

Market Update

OCTOBER 2025

Haiyan
HAIYAN FU HOMES

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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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How To Make Sure Your Sale Crosses the Finish Line



If there was one simple step that could help make your home sale a seamless process, wouldn't you want to know about it?

There's a lot that happens from the time your house goes under contract to closing day. And a few things still have to go right for the deal to go through. But here's what a lot of sellers may not know.

There's one part of the process where some homeowners are hitting a road bump that's causing buyers to back out these days. But don't worry. The majority of these snags are completely avoidable, especially when you understand what's causing them and how to be proactive.

That's where a great agent (and a little prep) can make all the difference.

[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 1,056 closed sales at a median price of \$1.6m. There was a total of 1,245 new listings with an average of 28 days on the market without price reduction and with an average price per square foot of \$1,093.



Overview



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October 2025

New Listings

1,245

-1.8% Year-over-Year

Closed Sales

1,056

-1.2% Year-over-Year

Average Days-on-Market

28

+33.3% Year-over-Year

Average Price Per SqFt

\$1,093

+0.1% Year-over-Year

Median Sale Price

\$1.6M

-1.2% Year-over-Year

Total Volume

\$2B

+0.2% 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 October change with late reported activity. Data from sources deemed reliable but October contain errors and are subject to revision.



SFH

Single Family Homes

831

New Listings

758

Closed Sales

24

Average
Days-on-Market

\$1,204

Average Price
Per SqFt

\$1.9M

Median Sale Price

\$1.8B

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





CONDO

Condo & Townhomes

414

New Listings

298

Closed Sales

39

Average
Days-on Market

\$812

Average Price
Per SqFt

\$964K

Median Sale Price

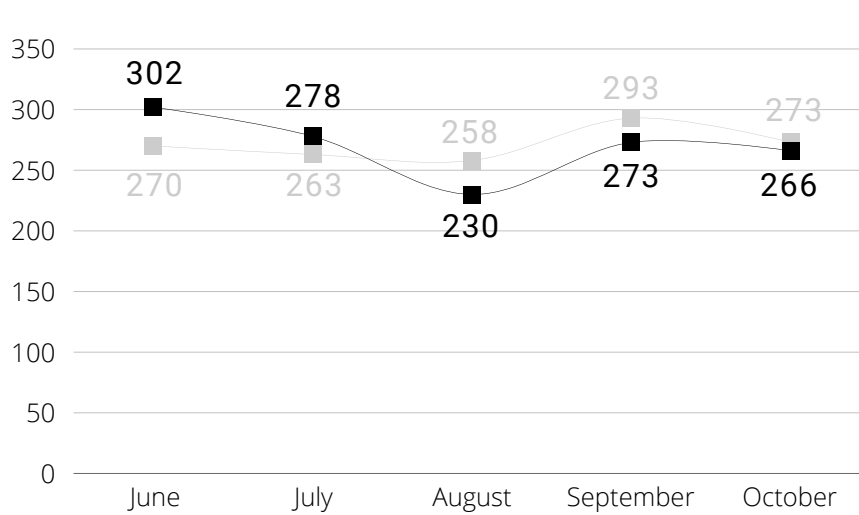
\$332M

Total Volume

Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

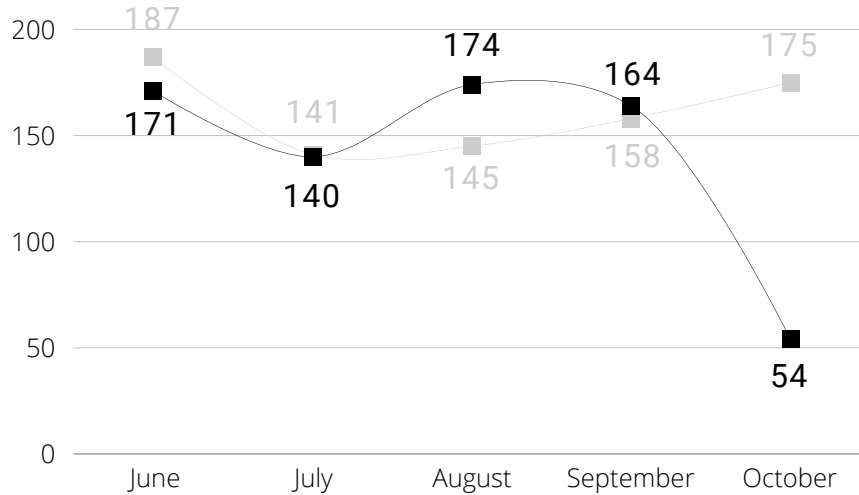
(+\$3,000,000 & above)



