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Luxury
BAY AREA ESTATES

Market Update

JULY 2026

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- Santa Clara County

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- San Mateo County

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- San Francisco County

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- Alameda County

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■ Santa Cruz County

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■ Monterey 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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Here's Where To Start if You're Selling and Buying at the Same Time



If you're a homeowner getting ready to move, one question usually comes first: should you buy your next home before you sell, or sell your current house before you start looking?

There's no single right answer. The best call depends on your finances, your local market, and your timeline. And a trusted agent can help you weigh all of it.

But in a lot of cases these days, selling first puts you in the stronger spot.

[READ MORE](#)



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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 991 closed sales at a median price of \$1.6m. There was a total of 1,548 new listings with an average of 32 days on the market without price reduction and with an average price per square foot of \$1,050.



Overview



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July 2026

New Listings

1,548

+14.8% Year-over-Year

Closed Sales

991

-2.8% Year-over-Year

Average Days-on-Market

32

+23.1% Year-over-Year

Average Price Per SqFt

\$1,050

-1.4% Year-over-Year

Median Sale Price

\$1.6M

-0.7% Year-over-Year

Total Volume

\$1.9B

+1.2% 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 July change with late reported activity. Data from sources deemed reliable but July contain errors and are subject to revision.



SFH

Single Family Homes

1,019

New Listings

704

Closed Sales

27

Average
Days-on-Market

\$1,184

Average Price
Per SqFt

\$1.9M

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





CONDO

Condo & Townhomes

529

New Listings

287

Closed Sales

42

Average
Days-on Market

\$719

Average Price
Per SqFt

\$904K

Median Sale Price

\$286M

Total Volume

Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR
(+\$3,000,000 & above)



Luxury Contracts Signed

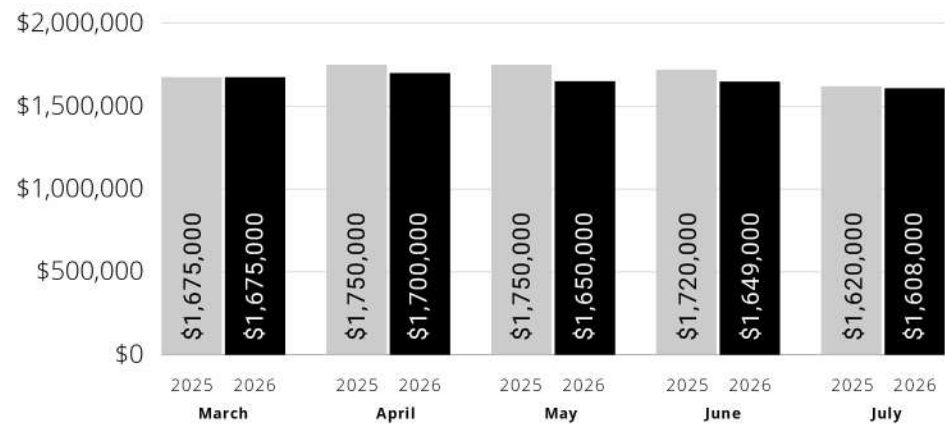
BY MONTH, YEAR-OVER-YEAR
(+\$3,000,000 & above)



