



**kw** BAY AREA  
ESTATES  
KELLERWILLIAMS.

KELLERWILLIAMS  
*Luxury*  
BAY AREA ESTATES

# Market Update

AUGUST 2025

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HAIYAN FU HOMES

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# KW Bay Area Estates

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[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?**

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## I can help...

Contact me for a confidential, no obligation assessment of your home's value.

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# Thinking About Renting Your House Instead of Selling? Read This First.



If your house is on the market but you haven't gotten any offers you're comfortable with, you may be wondering: what do I do if it doesn't sell? And for a growing number of homeowners, that's turning into a new dilemma: should I just rent it instead?

There's a term for this in the industry, and it's called an accidental landlord. Here's how Yahoo Finance defines 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 986 closed sales at a median price of \$1.5m. There was a total of 1,344 new listings with an average of 29 days on the market without price reduction and with an average price per square foot of \$1,053.





# Overview

August 2025



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New Listings

1,344

+3.2% Year-over-Year

Closed Sales

986

-8% Year-over-Year

Average Days-on-Market

29

+45% Year-over-Year

Average Price Per SqFt

\$1,053

-1.2% Year-over-Year

Median Sale Price

\$1.5M

-0.6% Year-over-Year

Total Volume

\$1.9B

-5.9% 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 August change with late reported activity. Data from sources deemed reliable but August contain errors and are subject to revision.



# SFH

## Single Family Homes

901

New Listings

716

Closed Sales

25

Average  
Days-on-Market

\$1,160

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





# CONDO

## Condo & Townhomes

440

New Listings

270

Closed Sales

39

Average  
Days-on Market

\$770

Average Price  
Per SqFt

\$930K

Median Sale Price

\$281M

Total Volume

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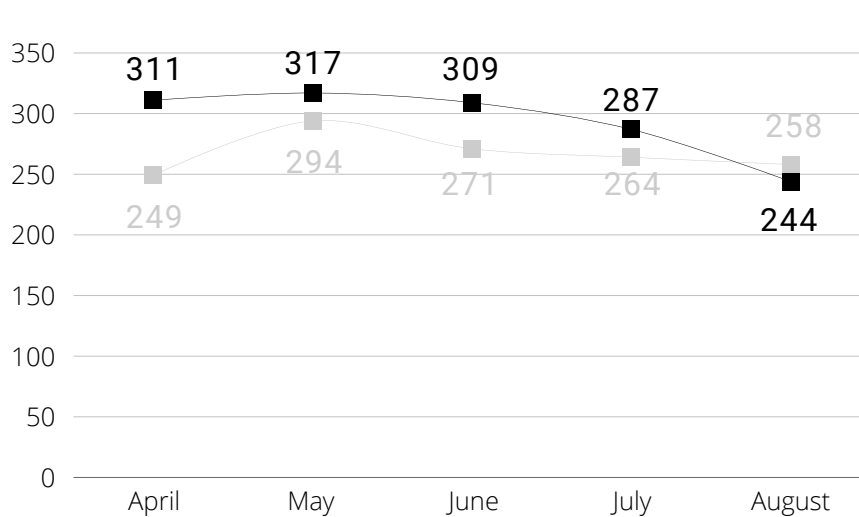
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## Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

