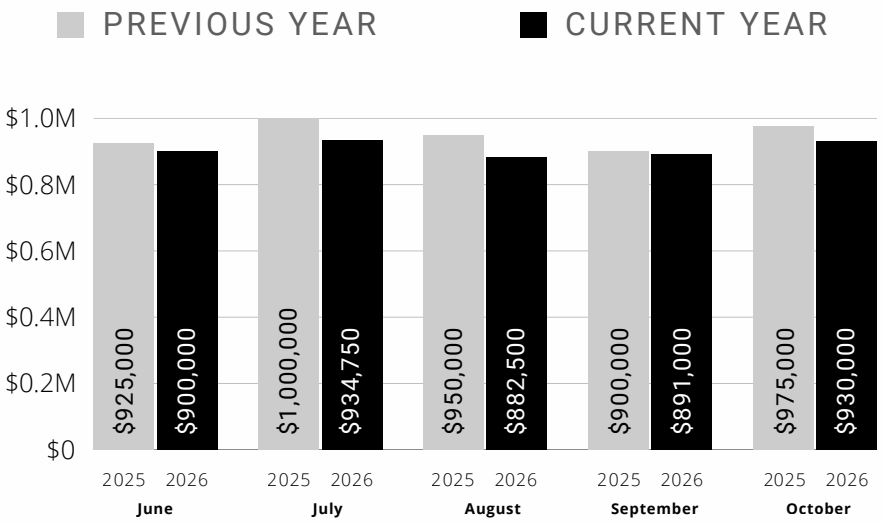


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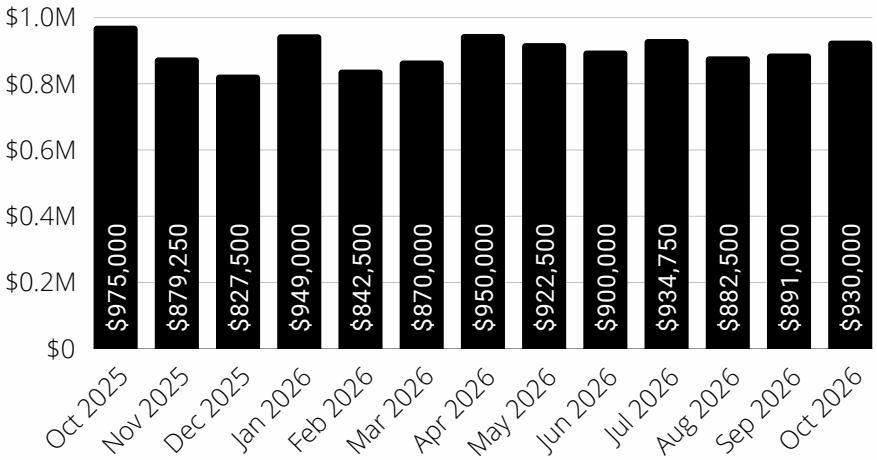


