

Market Update

JULY 2025

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■ Santa Clara 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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The Truth About Down Payments (It's Not What You Think)



Buying a home is exciting... until you start thinking about the down payment. That's when the worry can set in.

"I'll never save enough."

"I need a small fortune just to get started."

"I guess I'll just rent forever."

Sound familiar? You're not alone. And you're definitely not out of luck.

Here's the thing: a lot of what you've heard about down payments just isn't true. And once you know the facts, you might realize you're a lot closer to owning a home than you think.

Let's break it all down and bust some big down payment myths while we're at it.


[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 1,014 closed sales at a median price of \$1.6m. There was a total of 1,443 new listings with an average of 26 days on the market without price reduction and with an average price per square foot of \$1,064.



Overview

July 2025



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New Listings

1,443

+7.9% Year-over-Year

Closed Sales

1,014

-9.1% Year-over-Year

Average Days-on-Market

26

+44.4% Year-over-Year

Average Price Per SqFt

\$1,064

-0.3% Year-over-Year

Median Sale Price

\$1.6M

+1% Year-over-Year

Total Volume

\$1.9B

-9.4% 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 July change with late reported activity. Data from sources deemed reliable but July contain errors and are subject to revision.



SFH

Single Family Homes

960

New Listings

731

Closed Sales

23

Average
Days-on-Market

\$1,173

Average Price
Per SqFt

\$1.8M

Median Sale Price

\$1.6B

Total Volume

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





CONDO

Condo & Townhomes

483

New Listings

283

Closed Sales

33

Average
Days-on Market

\$784

Average Price
Per SqFt

\$1M

Median Sale Price

\$300M

Total Volume

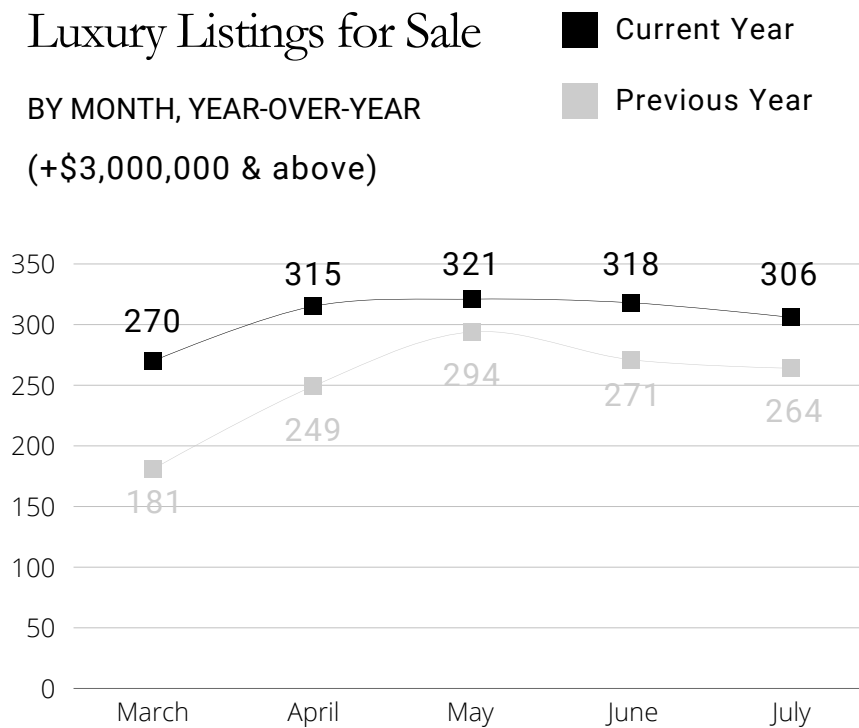
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Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

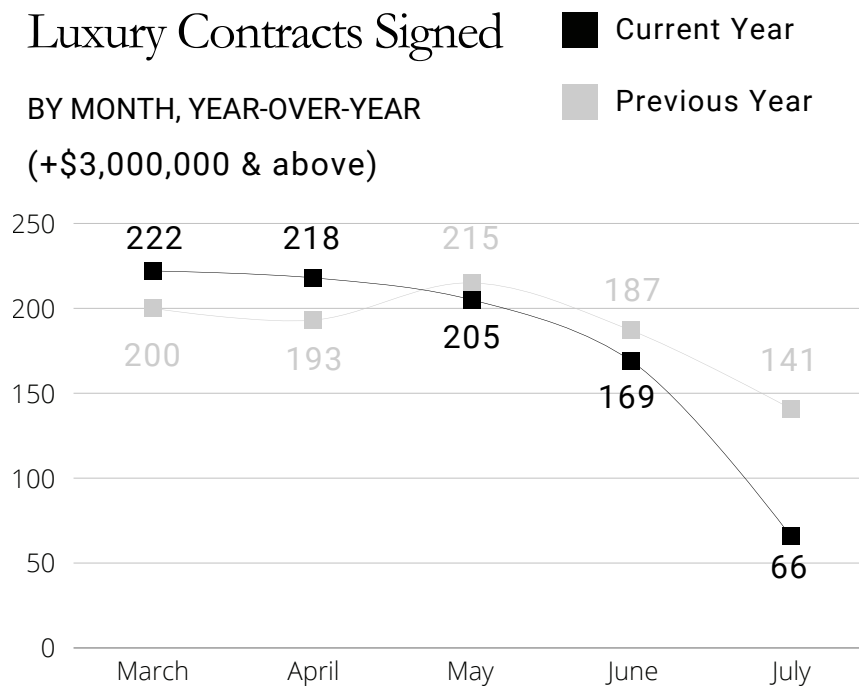
(+\$3,000,000 & above)



Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

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



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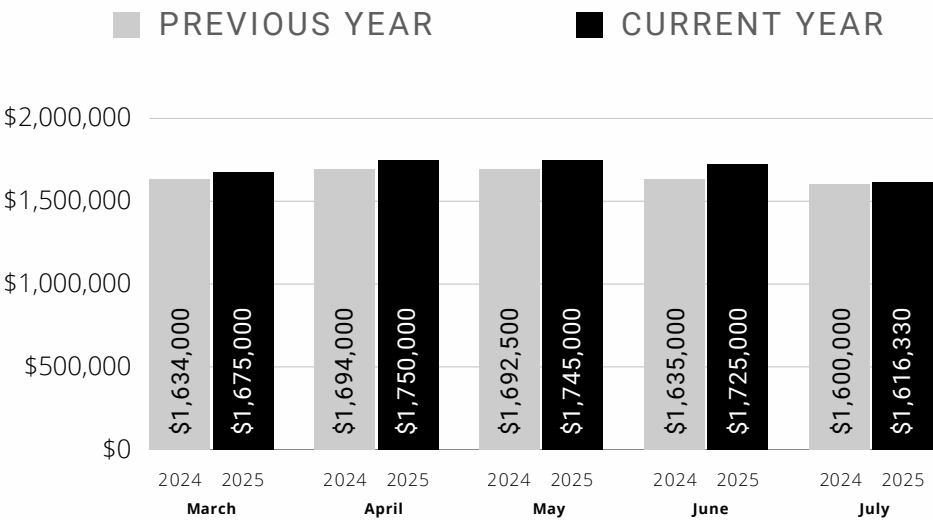
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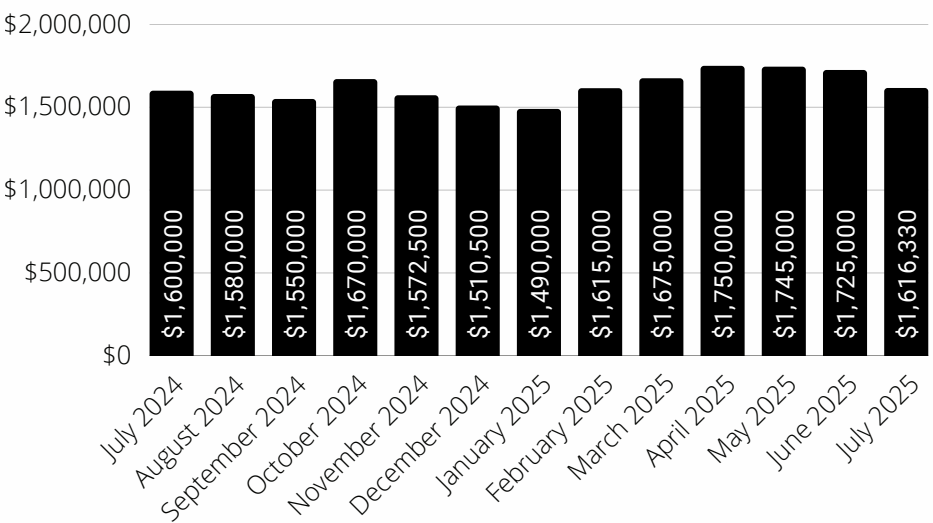