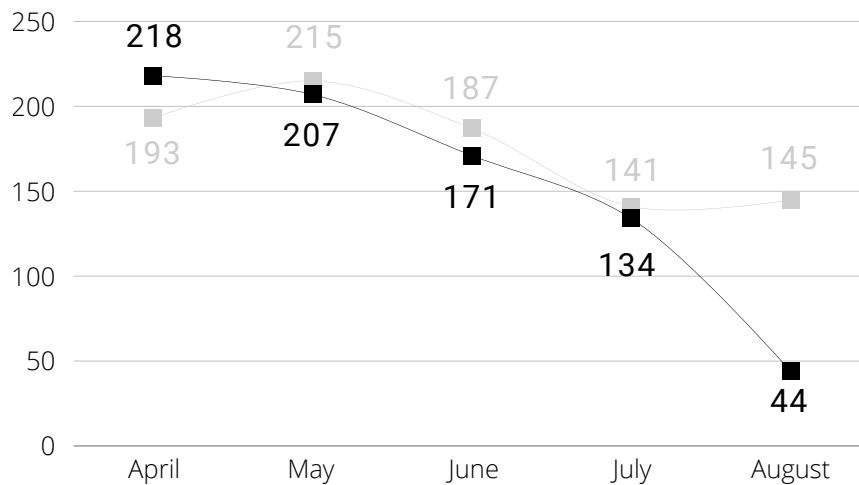
(+\$3,000,000 & above)



## Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

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



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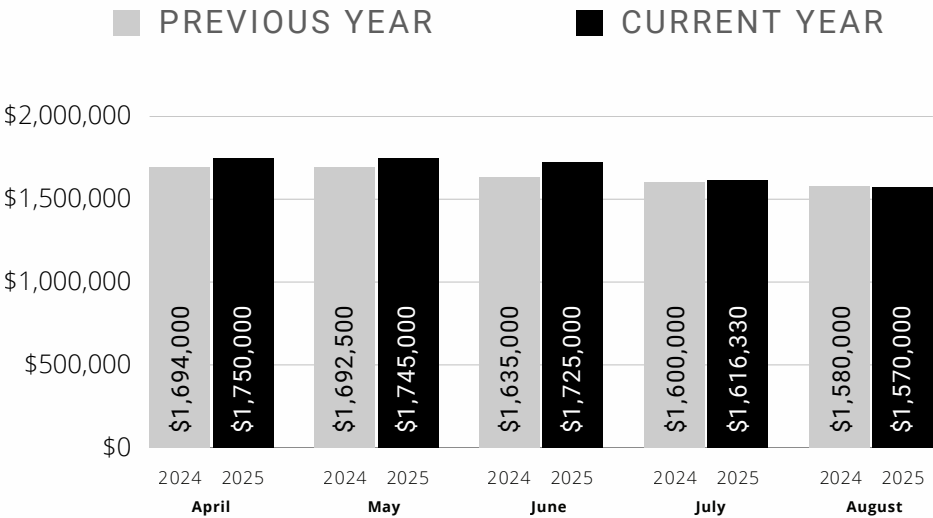
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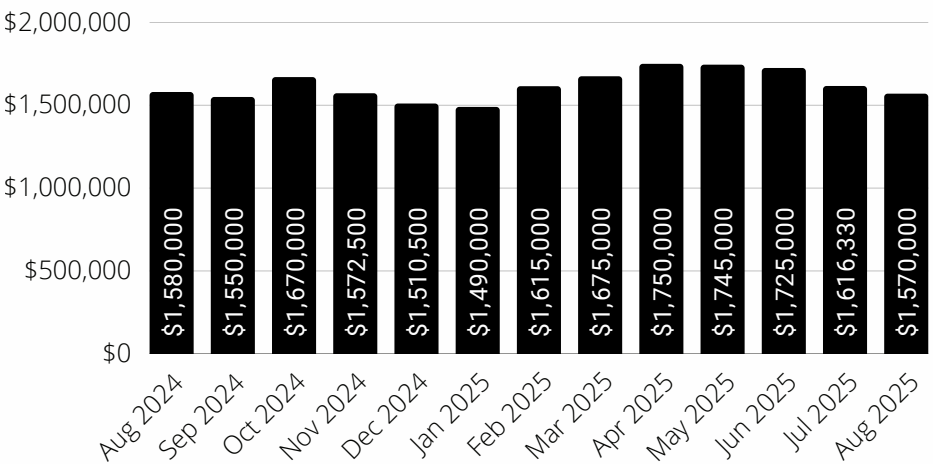


