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Luxury
BAY AREA ESTATES

Market Update

AUGUST 2026

Haiyan
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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](#)

A modern interior scene, likely a bedroom, featuring a bed with a light-colored coverlet and a dark headboard. A multi-bulb light fixture with several round, warm-toned bulbs is visible in the upper right corner. The scene is partially obscured by a large black diagonal overlay on the left side of the image.

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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Why Buyers Shouldn't Overlook a Fall Move



You've been waiting for something to change before you buy. It just might not be the thing you expected...

While everyone's paying attention to mortgage rates, only the savviest buyers know that the changing season can start tipping things in their favor.

Because every fall, buyers tend to get more to choose from, better prices, and more room to negotiate. And that's why Hannah Jones, Senior Economist at Realtor.com, says:

"We always see that the best time to buy window usually falls in the early fall around October."

And that's exactly why, if you've been waiting for a better moment to buy, this season may be worth a closer look – even with rates where they are.

[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 908 closed sales at a median price of \$1.5m. There was a total of 1,580 new listings with an average of 30 days on the market without price reduction and with an average price per square foot of \$1,042.



Overview

August 2026



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New Listings

1,580

+32.8% Year-over-Year

Closed Sales

908

-9.9% Year-over-Year

Average Days-on-Market

30

+3.5% Year-over-Year

Average Price Per SqFt

\$1,042

-0.9% Year-over-Year

Median Sale Price

\$1.5M

-2.8% Year-over-Year

Total Volume

\$1.7B

-11.4% 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

1,068

New Listings

631

Closed Sales

25

Average
Days-on-Market

\$1,185

Average Price
Per SqFt

\$1.8M

Median Sale Price

\$1.4B

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

512

New Listings

277

Closed Sales

40

Average
Days-on Market

\$716

Average Price
Per SqFt

\$850K

Median Sale Price

\$267M

Total Volume

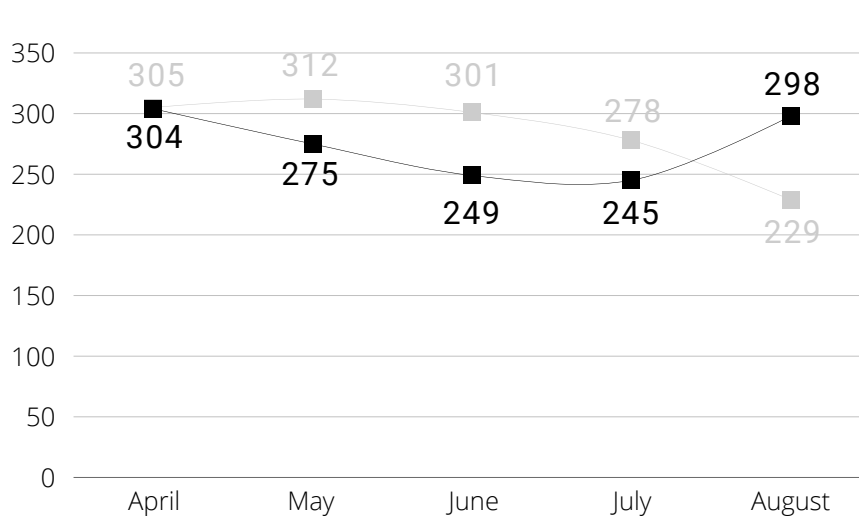
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Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

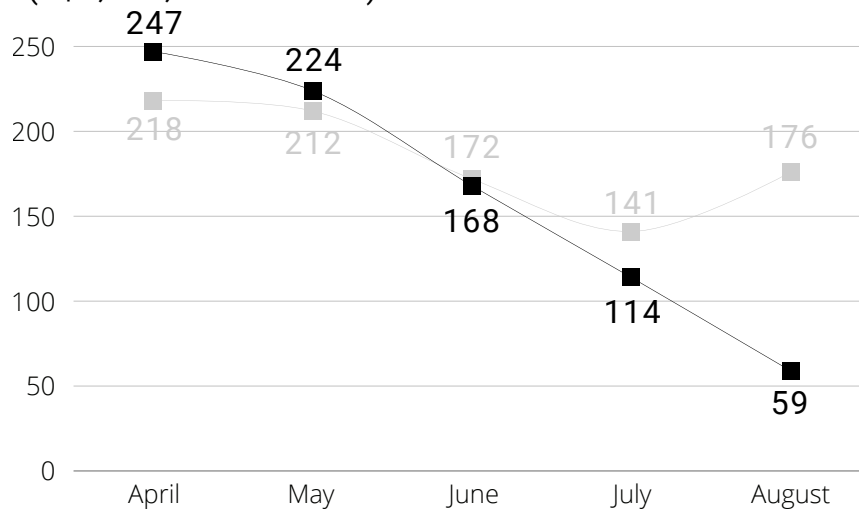
(+\$3,000,000 & above)



Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

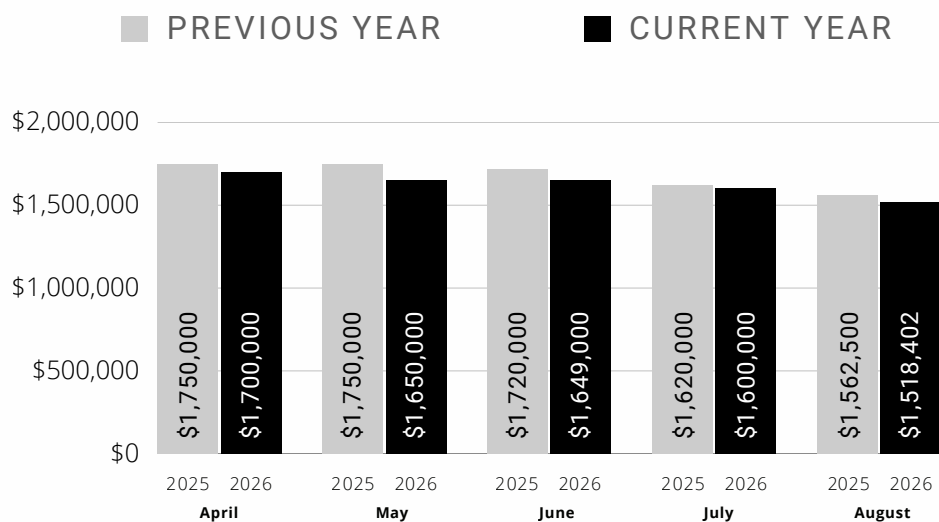
(+\$3,000,000 & above)