Median Sales Price

BY MONTH, YEAR-OVER-YEAR



BY MONTH



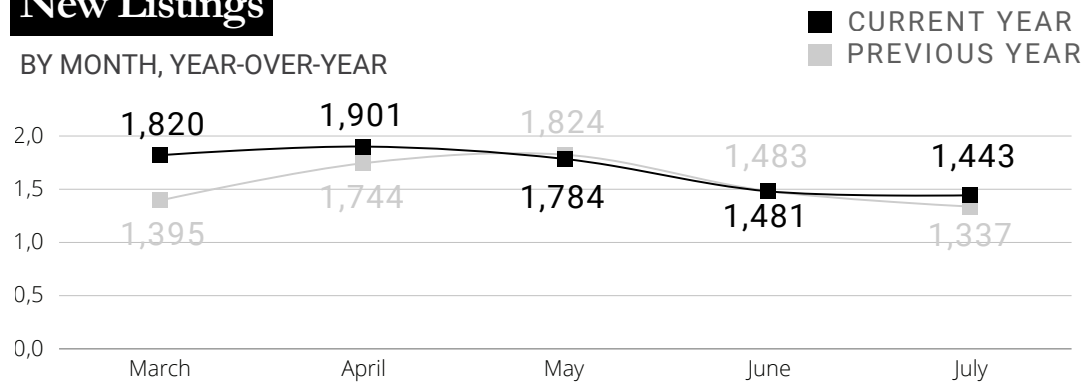
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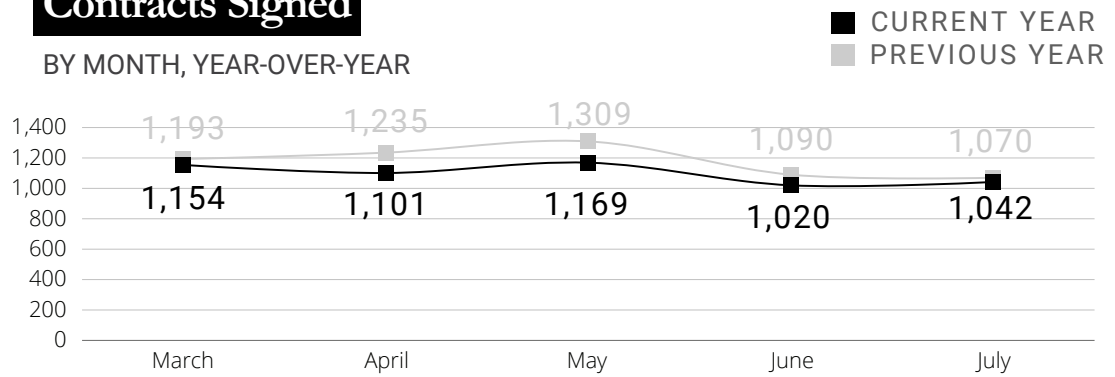
New Listings

BY MONTH, YEAR-OVER-YEAR



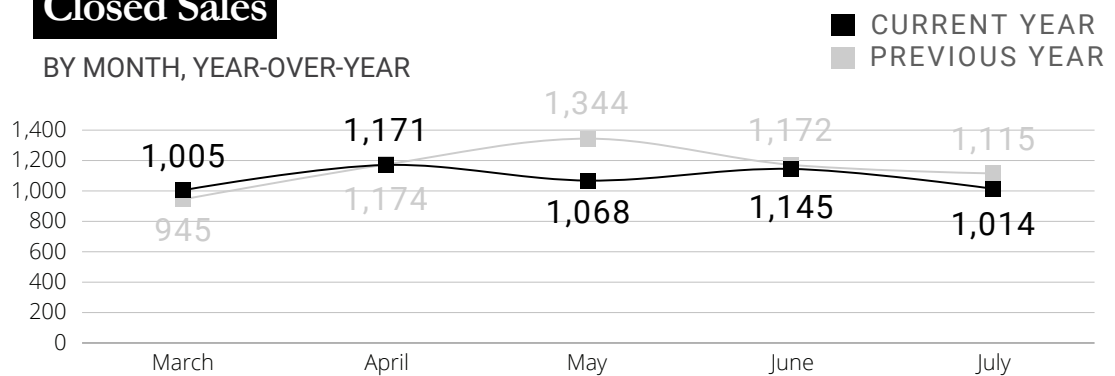
Contracts Signed

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 454 closed sales at a median price of \$1.6m. There was a total of 561 new listings with an average of 27 days on the market without price reduction and with an average price per square foot of \$1,118.



Overview

July 2025



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New Listings

561

+4.4% Year-over-Year

Closed Sales

454

+8.4% Year-over-Year

Average Days-on-Market

27

+22.7% Year-over-Year

Average Price Per SqFt

\$1,118

+0.5% Year-over-Year

Median Sale Price

\$1.6M

-1.2% Year-over-Year

Total Volume

\$1B

+11.2% 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 July change with late reported activity. Data from sources deemed reliable but July contain errors and are subject to revision.



SFH

Single Family Homes

414

New Listings

363

Closed Sales

25

Average
Days-on-Market

\$1,195

Average Price
Per SqFt

\$1.9M

Median Sale Price

\$915M

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

147

New Listings

91

Closed Sales

37

Average
Days-on Market

\$810

Average Price
Per SqFt

\$998K

Median Sale Price

\$96M

Total Volume

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Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

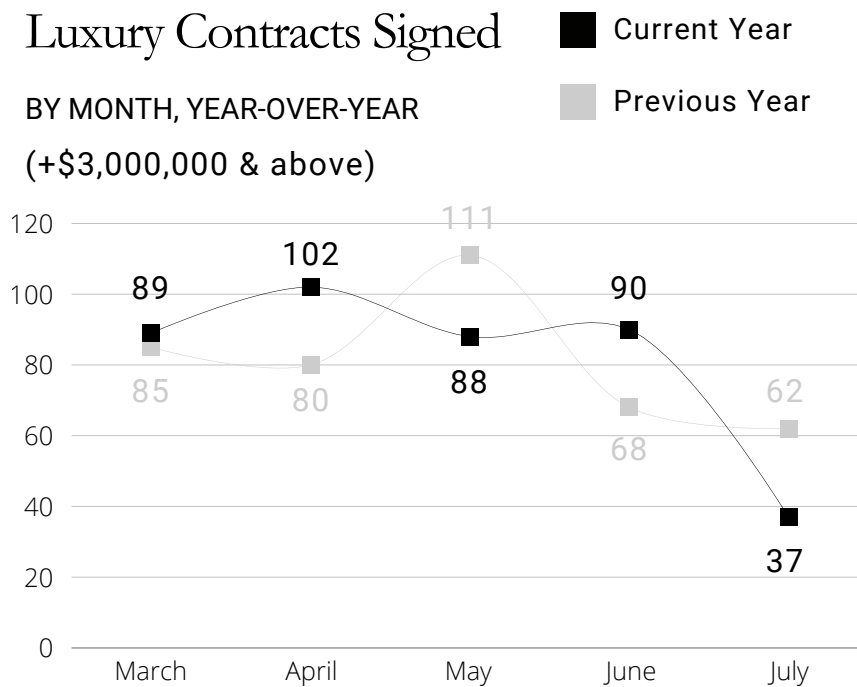
(+\$3,000,000 & above)



Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

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



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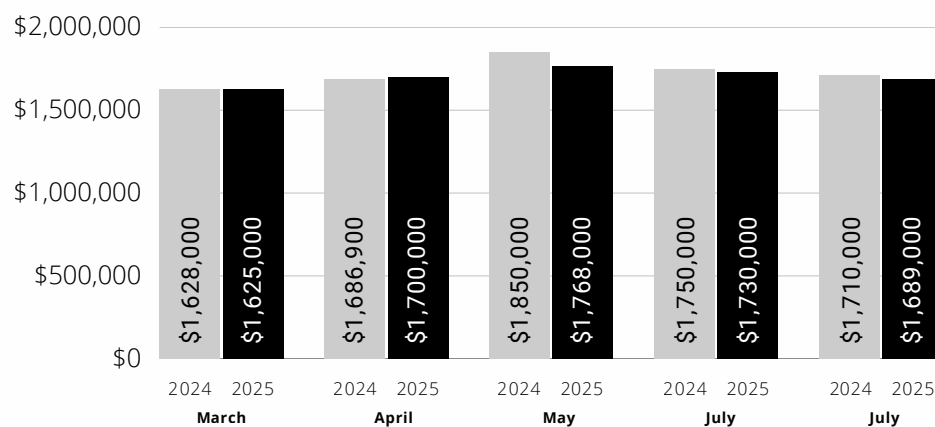
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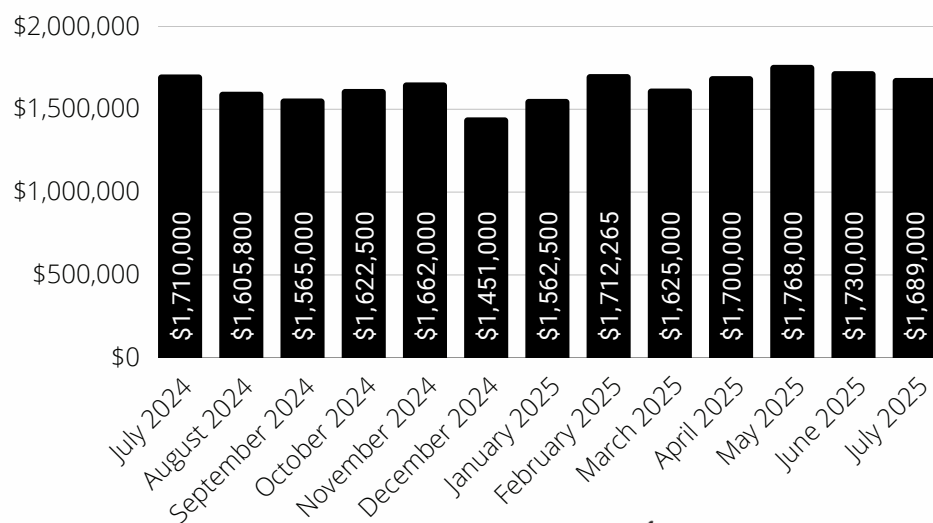
Median Sales Price