Luxury Contracts Signed

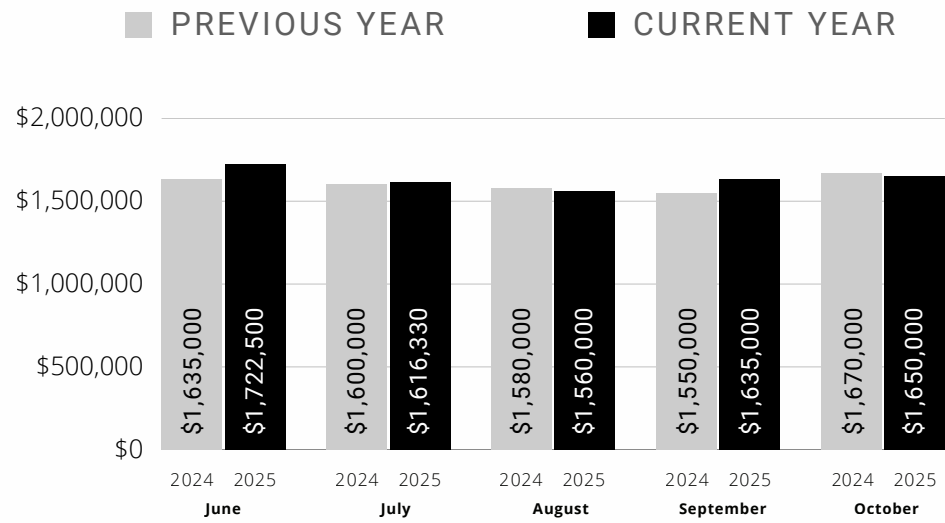
BY MONTH, YEAR-OVER-YEAR

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

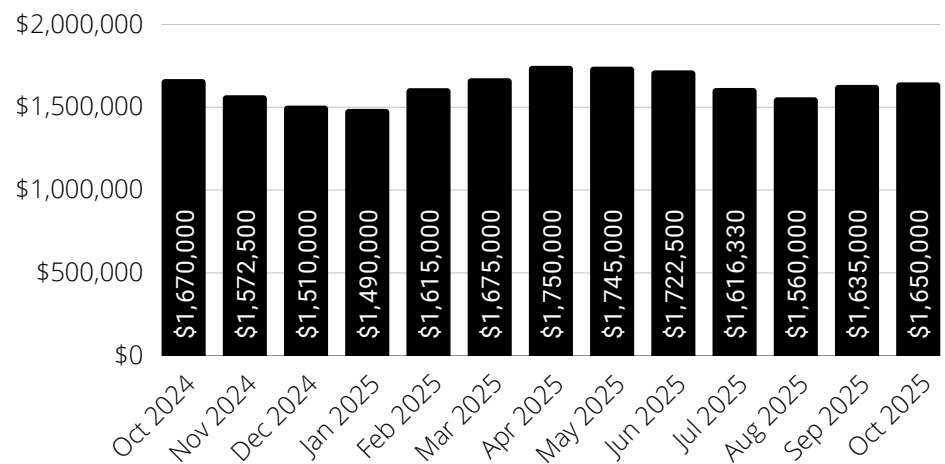


Median Sales Price

BY MONTH, YEAR-OVER-YEAR



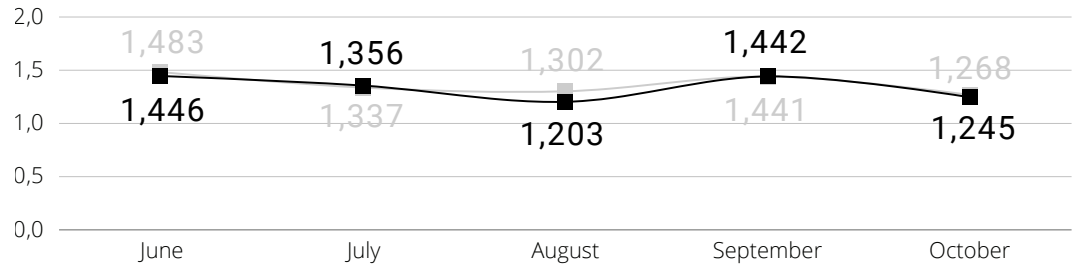
BY MONTH



New Listings

BY MONTH, YEAR-OVER-YEAR

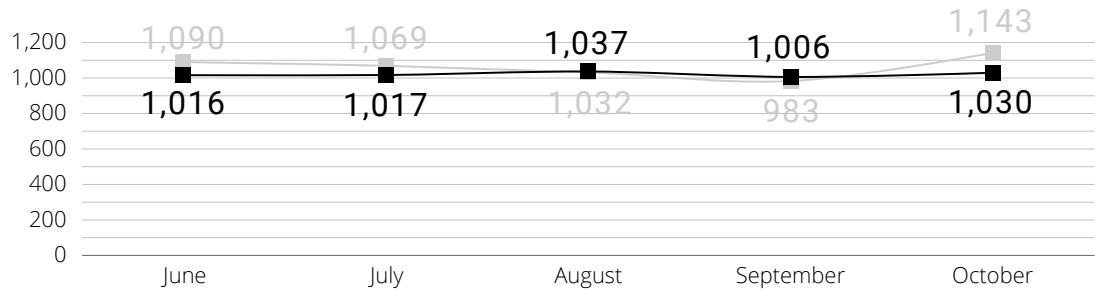
■ CURRENT YEAR
■ PREVIOUS YEAR



Contracts Signed

BY MONTH, YEAR-OVER-YEAR

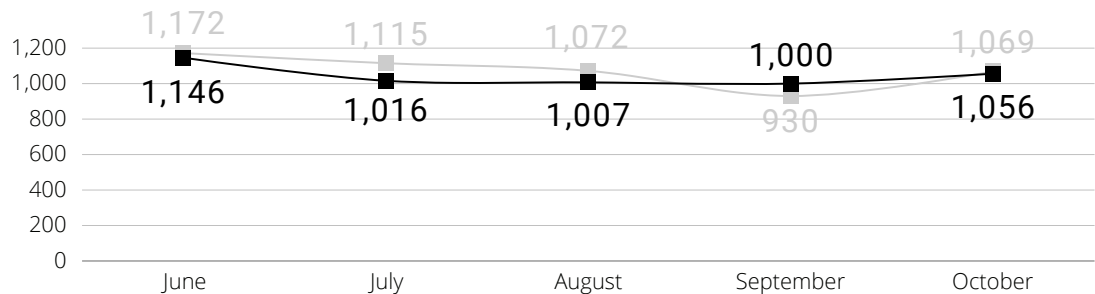
■ CURRENT YEAR
■ PREVIOUS YEAR



Closed Sales

BY MONTH, YEAR-OVER-YEAR

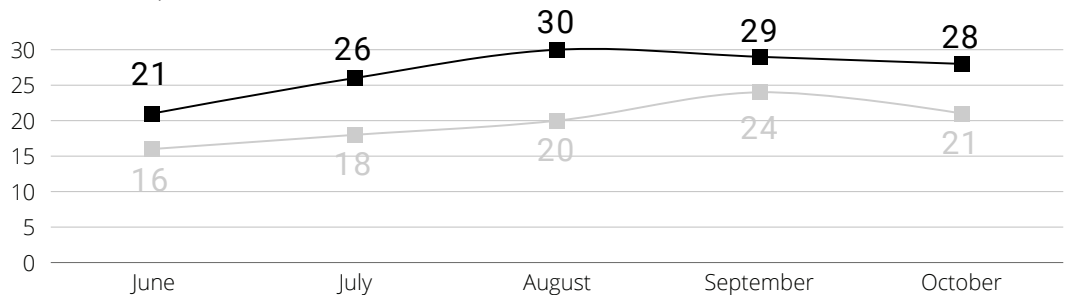
■ CURRENT YEAR
■ PREVIOUS YEAR



Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR

■ CURRENT YEAR
■ PREVIOUS YEAR





San Mateo County

What's in the San Mateo County data?

The market for Single Family Homes, Condo, and Townhomes units saw 513 closed sales at a median price of \$1.6m. There was a total of 637 new listings with an average of 30 days on the market without price reduction and with an average price per square foot of \$1,097.



Overview



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October 2025

New Listings

637

+17.3% Year-over-Year

Closed Sales

513

+9.6% Year-over-Year

Average Days-on-Market

30

+3.5% Year-over-Year

Average Price Per SqFt

\$1,097

-1.7% Year-over-Year

Median Sale Price

\$1.6M

+4.2% Year-over-Year

Total Volume

\$1.1B

+5.3% 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 October change with late reported activity. Data from sources deemed reliable but October contain errors and are subject to revision.



SFH

Single Family Homes

477

New Listings

407

Closed Sales

26

Average
Days-on-Market

\$1,179

Average Price
Per SqFt

\$2M

Median Sale Price

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



CONDO

Condo & Townhomes

160

New Listings

106

Closed Sales

48

Average
Days-on Market

\$781

Average Price
Per SqFt

\$923K

Median Sale Price

\$108M

Total Volume

Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

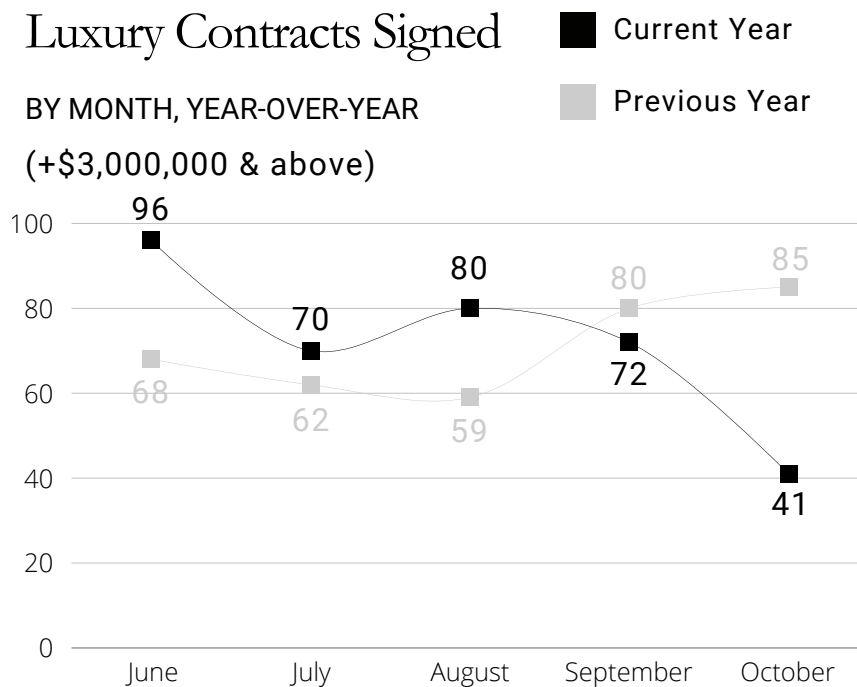
(+\$3,000,000 & above)