# Median Sales Price

BY MONTH, YEAR-OVER-YEAR



BY MONTH



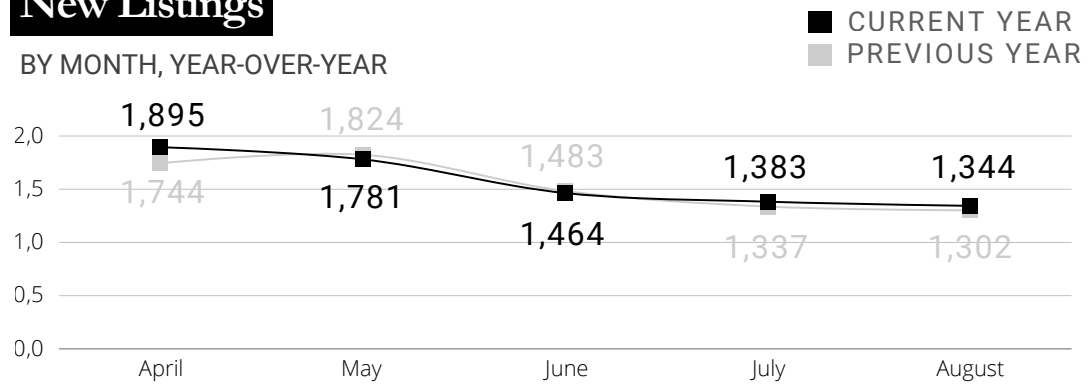
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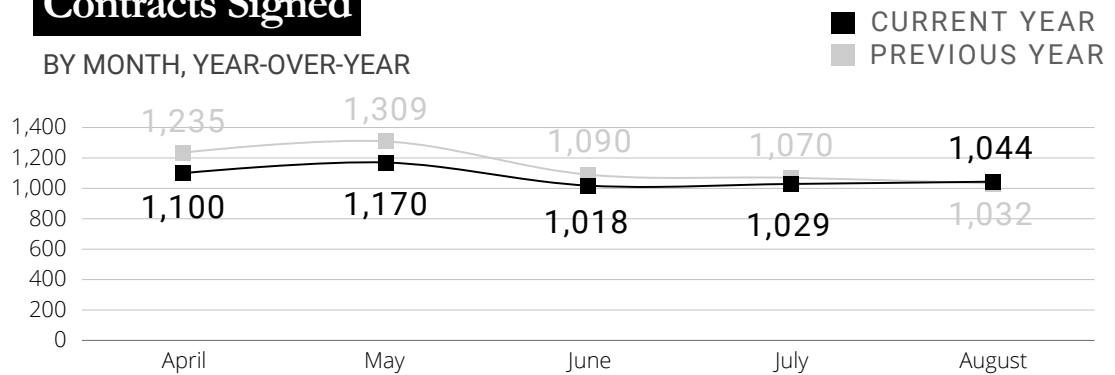
## New Listings

BY MONTH, YEAR-OVER-YEAR



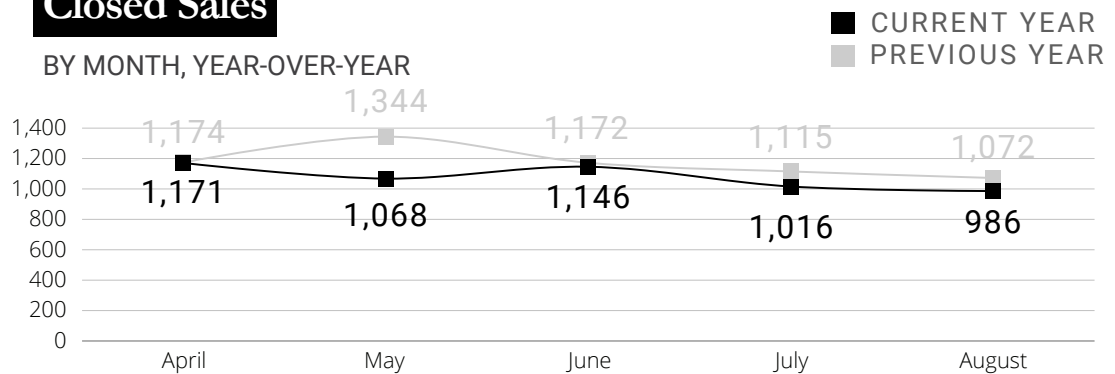
## Contracts Signed

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 399 closed sales at a median price of \$1.6m. There was a total of 552 new listings with an average of 32 days on the market without price reduction and with an average price per square foot of \$1,102.