BY MONTH, YEAR-OVER-YEAR

■ PREVIOUS YEAR ■ CURRENT YEAR

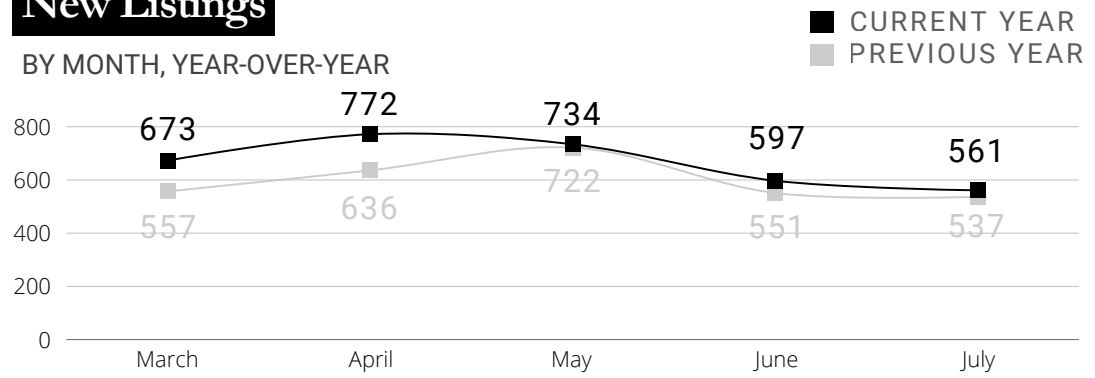


BY MONTH



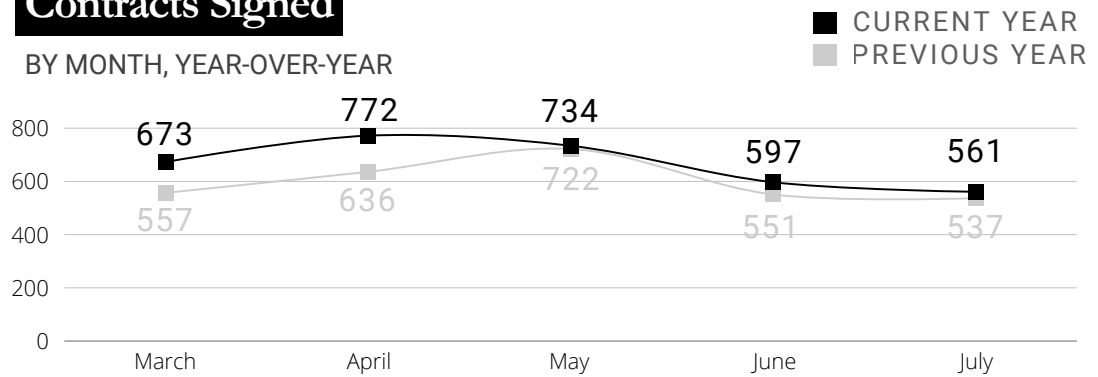
New Listings

BY MONTH, YEAR-OVER-YEAR



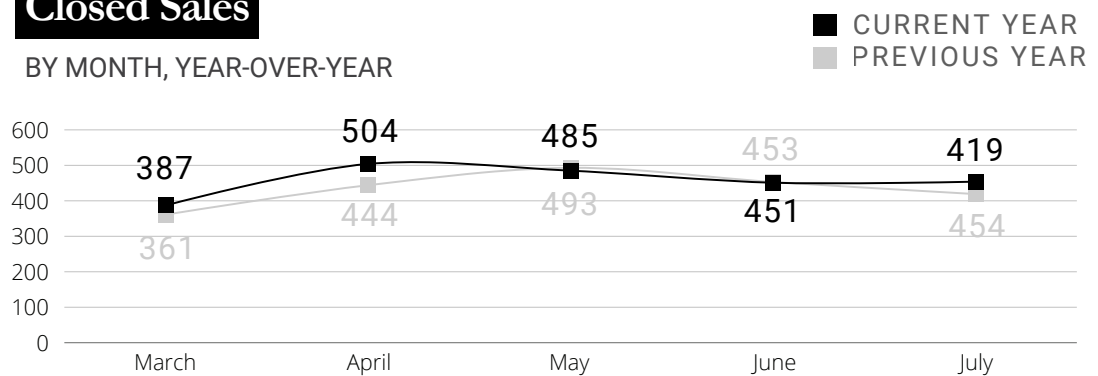
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



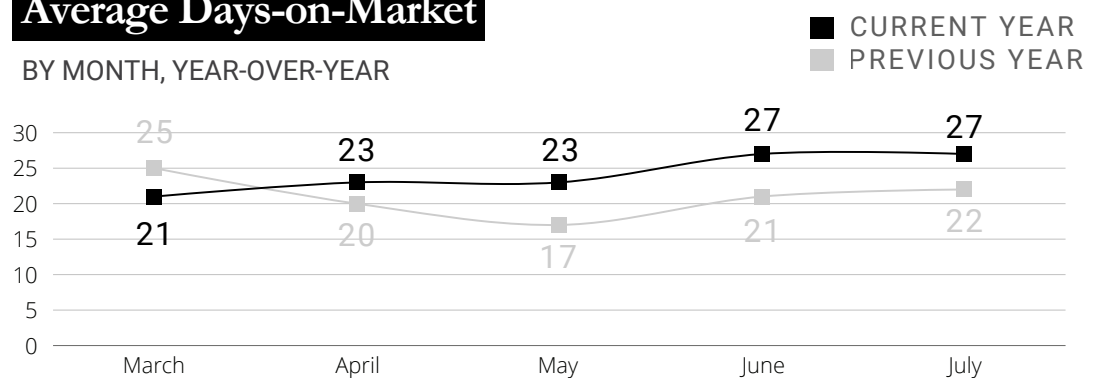
Closed Sales

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 372 closed sales at a median price of \$1.4m. There was a total of 377 new listings with an average of 42 days on the market without price reduction and with an average price per square foot of \$1,010.



Overview

July 2025



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New Listings

377

-11.3% Year-over-Year

Closed Sales

372

-5.1% Year-over-Year

Average Days-on-Market

42

+16.7% Year-over-Year

Average Price Per SqFt

\$1,010

+0.5% Year-over-Year

Median Sale Price

\$1.4M

-0.5% Year-over-Year

Total Volume

\$634M

-4.1% 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 July change with late reported activity. Data from sources deemed reliable but July contain errors and are subject to revision.



SFH

Single Family Homes

165

New Listings

193

Closed Sales

27

Average
Days-on-Market

\$1,021

Average Price
Per SqFt

\$1.6M

Median Sale Price

\$404M

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

212

New Listings

179

Closed Sales

59

Average
Days-on Market

\$998

Average Price
Per SqFt

\$1.1M

Median Sale Price

\$230M

Total Volume

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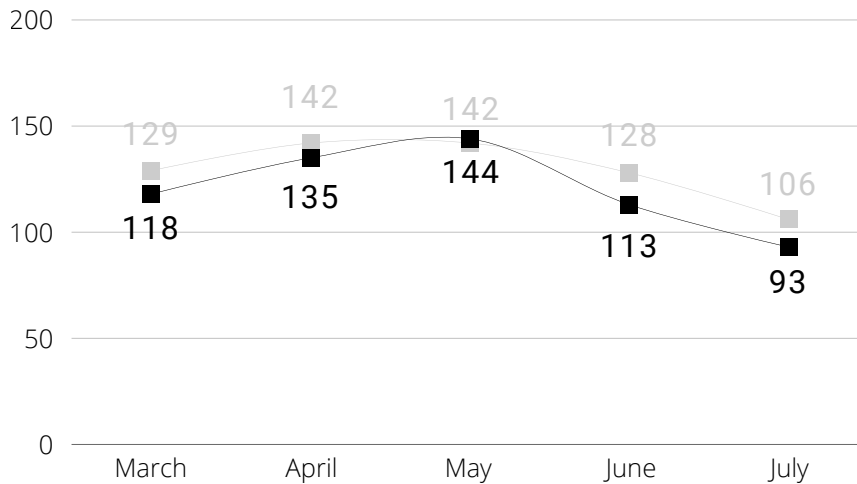
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Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

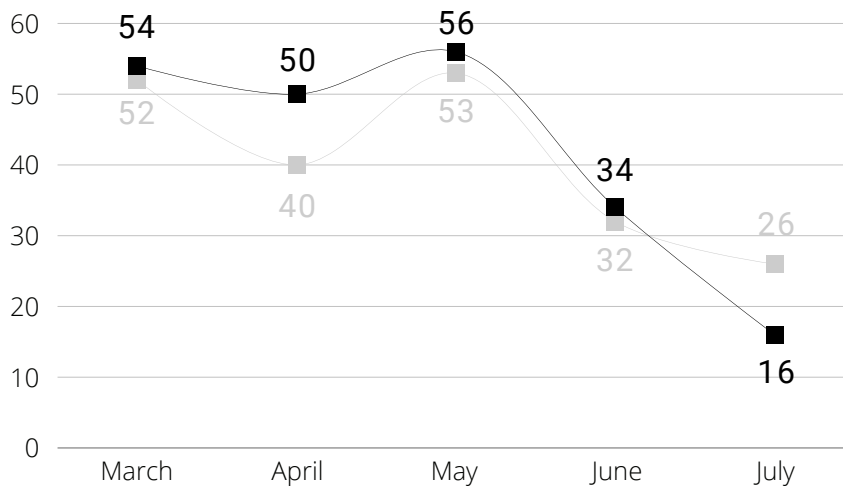
(+\$3,000,000 & above)



Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

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



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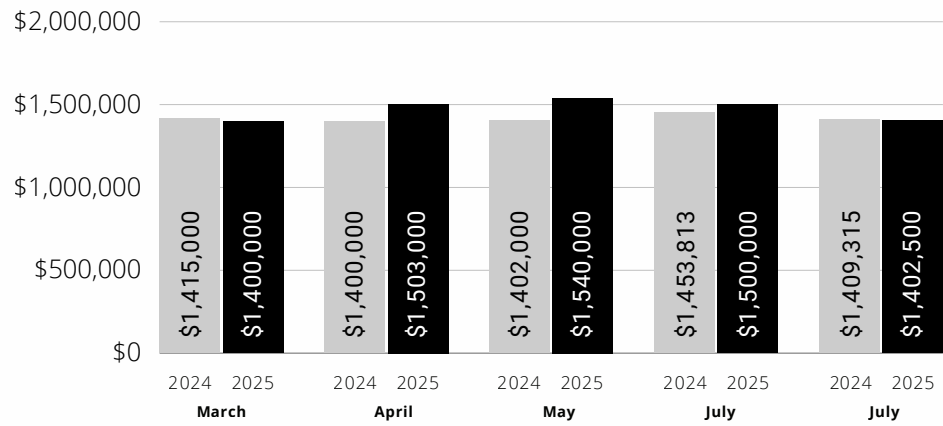
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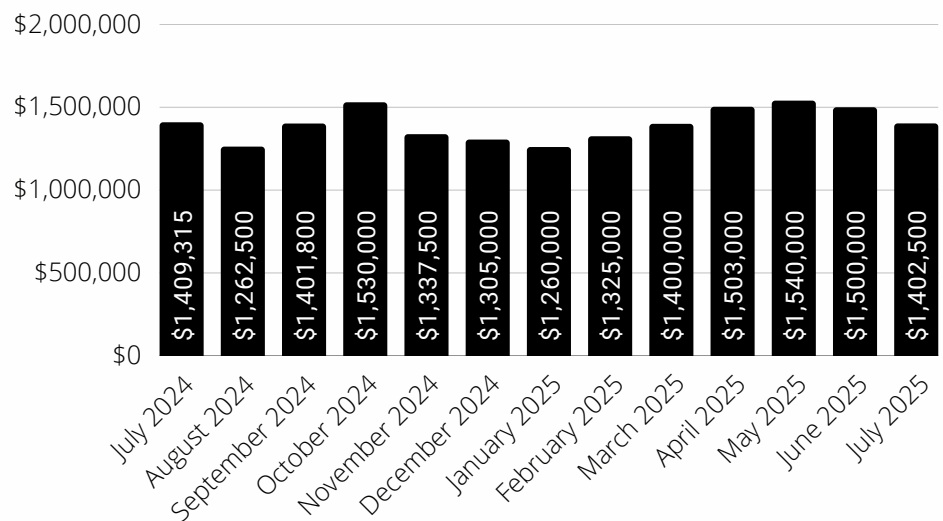
Median Sales Price

BY MONTH, YEAR-OVER-YEAR

■ PREVIOUS YEAR ■ CURRENT YEAR



BY MONTH



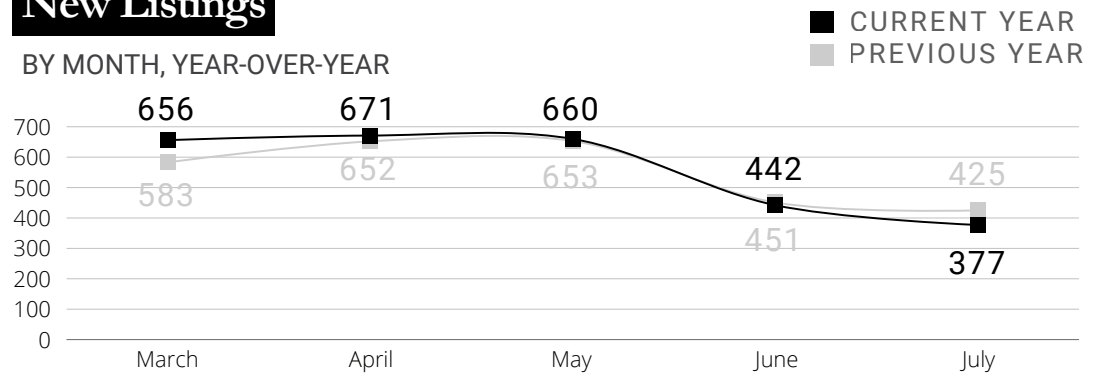
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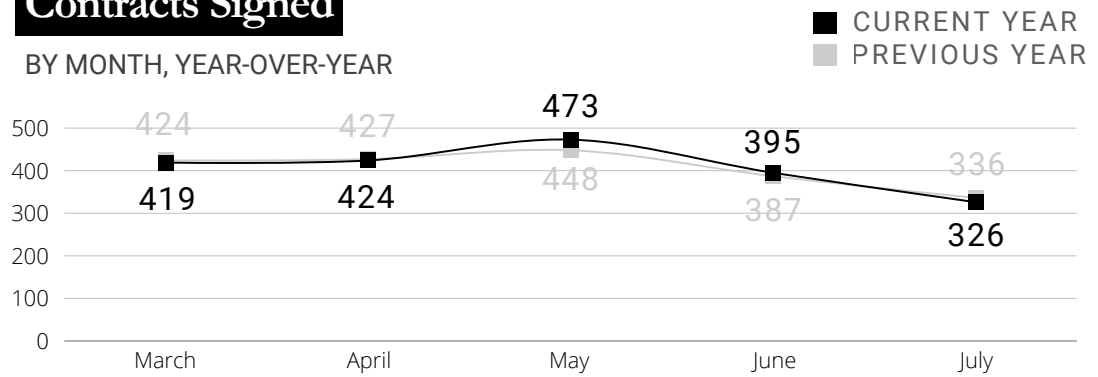
New Listings

BY MONTH, YEAR-OVER-YEAR



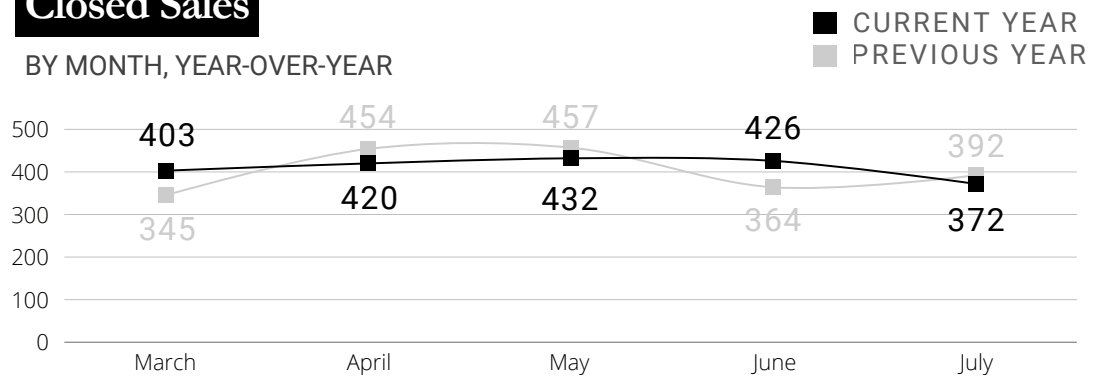
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



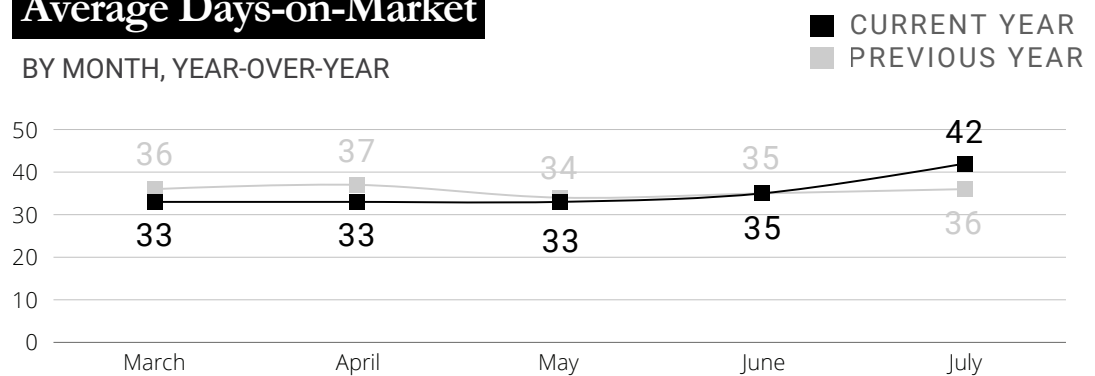
Closed Sales

BY MONTH, YEAR-OVER-YEAR



Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR





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Alameda County

What's in the Alameda County data?

The market for Single Family Homes, Condo, and Townhomes units saw 920 closed sales at a median price of \$1m. There was a total of 1,407 new listings with an average of 30 days on the market without price reduction and with an average price per square foot of \$708.