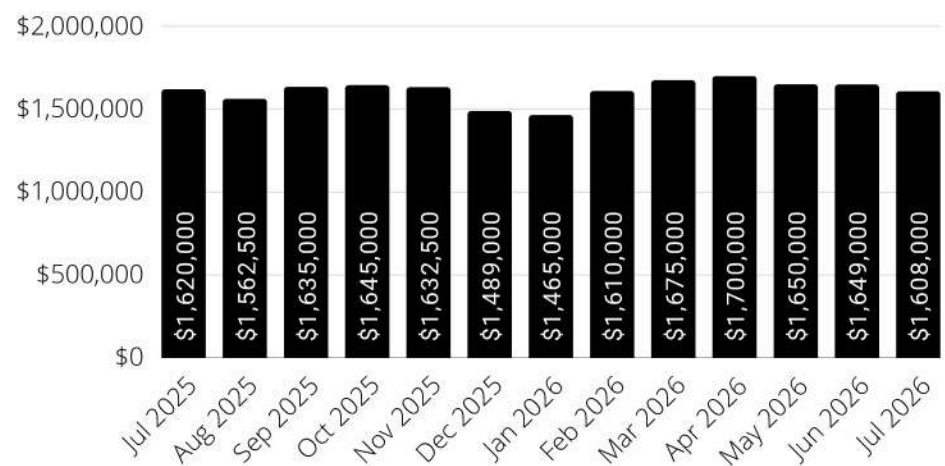
Median Sales Price

BY MONTH, YEAR-OVER-YEAR

■ PREVIOUS YEAR ■ CURRENT YEAR

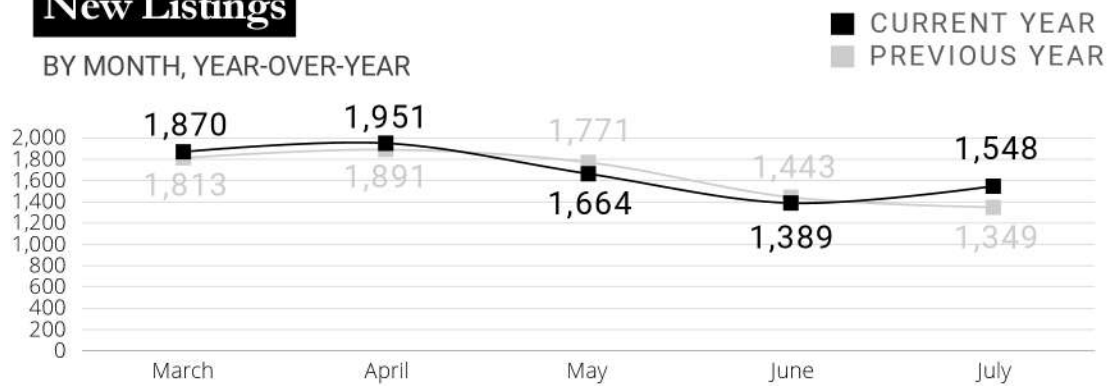


BY MONTH



New Listings

BY MONTH, YEAR-OVER-YEAR



Contracts Signed

BY MONTH, YEAR-OVER-YEAR



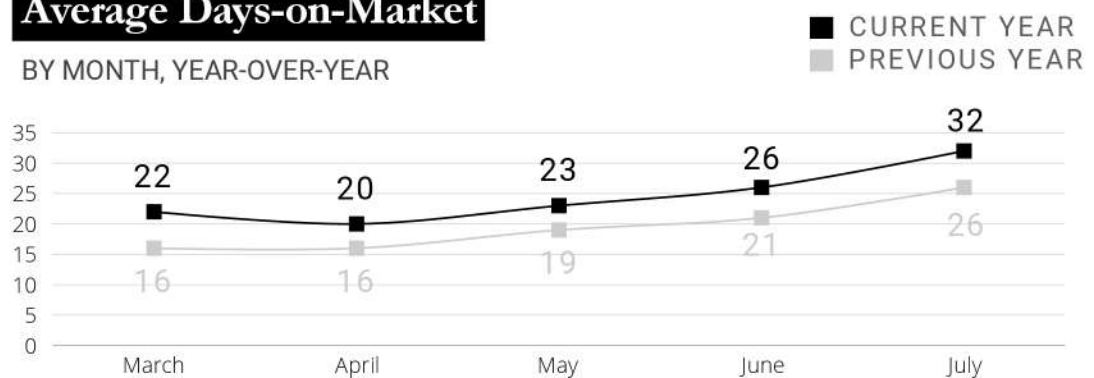
Closed Sales

BY MONTH, YEAR-OVER-YEAR



Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR



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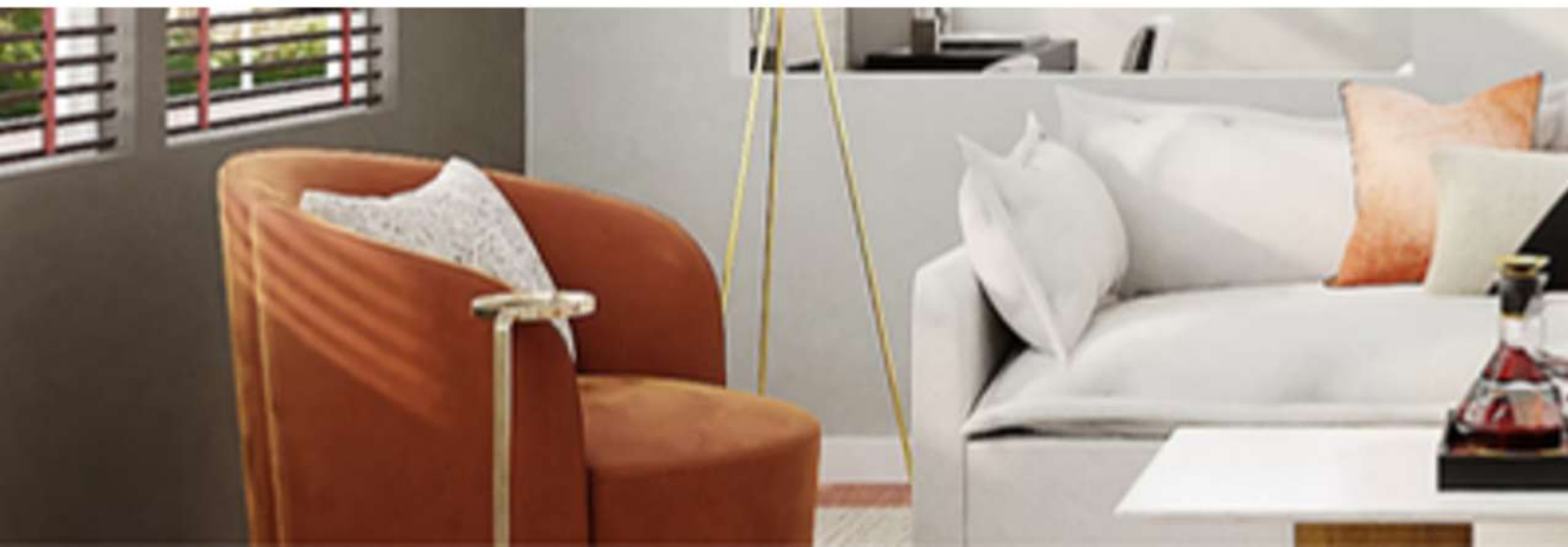
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San Mateo County

What's in the San Mateo County data?

The market for Single Family Homes, Condo, and Townhomes units saw 469 closed sales at a median price of \$1.6m. There was a total of 547 new listings with an average of 30 days on the market without price reduction and with an average price per square foot of \$1,177.



Overview

July 2026

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New Listings

547

+1.7% Year-over-Year

Closed Sales

469

+3.1% Year-over-Year

Average Days-on-Market

30

+11.1% Year-over-Year

Average Price Per SqFt

\$1,177

+5.8% Year-over-Year

Median Sale Price

\$1.6M

-0.7% Year-over-Year

Total Volume

\$1.2B

+19.2% 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 July change with late reported activity. Data from sources deemed reliable but July contain errors and are subject to revision.



SFH

Single Family Homes

399

New Listings

362

Closed Sales

25

Average
Days-on-Market

\$1,293

Average Price
Per SqFt

\$2.1M

Median Sale Price

\$1.1B

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



CONDO

Condo & Townhomes

148

New Listings

107

Closed Sales

49

Average
Days-on Market

\$787

Average Price
Per SqFt

\$958K

Median Sale Price

\$103M

Total Volume



Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR
(+\$3,000,000 & above)



Luxury Contracts Signed

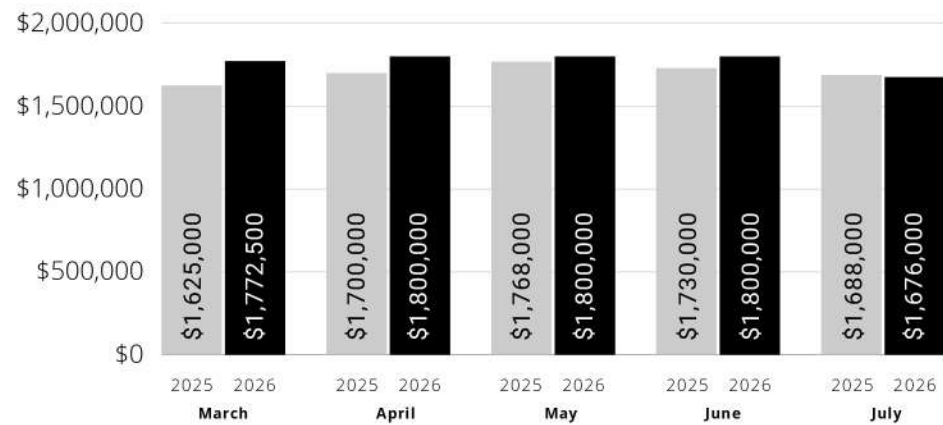
BY MONTH, YEAR-OVER-YEAR
(+\$3,000,000 & above)



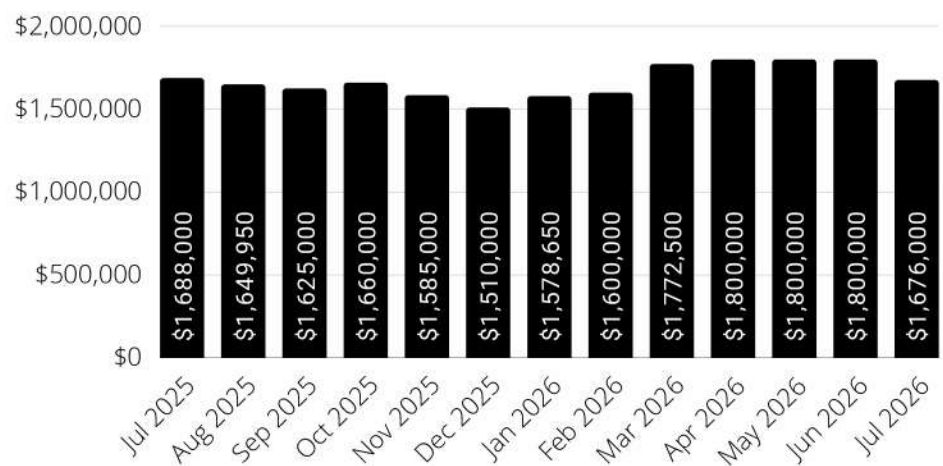
Median Sales Price

BY MONTH, YEAR-OVER-YEAR

■ PREVIOUS YEAR ■ CURRENT YEAR



BY MONTH



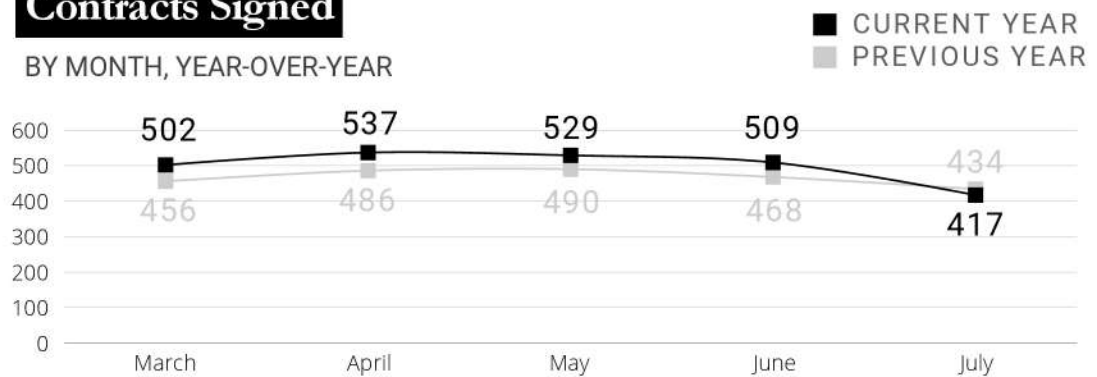
New Listings

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 417 closed sales at a median price of \$1.5m. There was a total of 412 new listings with an average of 32 days on the market without price reduction and with an average price per square foot of \$1,173.