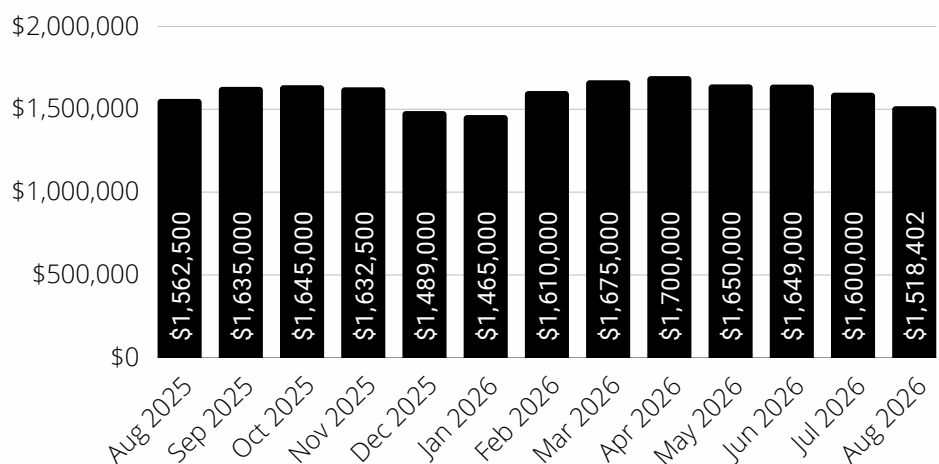


Median Sales Price

BY MONTH, YEAR-OVER-YEAR



BY MONTH



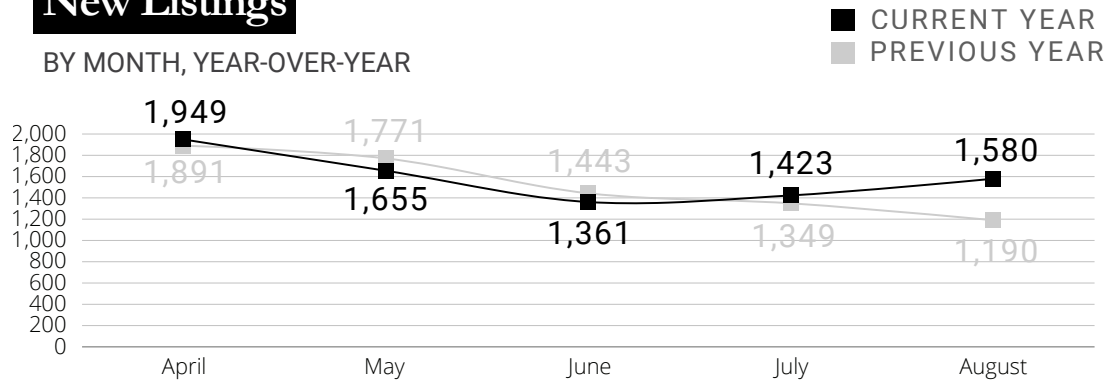
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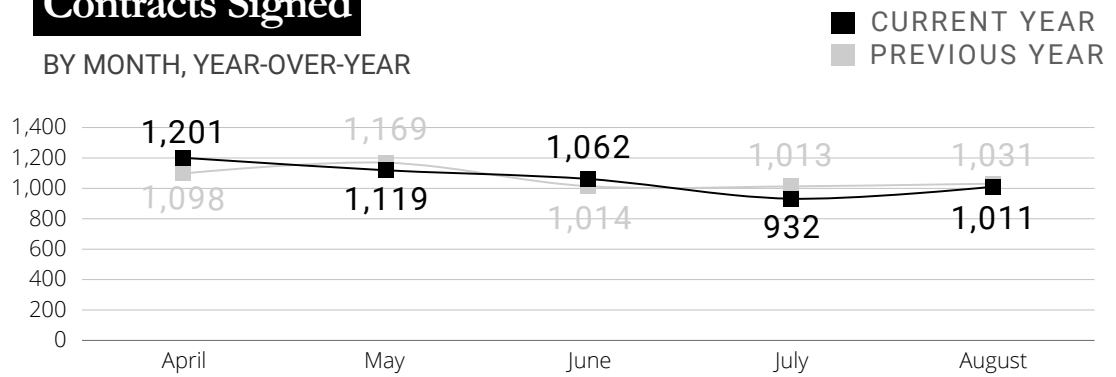
New Listings

BY MONTH, YEAR-OVER-YEAR



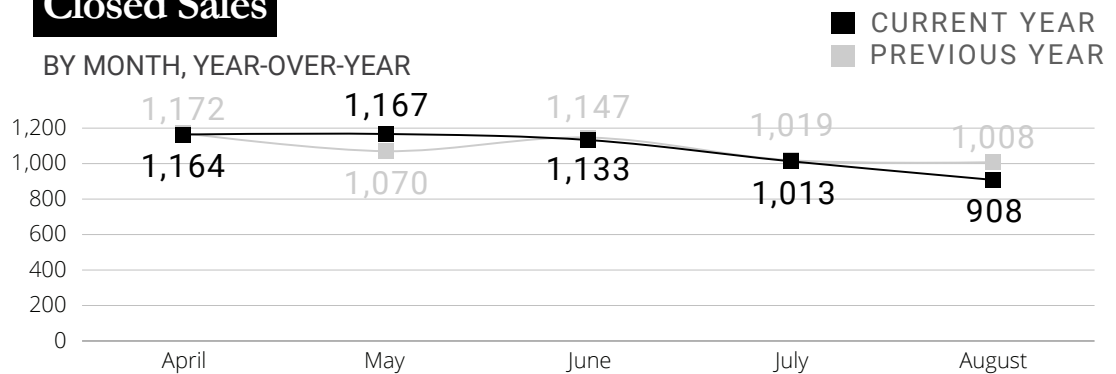
Contracts Signed

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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San Mateo County

What's in the San Mateo County data?

The market for Single Family Homes, Condo, and Townhomes units saw 428 closed sales at a median price of \$1.6m. There was a total of 570 new listings with an average of 30 days on the market without price reduction and with an average price per square foot of \$1,156.



Overview

August 2026



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New Listings

570

+13.3% Year-over-Year

Closed Sales

428

+3.6% Year-over-Year

Average Days-on-Market

30

-9.1% Year-over-Year

Average Price Per SqFt

\$1,156

+5.3% Year-over-Year

Median Sale Price

\$1.6M

+1.3% Year-over-Year

Total Volume

\$1B

+29.5% 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

430

New Listings

326

Closed Sales

25

Average
Days-on-Market

\$1,264

Average Price
Per SqFt

\$2M

Median Sale Price

\$990M

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





CONDO

Condo & Townhomes

140

New Listings

102

Closed Sales

45

Average
Days-on Market

\$811

Average Price
Per SqFt

\$907K

Median Sale Price

\$106M

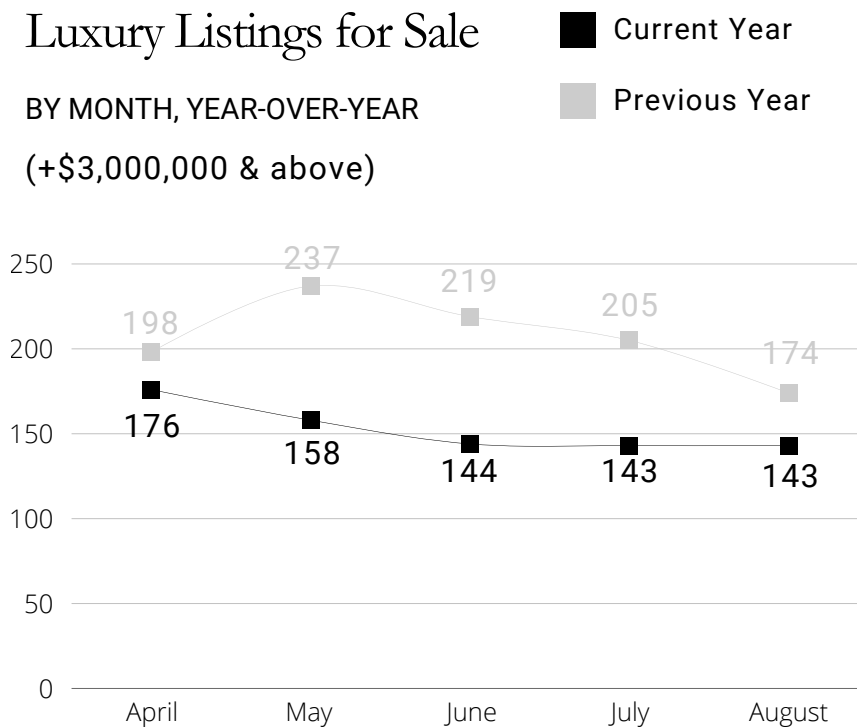
Total Volume

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Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

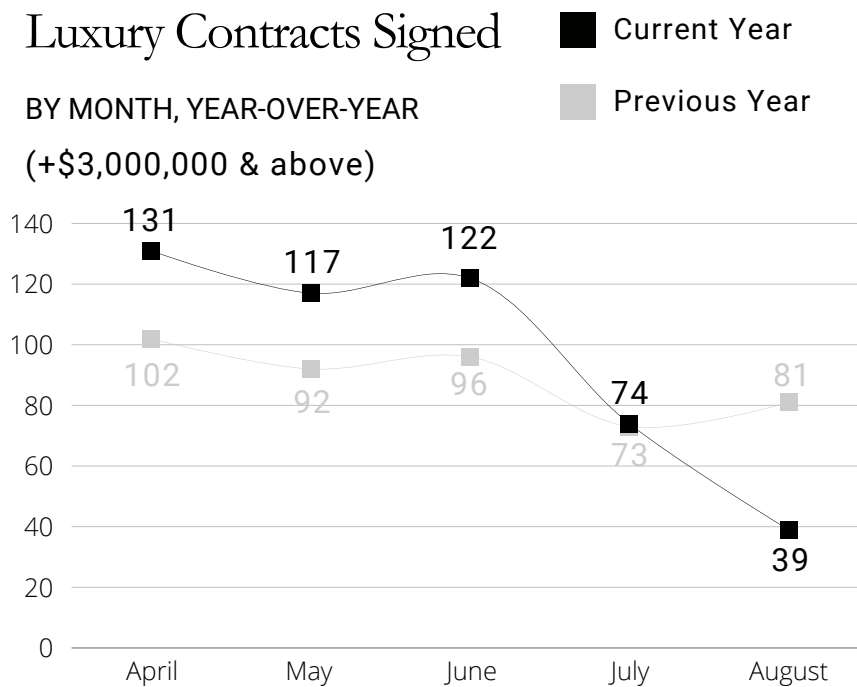
(+\$3,000,000 & above)



Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

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



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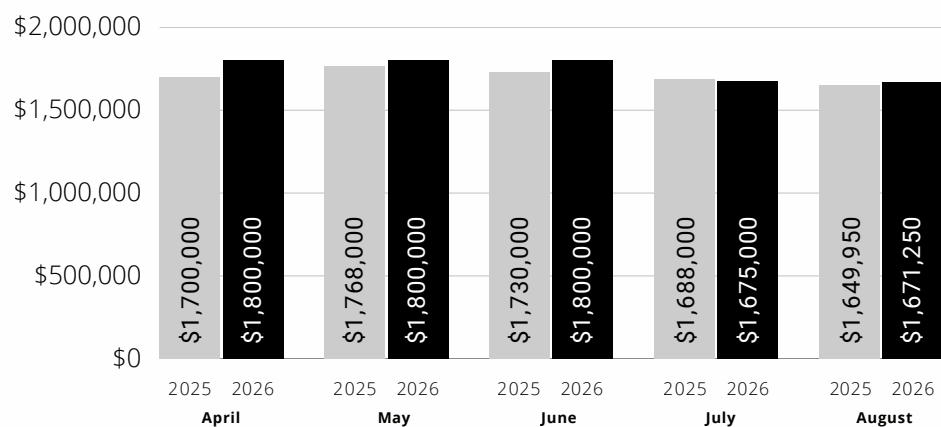
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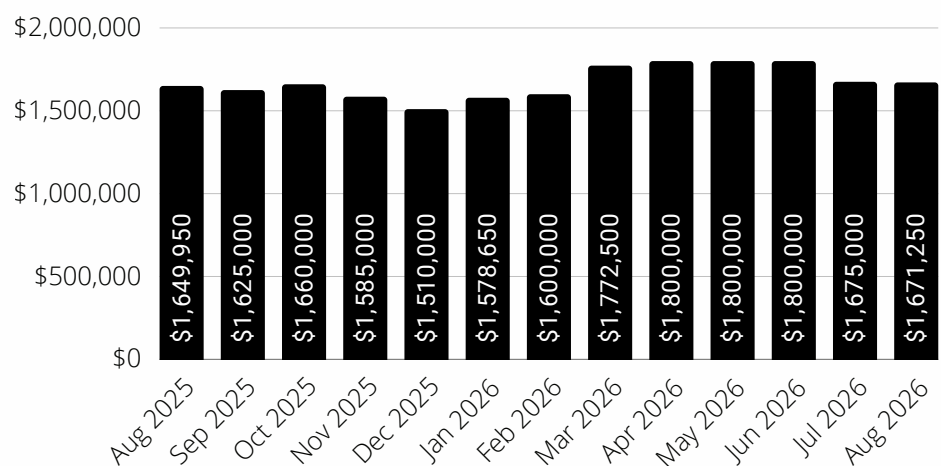
Median Sales Price

BY MONTH, YEAR-OVER-YEAR

PREVIOUS YEAR CURRENT YEAR

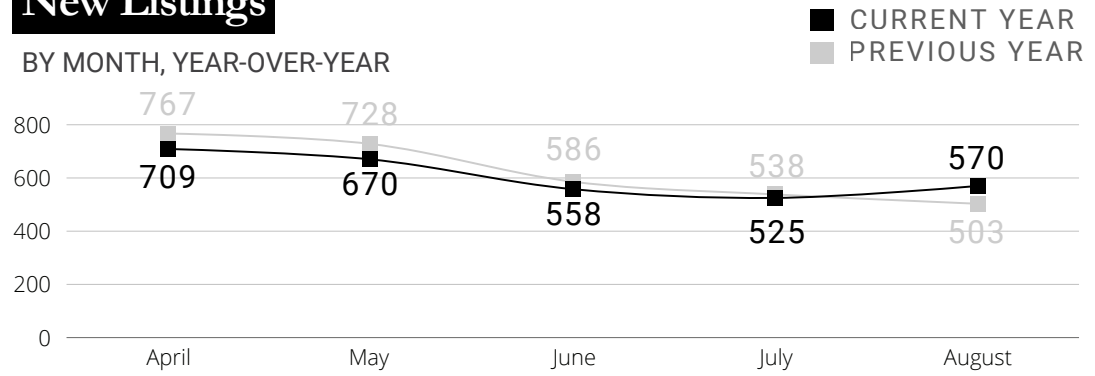


BY MONTH



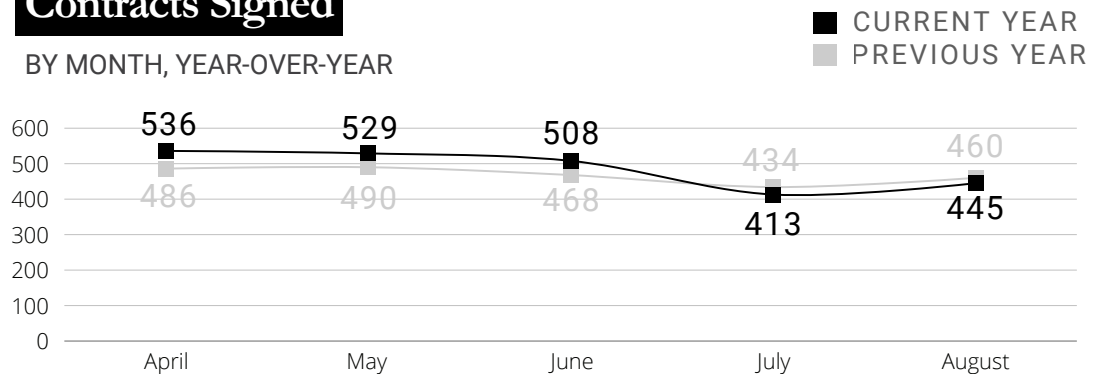
New Listings

BY MONTH, YEAR-OVER-YEAR



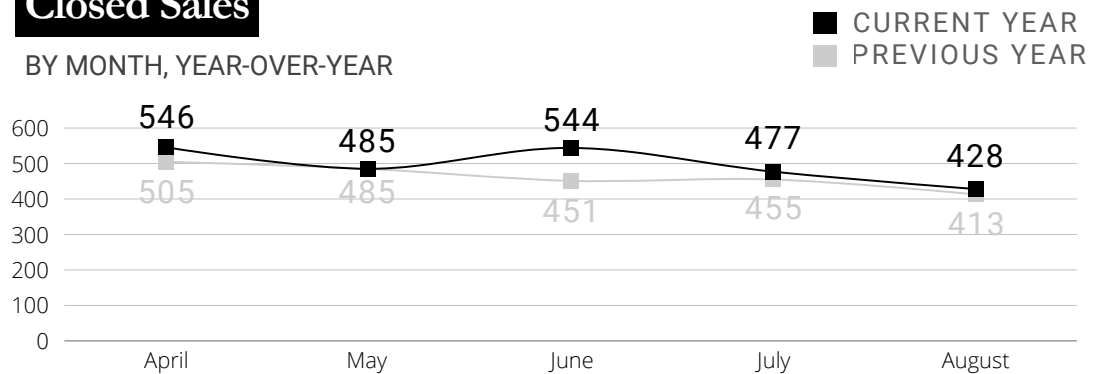
Contracts Signed

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 333 closed sales at a median price of \$1.5m. There was a total of 466 new listings with an average of 36 days on the market without price reduction and with an average price per square foot of \$1,144.



Overview

August 2026



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New Listings

466

+13.4% Year-over-Year

Closed Sales

333

+1.5% Year-over-Year

Average Days-on-Market

36

-28.0% Year-over-Year

Average Price Per SqFt

\$1,144

+15.6% Year-over-Year

Median Sale Price

\$1.5M

+17.3% Year-over-Year

Total Volume

\$604M

+15.9% 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

199

New Listings

149

Closed Sales

24

Average
Days-on-Market

\$1,167

Average Price
Per SqFt

\$1.8M

Median Sale Price

\$327M

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

267

New Listings

184

Closed Sales

45

Average
Days-on Market

\$1,125

Average Price
Per SqFt

\$1.2M

Median Sale Price

\$282M

Total Volume

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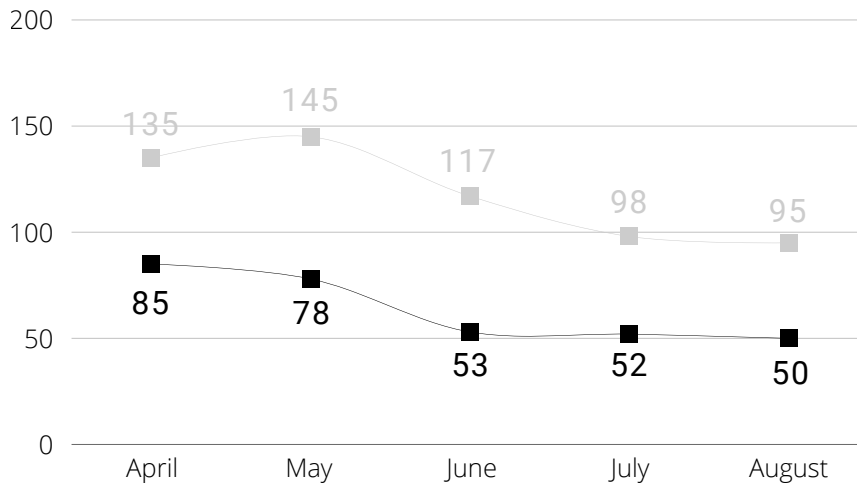
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Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

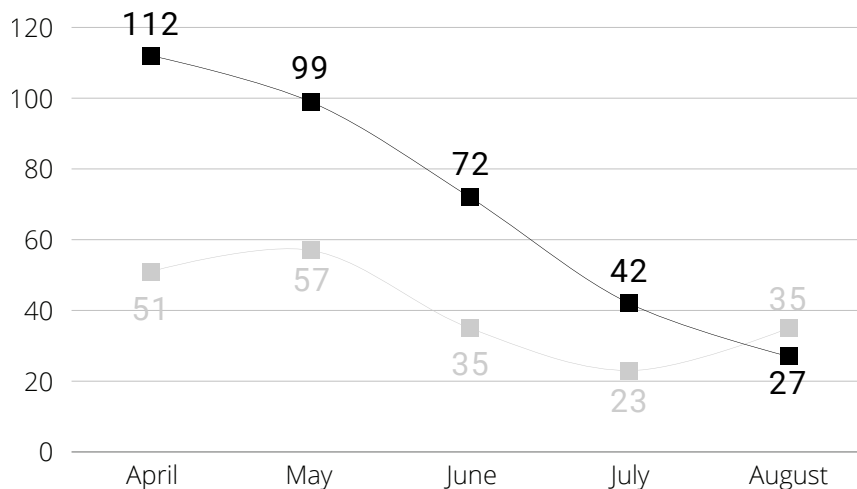
(+\$3,000,000 & above)



Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

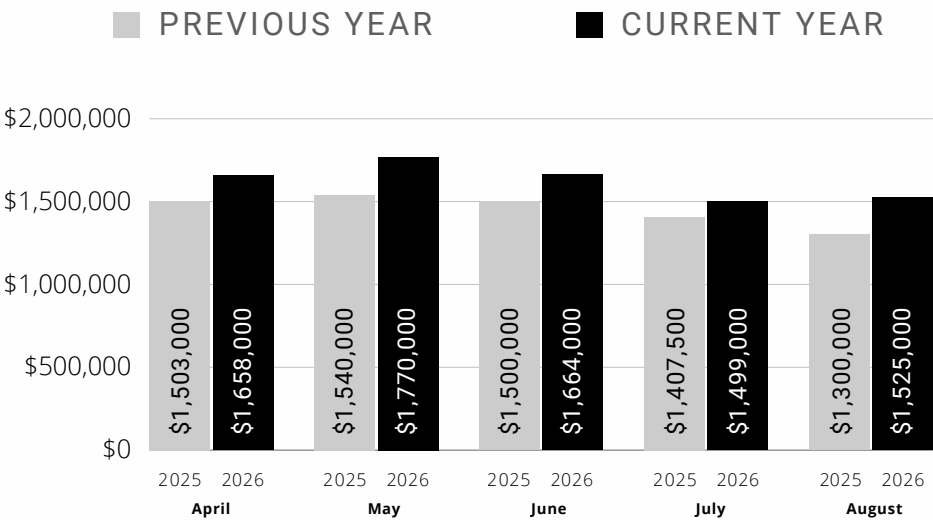
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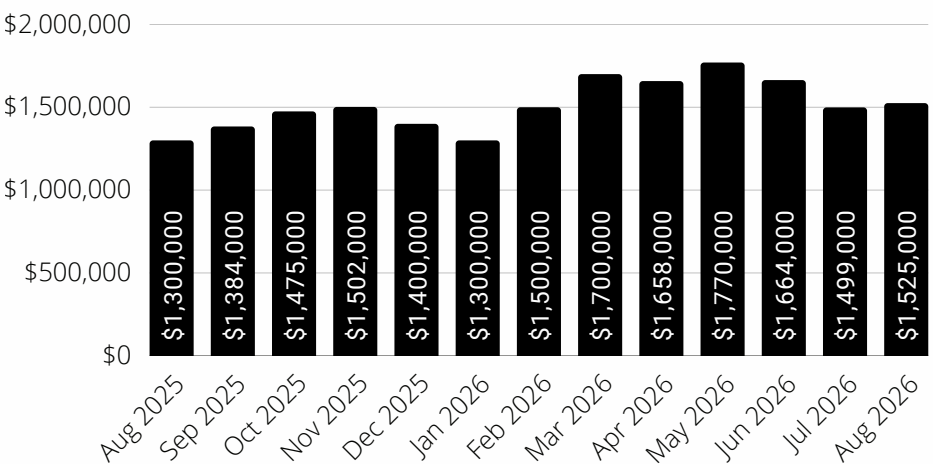


Median Sales Price

BY MONTH, YEAR-OVER-YEAR

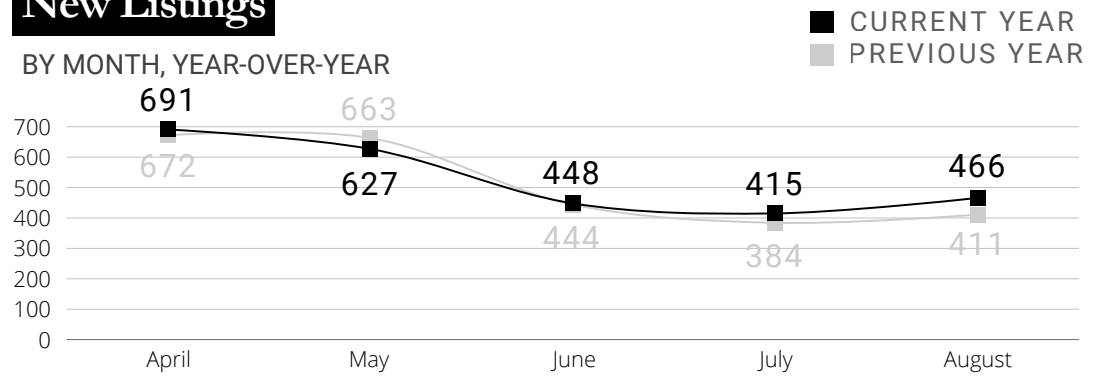


BY MONTH



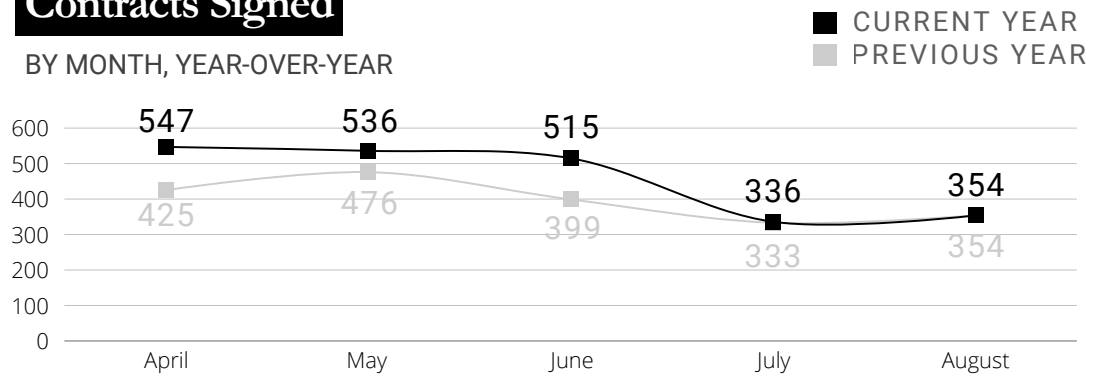
New Listings

BY MONTH, YEAR-OVER-YEAR



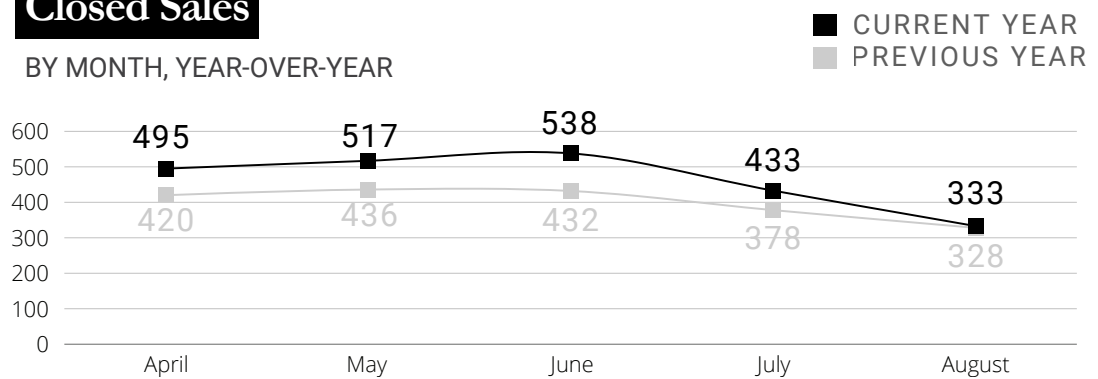
Contracts Signed

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 796 closed sales at a median price of \$1m. There was a total of 1,346 new listings with an average of 29 days on the market without price reduction and with an average price per square foot of \$709.



