

Market Update

SEPTEMBER 2026

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KW Bay Area Estates

■ 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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Renovate or Relocate? What To Know Before You Decide To Age in Place



You've spent years making your house feel like home, celebrating milestones, making each room your own, and turning neighbors into friends. As you look ahead to the next chapter of your life, it's natural to wonder if this is still the place you want to spend it.

Whether you're leaning toward staying in your house as you get older or moving to a 55+ community, the goal is the same: a home that fits the life you want, with more time for the people and things you love. So, here's what to consider before you decide.

[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 991 closed sales at a median price of \$1.5m. There was a total of 1,633 new listings with an average of 31 days on the market without price reduction and with an average price per square foot of \$1,089.



Overview

September 2026



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New Listings

1,633

+15.8% Year-over-Year

Closed Sales

991

-0.8% Year-over-Year

Average Days-on-Market

31

+6.9% Year-over-Year

Average Price Per SqFt

\$1,089

+1.2% Year-over-Year

Median Sale Price

\$1.5M

-3.9% Year-over-Year

Total Volume

\$2B

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



SFH

Single Family Homes

1,114

New Listings

733

Closed Sales

27

Average
Days-on-Market

\$1,217

Average Price
Per SqFt

\$1.8M

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

519

New Listings

258

Closed Sales

42

Average
Days-on Market

\$727

Average Price
Per SqFt

\$850K

Median Sale Price

\$247M

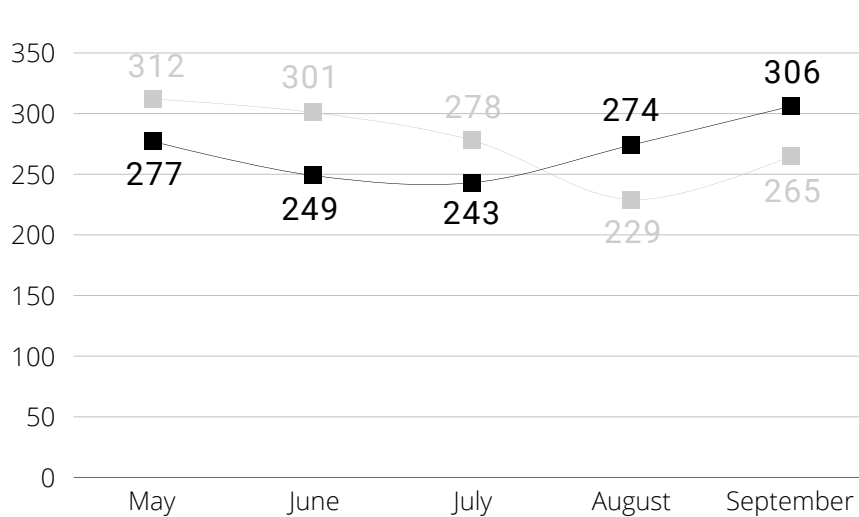
Total Volume

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Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

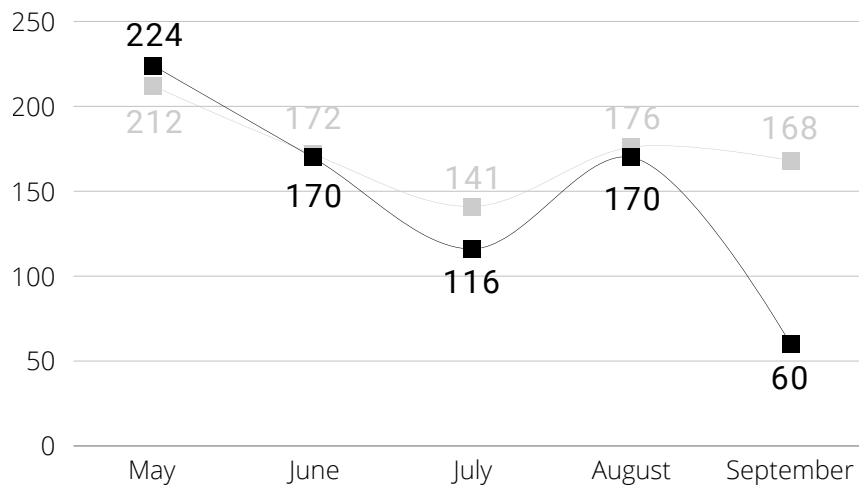
(+\$3,000,000 & above)



Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

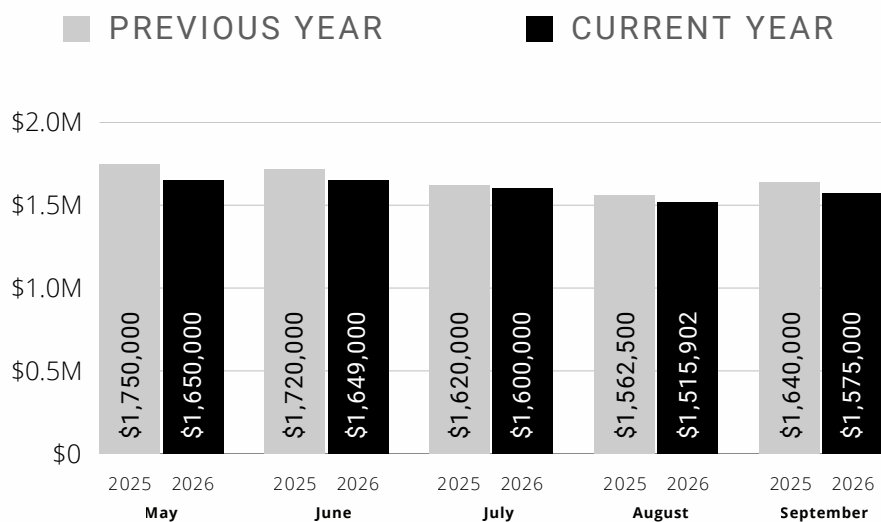
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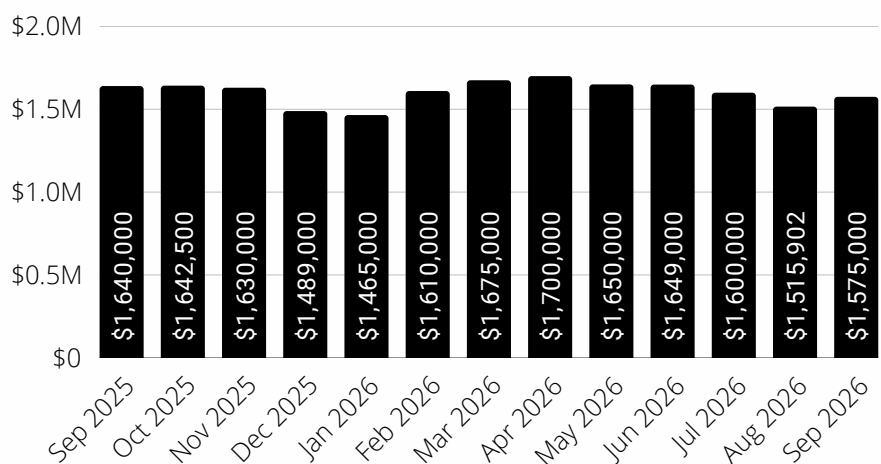


Median Sales Price

BY MONTH, YEAR-OVER-YEAR



BY MONTH



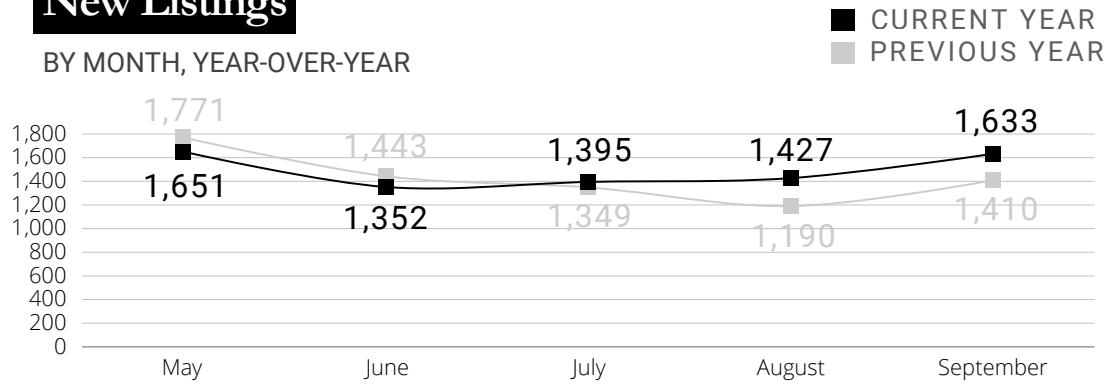
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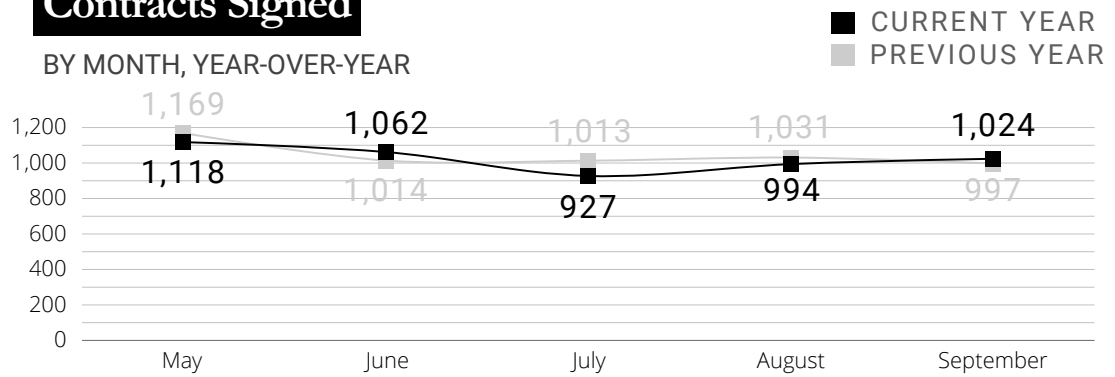
New Listings