Overview

July 2025



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New Listings

1,407

+6.1% Year-over-Year

Closed Sales

920

-7.1% Year-over-Year

Average Days-on-Market

30

+42.9% Year-over-Year

Average Price Per SqFt

\$708

-5.7% Year-over-Year

Median Sale Price

\$1M

-6.7% Year-over-Year

Total Volume

\$1.1B

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



SFH

Single Family Homes

1,028

New Listings

720

Closed Sales

27

Average
Days-on-Market

\$745

Average Price
Per SqFt

\$1.2M

Median Sale Price

\$1B

Total Volume

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





CONDO

Condo & Townhomes

379

New Listings

200

Closed Sales

39

Average
Days-on Market

\$577

Average Price
Per SqFt

\$715K

Median Sale Price

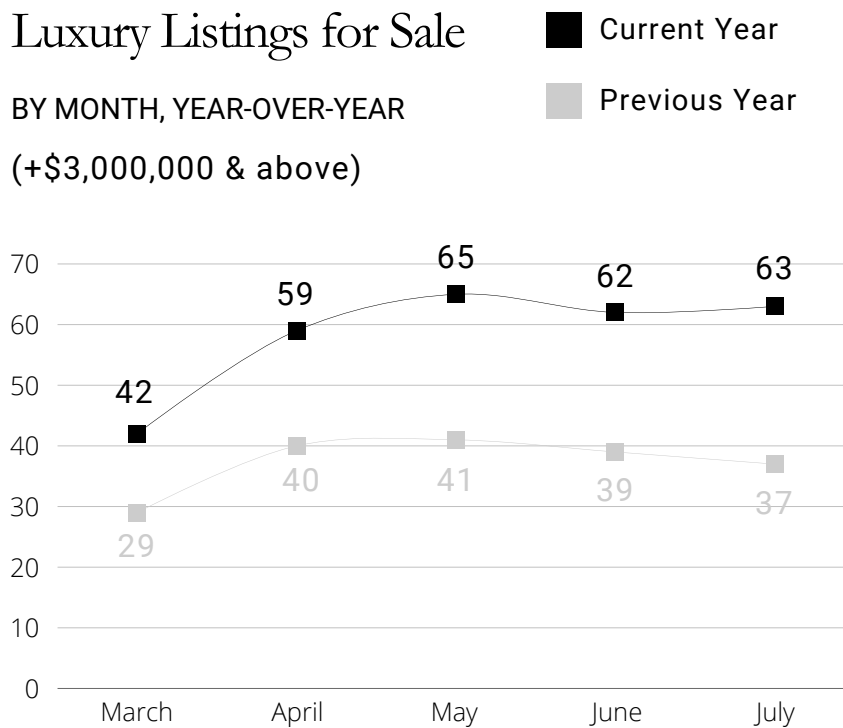
\$149M

Total Volume

Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

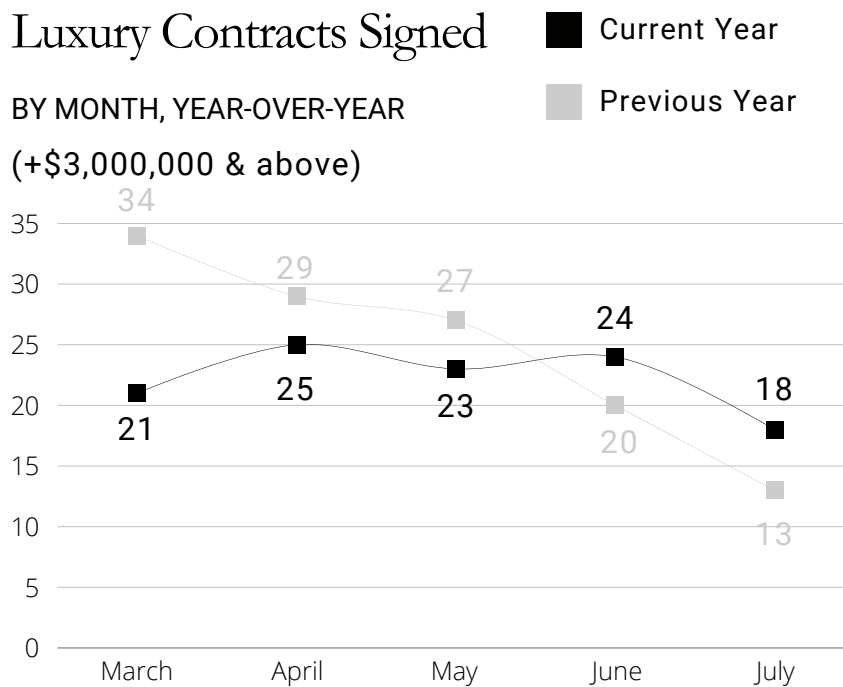
(+\$3,000,000 & above)



Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

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



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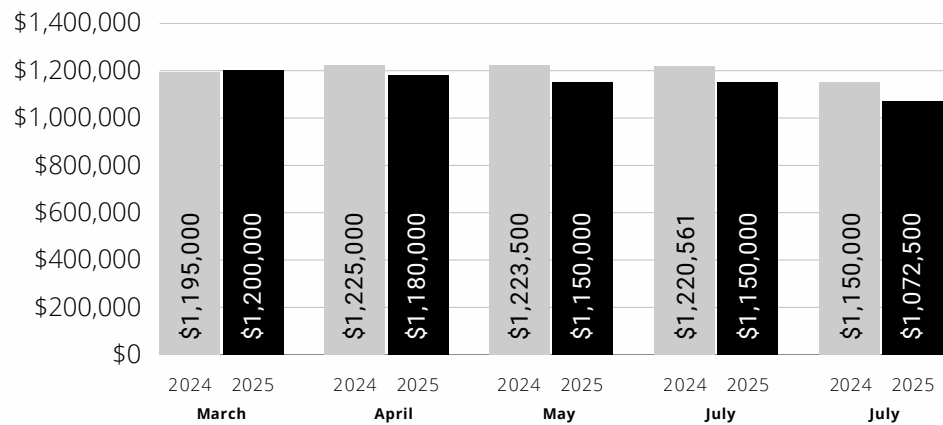
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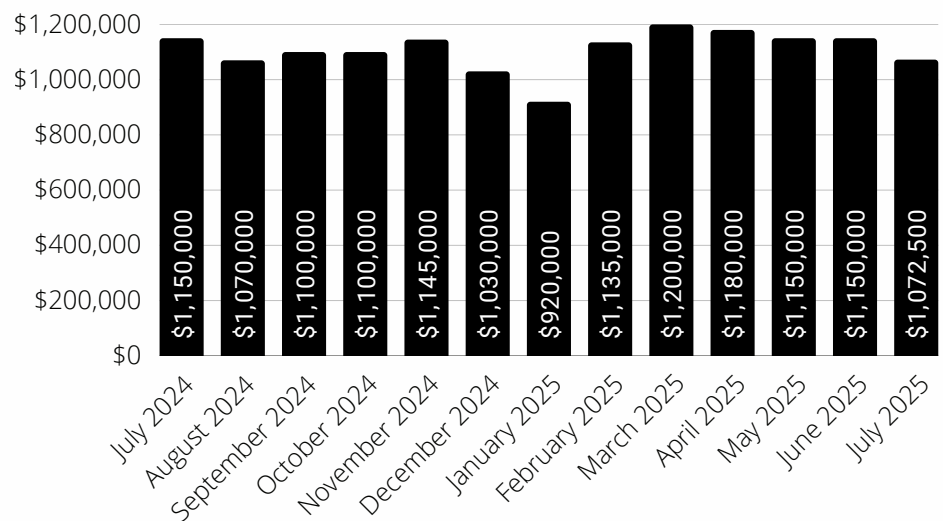
Median Sales Price