# Overview



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August 2025

New Listings

552

-1.9% Year-over-Year

Closed Sales

399

-8.3% Year-over-Year

Average Days-on-Market

32

+18.5% Year-over-Year

Average Price Per SqFt

\$1,102

-0.6% Year-over-Year

Median Sale Price

\$1.6M

+2.8% Year-over-Year

Total Volume

\$826M

-9.5% 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 August change with late reported activity. Data from sources deemed reliable but August contain errors and are subject to revision.



# SFH

## Single Family Homes

409

New Listings

305

Closed Sales

27

Average  
Days-on-Market

\$1,200

Average Price  
Per SqFt

\$1.9M

Median Sale Price

\$729M

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







# CONDO

## Condo & Townhomes

139

New Listings

94

Closed Sales

49

Average  
Days-on Market

\$783

Average Price  
Per SqFt

\$902K

Median Sale Price

\$96M

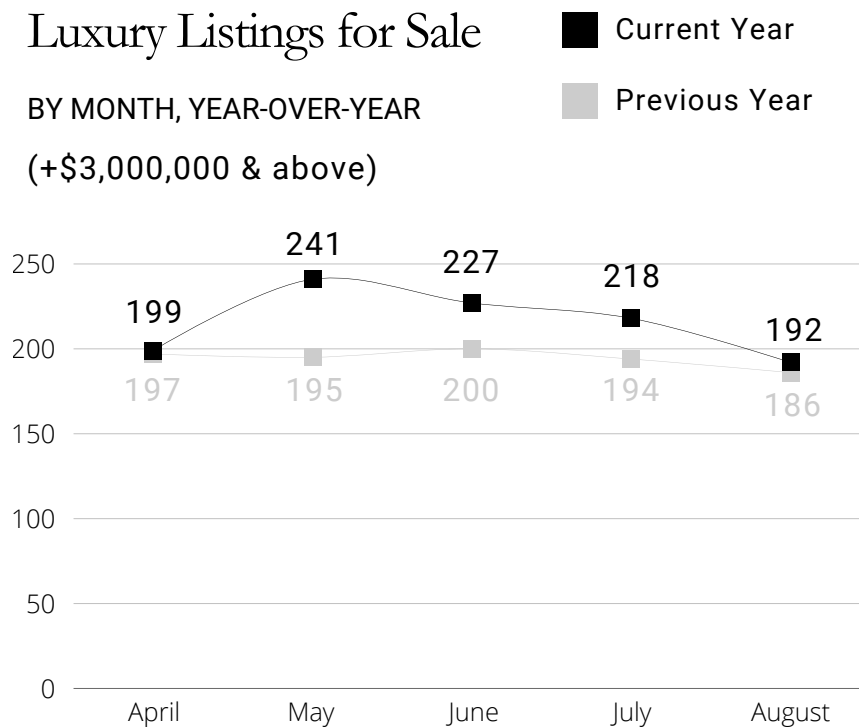
Total Volume

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## Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