BY MONTH, YEAR-OVER-YEAR



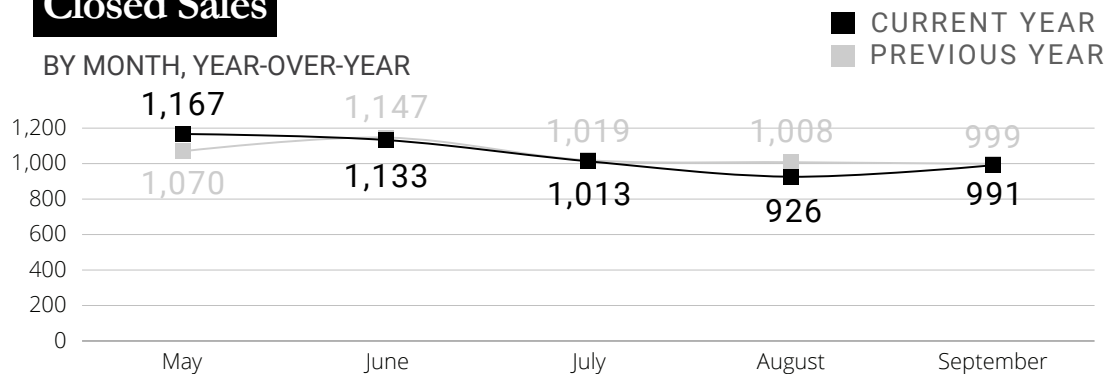
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



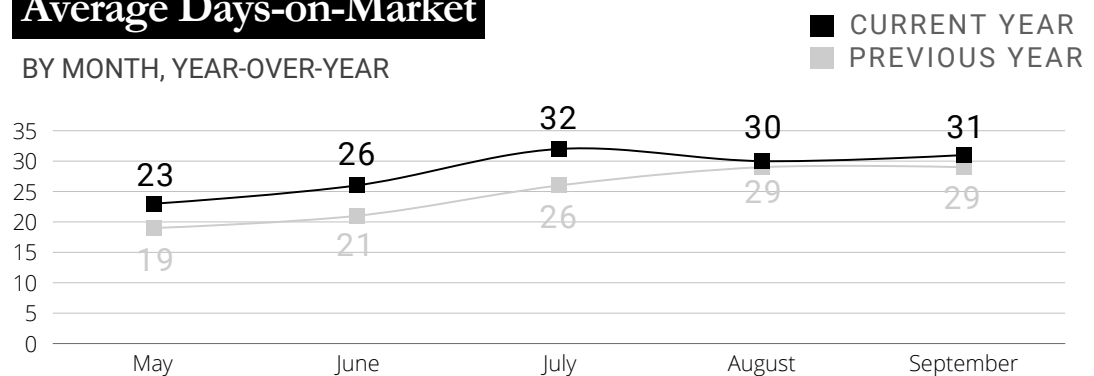
Closed Sales

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 412 closed sales at a median price of \$1.7m. There was a total of 660 new listings with an average of 32 days on the market without price reduction and with an average price per square foot of \$1,158.



Overview

September 2026



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New Listings

660

-0.2% Year-over-Year

Closed Sales

412

-12.2% Year-over-Year

Average Days-on-Market

32

-13.5% Year-over-Year

Average Price Per SqFt

\$1,158

+6.6% Year-over-Year

Median Sale Price

\$1.7M

+7.7% Year-over-Year

Total Volume

\$985M

-7.3% 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.



SFH

Single Family Homes

480

New Listings

318

Closed Sales

28

Average
Days-on-Market

\$1,267

Average Price
Per SqFt

\$2.1M

Median Sale Price

\$891M

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

180

New Listings

94

Closed Sales

46

Average
Days-on Market

\$789

Average Price
Per SqFt

\$920K

Median Sale Price

\$93M

Total Volume

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Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

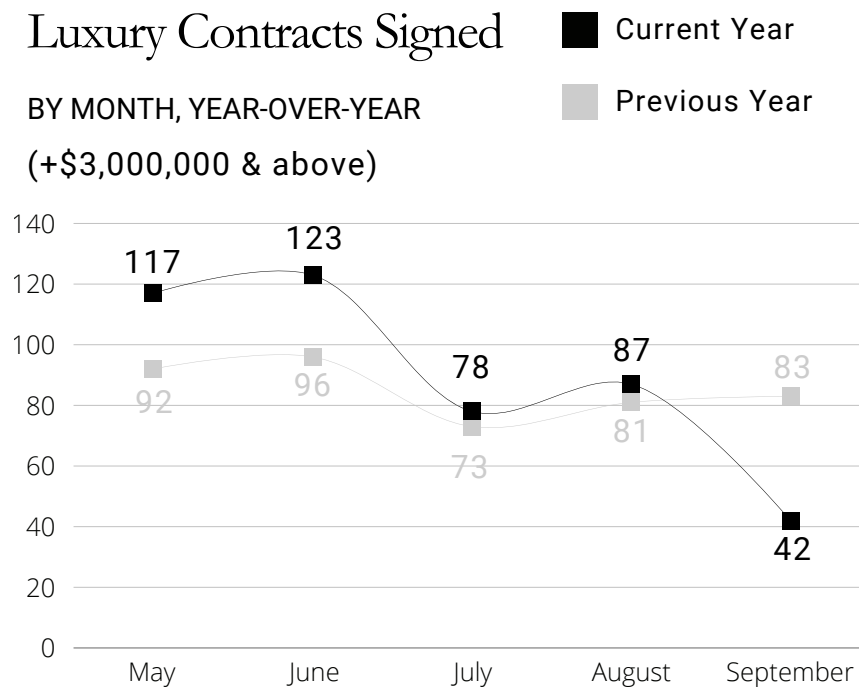
(+\$3,000,000 & above)



Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

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



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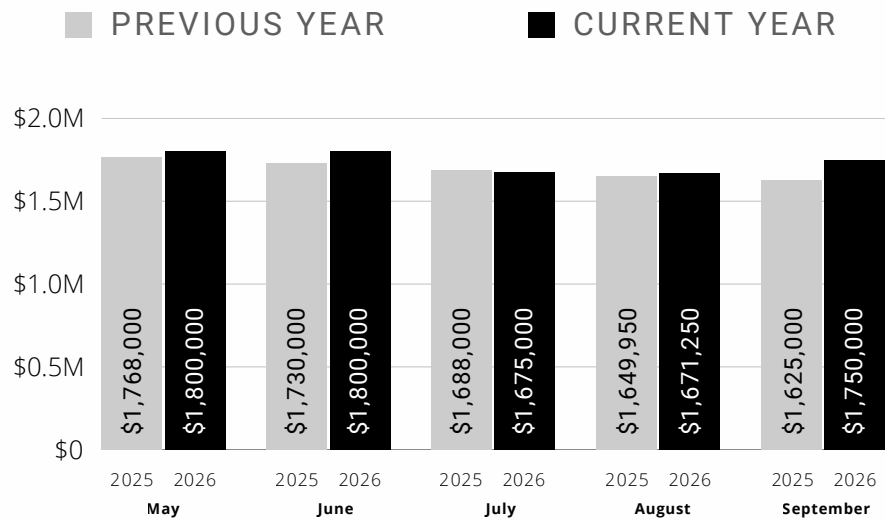
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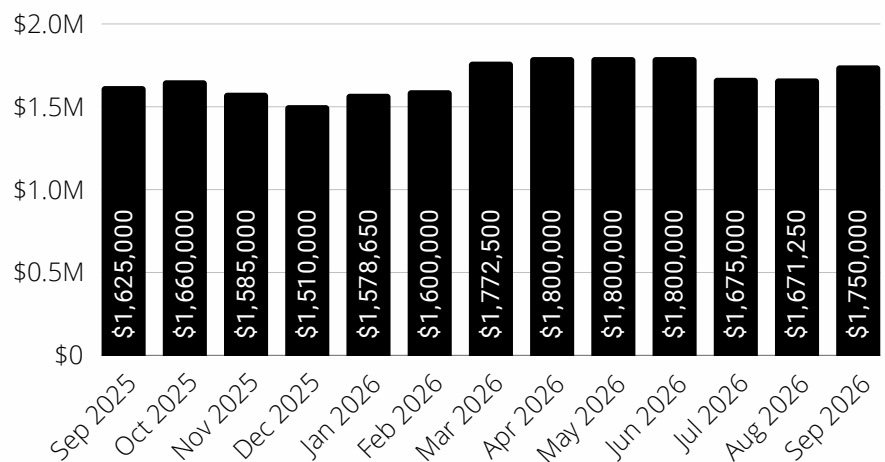