Median Sales Price

BY MONTH, YEAR-OVER-YEAR



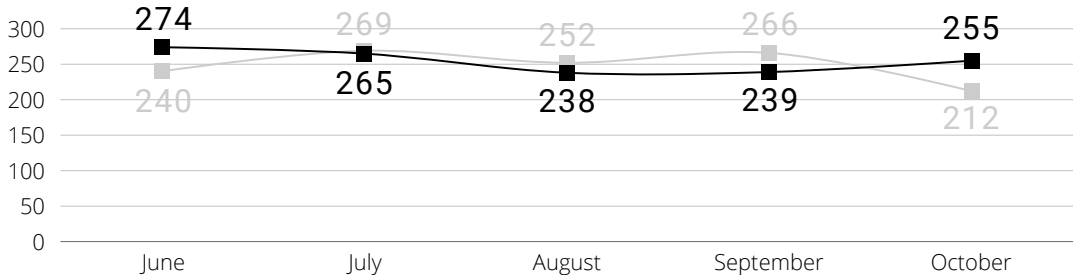
BY MONTH



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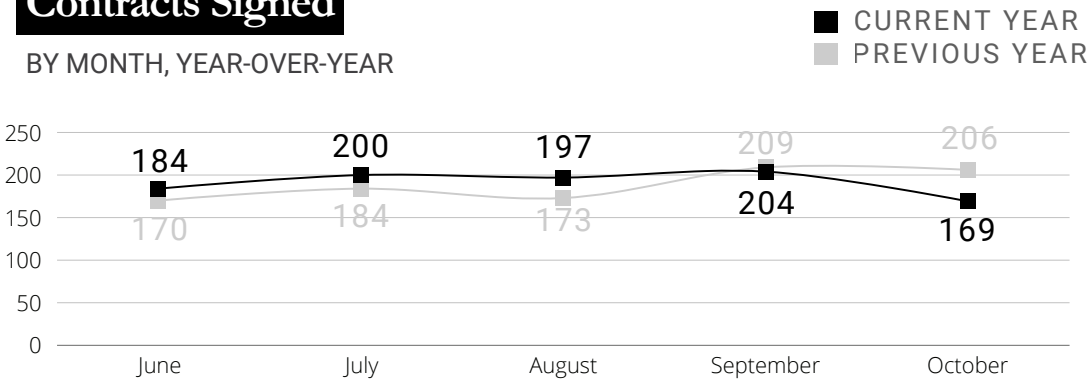
New Listings

BY MONTH, YEAR-OVER-YEAR



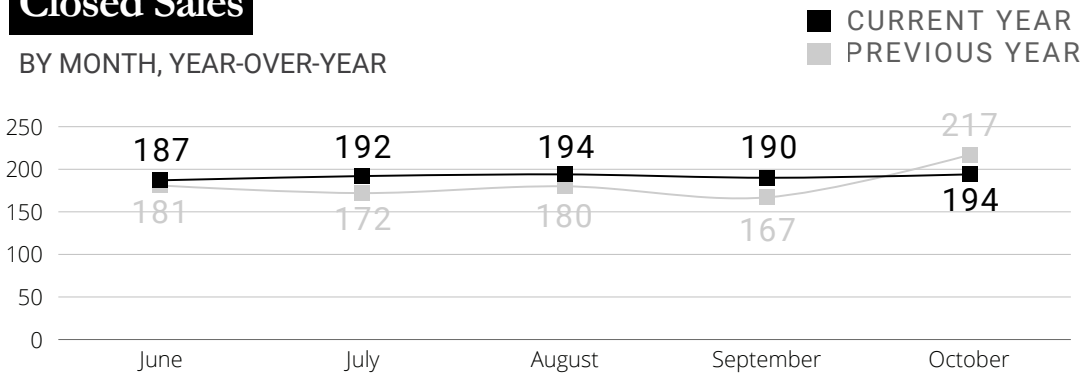
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



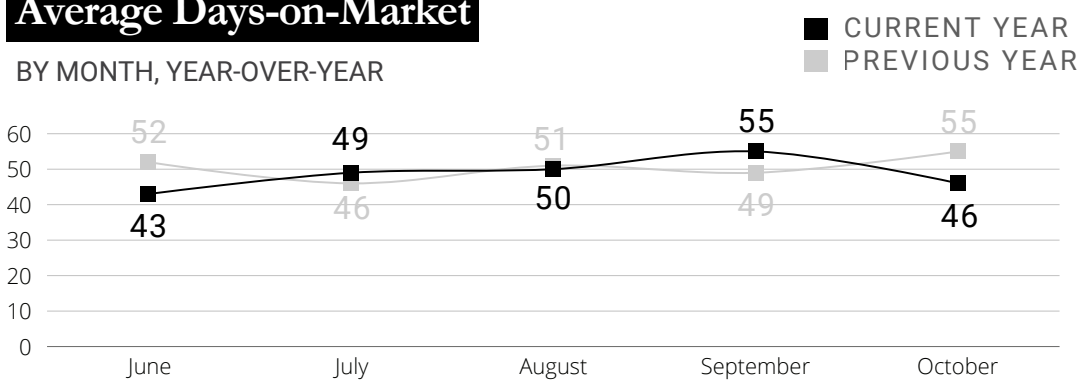
Closed Sales

BY MONTH, YEAR-OVER-YEAR



Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR



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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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