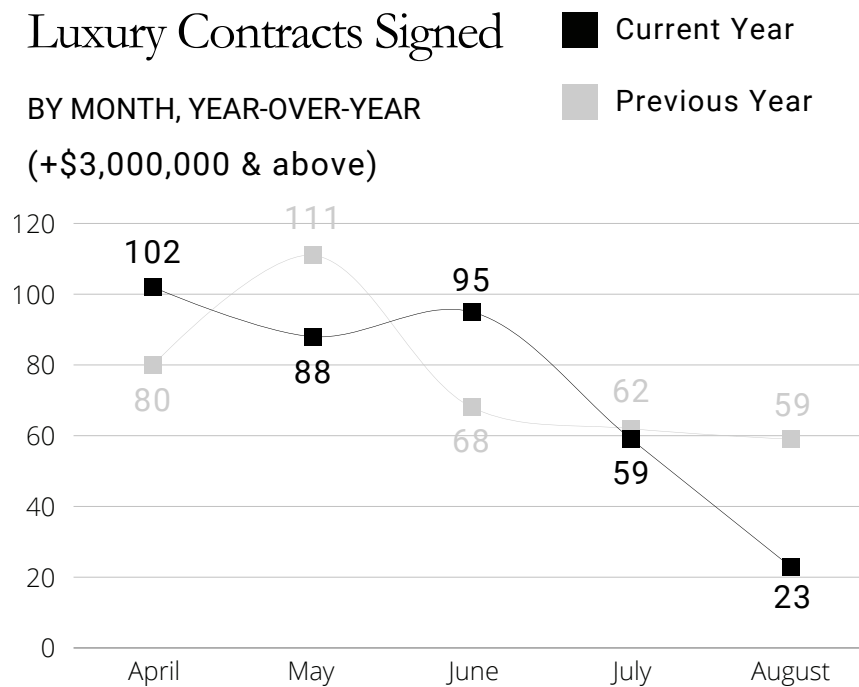
(+\$3,000,000 & above)



## Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

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



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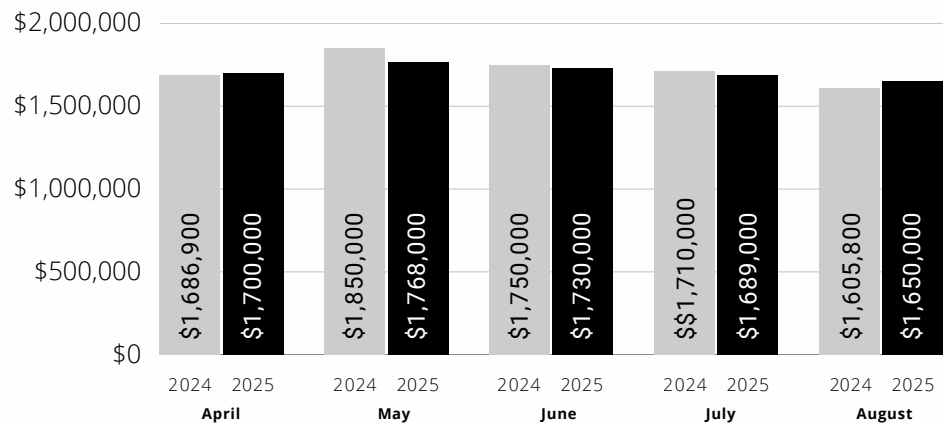