Median Sales Price

BY MONTH, YEAR-OVER-YEAR

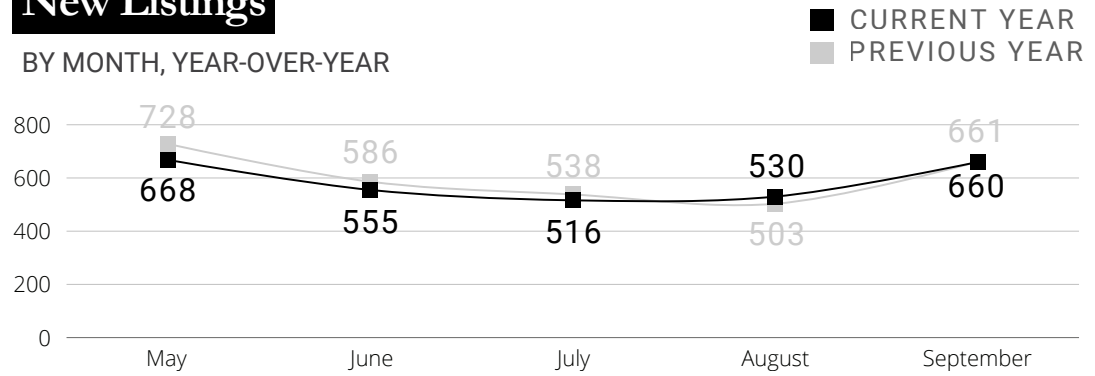


BY MONTH



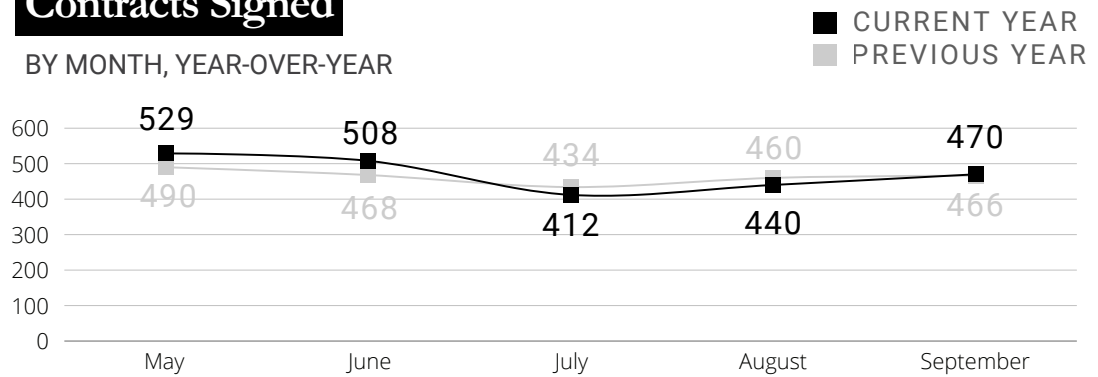
New Listings

BY MONTH, YEAR-OVER-YEAR



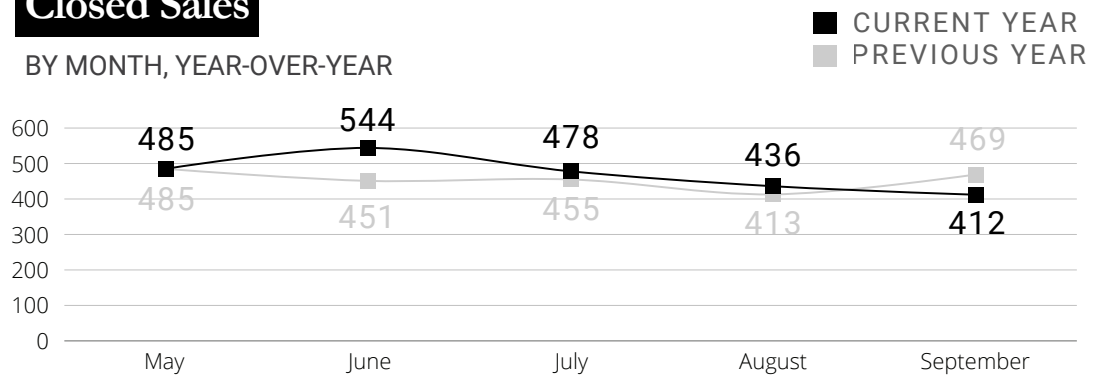
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



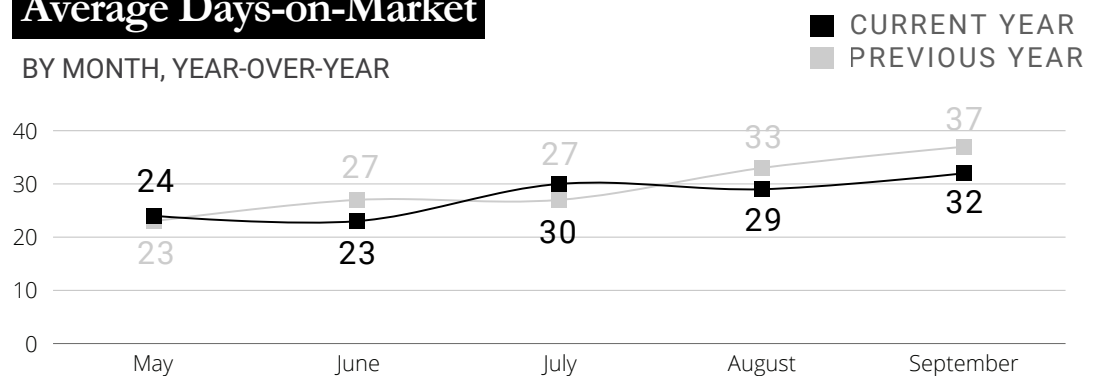
Closed Sales

BY MONTH, YEAR-OVER-YEAR



Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR





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San Francisco County

What's in the San Francisco County data?

The market for Single Family Homes, Condo, and Townhomes units saw 393 closed sales at a median price of \$1.6m. There was a total of 701 new listings with an average of 24 days on the market without price reduction and with an average price per square foot of \$1,253.



Overview

September 2026



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New Listings

701

-10.7% Year-over-Year

Closed Sales

393

-1.5% Year-over-Year

Average Days-on-Market

24

-31.4% Year-over-Year

Average Price Per SqFt

\$1,253

+19.1% Year-over-Year

Median Sale Price

\$1.6M

+19.6% Year-over-Year

Total Volume

\$851M

+24.8% 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

332

New Listings

189

Closed Sales

20

Average
Days-on-Market

\$1,320

Average Price
Per SqFt

\$2M

Median Sale Price

\$537M

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

369

New Listings

204

Closed Sales

30

Average
Days-on Market

\$1,190

Average Price
Per SqFt

\$1.3M

Median Sale Price

\$314M

Total Volume

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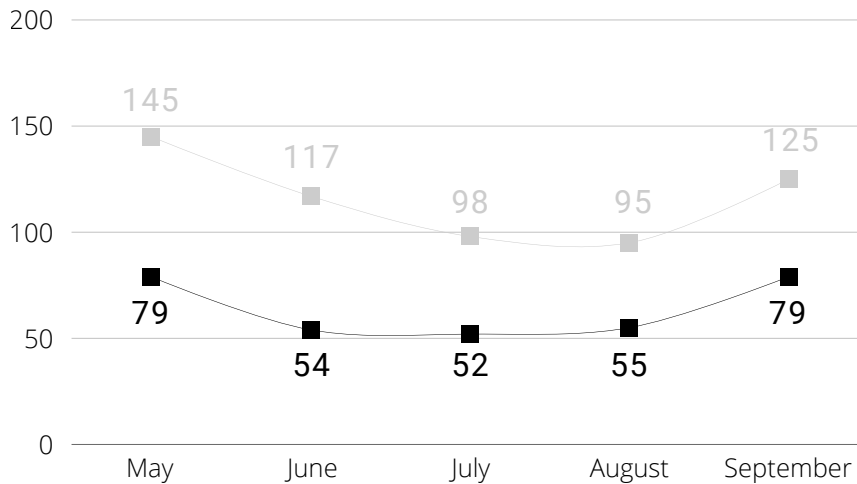
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Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

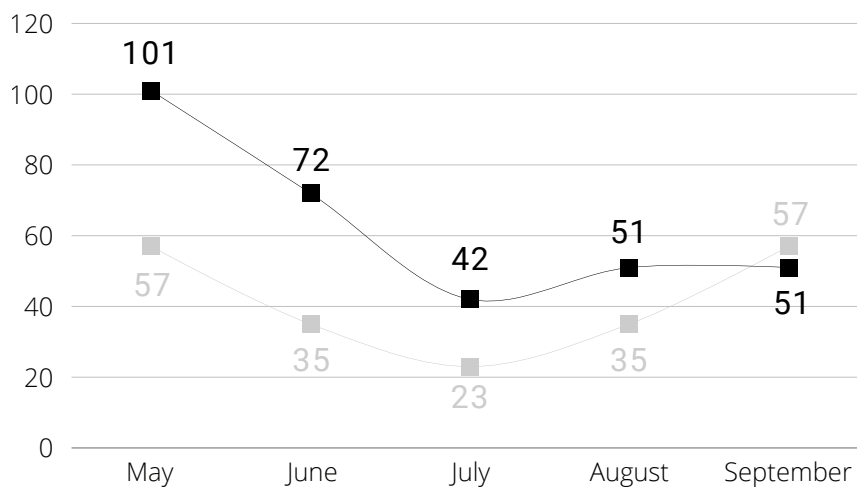
(+\$3,000,000 & above)



Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

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



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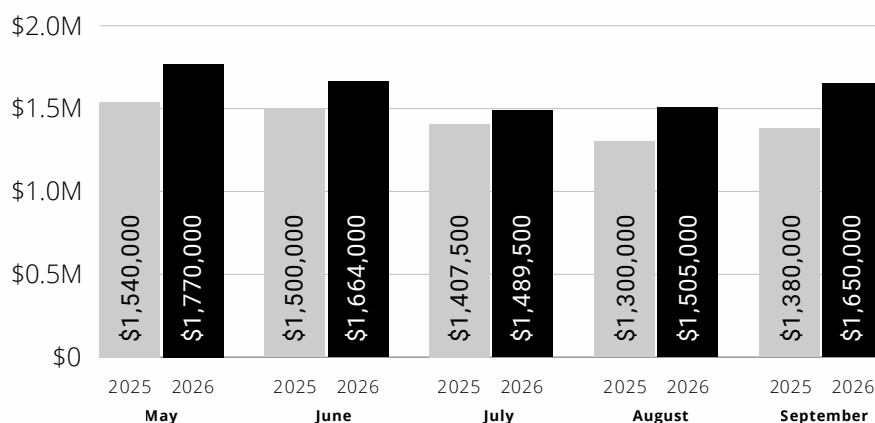
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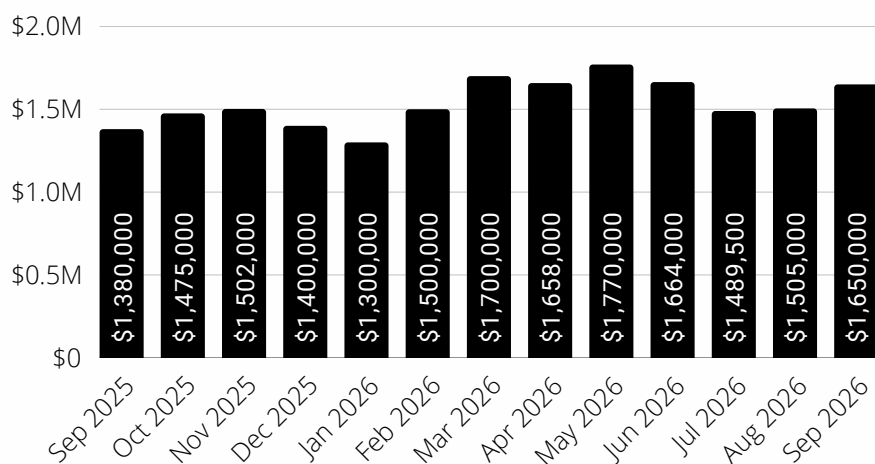
Median Sales Price

BY MONTH, YEAR-OVER-YEAR

■ PREVIOUS YEAR ■ CURRENT YEAR

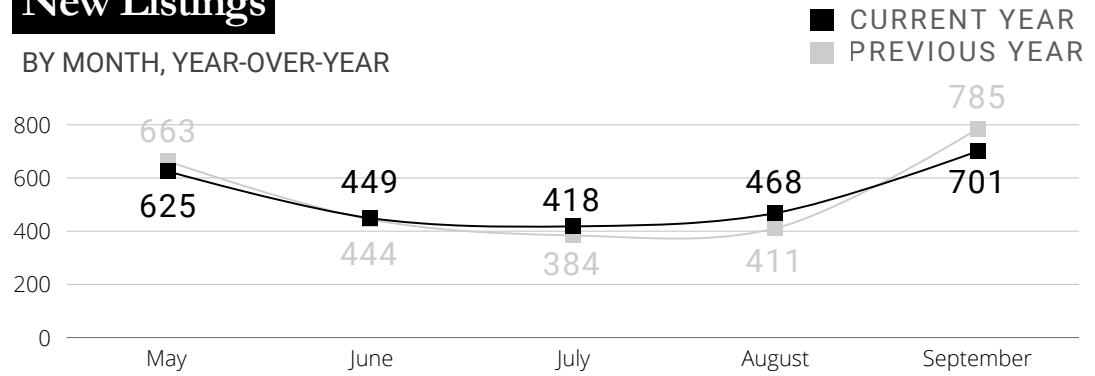


BY MONTH



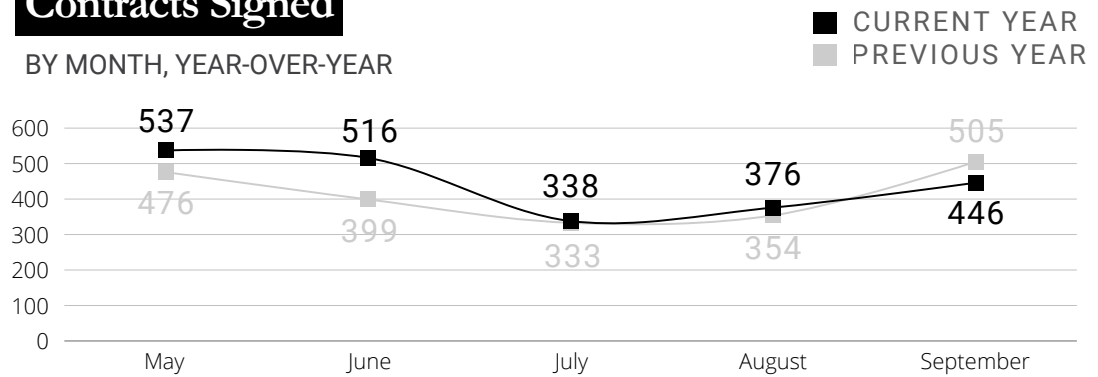
New Listings

BY MONTH, YEAR-OVER-YEAR



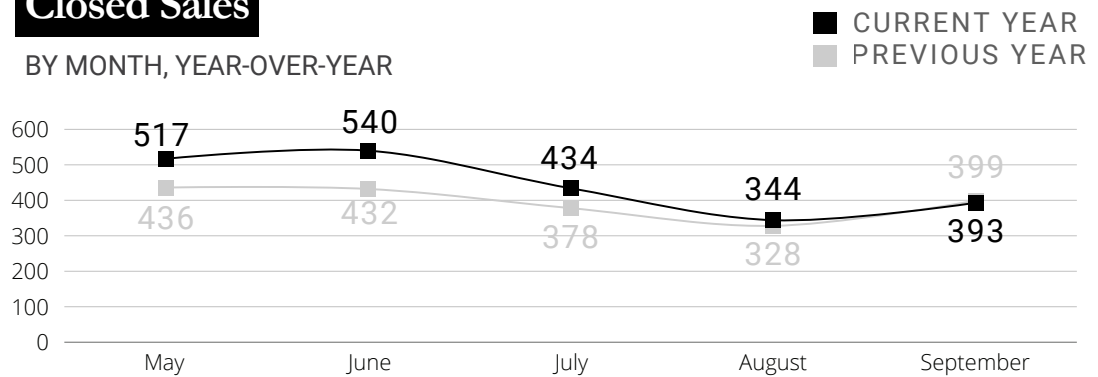
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



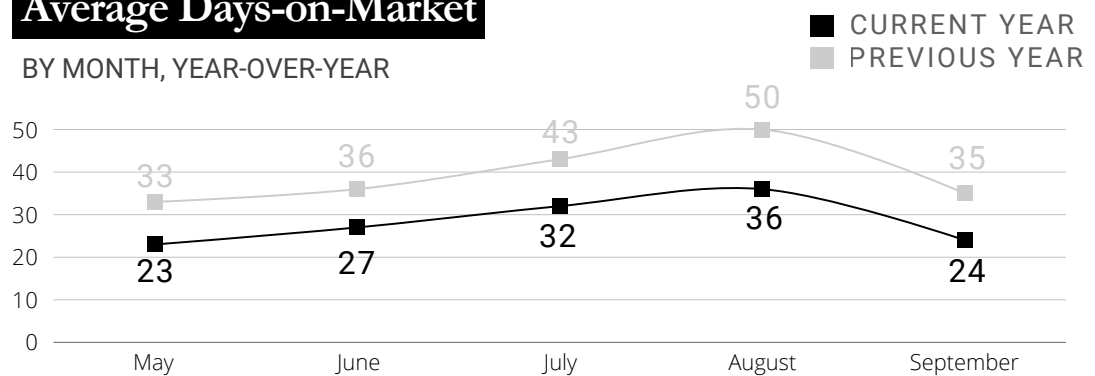
Closed Sales

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 833 closed sales at a median price of \$1m. There was a total of 1,397 new listings with an average of 30 days on the market without price reduction and with an average price per square foot of \$719.



Overview



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September 2026

New Listings

1,397

-7.6% Year-over-Year

Closed Sales

833

-6.2% Year-over-Year

Average Days-on-Market

30

-9.1% Year-over-Year

Average Price Per SqFt

\$719

+2.7% Year-over-Year

Median Sale Price

\$1M

+3.1% Year-over-Year

Total Volume

\$1B

-1.5% Year-over-Year

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



SFH

Single Family Homes

1,038

New Listings

649

Closed Sales

25

Average
Days-on-Market

\$769

Average Price
Per SqFt

\$1.2M

Median Sale Price

\$921M

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

359

New Listings

184

Closed Sales

50

Average
Days-on Market

\$539

Average Price
Per SqFt

\$625K

Median Sale Price

\$124M

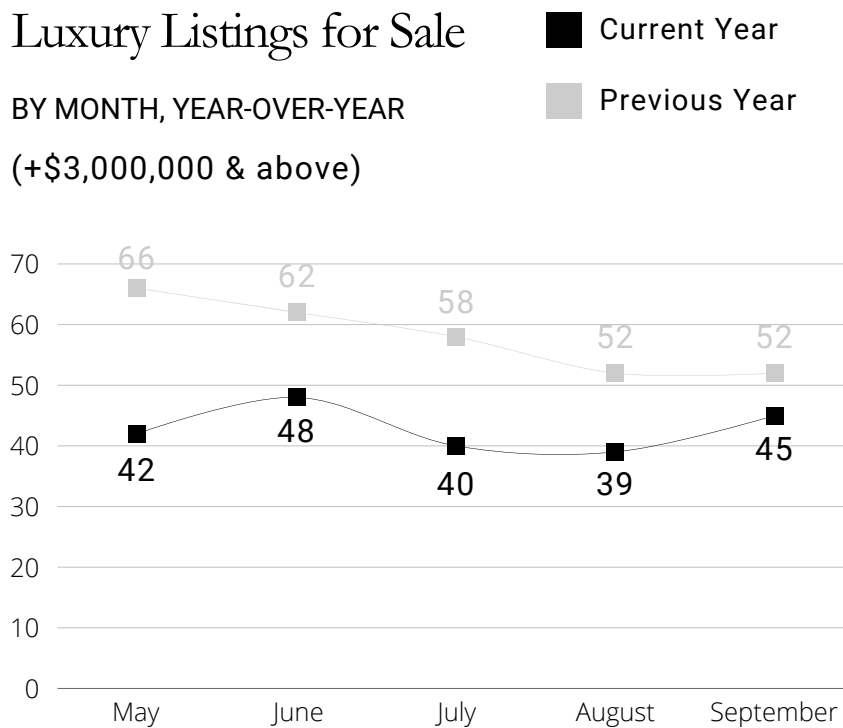
Total Volume

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Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