Luxury Contracts Signed

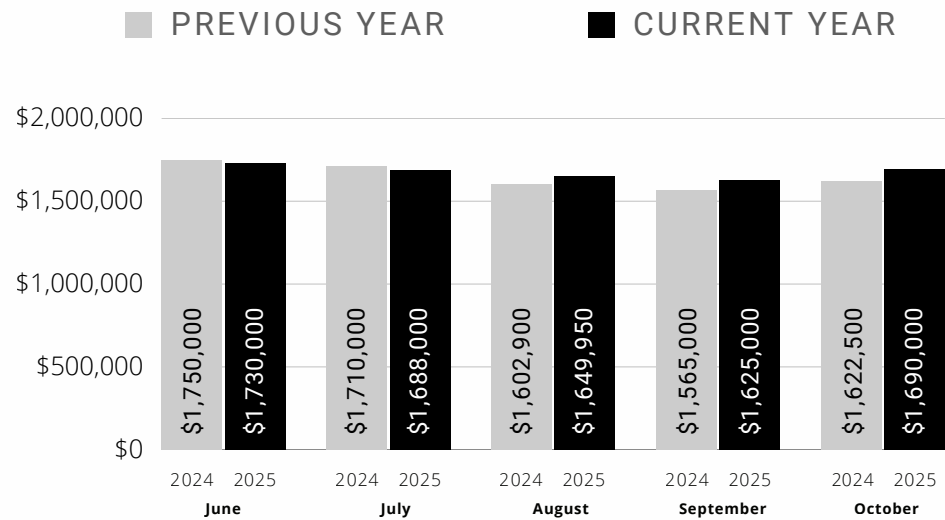
BY MONTH, YEAR-OVER-YEAR

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

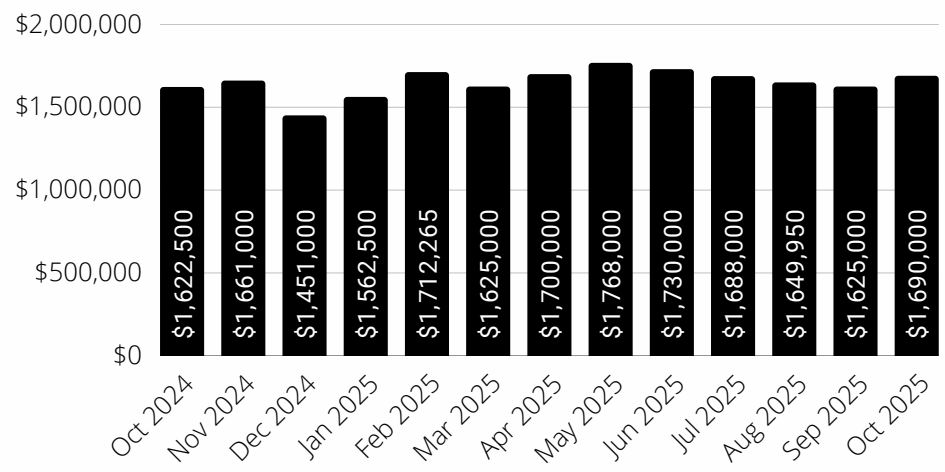


Median Sales Price

BY MONTH, YEAR-OVER-YEAR

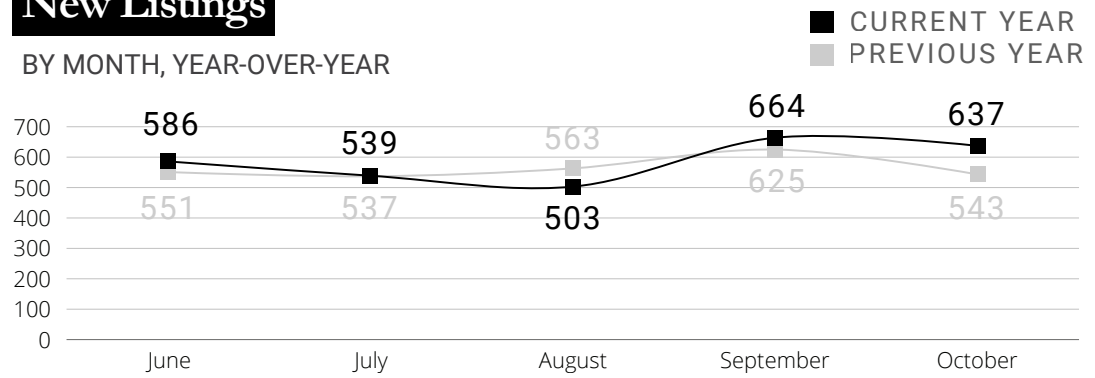


BY MONTH



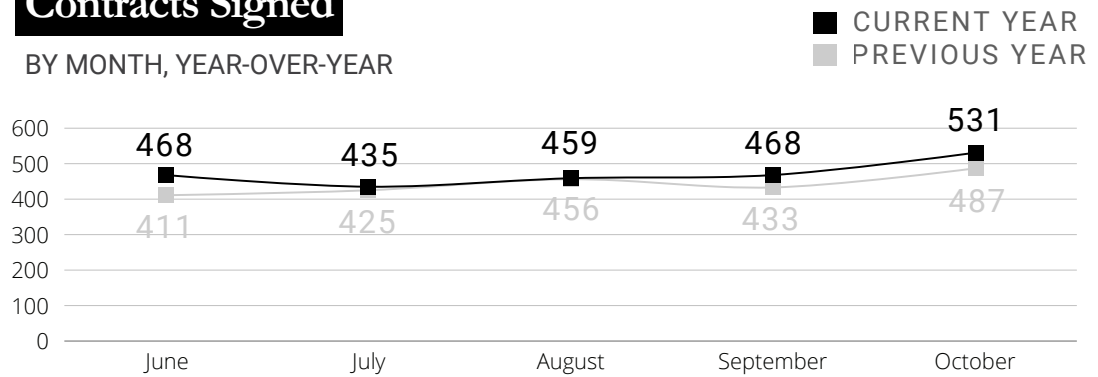
New Listings

BY MONTH, YEAR-OVER-YEAR



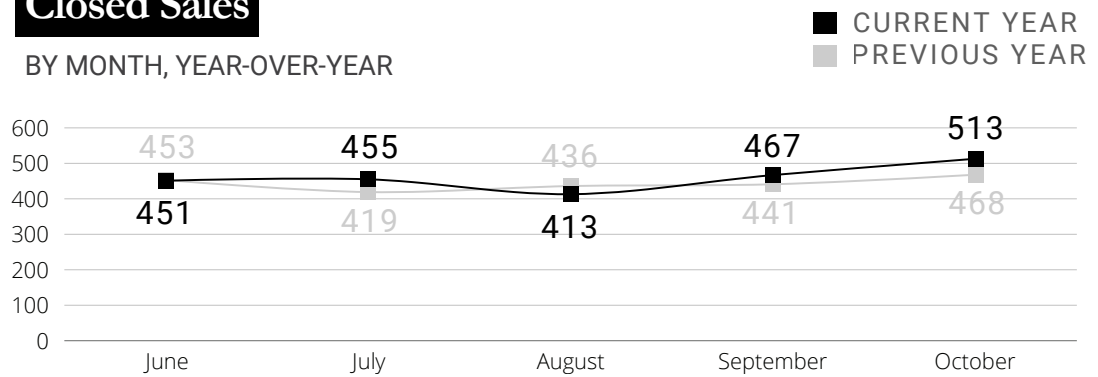
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



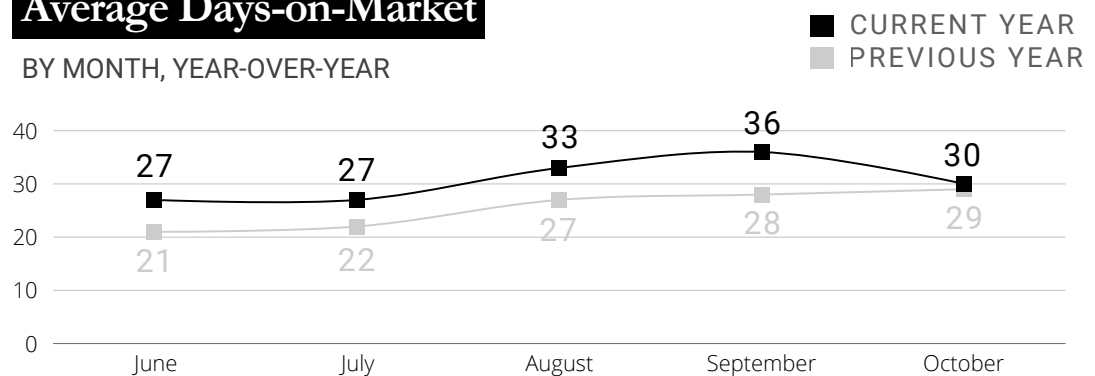
Closed Sales

BY MONTH, YEAR-OVER-YEAR



Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR





San Francisco County

What's in the San Francisco County data?

The market for Single Family Homes, Condo, and Townhomes units saw 526 closed sales at a median price of \$1.4m. There was a total of 519 new listings with an average of 35 days on the market without price reduction and with an average price per square foot of \$1,068.



Overview



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October 2025

New Listings

519

-4.8% Year-over-Year

Closed Sales

526

+19.3% Year-over-Year

Average Days-on-Market

35

+9.4% Year-over-Year

Average Price Per SqFt

\$1,068

+2.0% Year-over-Year

Median Sale Price

\$1.4M

-3.4% Year-over-Year

Total Volume

\$1B

+18.3% 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 October change with late reported activity. Data from sources deemed reliable but October contain errors and are subject to revision.



SFH

Single Family Homes

276

New Listings

269

Closed Sales

25

Average
Days-on-Market

\$1,087

Average Price
Per SqFt

\$1.8M

Median Sale Price

\$663M

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



CONDO

Condo & Townhomes

243

New Listings

257

Closed Sales

47

Average
Days-on Market

\$1,048

Average Price
Per SqFt

\$1.2M

Median Sale Price

\$342M

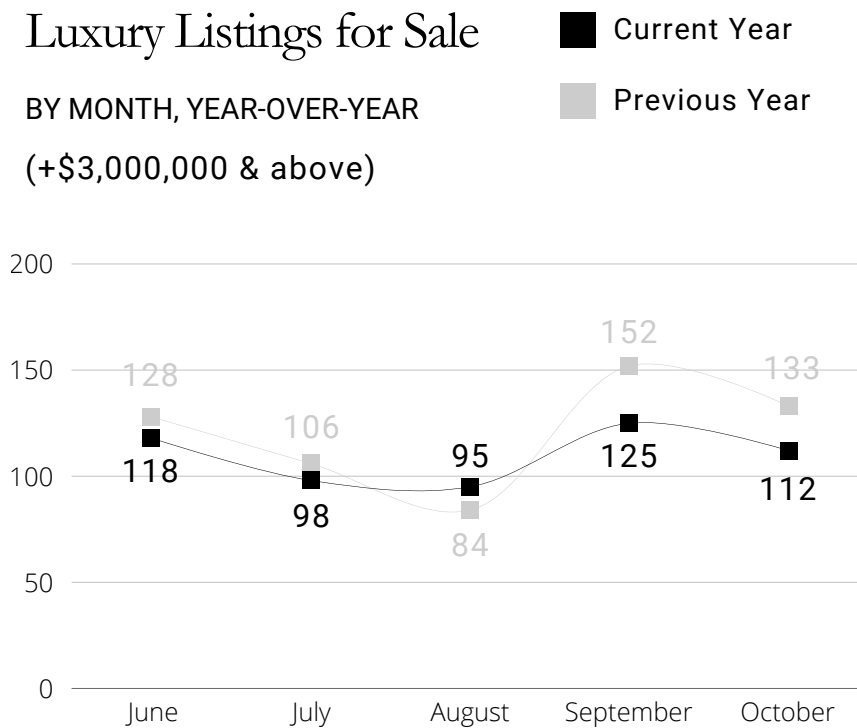
Total Volume



Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

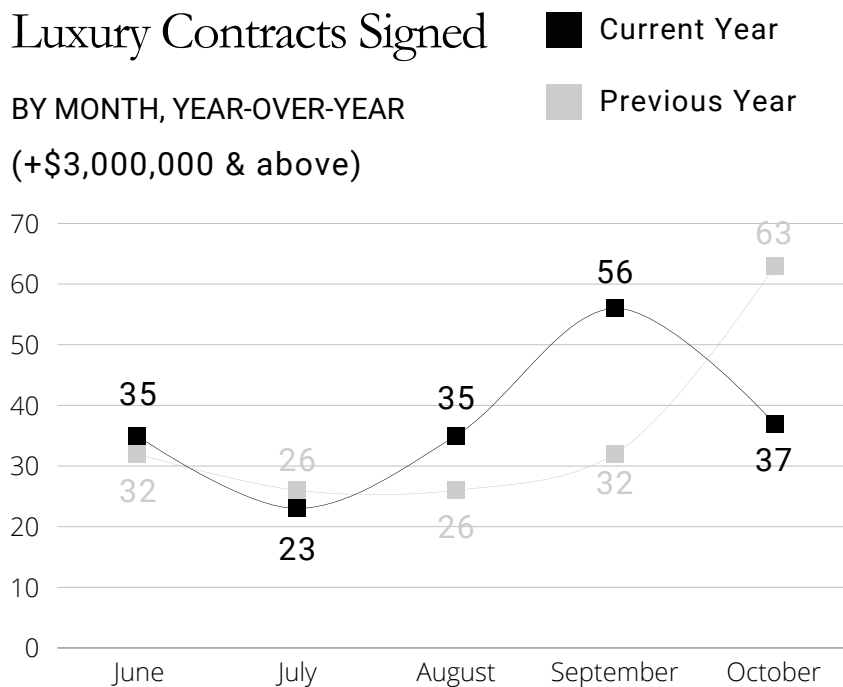
(+\$3,000,000 & above)



Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

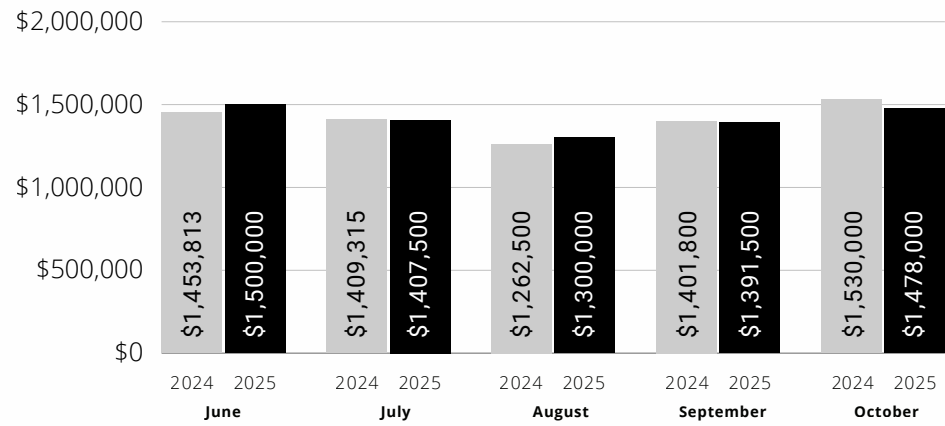
(+\$3,000,000 & above)



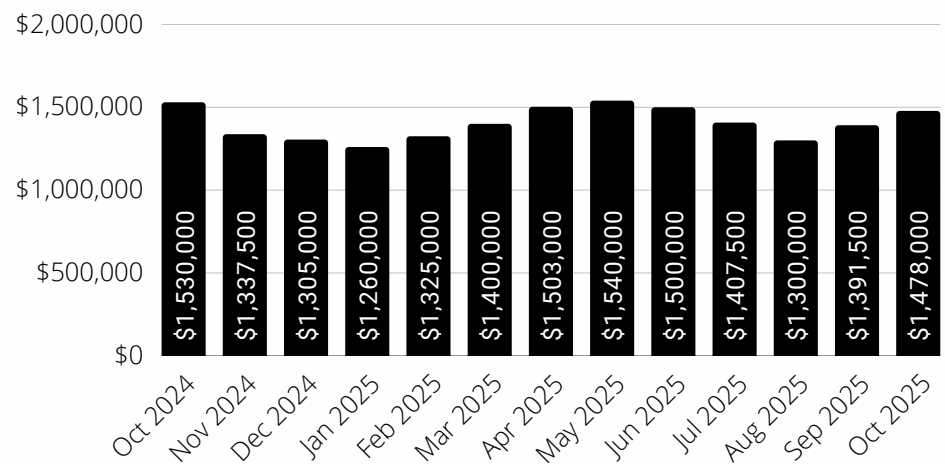
Median Sales Price

BY MONTH, YEAR-OVER-YEAR

■ PREVIOUS YEAR ■ CURRENT YEAR

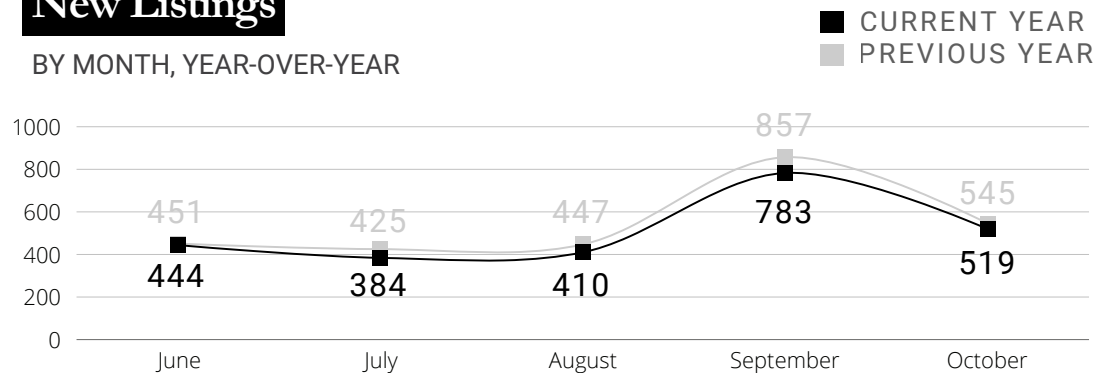


BY MONTH



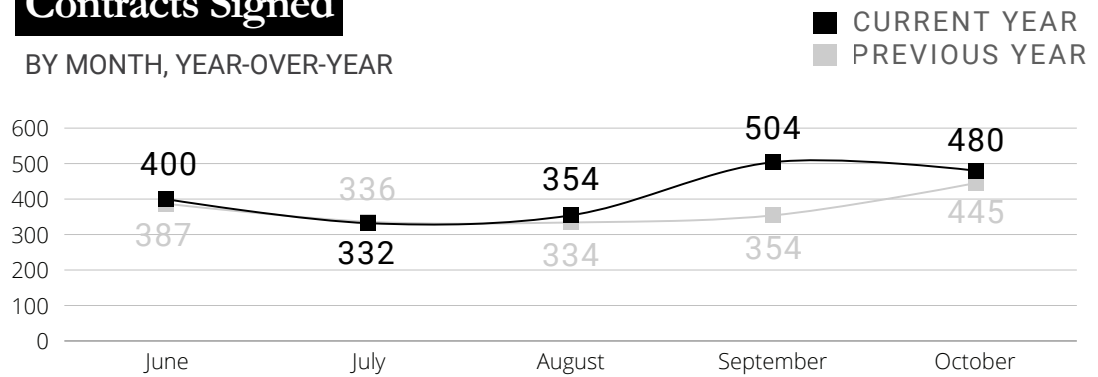
New Listings

BY MONTH, YEAR-OVER-YEAR



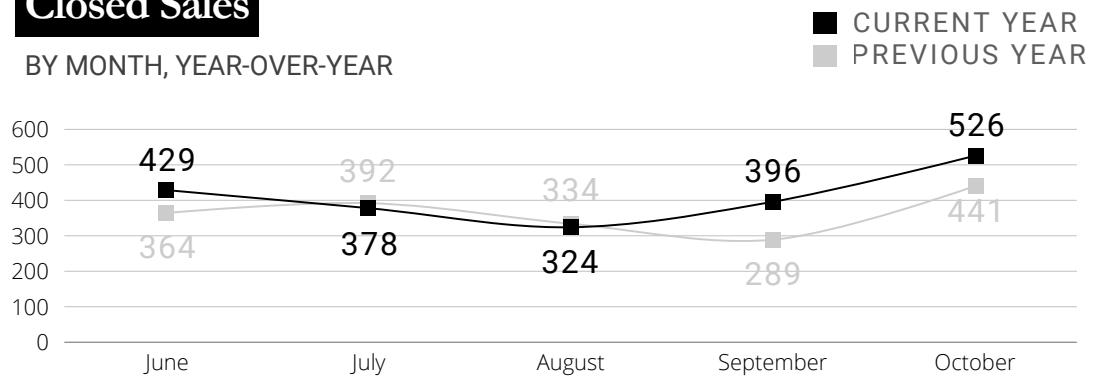
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



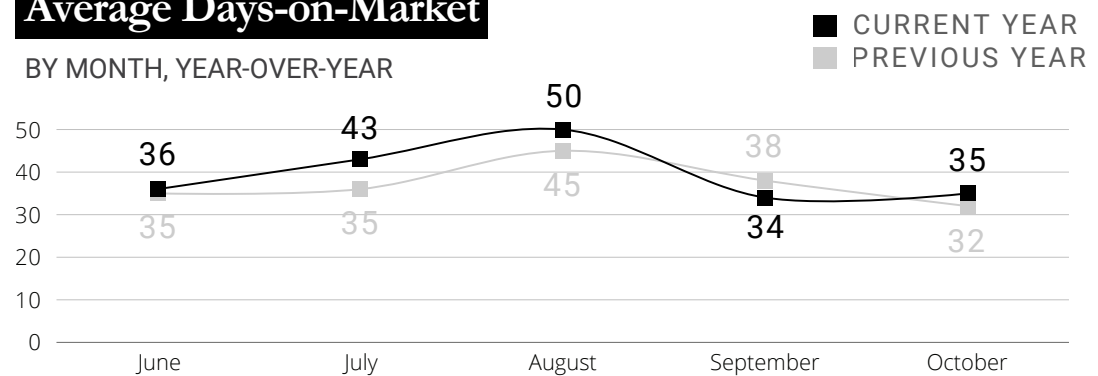
Closed Sales

BY MONTH, YEAR-OVER-YEAR



Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR





Alameda County

What's in the Alameda County data?

The market for Single Family Homes, Condo, and Townhomes units saw 956 closed sales at a median price of \$1.1m. There was a total of 1,335 new listings with an average of 29 days on the market without price reduction and with an average price per square foot of \$720.



Overview



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October 2025

New Listings

1,335

+8.3% Year-over-Year

Closed Sales

956

-5.5% Year-over-Year

Average Days-on-Market

29

+16.0% Year-over-Year

Average Price Per SqFt

\$720

-2.3% Year-over-Year

Median Sale Price

\$1.1M

+2.6% Year-over-Year

Total Volume

\$1.2B

-0.3% 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 October change with late reported activity. Data from sources deemed reliable but October contain errors and are subject to revision.