BY MONTH, YEAR-OVER-YEAR

■ PREVIOUS YEAR ■ CURRENT YEAR

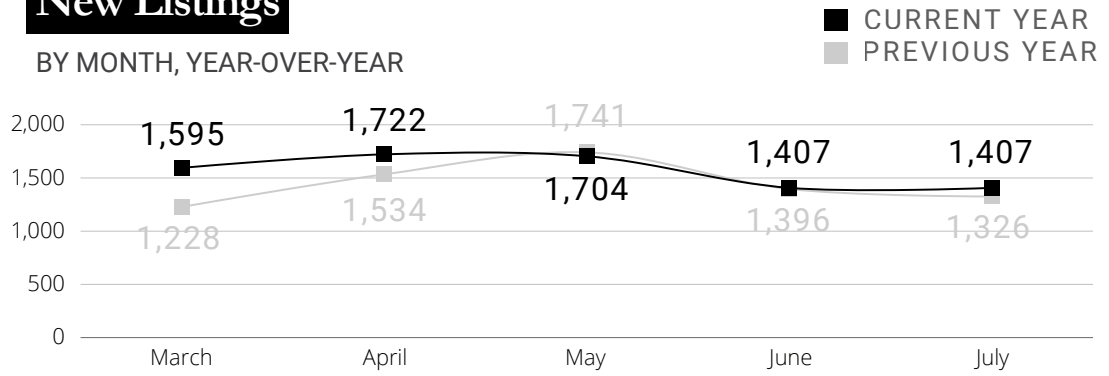


BY MONTH



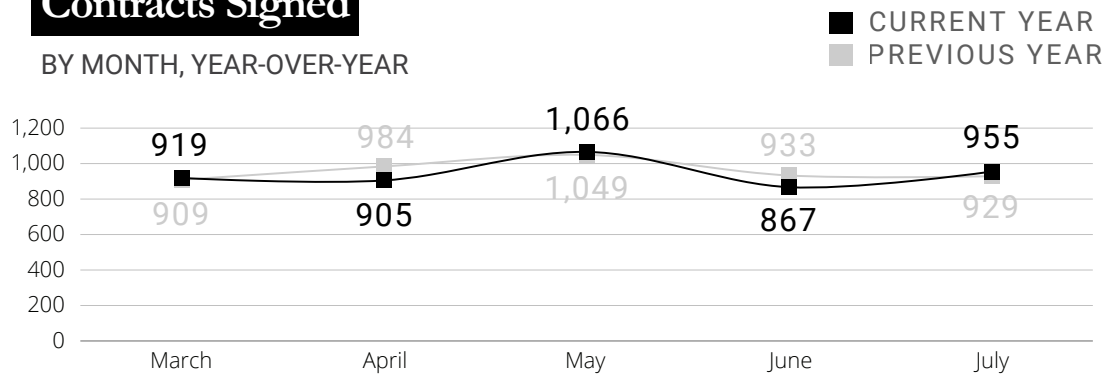
New Listings

BY MONTH, YEAR-OVER-YEAR



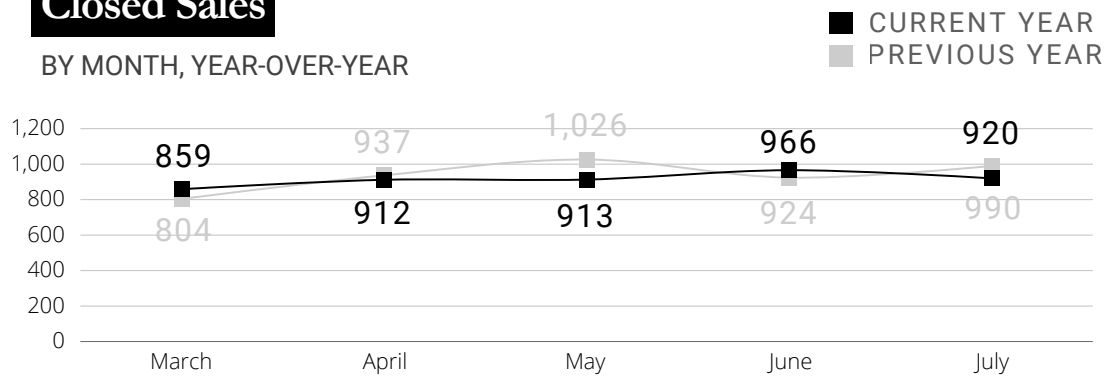
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



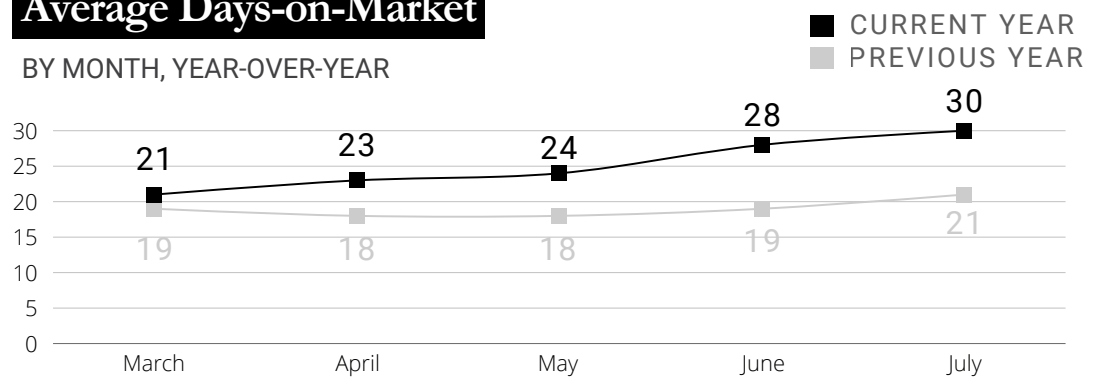
Closed Sales

BY MONTH, YEAR-OVER-YEAR



Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR





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Santa Cruz County

What's in the Santa Cruz County data?

The market for Single Family Homes, Condo, and Townhomes units saw 169 closed sales at a median price of \$1.2m. There was a total of 292 new listings with an average of 33 days on the market without price reduction and with an average price per square foot of \$845.



Overview

July 2025



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New Listings

292

+20.2% Year-over-Year

Closed Sales

169

+1.8% Year-over-Year

Average Days-on-Market

33

+6.5% Year-over-Year

Average Price Per SqFt

\$845

+4.2% Year-over-Year

Median Sale Price

\$1.2M

+3% Year-over-Year

Total Volume

\$234M

+10.9% 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 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

142

Closed Sales

29

Average
Days-on-Market

\$873

Average Price
Per SqFt

\$1.3M

Median Sale Price

\$213M

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

54

New Listings

27

Closed Sales

53

Average
Days-on Market

\$697

Average Price
Per SqFt

\$810K

Median Sale Price

\$21M

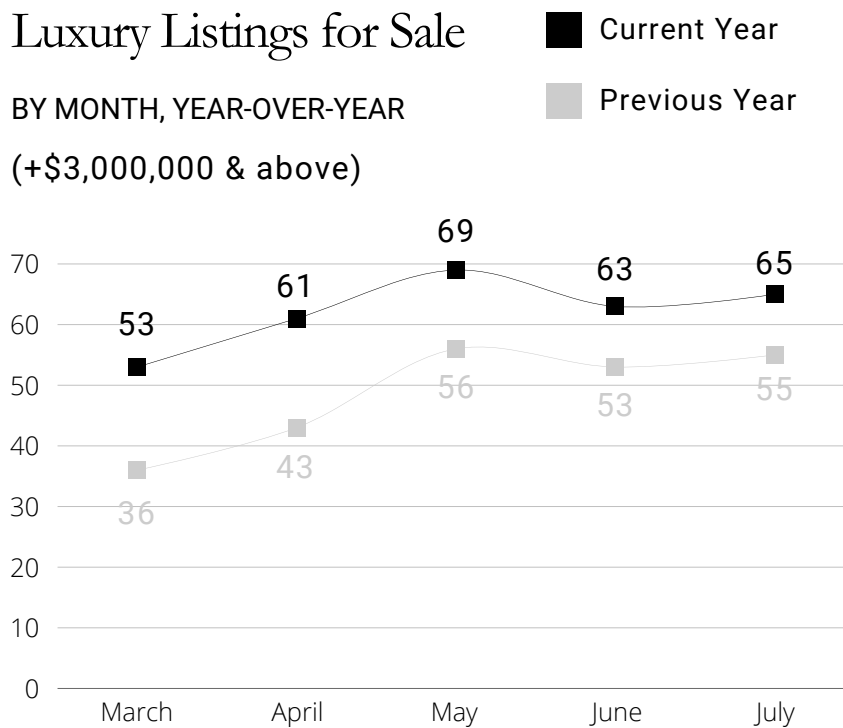
Total Volume

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Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

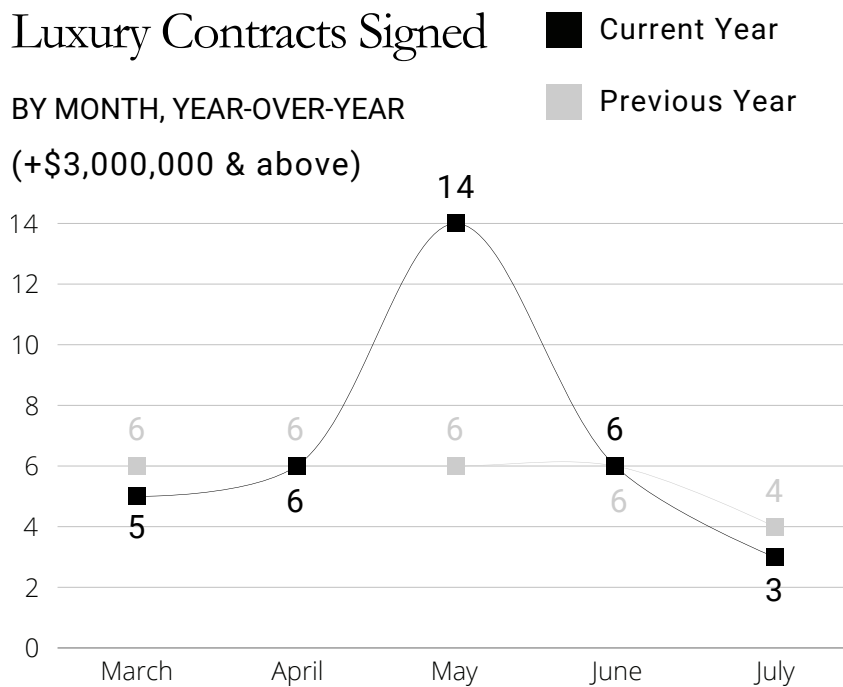
(+\$3,000,000 & above)



Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

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



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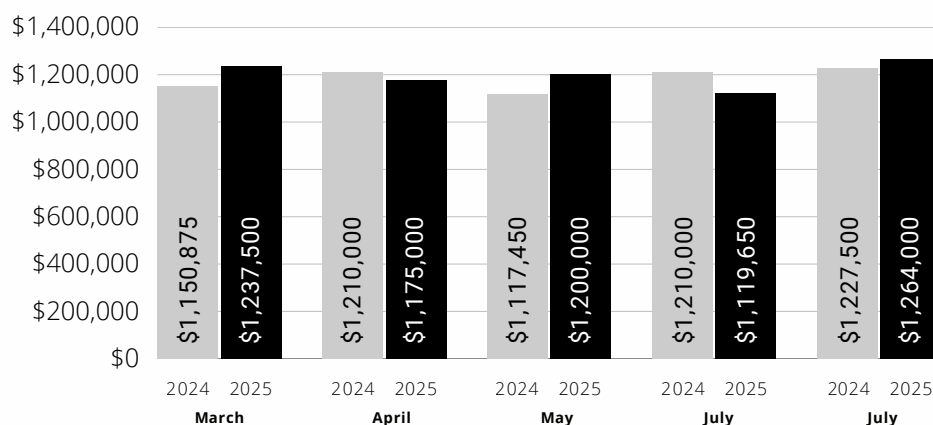
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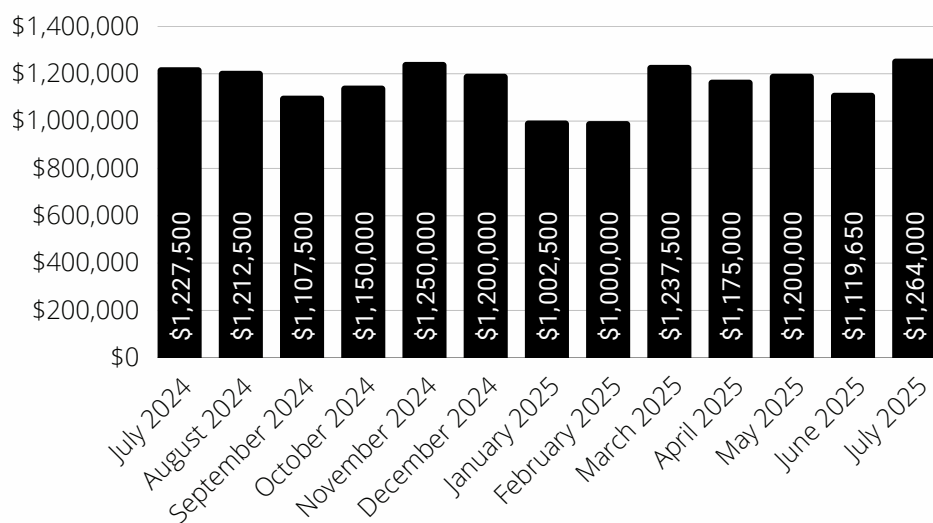
Median Sales Price

BY MONTH, YEAR-OVER-YEAR

■ PREVIOUS YEAR ■ CURRENT YEAR

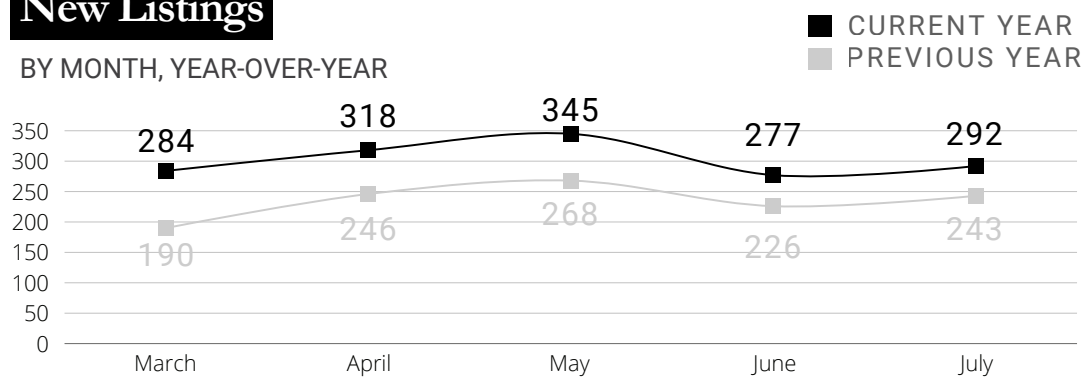


BY MONTH



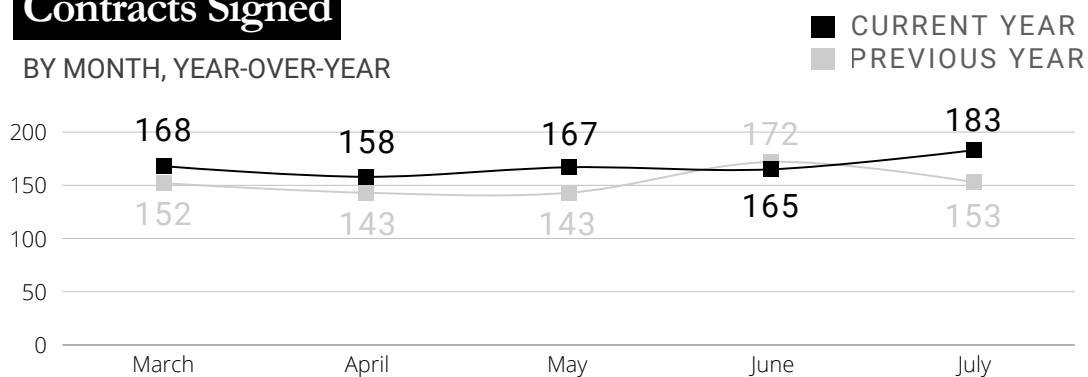
New Listings

BY MONTH, YEAR-OVER-YEAR



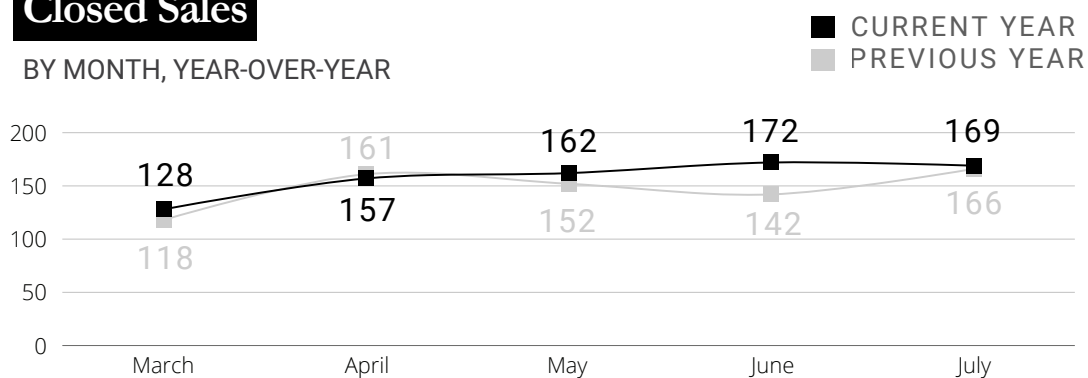
Contracts Signed

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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Monterey County

What's in the Monterey County data?

The market for Single Family Homes, Condo, and Townhomes units saw 172 closed sales at a median price of \$1m. There was a total of 275 new listings with an average of 46 days on the market without price reduction and with an average price per square foot of \$722.



Overview

July 2025



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New Listings

275

+8.3% Year-over-Year

Closed Sales

172

-1.7% Year-over-Year

Average Days-on-Market

46

+9.5% Year-over-Year

Average Price Per SqFt

\$722

-2.2% Year-over-Year

Median Sale Price

\$1M

+5.8% Year-over-Year

Total Volume

\$239M

+2.3% 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 July change with late reported activity. Data from sources deemed reliable but July contain errors and are subject to revision.



SFH

Single Family Homes

242

New Listings

153

Closed Sales

40

Average
Days-on-Market

\$732

Average Price
Per SqFt

\$1M

Median Sale Price

\$221M

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

33

New Listings

19

Closed Sales

92

Average
Days-on Market

\$644

Average Price
Per SqFt

\$775K

Median Sale Price

\$17M

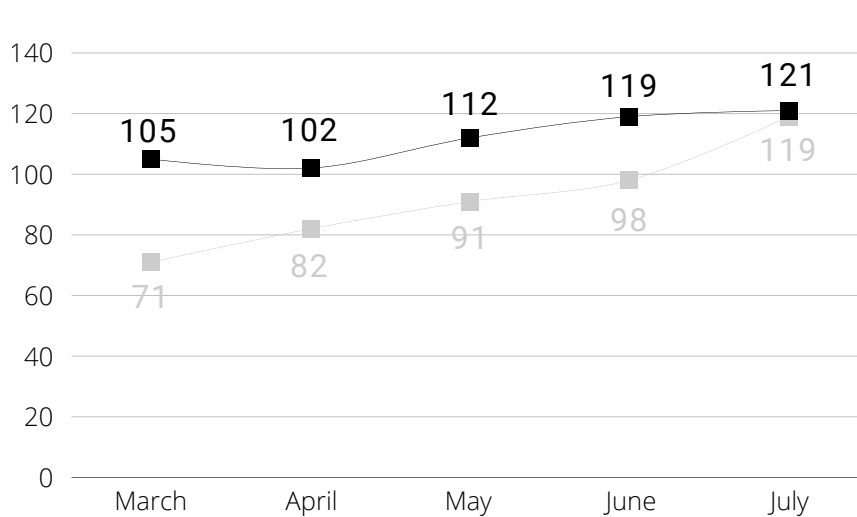
Total Volume

Haiyan
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Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

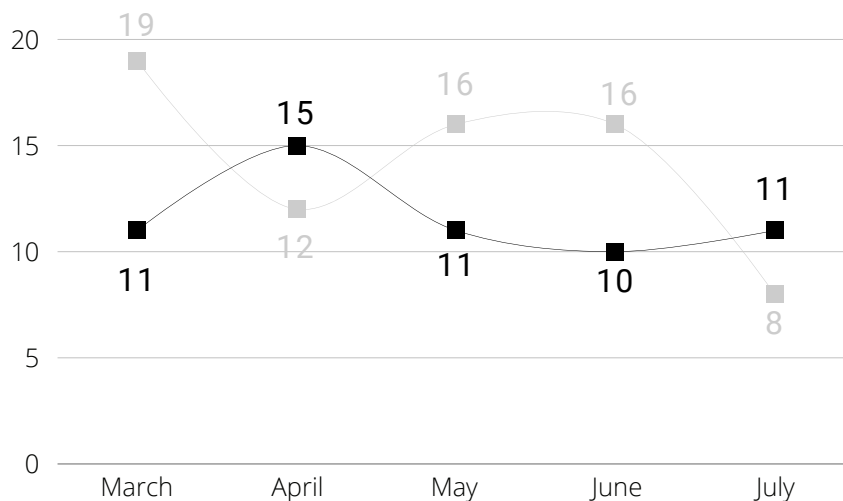
(+\$3,000,000 & above)



Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

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



Haiyan

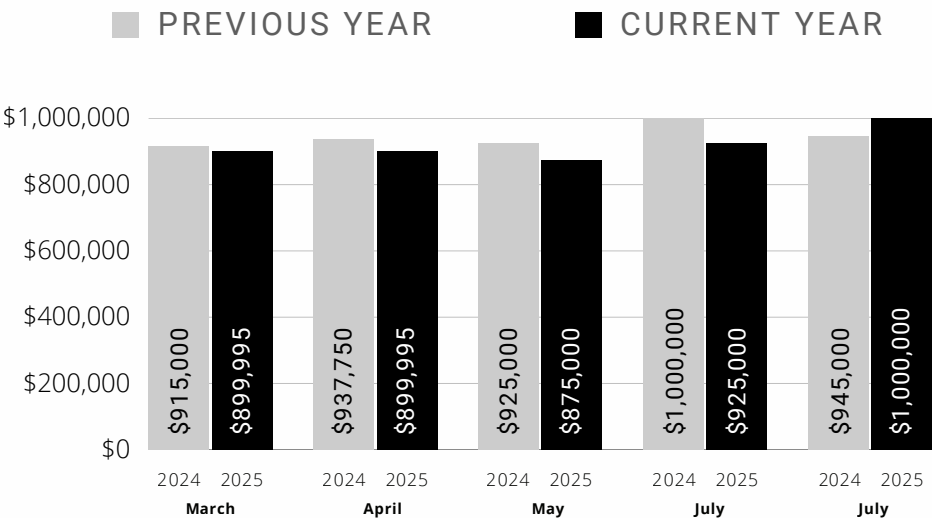
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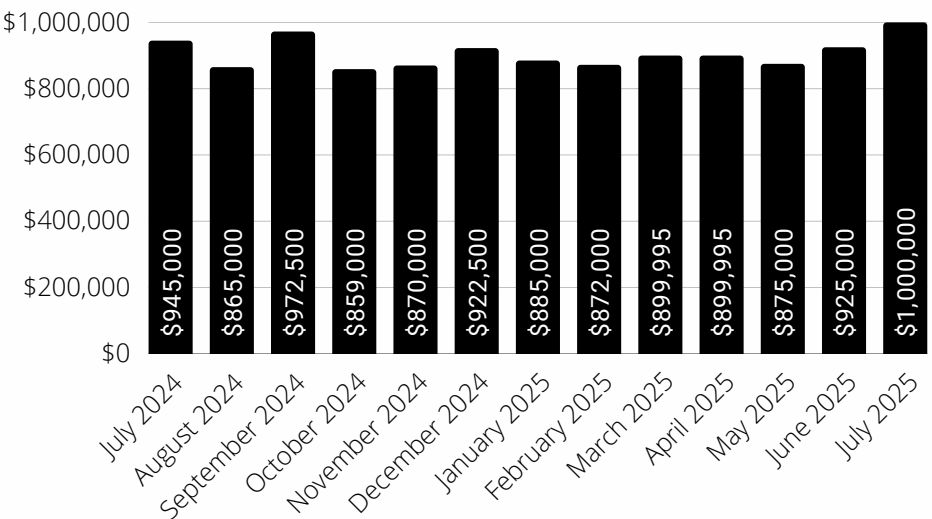


Median Sales Price

BY MONTH, YEAR-OVER-YEAR

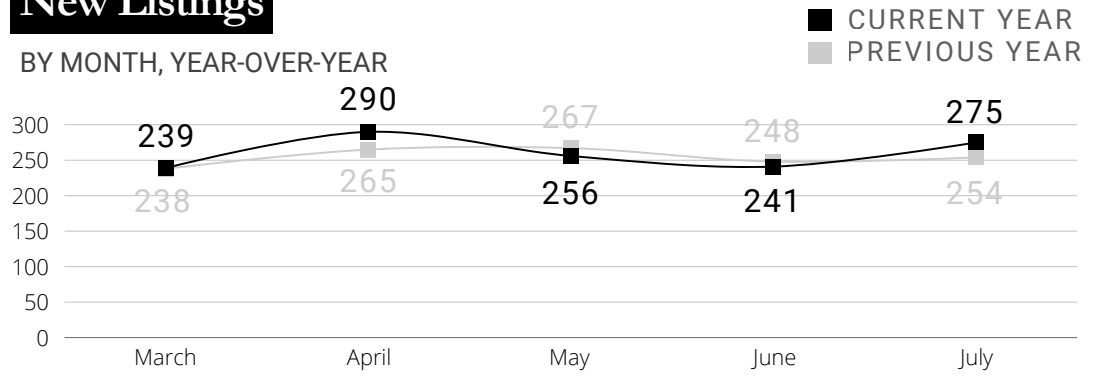


BY MONTH



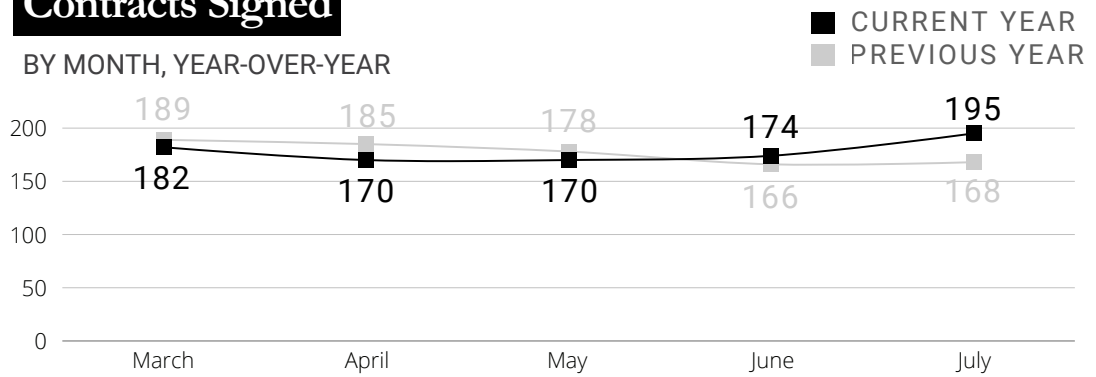
New Listings

BY MONTH, YEAR-OVER-YEAR



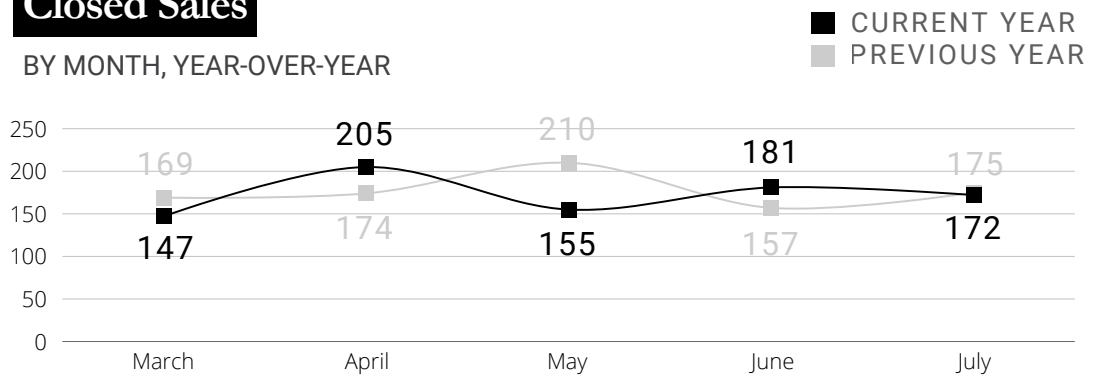
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



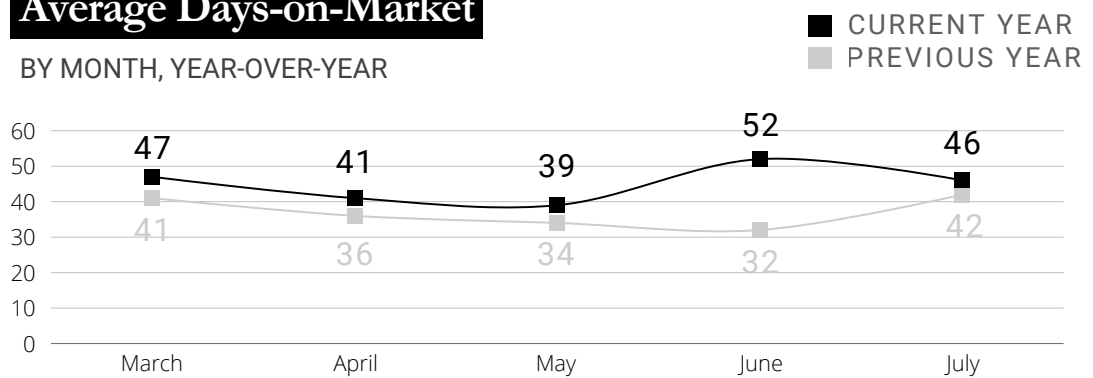
Closed Sales

BY MONTH, YEAR-OVER-YEAR



Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR





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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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