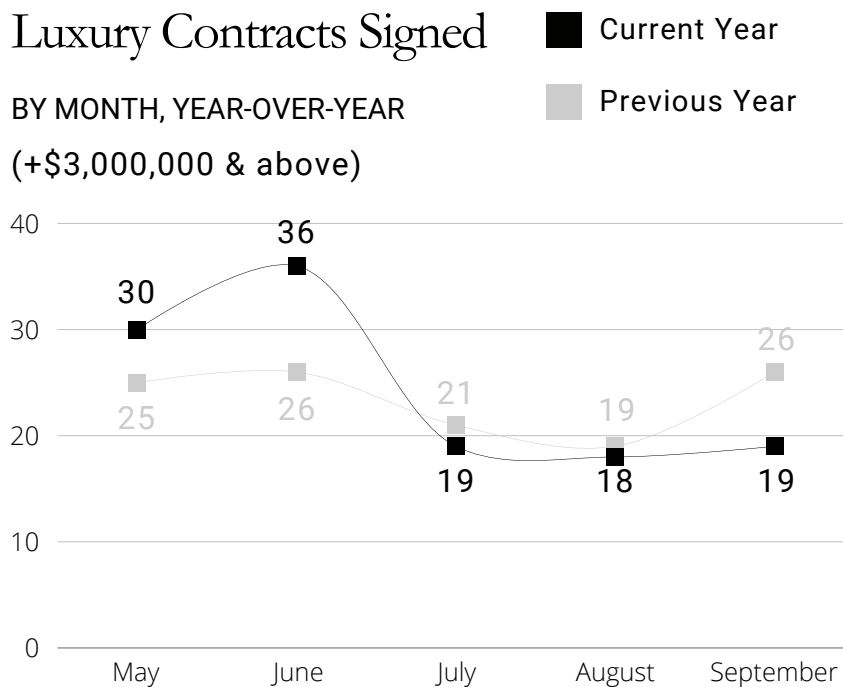
(+\$3,000,000 & above)



Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

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

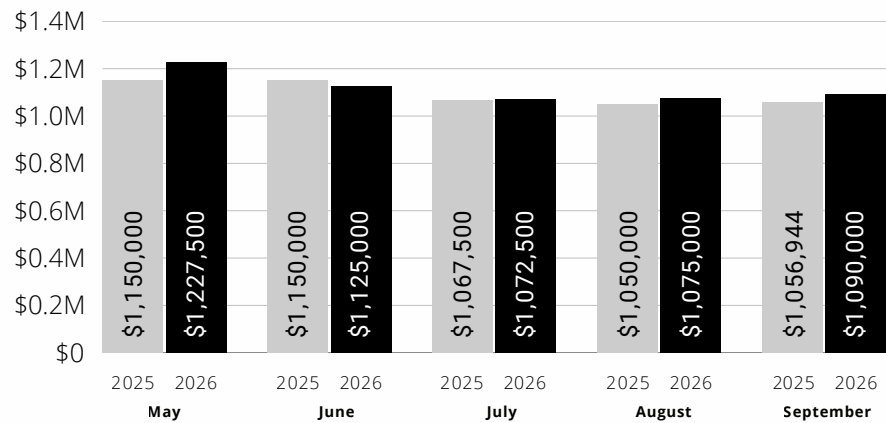




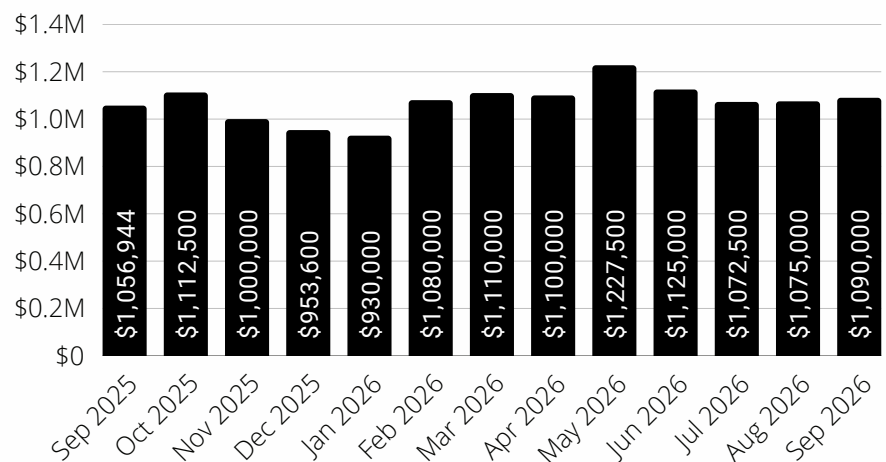
Median Sales Price

BY MONTH, YEAR-OVER-YEAR

■ PREVIOUS YEAR ■ CURRENT YEAR



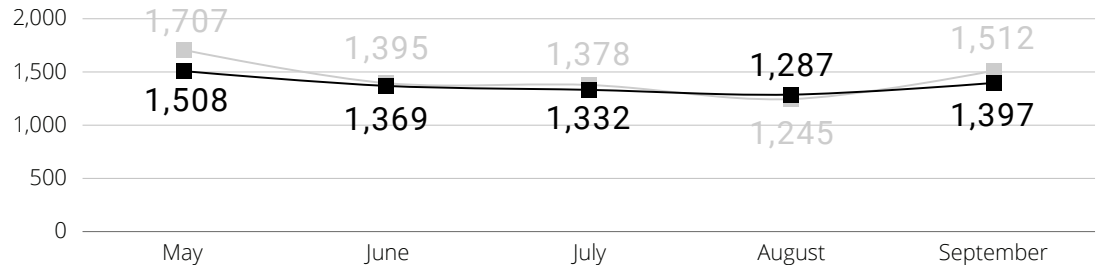
BY MONTH



New Listings

BY MONTH, YEAR-OVER-YEAR

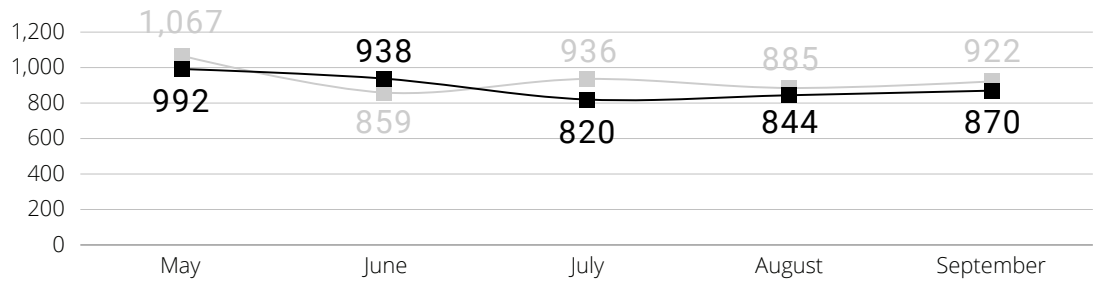
■ CURRENT YEAR
■ PREVIOUS YEAR



Contracts Signed

BY MONTH, YEAR-OVER-YEAR

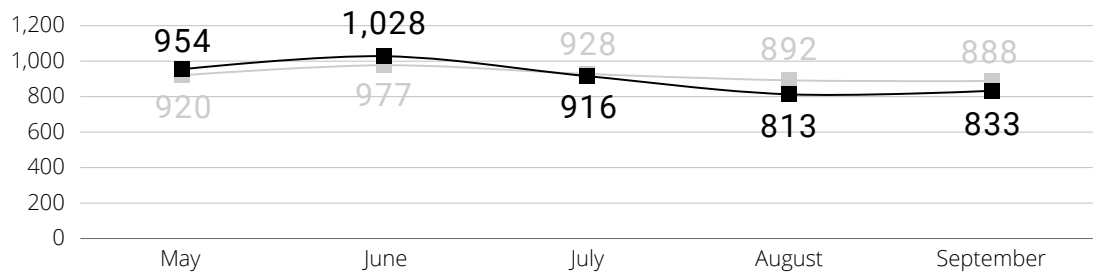
■ CURRENT YEAR
■ PREVIOUS YEAR



Closed Sales

BY MONTH, YEAR-OVER-YEAR

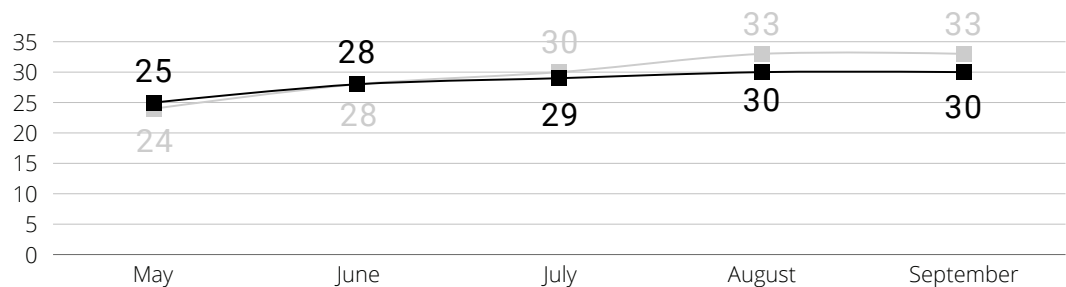
■ CURRENT YEAR
■ PREVIOUS YEAR



Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR

■ CURRENT YEAR
■ PREVIOUS 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 150 closed sales at a median price of \$1m. There was a total of 263 new listings with an average of 39 days on the market without price reduction and with an average price per square foot of \$748.