SFH

Single Family Homes

1,000

New Listings

757

Closed Sales

26

Average
Days-on-Market

\$758

Average Price
Per SqFt

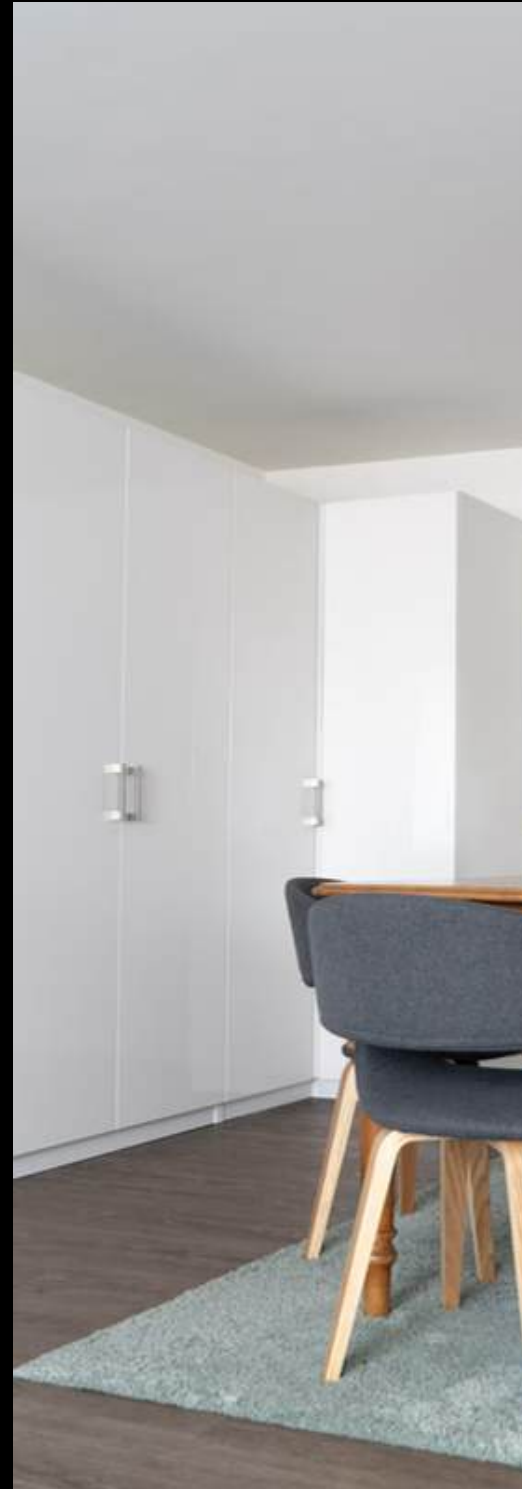
\$1.2M

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





CONDO

Condo & Townhomes

335

New Listings

199

Closed Sales

40

Average
Days-on Market

\$575

Average Price
Per SqFt

\$680K

Median Sale Price

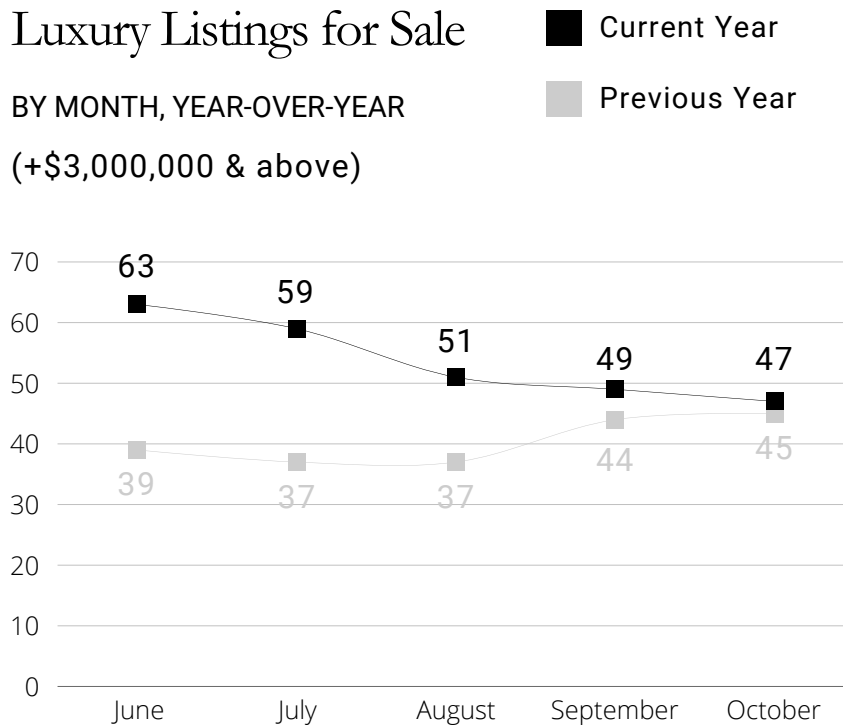
\$145M

Total Volume

Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

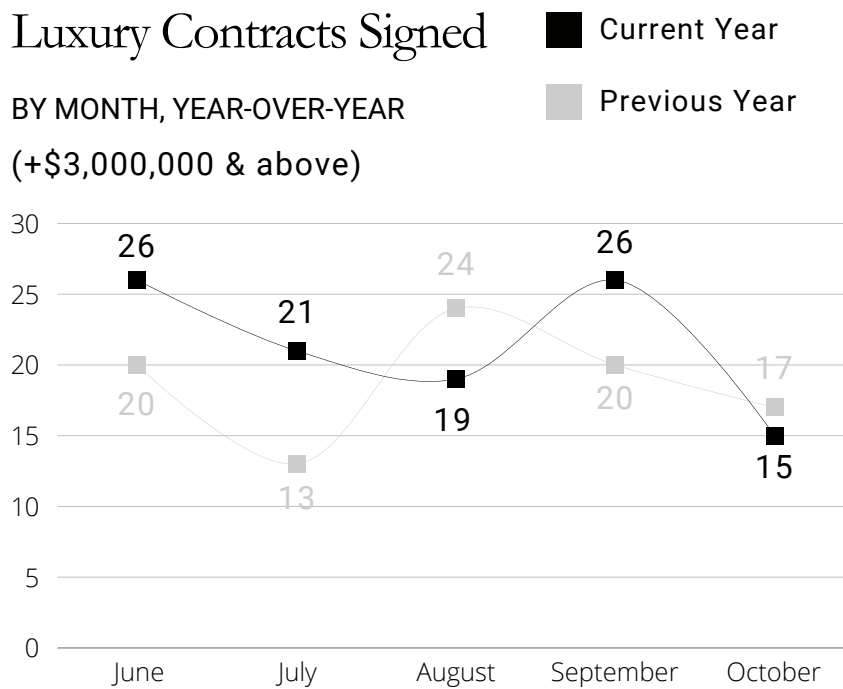
(+\$3,000,000 & above)



Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

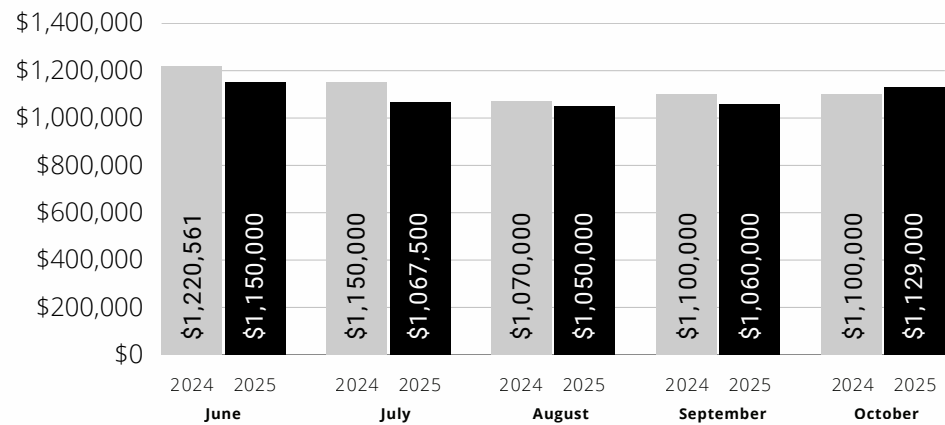
(+\$3,000,000 & above)