# Median Sales Price

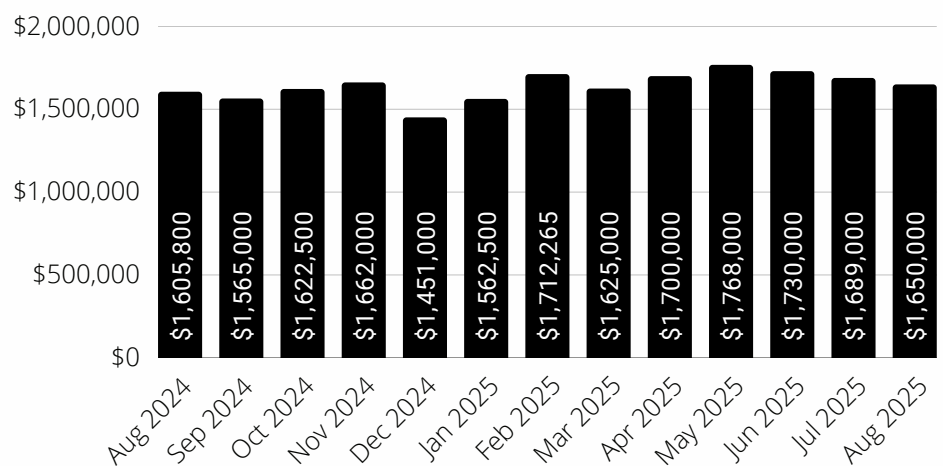
## BY MONTH, YEAR-OVER-YEAR

■ PREVIOUS YEAR

■ CURRENT YEAR

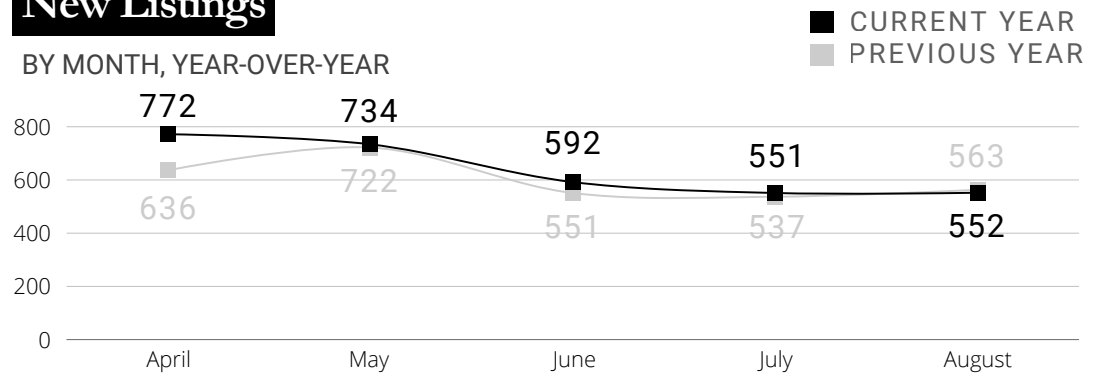


## BY MONTH



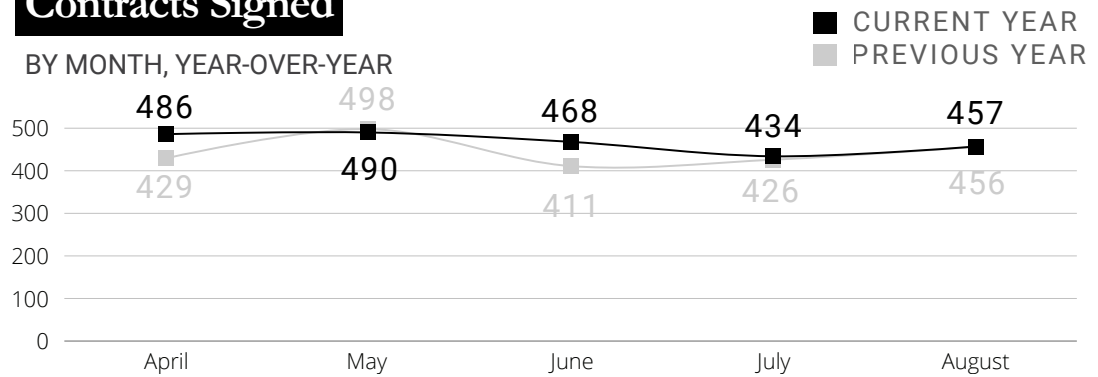
## New Listings

BY MONTH, YEAR-OVER-YEAR



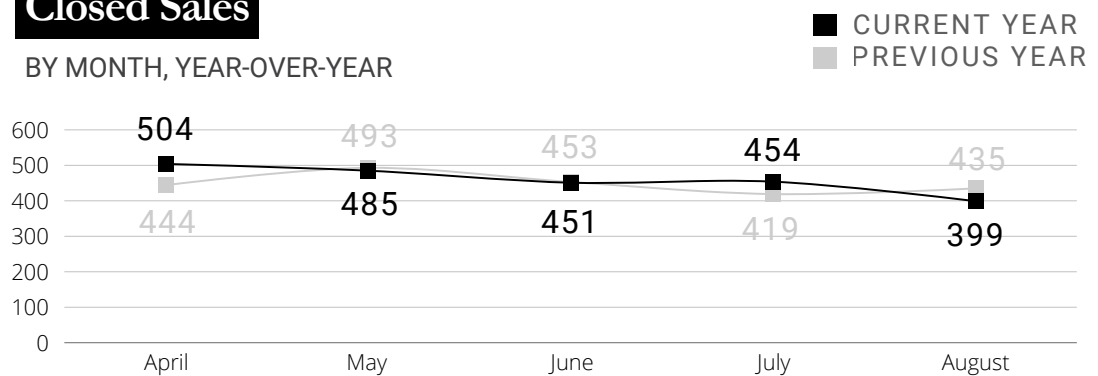
## Contracts Signed

BY MONTH, YEAR-OVER-YEAR



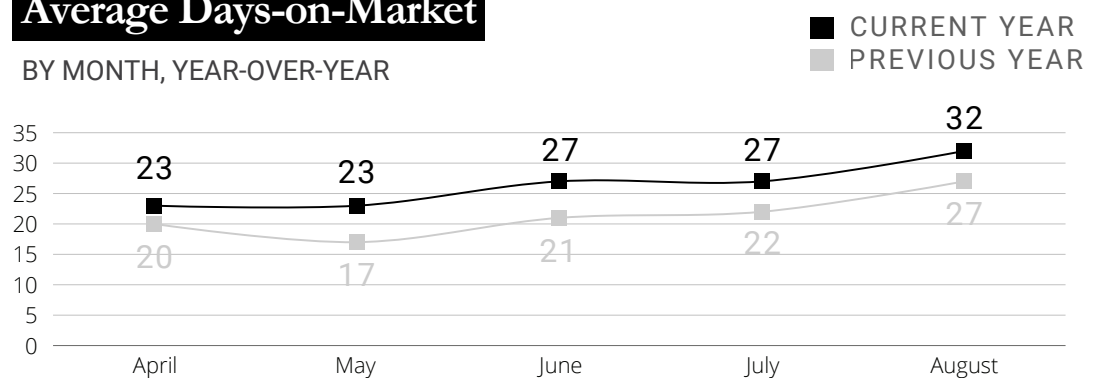
## Closed Sales

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 305 closed sales at a median price of \$1.3m. There was a total of 412 new listings with an average of 50 days on the market without price reduction and with an average price per square foot of \$1,003.



# Overview



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August 2025

New Listings

412

-7.8% Year-over-Year

Closed Sales

305

-8.7% Year-over-Year

Average Days-on-Market

50

+11.1% Year-over-Year

Average Price Per SqFt

\$1,003

-1.8% Year-over-Year

Median Sale Price

\$1.3M

+3.5% Year-over-Year

Total Volume

\$489M

-11.8% 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 August change with late reported activity. Data from sources deemed reliable but August contain errors and are subject to revision.