Overview



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September 2026

New Listings

263

+12.9% Year-over-Year

Closed Sales

150

-13.3% Year-over-Year

Average Days-on-Market

39

-17.0% Year-over-Year

Average Price Per SqFt

\$748

-4.8% Year-over-Year

Median Sale Price

\$1M

-8.3% Year-over-Year

Total Volume

\$181M

-18.8% 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

219

New Listings

124

Closed Sales

38

Average
Days-on-Market

\$779

Average Price
Per SqFt

\$1.2M

Median Sale Price

\$161M

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

44

New Listings

26

Closed Sales

41

Average
Days-on Market

\$599

Average Price
Per SqFt

\$697K

Median Sale Price

\$20M

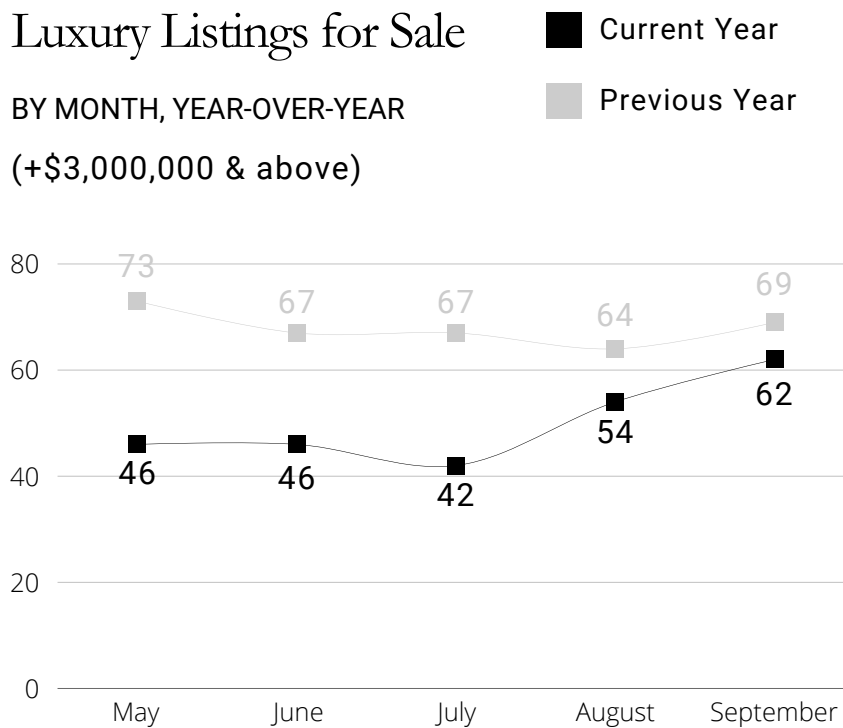
Total Volume

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Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

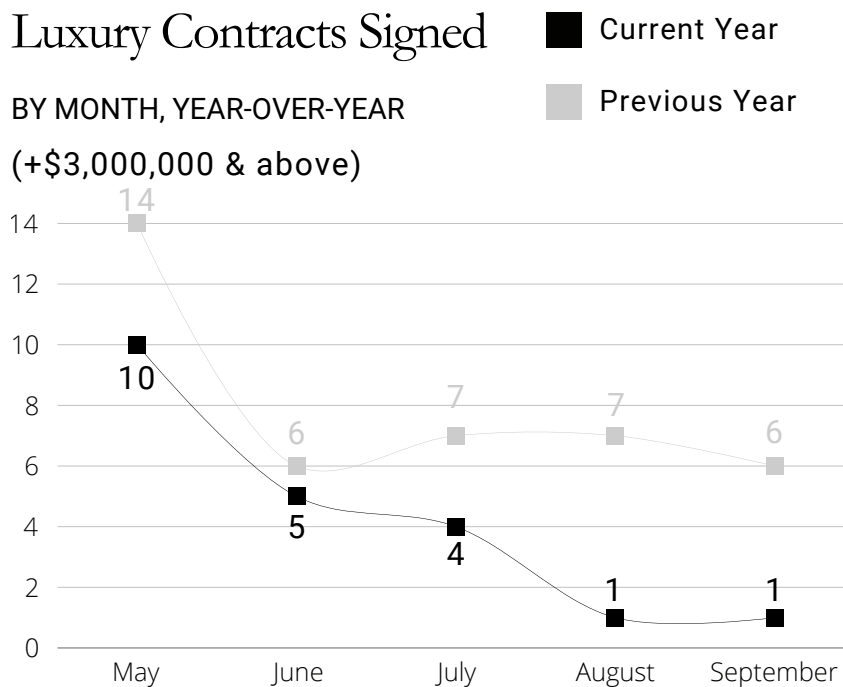
(+\$3,000,000 & above)



Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

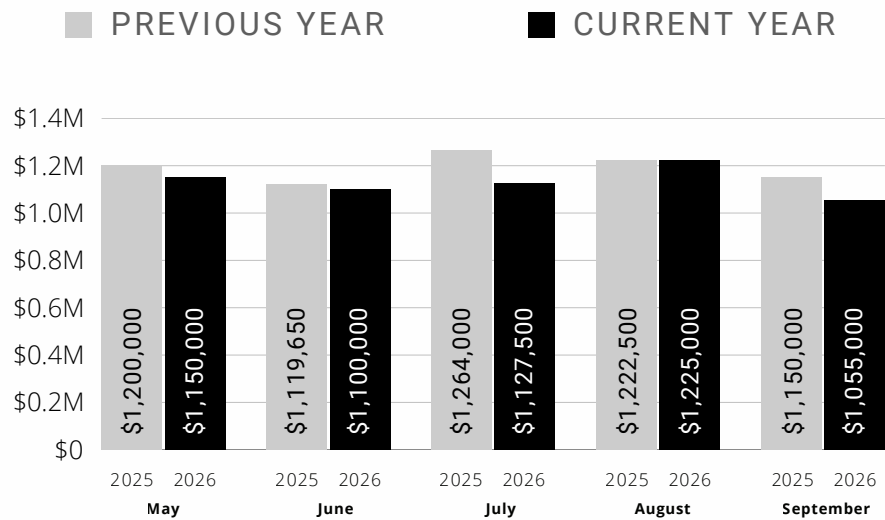
(+\$3,000,000 & above)