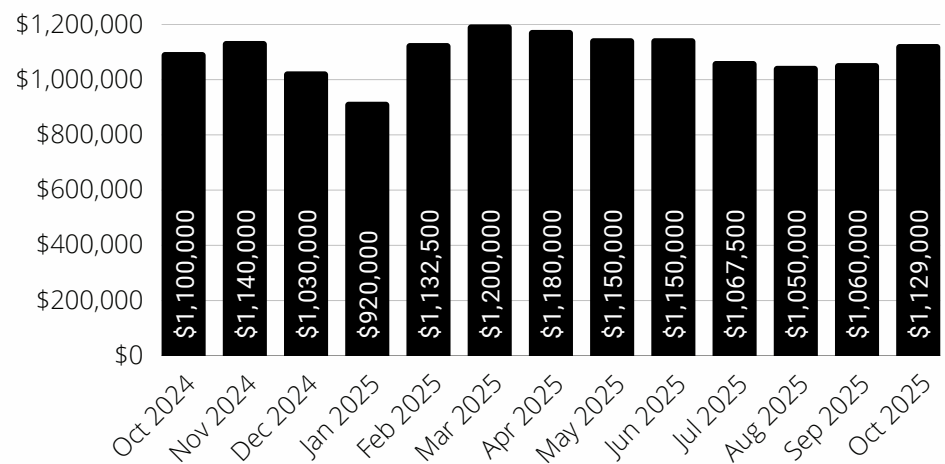
Median Sales Price

BY MONTH, YEAR-OVER-YEAR

■ PREVIOUS YEAR ■ CURRENT YEAR

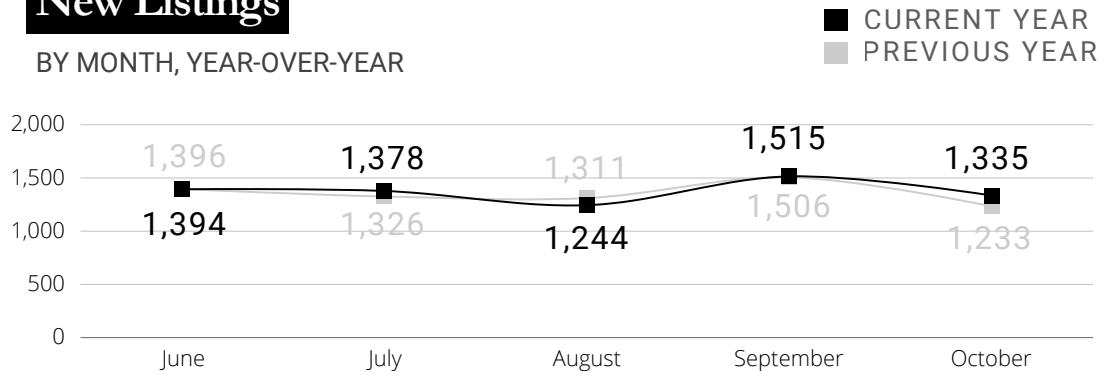


BY MONTH



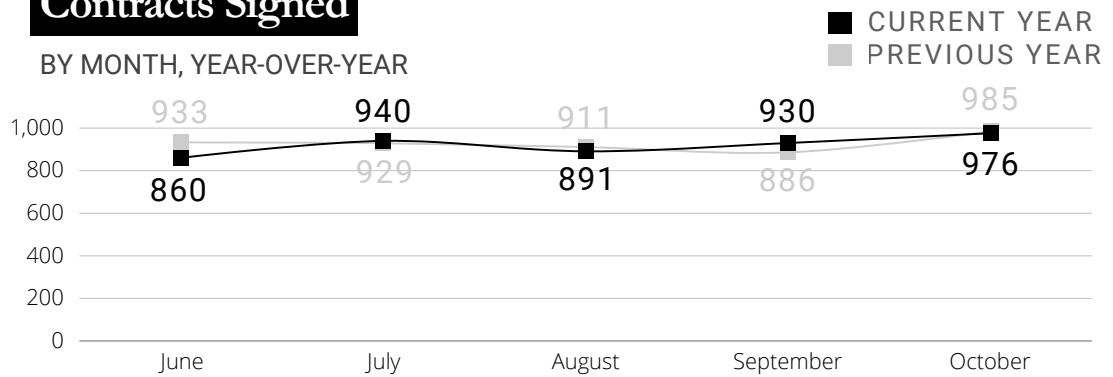
New Listings

BY MONTH, YEAR-OVER-YEAR



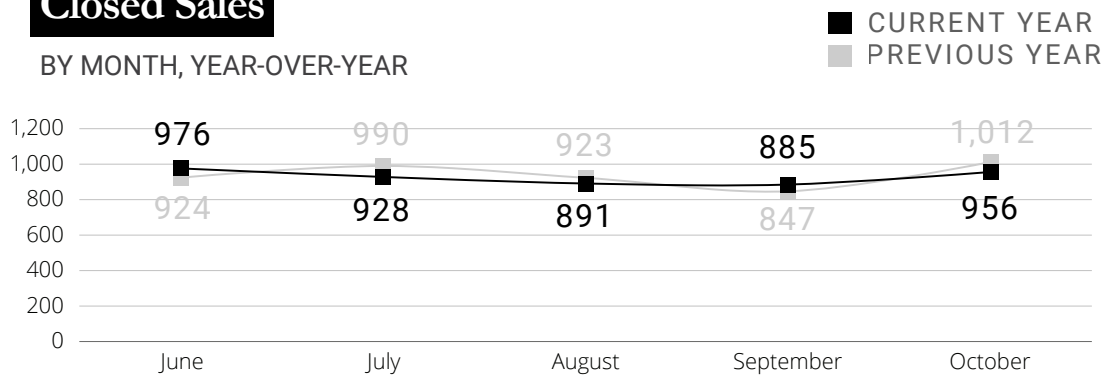
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



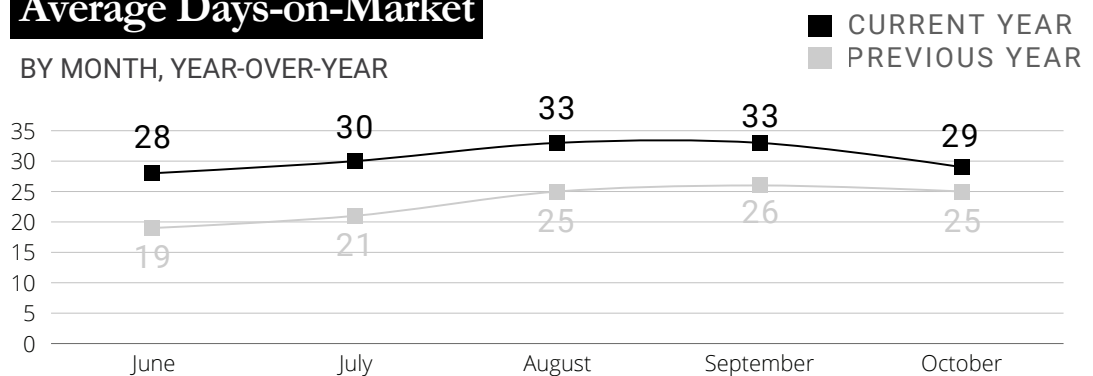
Closed Sales

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 160 closed sales at a median price of \$1m. There was a total of 206 new listings with an average of 45 days on the market without price reduction and with an average price per square foot of \$794.



Overview



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October 2025

New Listings

206

-9.3% Year-over-Year

Closed Sales

160

-6.4% Year-over-Year

Average Days-on-Market

45

+12.5% Year-over-Year

Average Price Per SqFt

\$794

-2.8% Year-over-Year

Median Sale Price

\$1M

-6.5% Year-over-Year

Total Volume

\$194M

-16.4% 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 October change with late reported activity. Data from sources deemed reliable but October contain errors and are subject to revision.



SFH

Single Family Homes

166

New Listings

125

Closed Sales

42

Average
Days-on-Market

\$822

Average Price
Per SqFt

\$1.2M

Median Sale Price

\$168M

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



CONDO

Condo & Townhomes

40

New Listings

35

Closed Sales

57

Average
Days-on Market

\$695

Average Price
Per SqFt

\$710K

Median Sale Price

\$25M

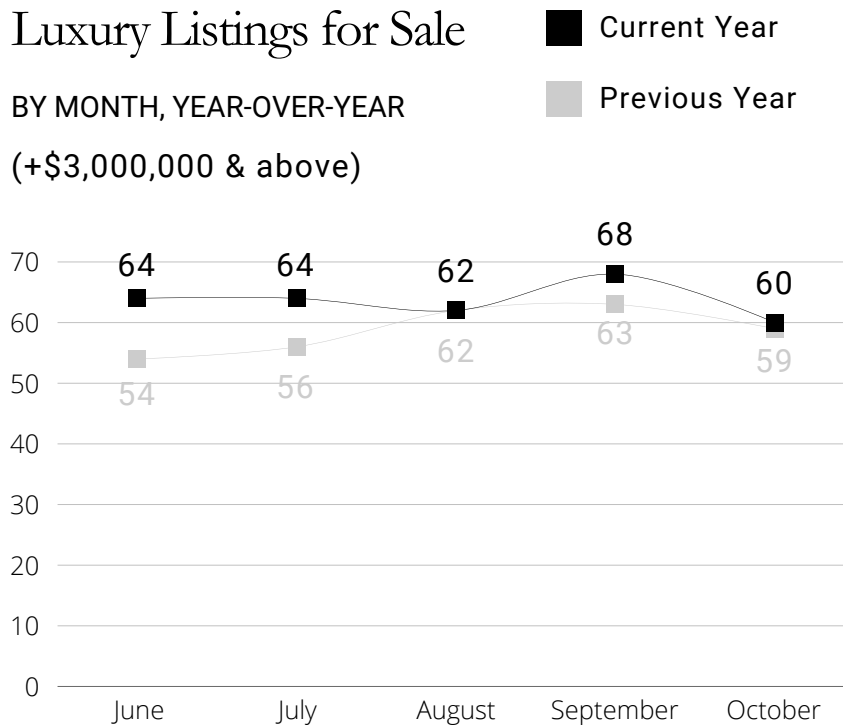
Total Volume



Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

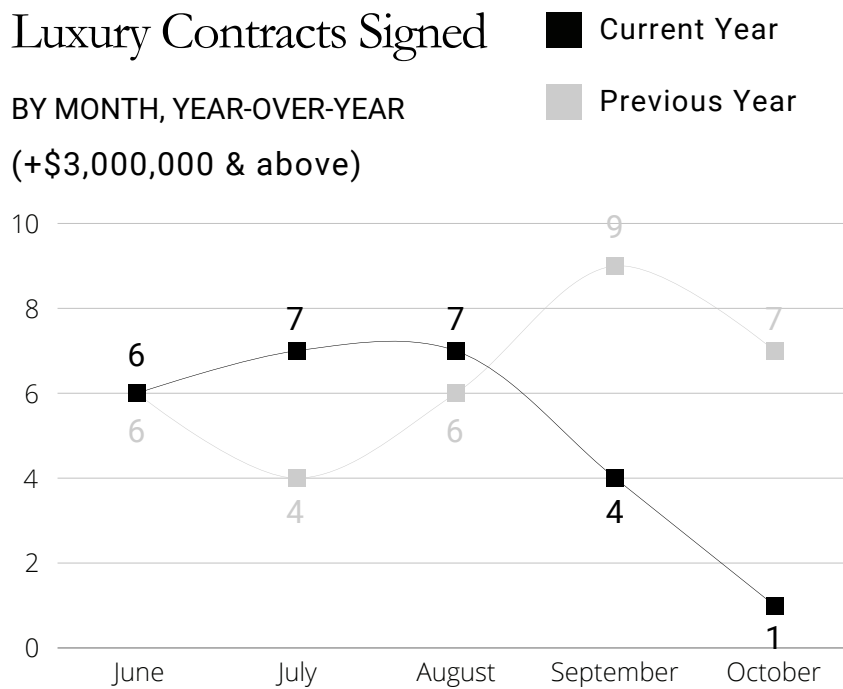
(+\$3,000,000 & above)



Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

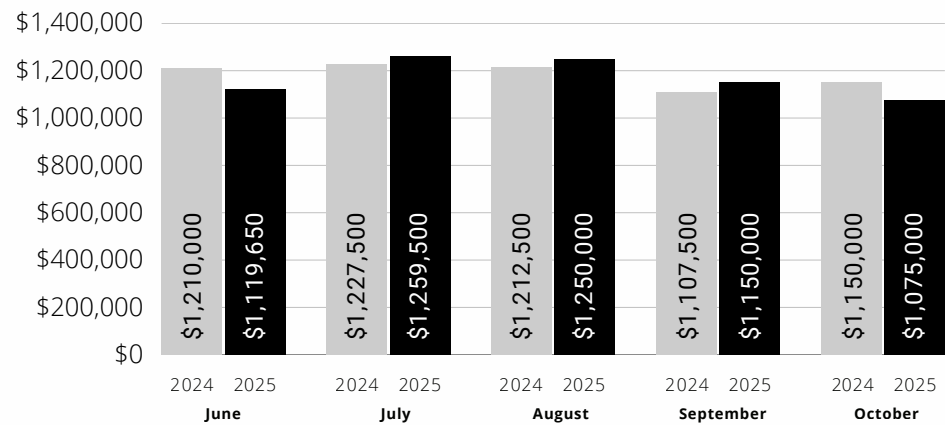
(+\$3,000,000 & above)



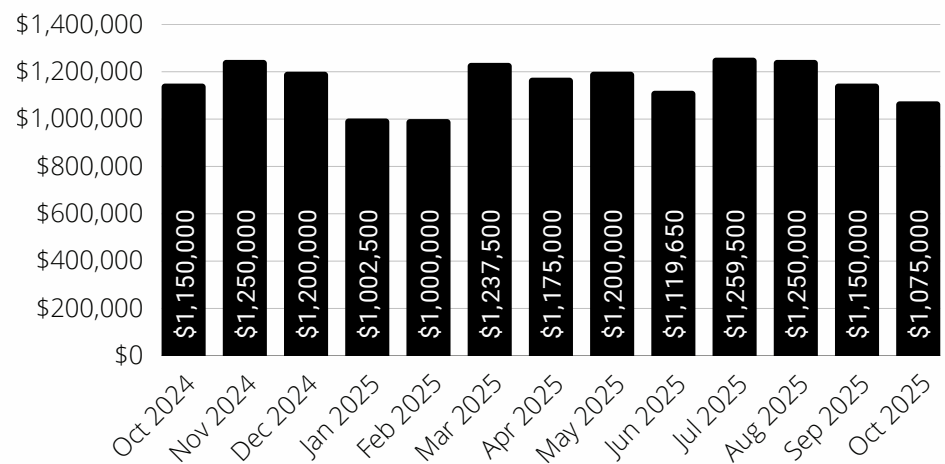
Median Sales Price

BY MONTH, YEAR-OVER-YEAR

PREVIOUS YEAR CURRENT YEAR

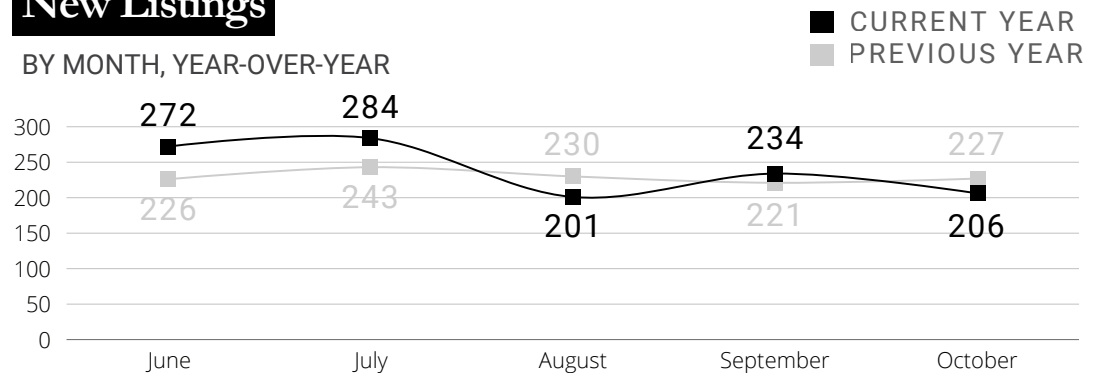


BY MONTH



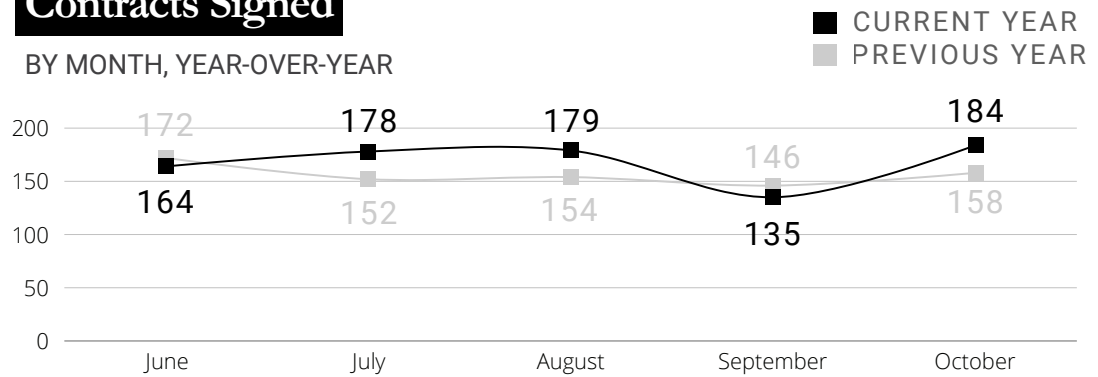
New Listings

BY MONTH, YEAR-OVER-YEAR



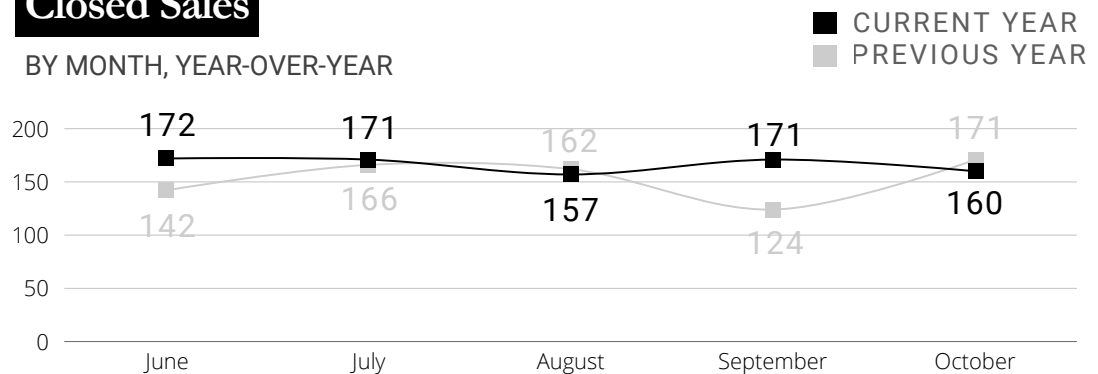
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



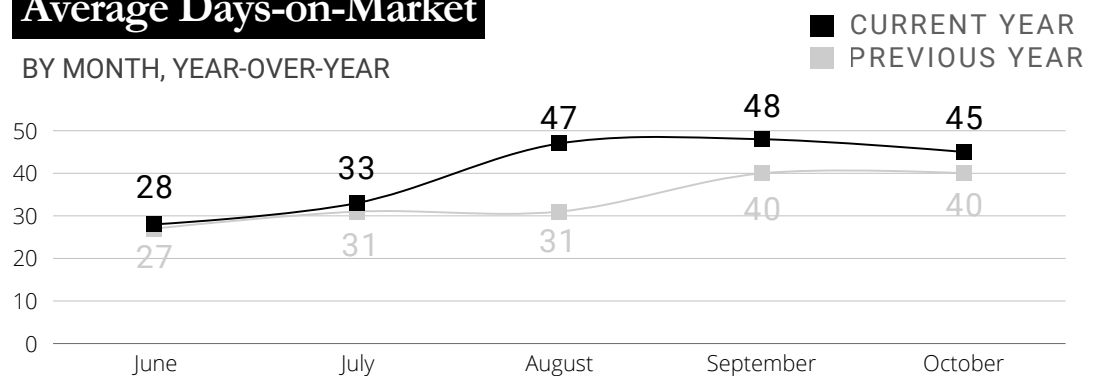
Closed Sales

BY MONTH, YEAR-OVER-YEAR



Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR





Monterey County

What's in the Monterey County data?

The market for Single Family Homes, Condo, and Townhomes units saw 212 closed sales at a median price of \$972k. There was a total of 215 new listings with an average of 56 days on the market without price reduction and with an average price per square foot of \$773.



Overview



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October 2025

New Listings

215

-0.9% Year-over-Year

Closed Sales

212

+18.4% Year-over-Year

Average Days-on-Market

56

+24.4% Year-over-Year

Average Price Per SqFt

\$773

-0.4% Year-over-Year

Median Sale Price

\$972K

+13.2% Year-over-Year

Total Volume

\$328M

+24.9% 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 October change with late reported activity. Data from sources deemed reliable but October contain errors and are subject to revision.