Overview

August 2026



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New Listings

1,346

+8.1% Year-over-Year

Closed Sales

796

-10.8% Year-over-Year

Average Days-on-Market

29

-12.1% Year-over-Year

Average Price Per SqFt

\$709

+1.4% Year-over-Year

Median Sale Price

\$1M

+2.7% Year-over-Year

Total Volume

\$957M

-9.1% 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

995

New Listings

604

Closed Sales

25

Average
Days-on-Market

\$761

Average Price
Per SqFt

\$1.2M

Median Sale Price

\$829M

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

351

New Listings

192

Closed Sales

42

Average
Days-on Market

\$545

Average Price
Per SqFt

\$639K

Median Sale Price

\$128M

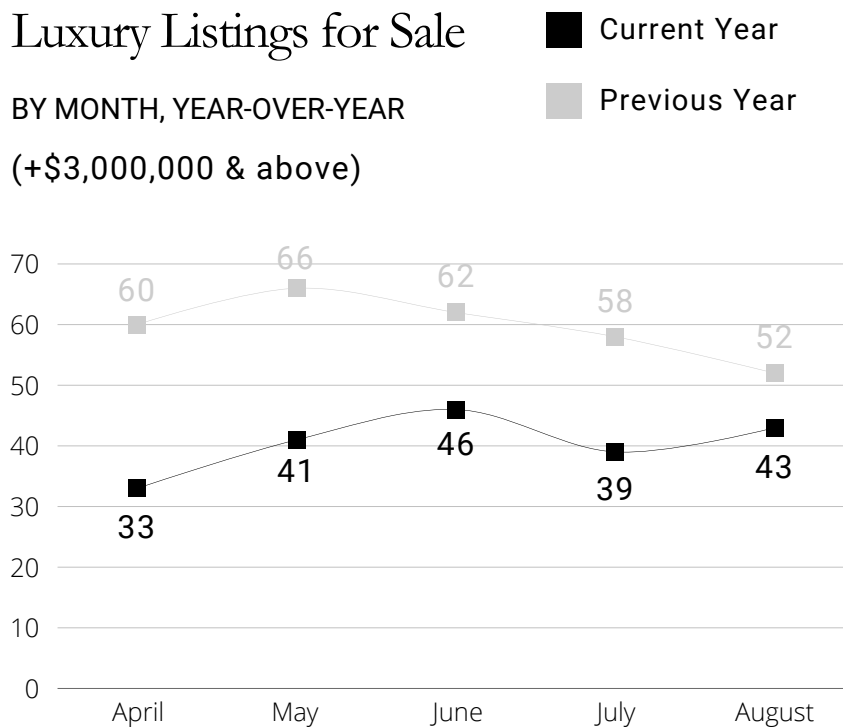
Total Volume

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Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

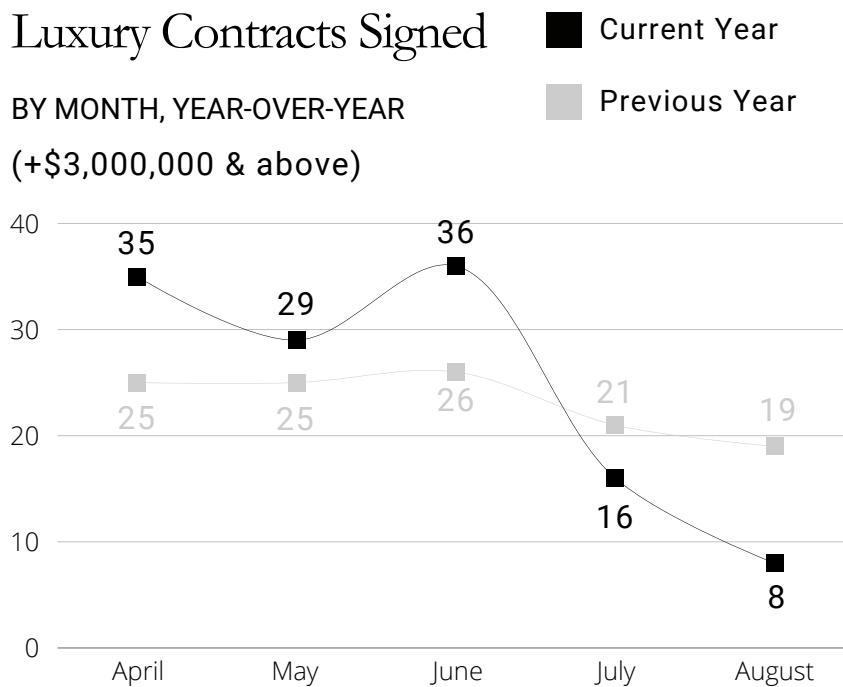
(+\$3,000,000 & above)



Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

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

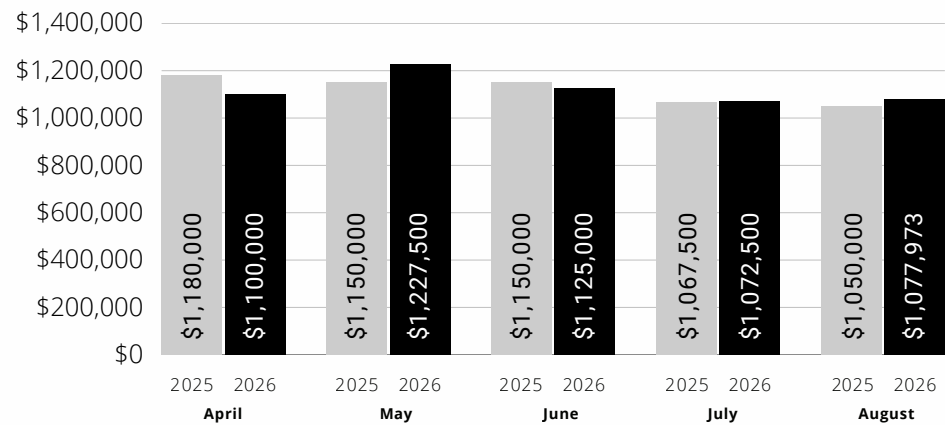




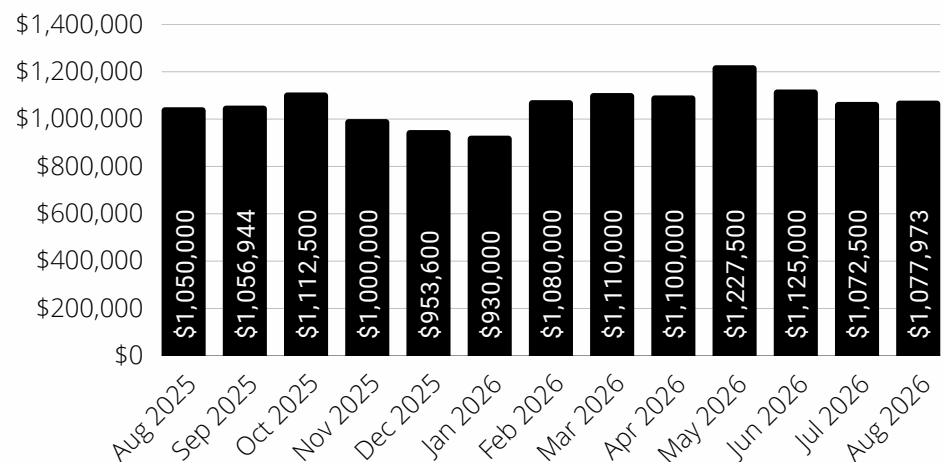
Median Sales Price

BY MONTH, YEAR-OVER-YEAR

■ PREVIOUS YEAR ■ CURRENT YEAR

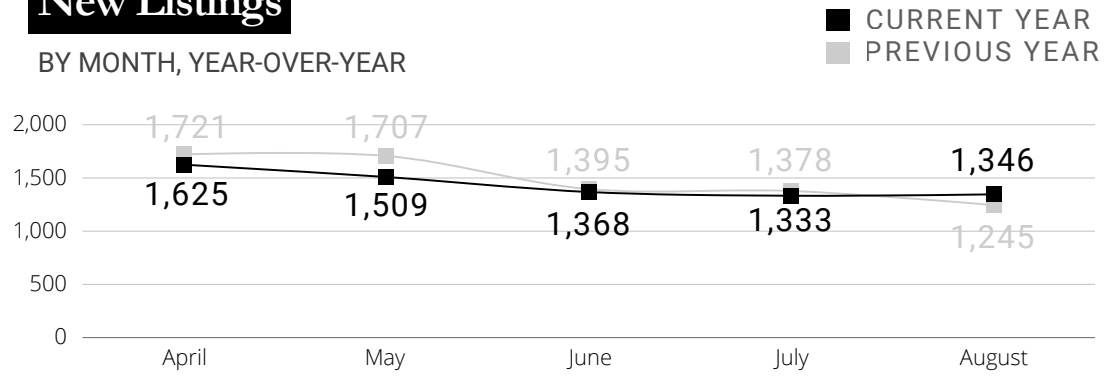


BY MONTH



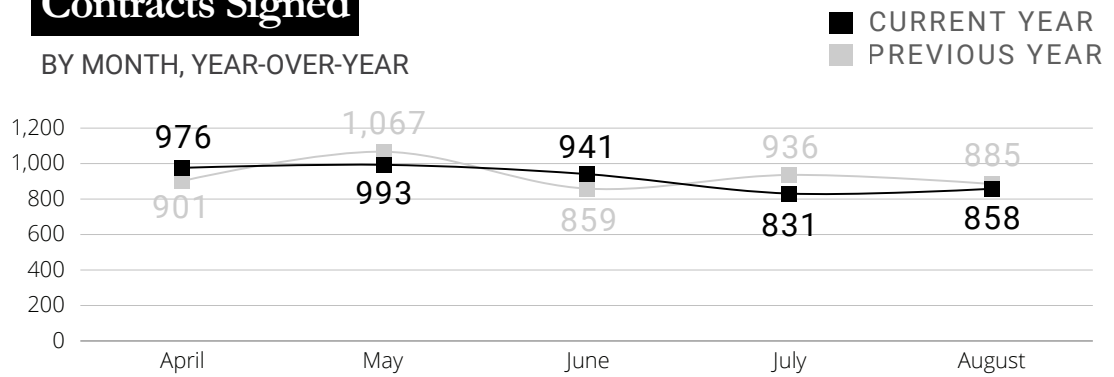
New Listings

BY MONTH, YEAR-OVER-YEAR



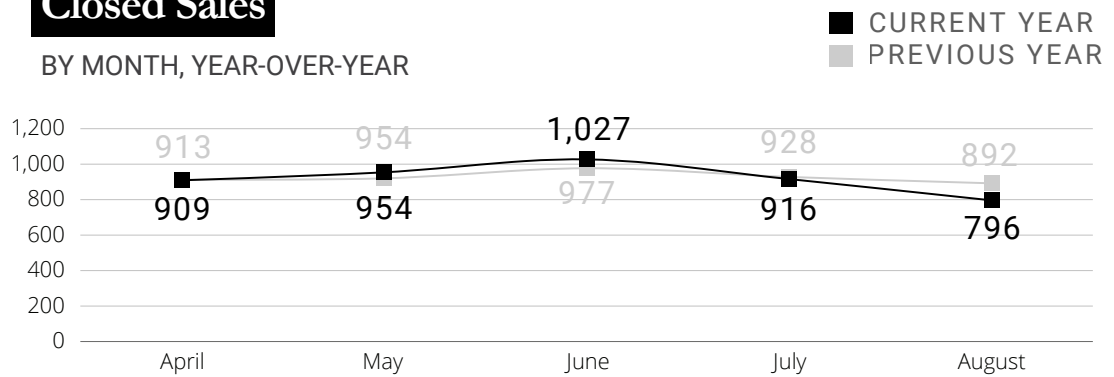
Contracts Signed

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 137 closed sales at a median price of \$1.2m. There was a total of 250 new listings with an average of 38 days on the market without price reduction and with an average price per square foot of \$807.



Overview

August 2026



YOUR HOME. MY DRIVE. OUR SUCCESS.

New Listings

250

+21.4% Year-over-Year

Closed Sales

137

-15.4% Year-over-Year

Average Days-on-Market

38

-15.6% Year-over-Year

Average Price Per SqFt

\$807

-3.0% Year-over-Year

Median Sale Price

\$1.2M

+0.2% Year-over-Year

Total Volume

\$182M

-18.9% 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

208

New Listings

112

Closed Sales

36

Average
Days-on-Market

\$816

Average Price
Per SqFt

\$1.3M

Median Sale Price

\$160M

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

42

New Listings

25

Closed Sales

46

Average
Days-on Market

\$767

Average Price
Per SqFt

\$803K

Median Sale Price

\$22M

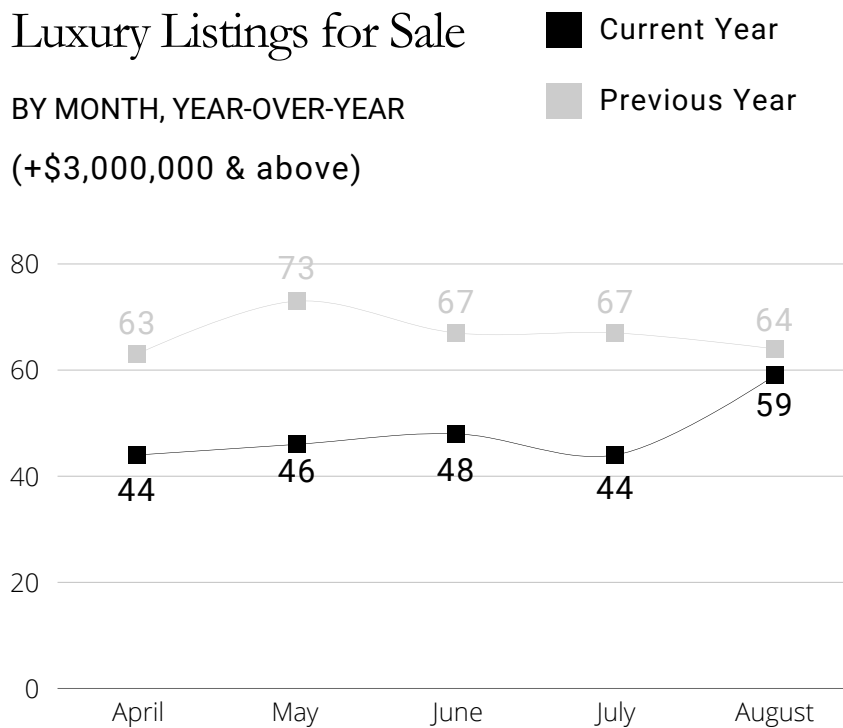
Total Volume

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Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

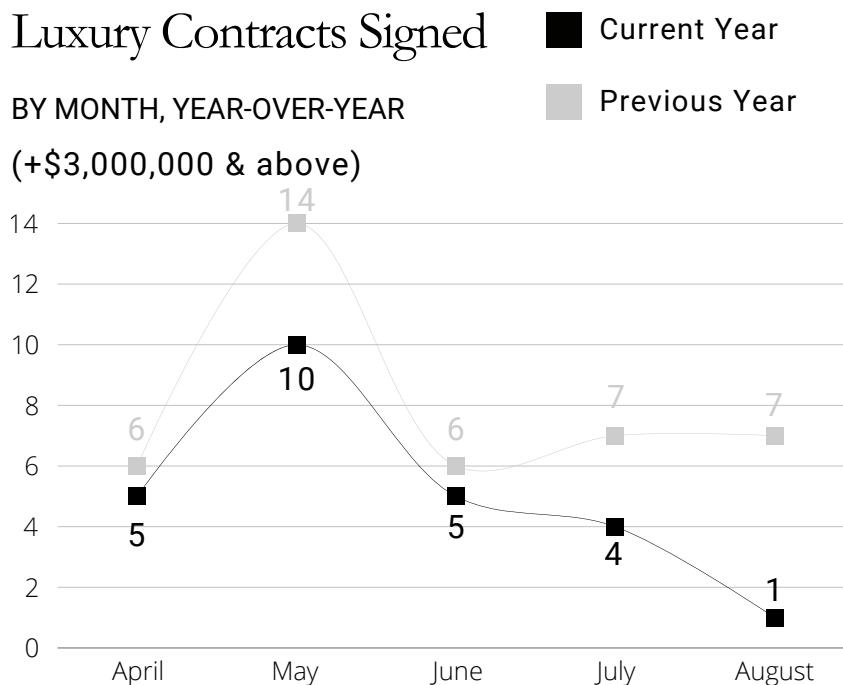
(+\$3,000,000 & above)



Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

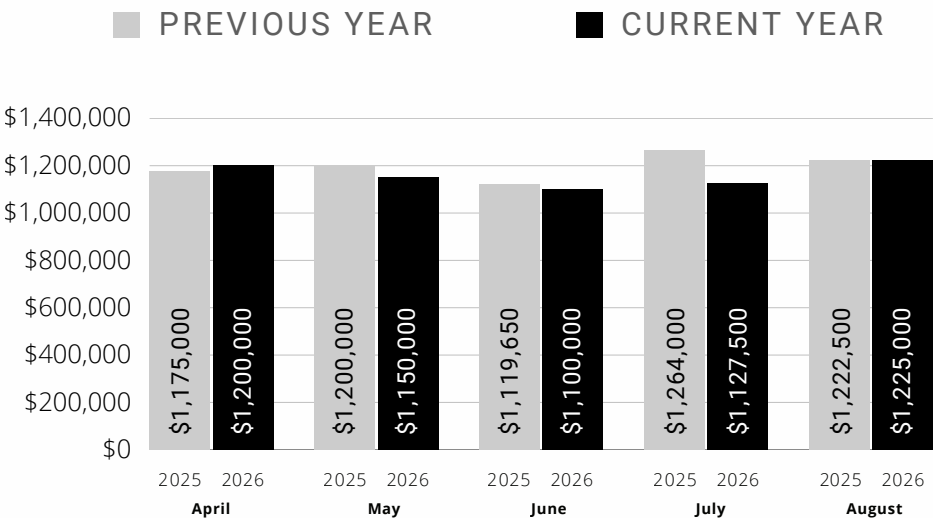
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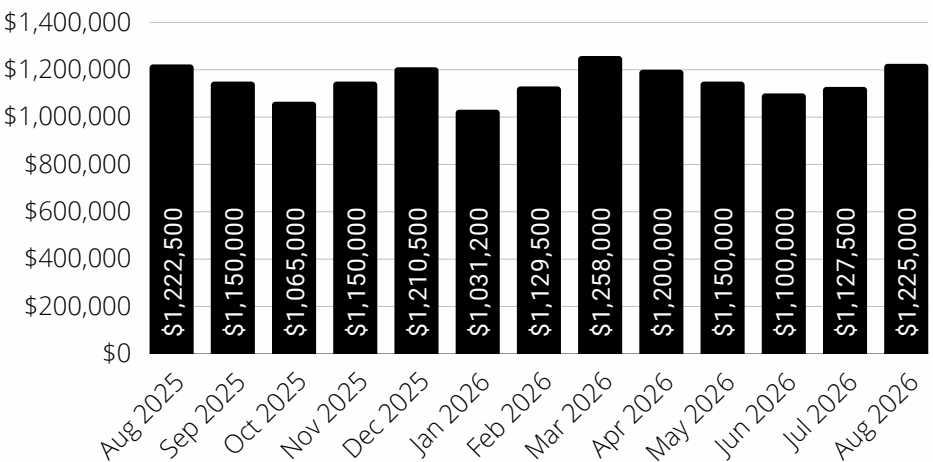