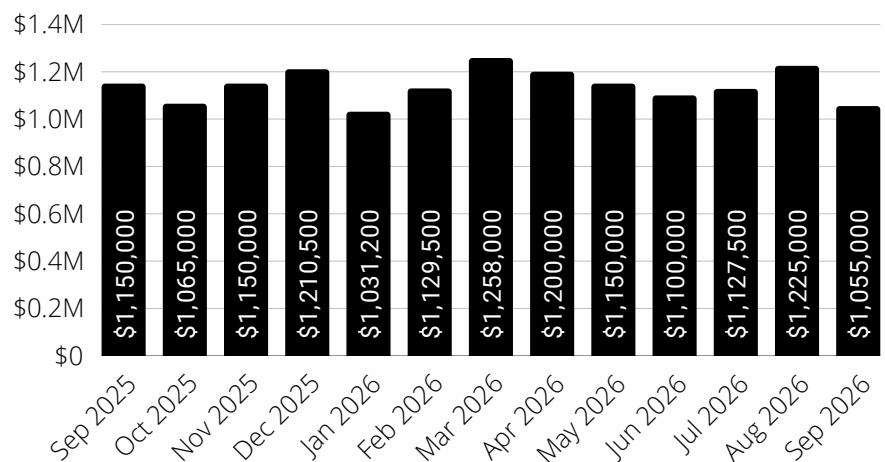


Median Sales Price

BY MONTH, YEAR-OVER-YEAR

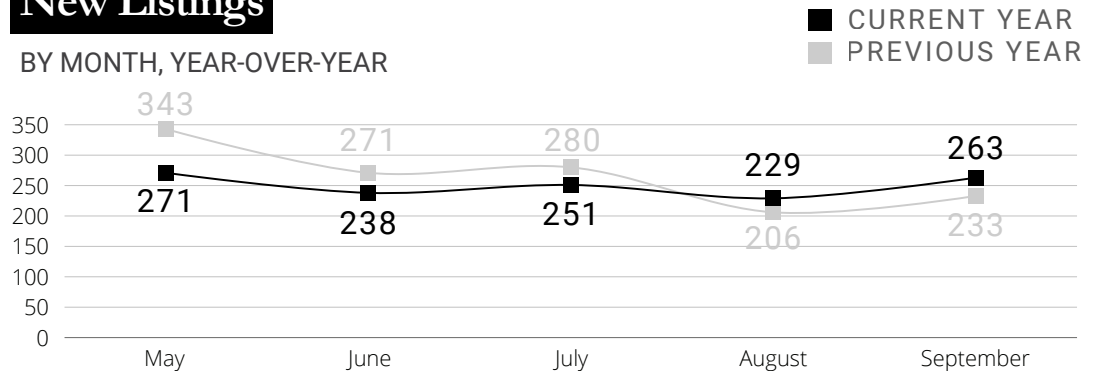


BY MONTH



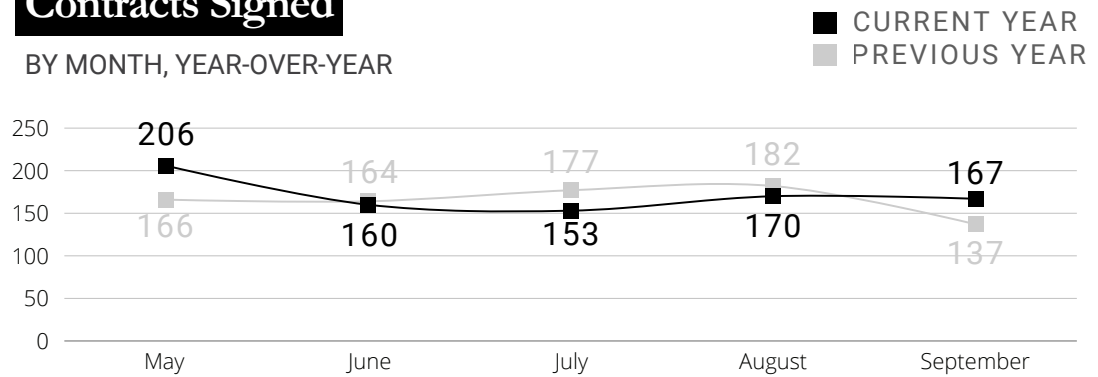
New Listings

BY MONTH, YEAR-OVER-YEAR



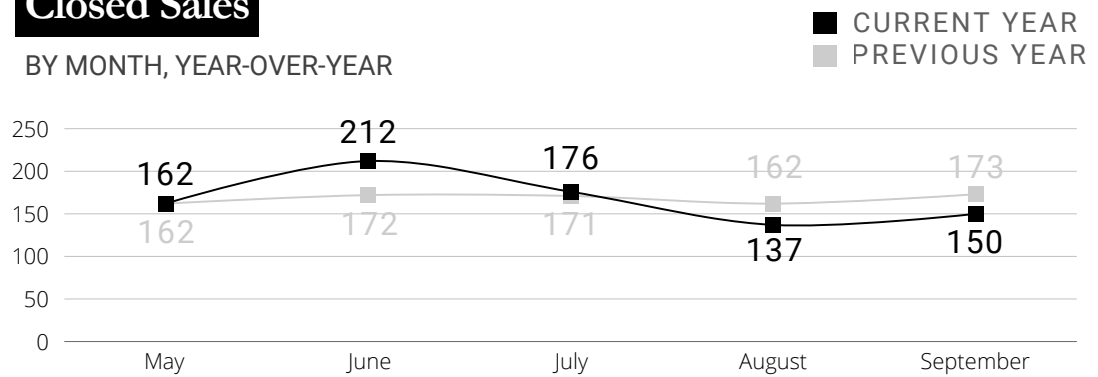
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



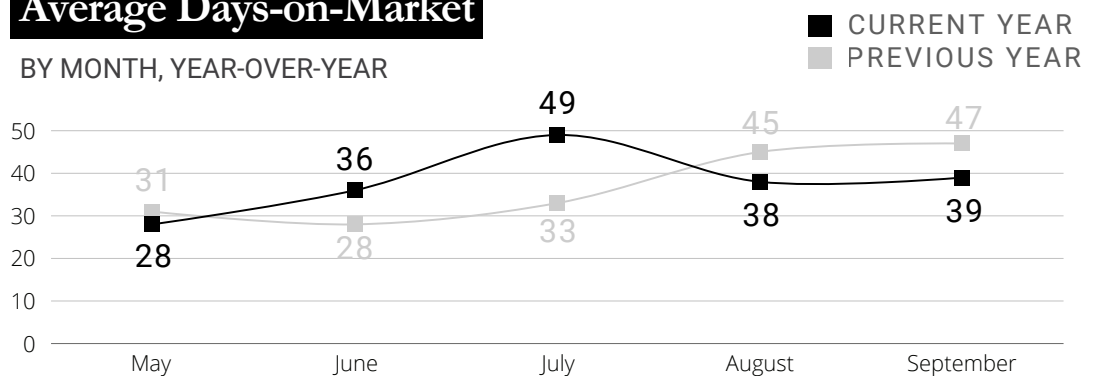
Closed Sales

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 184 closed sales at a median price of \$900k. There was a total of 253 new listings with an average of 56 days on the market without price reduction and with an average price per square foot of \$716.



Overview

September 2026



YOUR HOME. MY DRIVE. OUR SUCCESS.

New Listings

253

-4.9% Year-over-Year

Closed Sales

184

+10.2% Year-over-Year

Average Days-on-Market

56

+14.3% Year-over-Year

Average Price Per SqFt

\$716

-6.2% Year-over-Year

Median Sale Price

\$900K

+0.0% Year-over-Year

Total Volume

\$259M

-1.9% Year-over-Year

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



SFH

Single Family Homes

227

New Listings

170

Closed Sales

55

Average
Days-on-Market

\$724

Average Price
Per SqFt

\$925K

Median Sale Price

\$249M

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

26

New Listings

14

Closed Sales

74

Average
Days-on Market

\$617

Average Price
Per SqFt

\$457K

Median Sale Price

\$10M

Total Volume

Haiyan

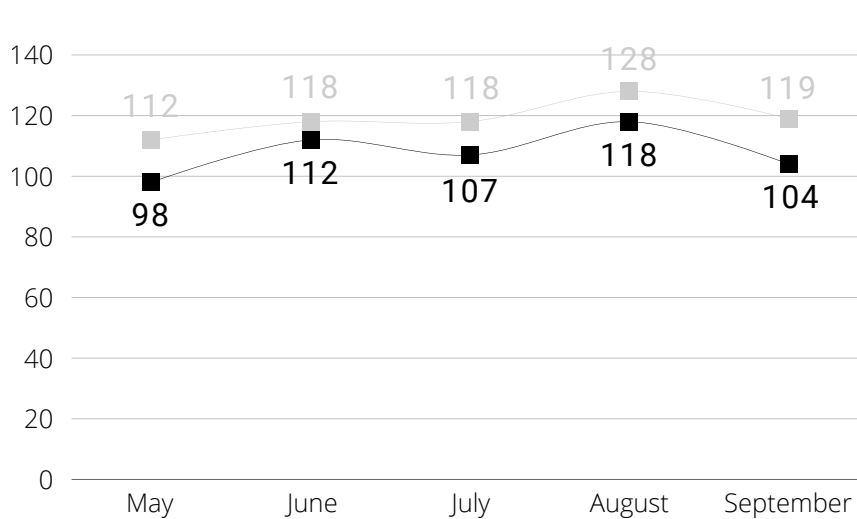
HAIYAN FU HOMES

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Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

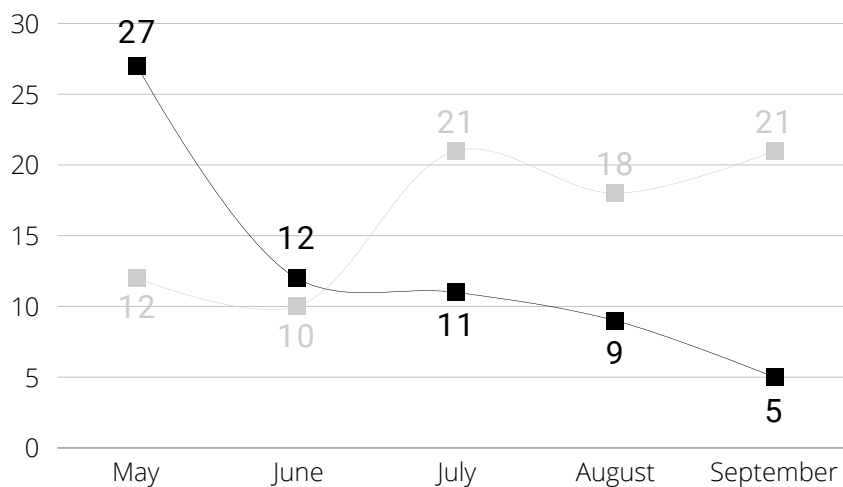
(+\$3,000,000 & above)



Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

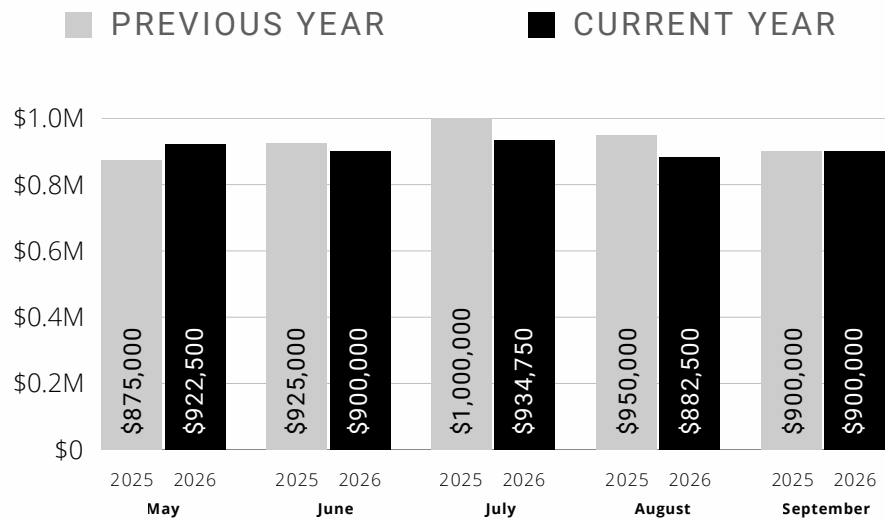
(+\$3,000,000 & above)