Overview



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July 2026

New Listings

412

+7.3% Year-over-Year

Closed Sales

417

+10.3% Year-over-Year

Average Days-on-Market

32

-25.6% Year-over-Year

Average Price Per SqFt

\$1,173

+16.5% Year-over-Year

Median Sale Price

\$1.5M

+6.6% Year-over-Year

Total Volume

\$802M

+24.3% 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 July change with late reported activity. Data from sources deemed reliable but July contain errors and are subject to revision.



SFH

Single Family Homes

192

New Listings

173

Closed Sales

21

Average
Days-on-Market

\$1,226

Average Price
Per SqFt

\$2M

Median Sale Price

\$442M

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



CONDO

Condo & Townhomes

220

New Listings

244

Closed Sales

40

Average
Days-on Market

\$1,136

Average Price
Per SqFt

\$1.2M

Median Sale Price

\$359M

Total Volume



Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR
(+\$3,000,000 & above)



Luxury Contracts Signed

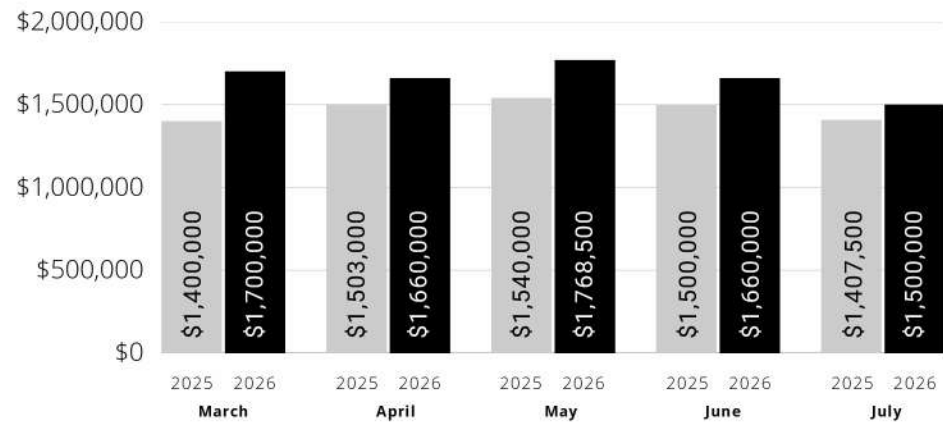
BY MONTH, YEAR-OVER-YEAR
(+\$3,000,000 & above)