Median Sales Price

BY MONTH, YEAR-OVER-YEAR

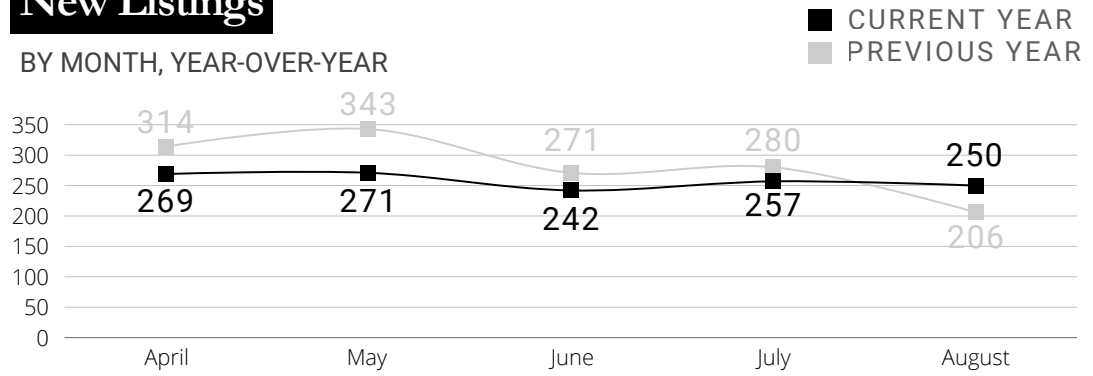


BY MONTH



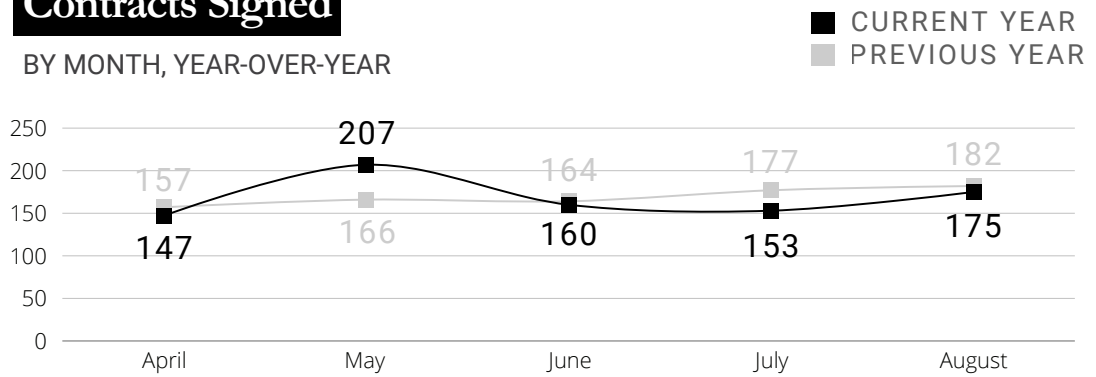
New Listings

BY MONTH, YEAR-OVER-YEAR



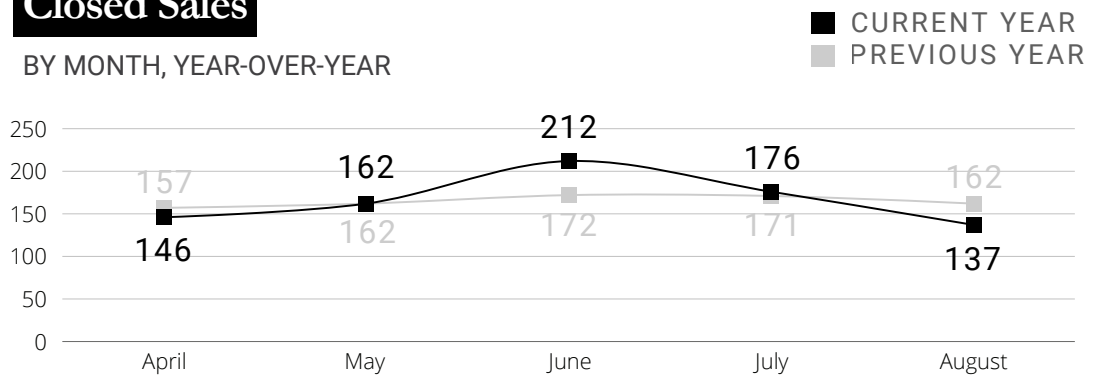
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



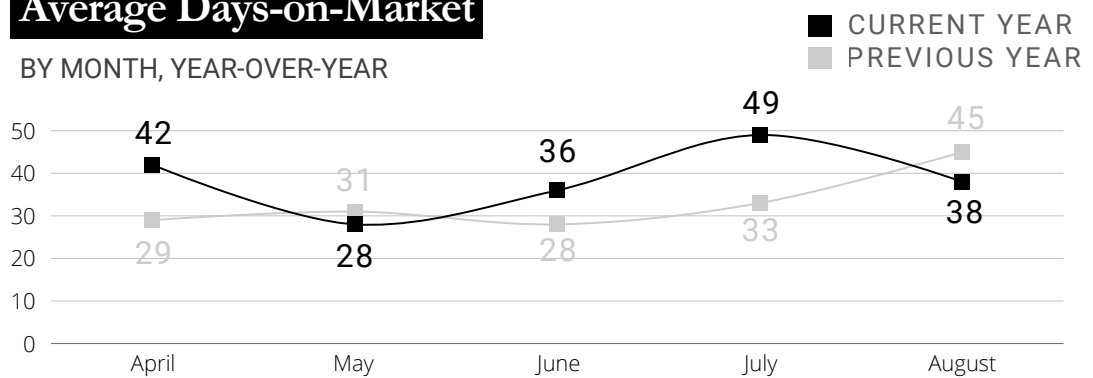
Closed Sales

BY MONTH, YEAR-OVER-YEAR



Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR





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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 \$882k. There was a total of 247 new listings with an average of 50 days on the market without price reduction and with an average price per square foot of \$712.



Overview

August 2026



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New Listings

247

-1.9% Year-over-Year

Closed Sales

194

+7.8% Year-over-Year

Average Days-on-Market

50

-1.9% Year-over-Year

Average Price Per SqFt

\$712

-8.1% Year-over-Year

Median Sale Price

\$882K

-7.1% Year-over-Year

Total Volume

\$233M

-16.2% 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

223

New Listings

169

Closed Sales

50

Average
Days-on-Market

\$720

Average Price
Per SqFt

\$940K

Median Sale Price

\$212M

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

24

New Listings

25

Closed Sales

49

Average
Days-on Market

\$663

Average Price
Per SqFt

\$675K

Median Sale Price

\$20M

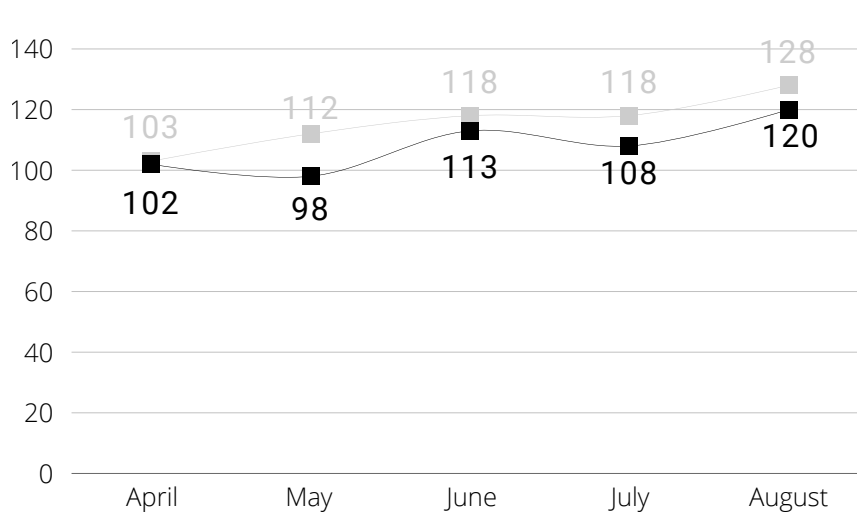
Total Volume

Haiyan
HAIYAN FU HOMES
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Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

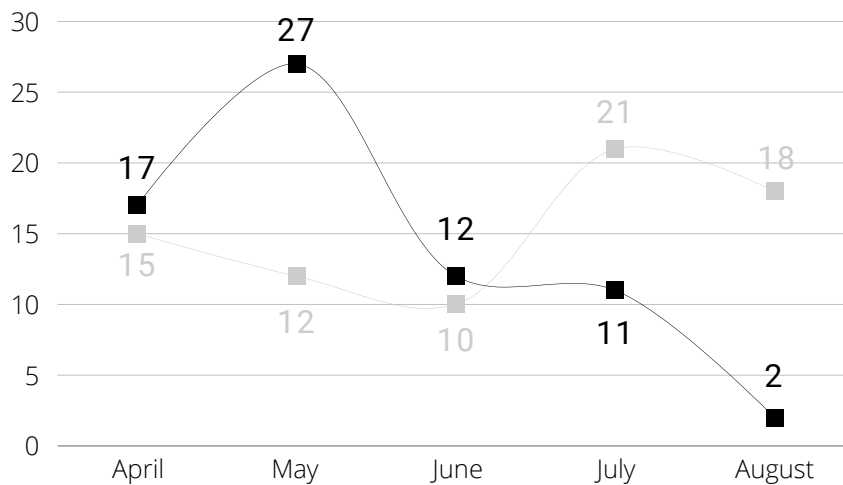
(+\$3,000,000 & above)



Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

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

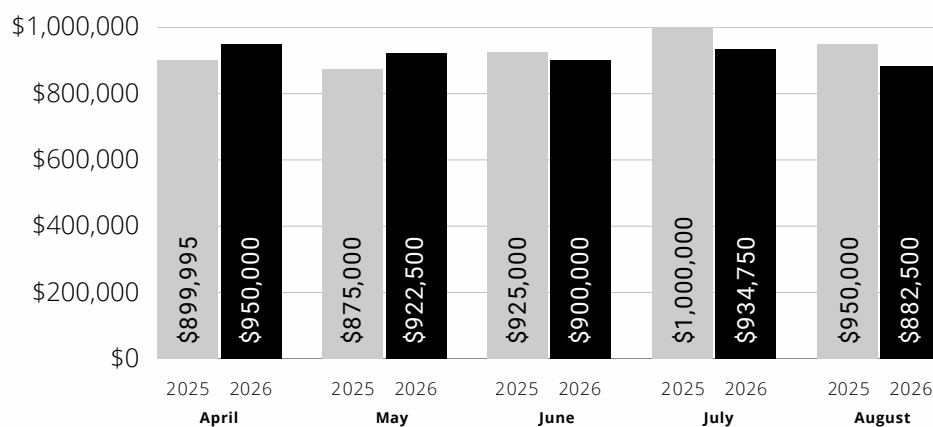




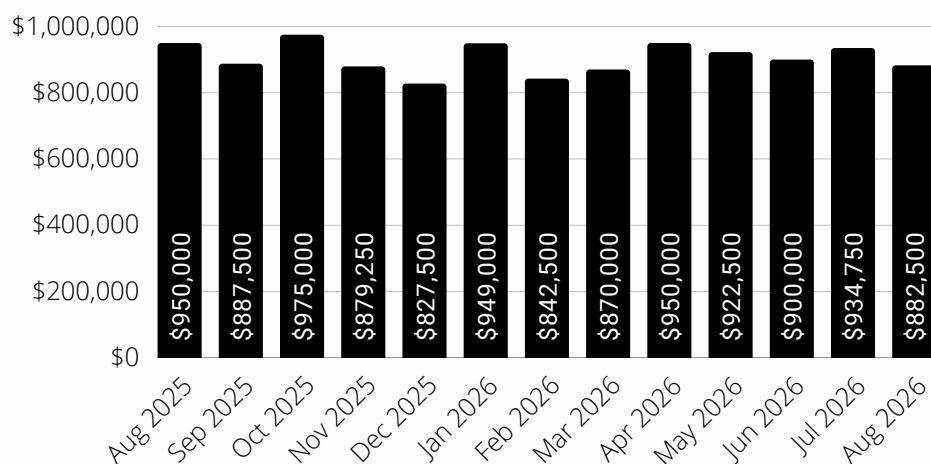
Median Sales Price

BY MONTH, YEAR-OVER-YEAR

■ PREVIOUS YEAR ■ CURRENT YEAR

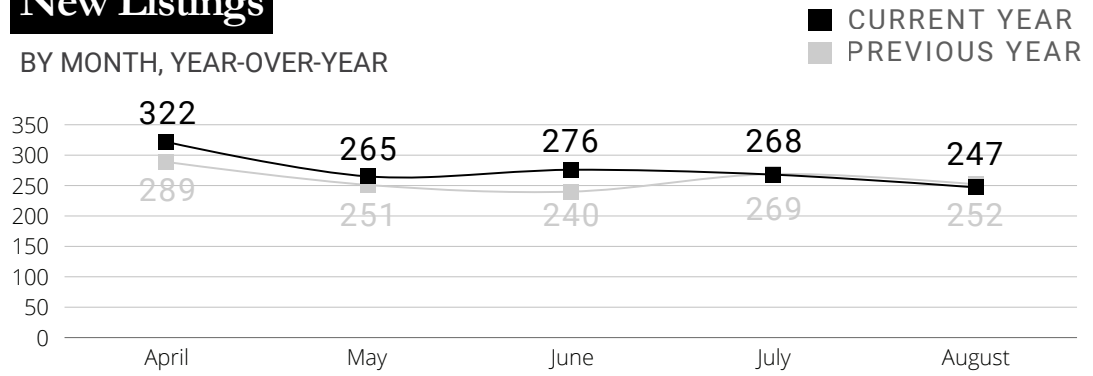


BY MONTH



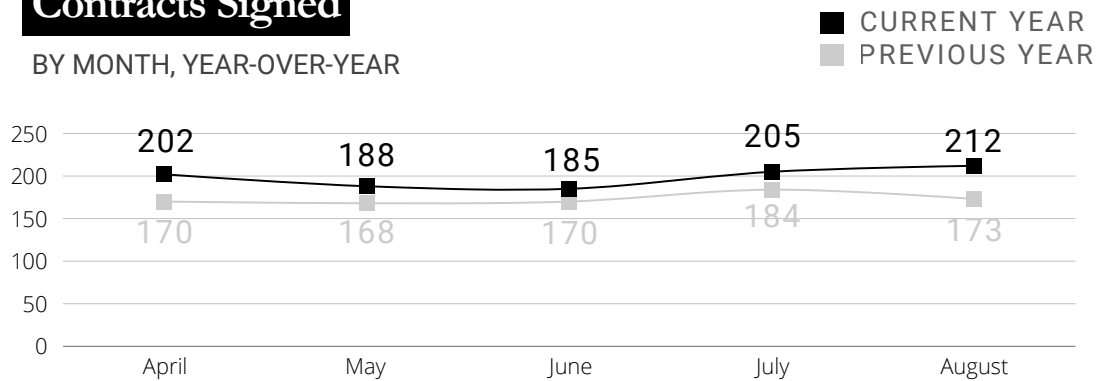
New Listings

BY MONTH, YEAR-OVER-YEAR



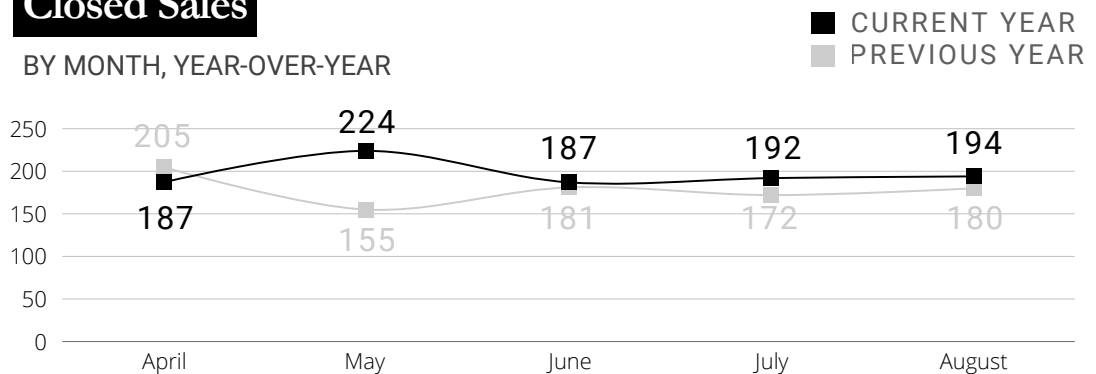
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



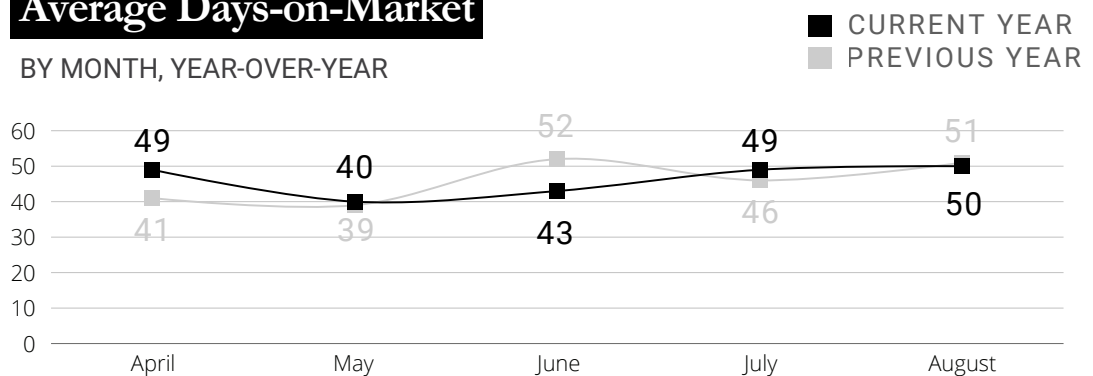
Closed Sales

BY MONTH, YEAR-OVER-YEAR



Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR





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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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