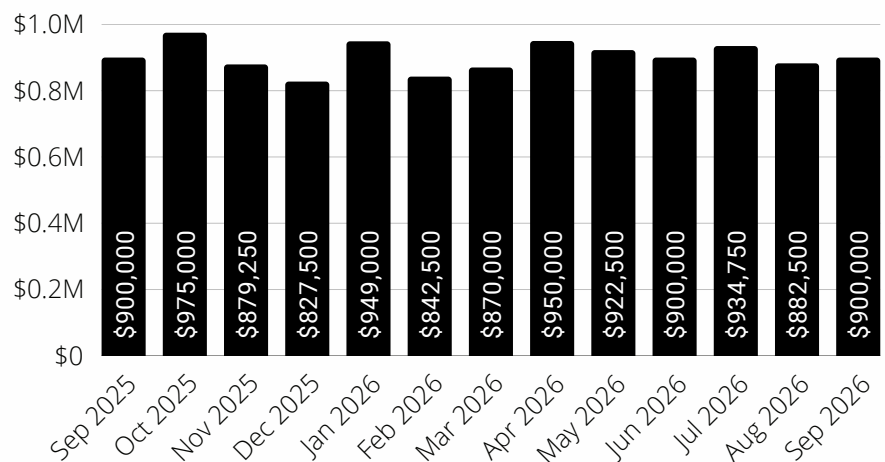


Median Sales Price

BY MONTH, YEAR-OVER-YEAR

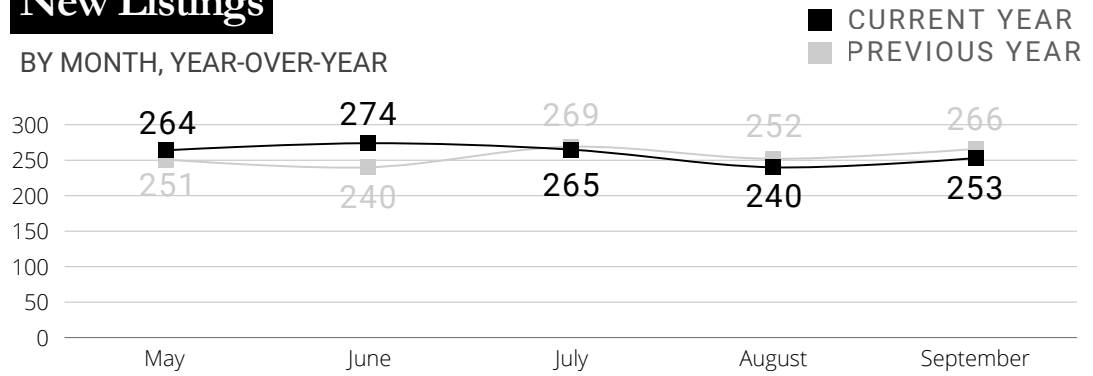


BY MONTH



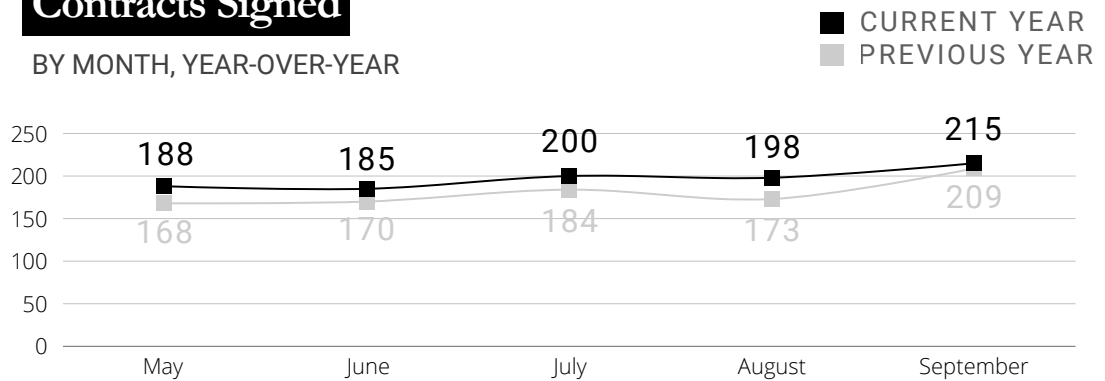
New Listings

BY MONTH, YEAR-OVER-YEAR



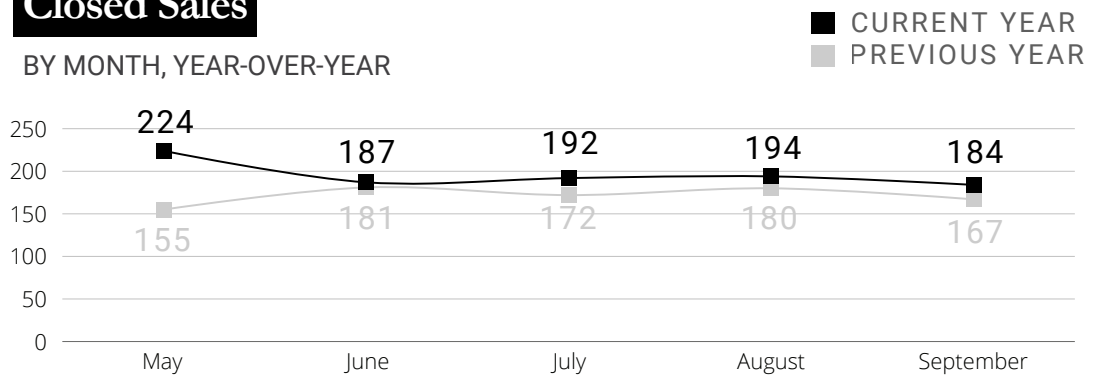
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



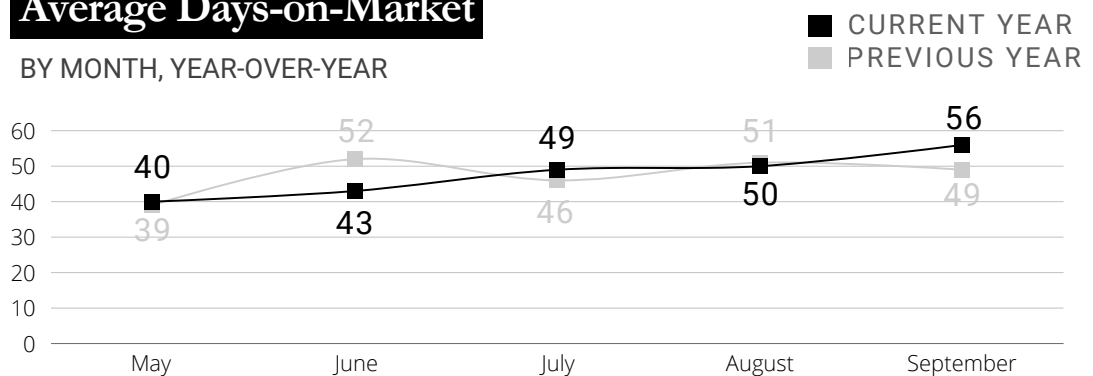
Closed Sales

BY MONTH, YEAR-OVER-YEAR



Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR





Haiyan
HAIYAN FU HOMES

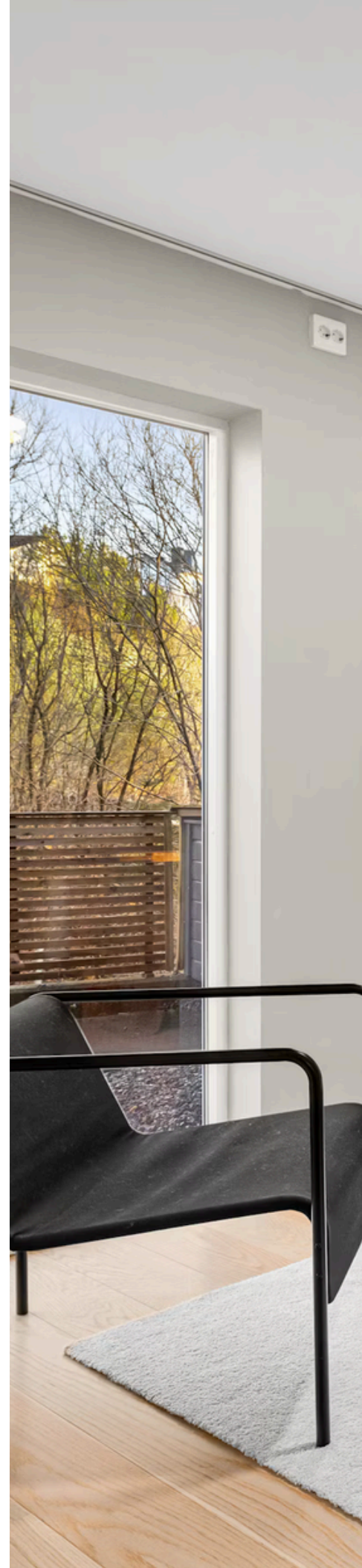
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Dedicated to Success

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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