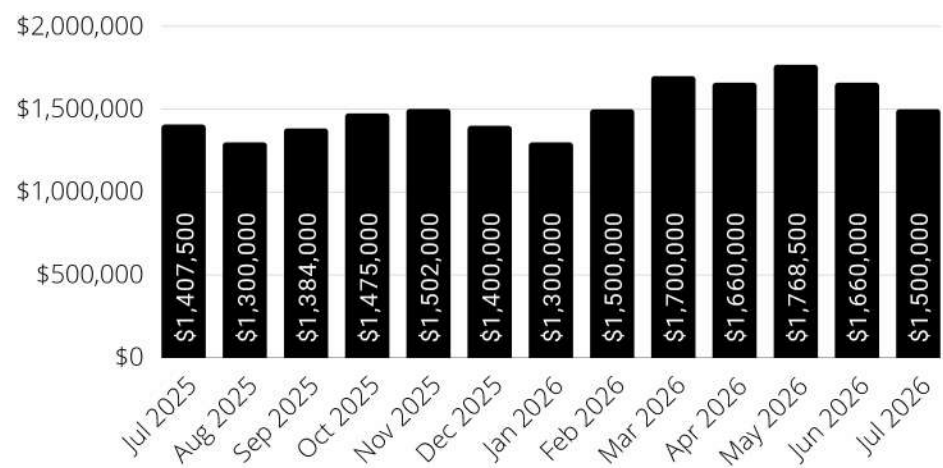
Median Sales Price

BY MONTH, YEAR-OVER-YEAR

■ PREVIOUS YEAR ■ CURRENT YEAR

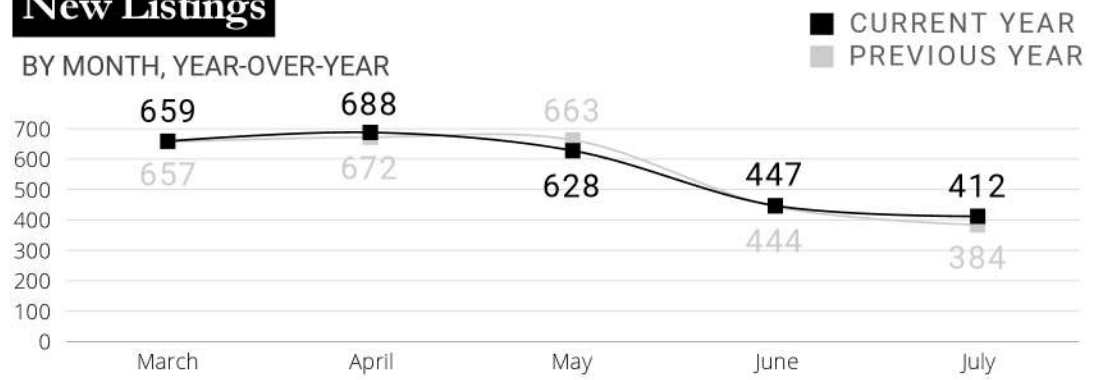


BY MONTH



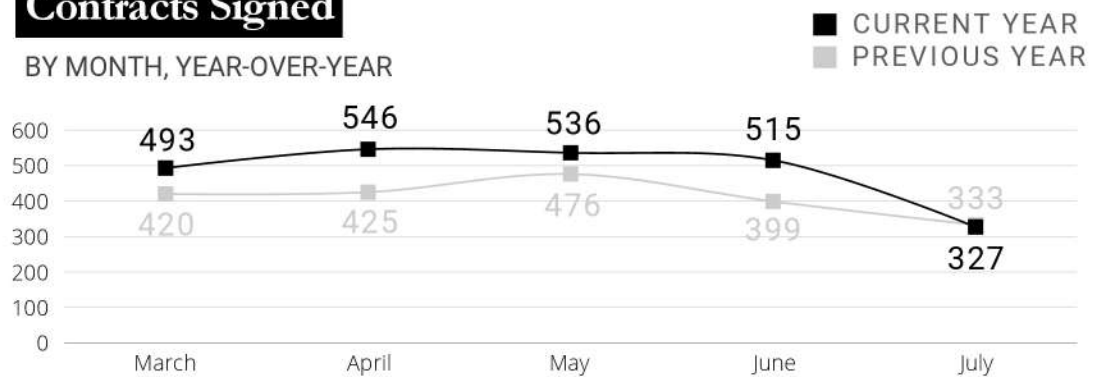
New Listings

BY MONTH, YEAR-OVER-YEAR



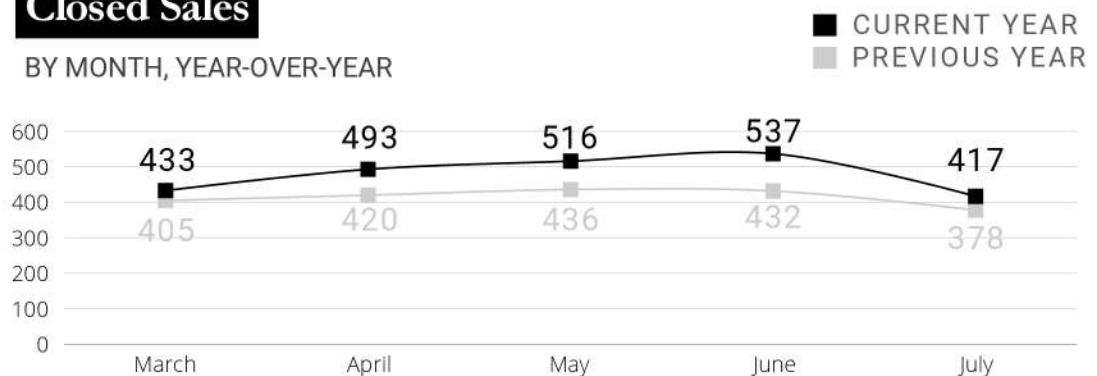
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



Closed Sales

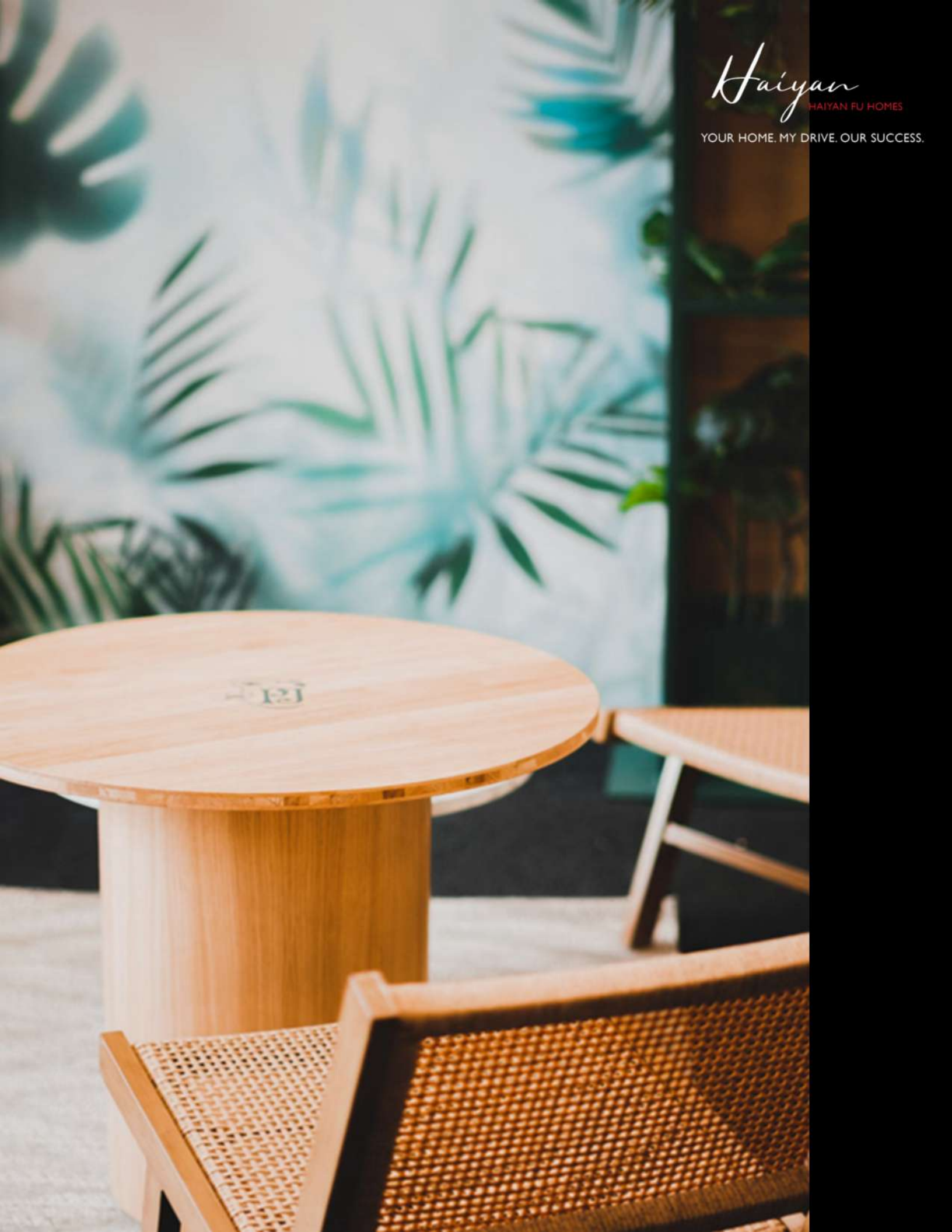
BY MONTH, YEAR-OVER-YEAR



Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR





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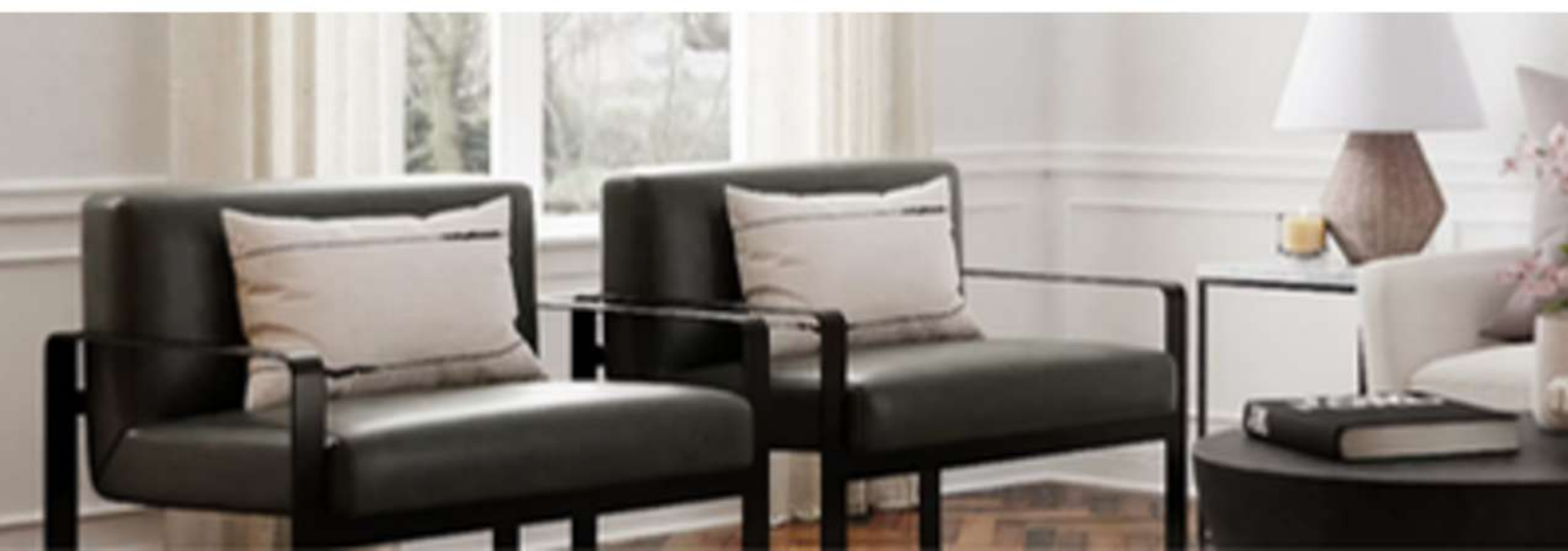
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Alameda County

What's in the Alameda County data?