SFH

Single Family Homes

183

New Listings

186

Closed Sales

56

Average
Days-on-Market

\$778

Average Price
Per SqFt

\$989K

Median Sale Price

\$304M

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



CONDO

Condo & Townhomes

32

New Listings

26

Closed Sales

50

Average
Days-on Market

\$739

Average Price
Per SqFt

\$931K

Median Sale Price

\$23.6M

Total Volume



Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

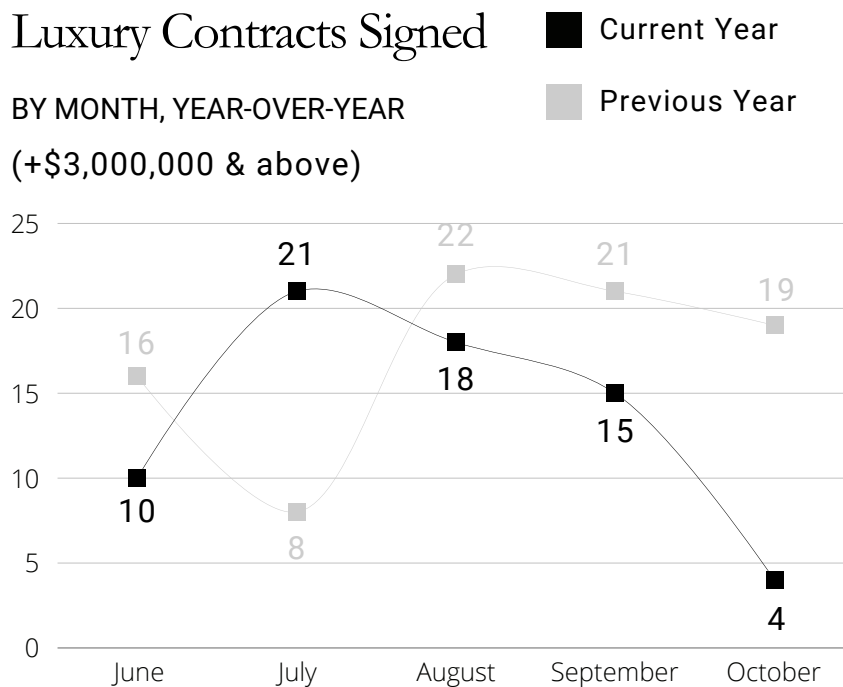
(+\$3,000,000 & above)



Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

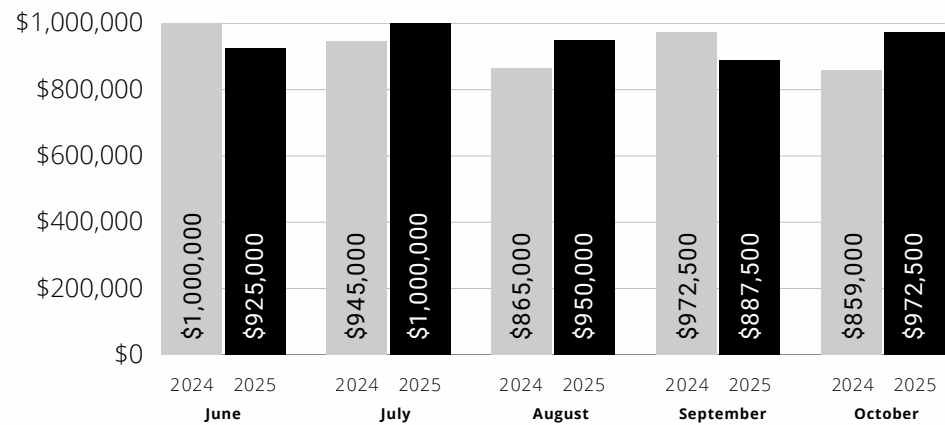
(+\$3,000,000 & above)



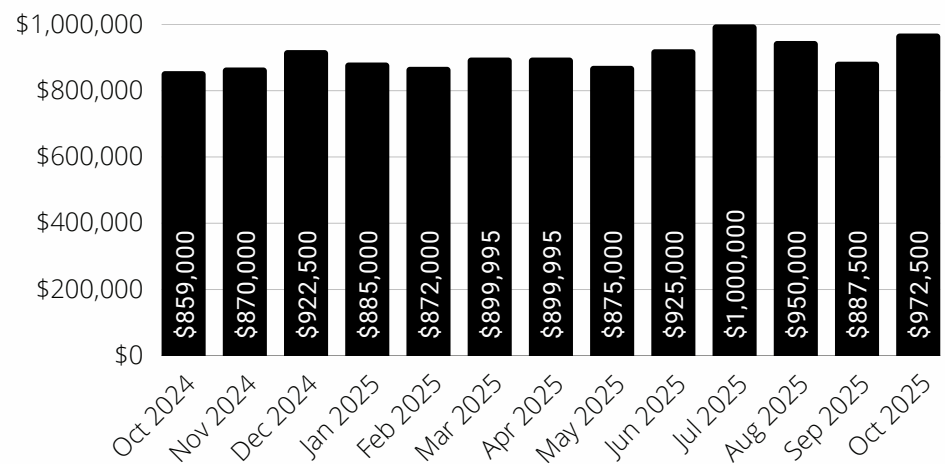
Median Sales Price

BY MONTH, YEAR-OVER-YEAR

■ PREVIOUS YEAR ■ CURRENT YEAR

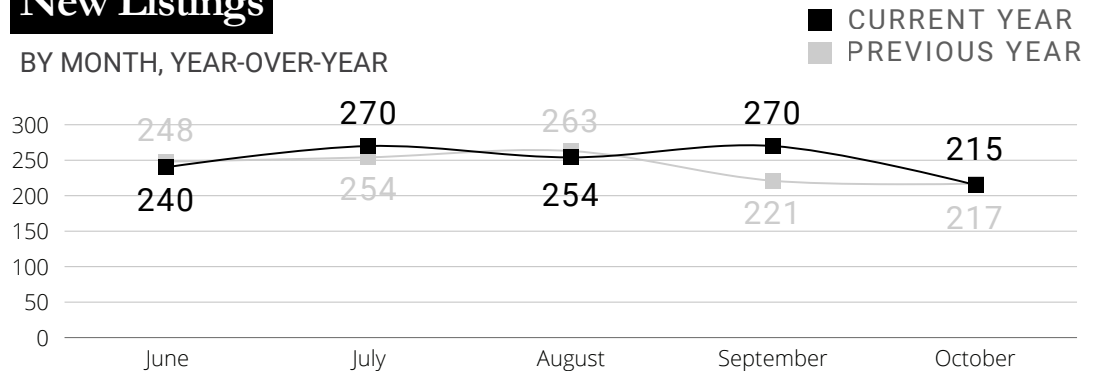


BY MONTH



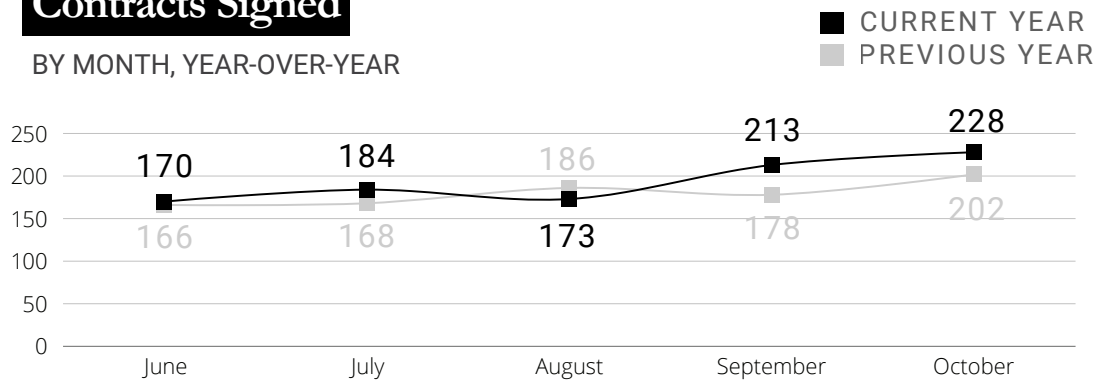
New Listings

BY MONTH, YEAR-OVER-YEAR



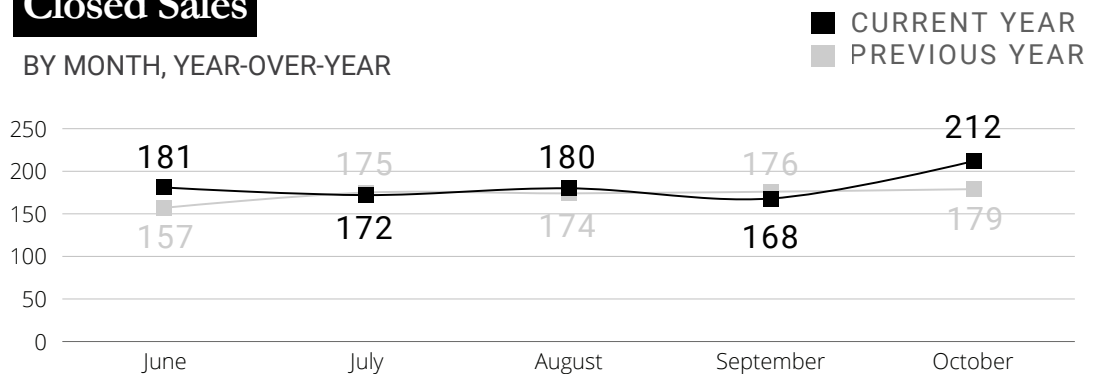
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



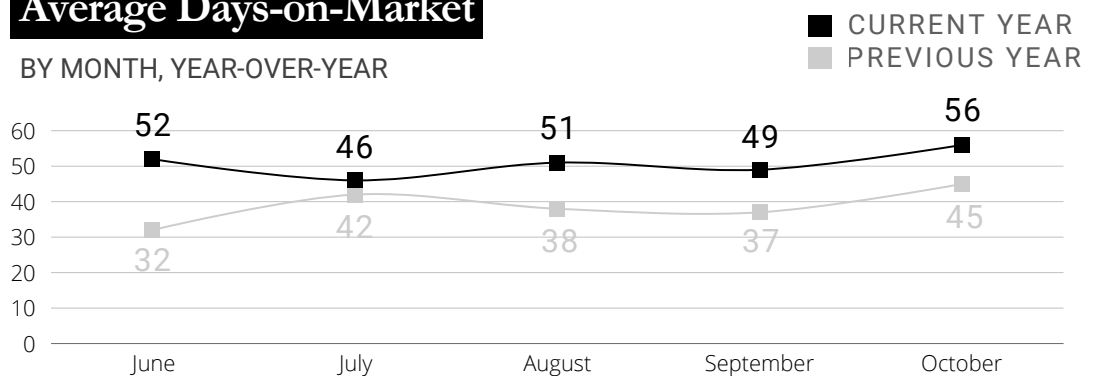
Closed Sales

BY MONTH, YEAR-OVER-YEAR



Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR





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.







YOUR HOME. MY DRIVE. OUR SUCCESS.



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