The market for Single Family Homes, Condo, and Townhomes units saw 897 closed sales at a median price of \$1m. There was a total of 1,404 new listings with an average of 29 days on the market without price reduction and with an average price per square foot of \$714.



Overview



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July 2026

New Listings

1,404

+1.9% Year-over-Year

Closed Sales

897

-3.3% Year-over-Year

Average Days-on-Market

29

-3.3% Year-over-Year

Average Price Per SqFt

\$714

+0.9% Year-over-Year

Median Sale Price

\$1M

+0.2% Year-over-Year

Total Volume

\$1B

-7.2% 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 July change with late reported activity. Data from sources deemed reliable but July contain errors and are subject to revision.



SFH

Single Family Homes

989

New Listings

686

Closed Sales

26

Average
Days-on-Market

\$763

Average Price
Per SqFt

\$1.2M

Median Sale Price

\$944M

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



CONDO

Condo & Townhomes

415

New Listings

211

Closed Sales

39

Average
Days-on Market

\$556

Average Price
Per SqFt

\$650K

Median Sale Price

\$144M

Total Volume

Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

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



Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

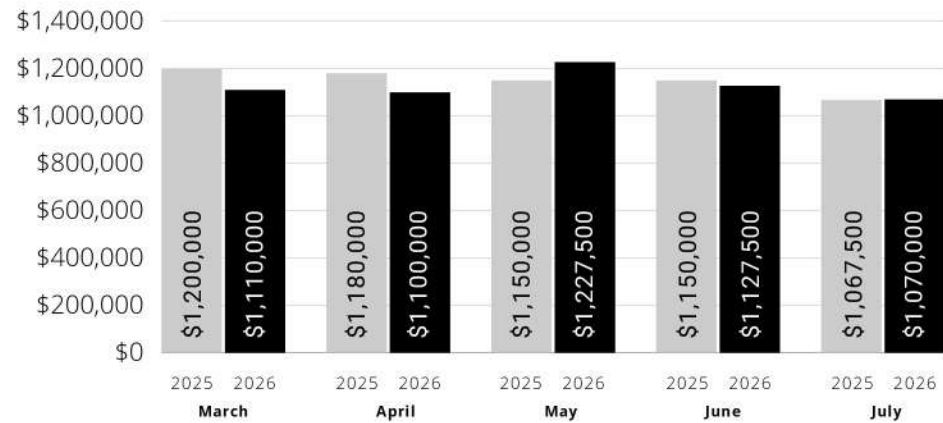
(+\$3,000,000 & above)



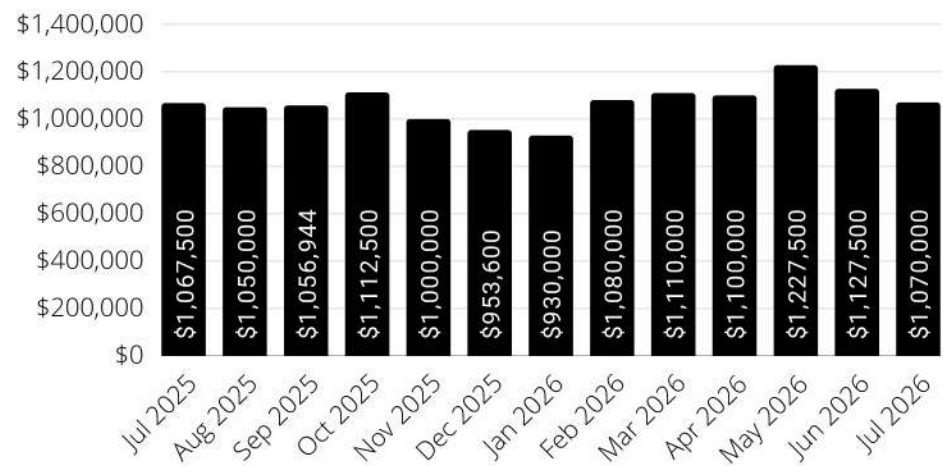
Median Sales Price

BY MONTH, YEAR-OVER-YEAR

■ PREVIOUS YEAR ■ CURRENT YEAR

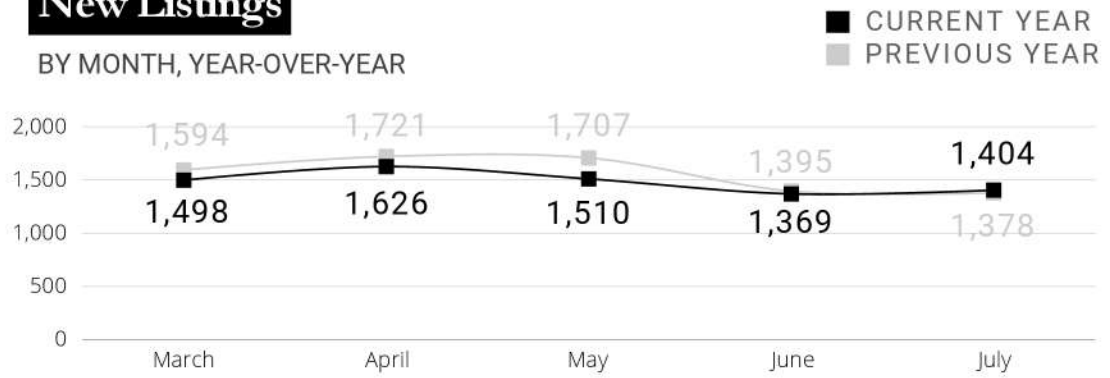


BY MONTH



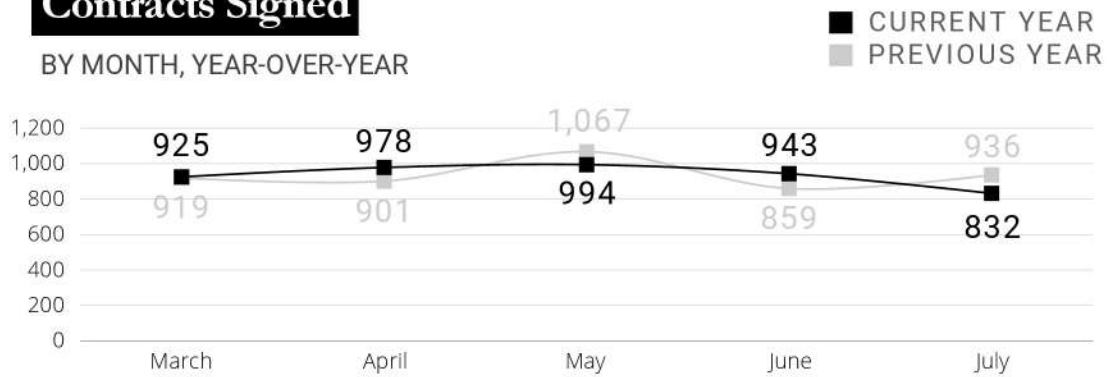
New Listings

BY MONTH, YEAR-OVER-YEAR



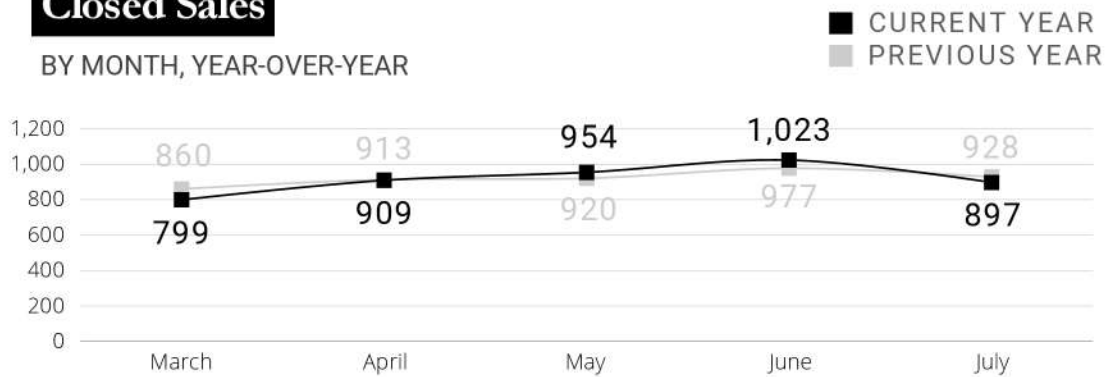
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



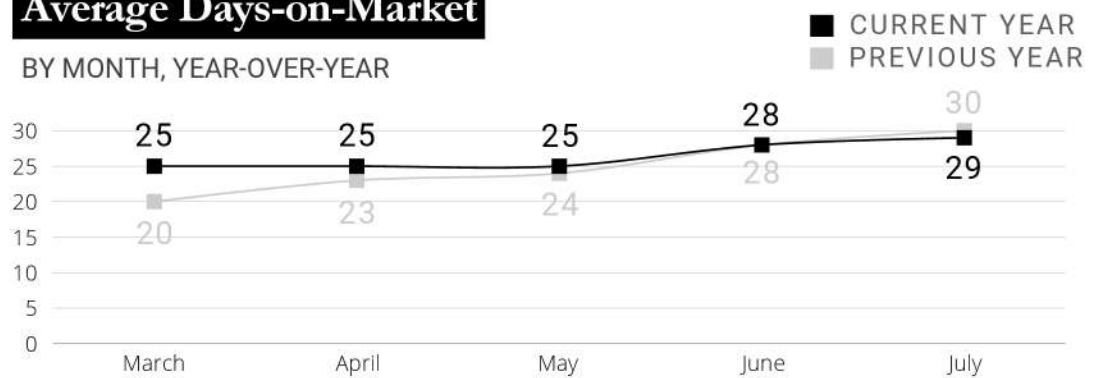
Closed Sales

BY MONTH, YEAR-OVER-YEAR



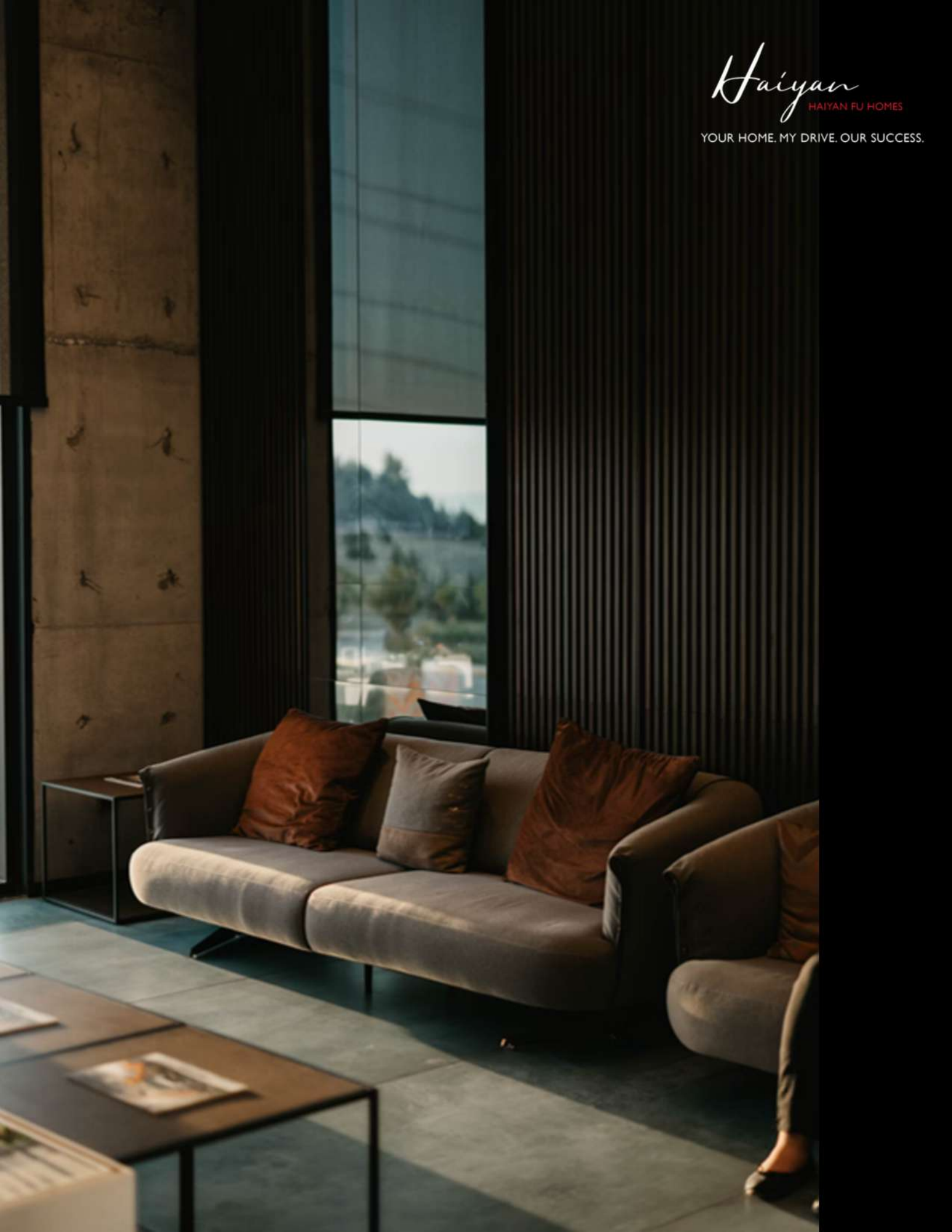
Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR



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Santa Cruz County

What's in the Santa Cruz County data?

The market for Single Family Homes, Condo, and Townhomes units saw 171 closed sales at a median price of \$1.1m. There was a total of 273 new listings with an average of 50 days on the market without price reduction and with an average price per square foot of \$803.



Overview



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July 2026

New Listings

273

-2.5% Year-over-Year

Closed Sales

171

+0% Year-over-Year

Average Days-on-Market

50

+51.5% Year-over-Year

Average Price Per SqFt

\$803

-4.9% Year-over-Year

Median Sale Price

\$1.1M

-9.0% Year-over-Year

Total Volume

\$246M

+3.4% 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 July change with late reported activity. Data from sources deemed reliable but July contain errors and are subject to revision.



SFH

Single Family Homes

217

New Listings

138

Closed Sales

44

Average
Days-on-Market

\$837

Average Price
Per SqFt

\$1.3M

Median Sale Price

\$223M

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



CONDO

Condo & Townhomes

56

New Listings

33

Closed Sales

73

Average
Days-on Market

\$657

Average Price
Per SqFt

\$680K

Median Sale Price

\$22M

Total Volume



Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

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



Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

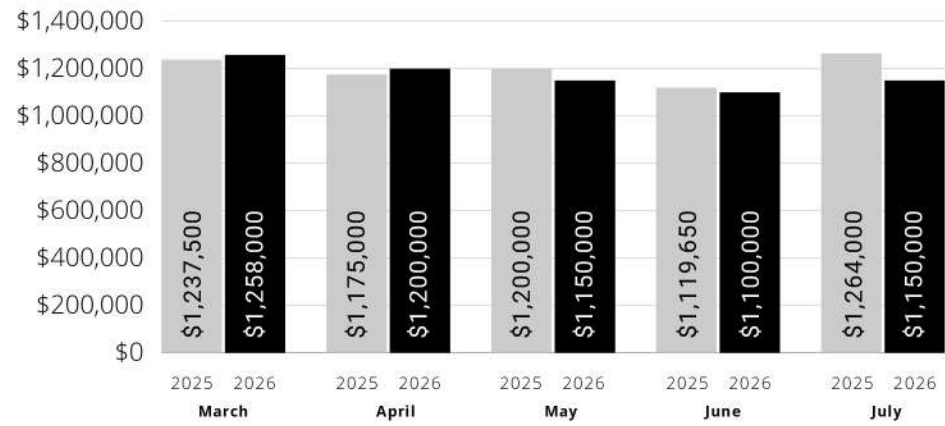
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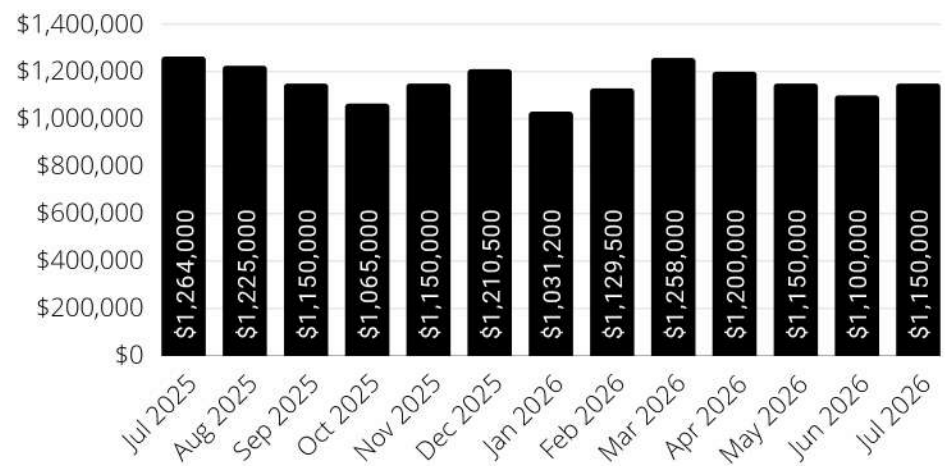
Median Sales Price

BY MONTH, YEAR-OVER-YEAR

■ PREVIOUS YEAR ■ CURRENT YEAR

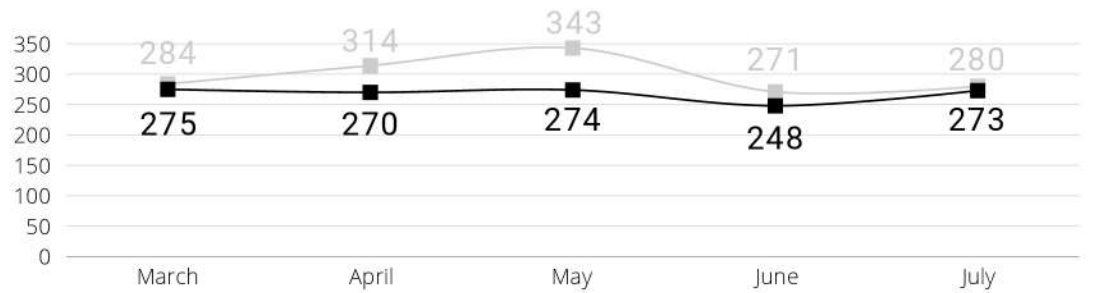


BY MONTH



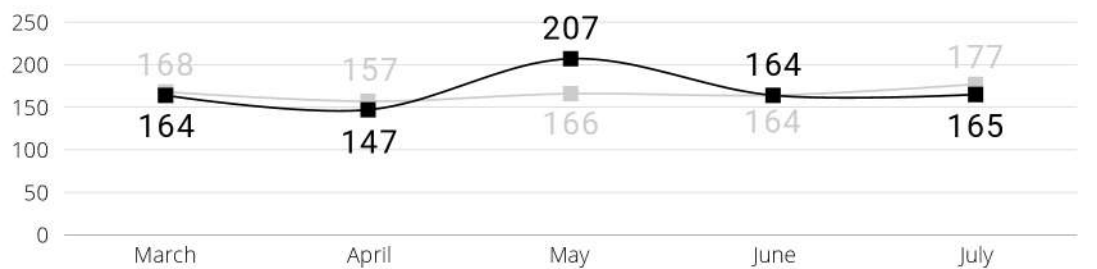
New Listings

BY MONTH, YEAR-OVER-YEAR



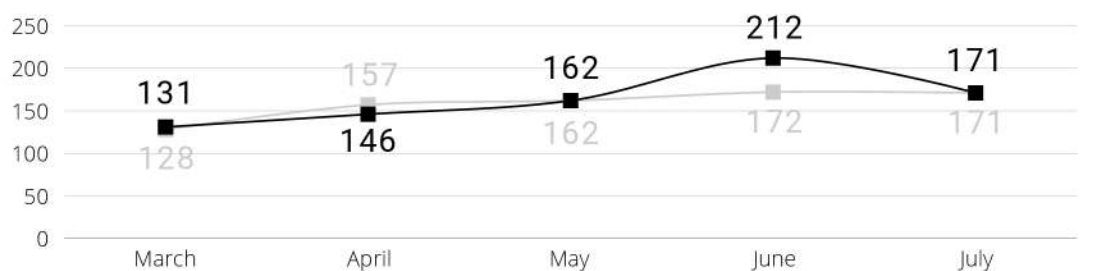
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



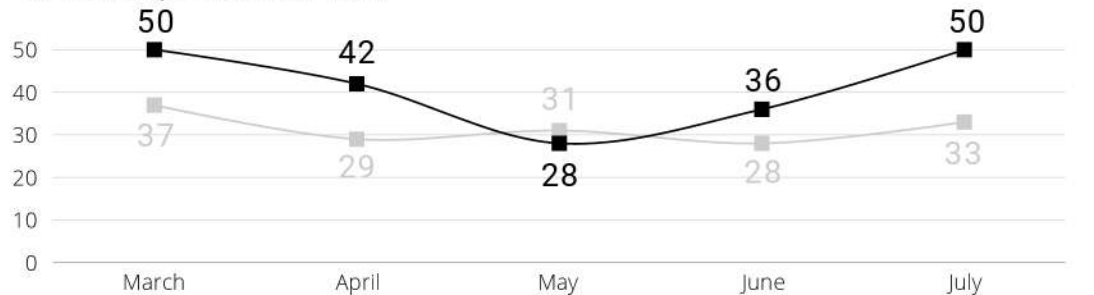
Closed Sales

BY MONTH, YEAR-OVER-YEAR



Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR



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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 \$940k. There was a total of 281 new listings with an average of 49 days on the market without price reduction and with an average price per square foot of \$773.



Overview



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July 2026

New Listings

281

+4.5% Year-over-Year

Closed Sales

187

+8.7% Year-over-Year

Average Days-on-Market

49

+6.5% Year-over-Year

Average Price Per SqFt

\$773

+7.1% Year-over-Year

Median Sale Price

\$940K

-6.0% Year-over-Year

Total Volume

\$308M

+29.0% 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 July change with late reported activity. Data from sources deemed reliable but July contain errors and are subject to revision.



SFH

Single Family Homes

238

New Listings

163

Closed Sales

45

Average
Days-on-Market

\$779

Average Price
Per SqFt

\$965K

Median Sale Price

\$286M

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





CONDO

Condo & Townhomes

43

New Listings

24

Closed Sales

73

Average
Days-on Market

\$730

Average Price
Per SqFt

\$710K

Median Sale Price

\$21M

Total Volume

Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR
(+\$3,000,000 & above)



Luxury Contracts Signed

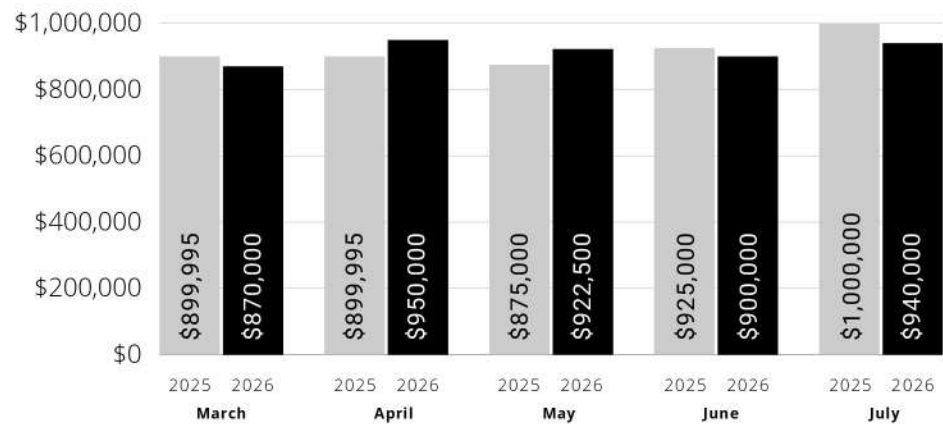
BY MONTH, YEAR-OVER-YEAR
(+\$3,000,000 & above)



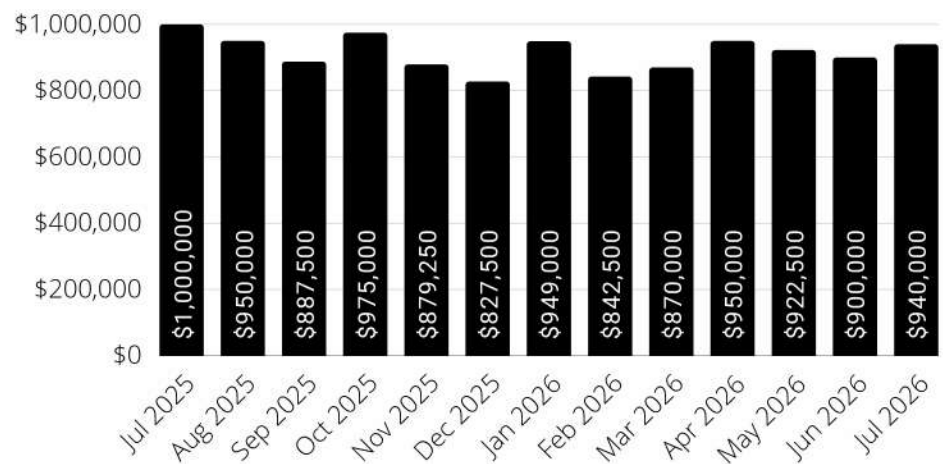
Median Sales Price

BY MONTH, YEAR-OVER-YEAR

■ PREVIOUS YEAR ■ CURRENT YEAR

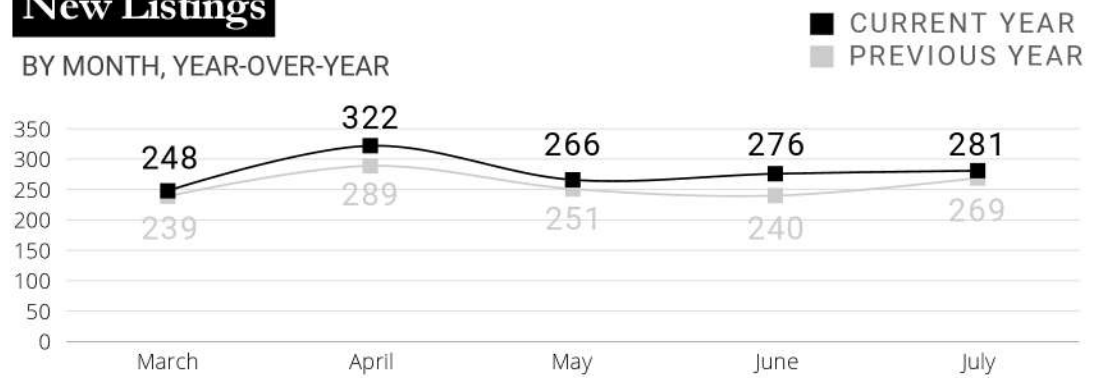


BY MONTH



New Listings

BY MONTH, YEAR-OVER-YEAR



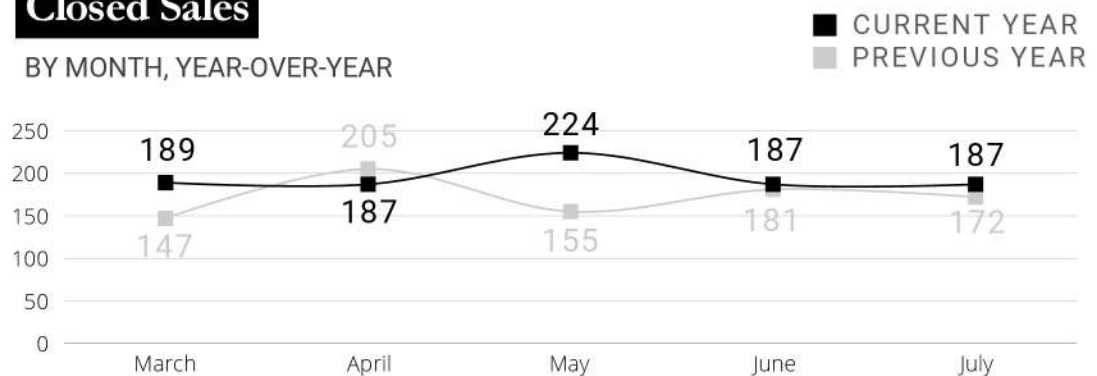
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



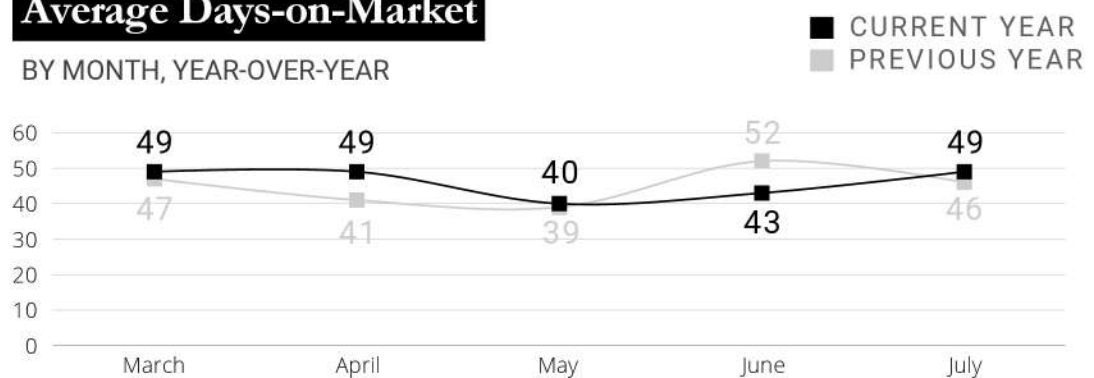
Closed Sales

BY MONTH, YEAR-OVER-YEAR



Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR





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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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