# SFH

## Single Family Homes

187

New Listings

153

Closed Sales

32

Average  
Days-on-Market

\$982

Average Price  
Per SqFt

\$1.5M

Median Sale Price

\$292M

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







# CONDO

## Condo & Townhomes

225

New Listings

153

Closed Sales

68

Average  
Days-on Market

\$1,024

Average Price  
Per SqFt

\$1M

Median Sale Price

\$197M

Total Volume

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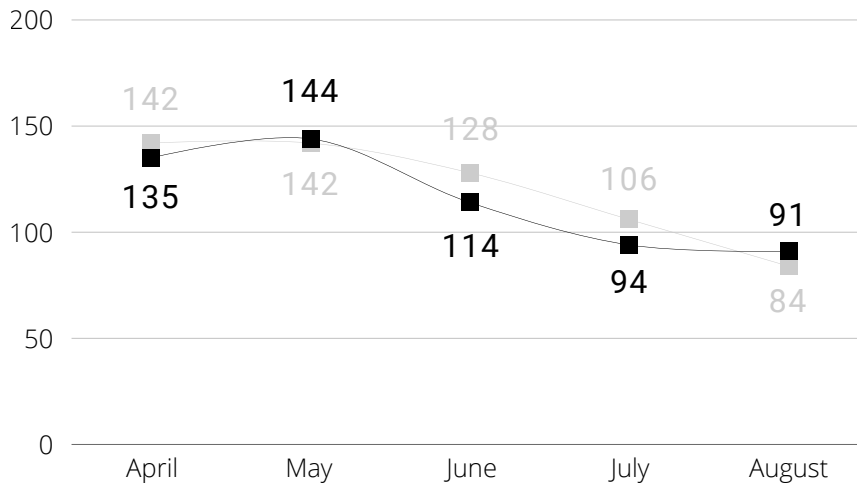
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## Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

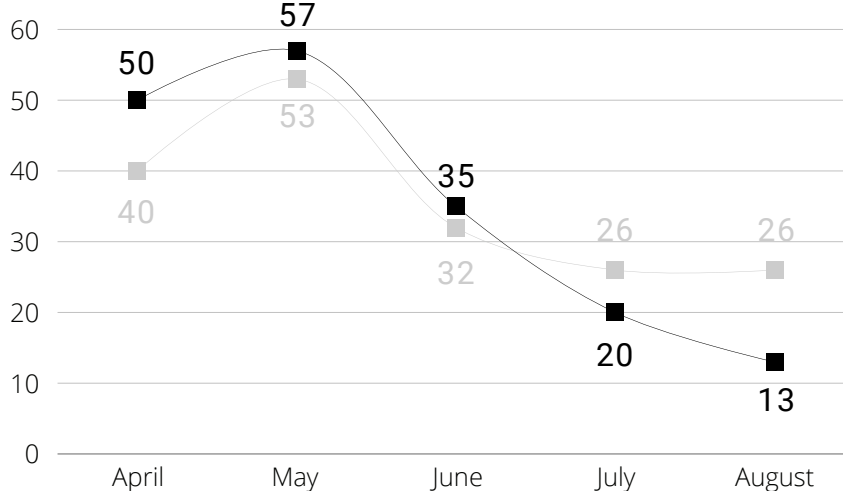
(+\$3,000,000 & above)



## Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

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

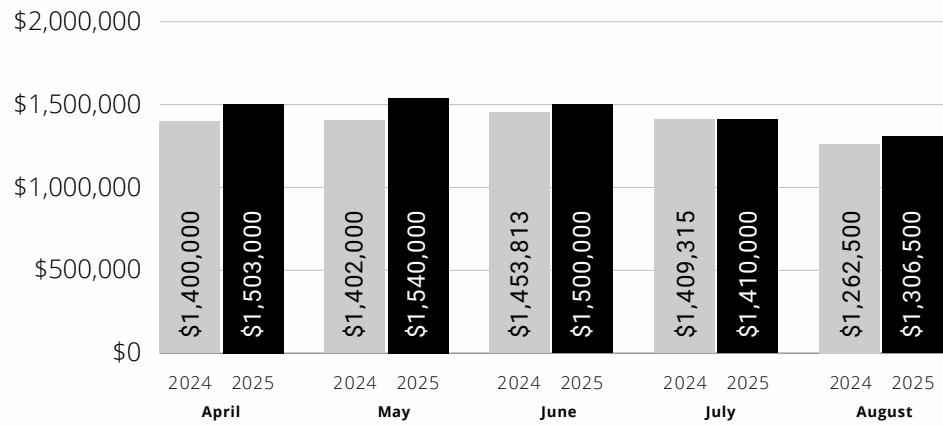




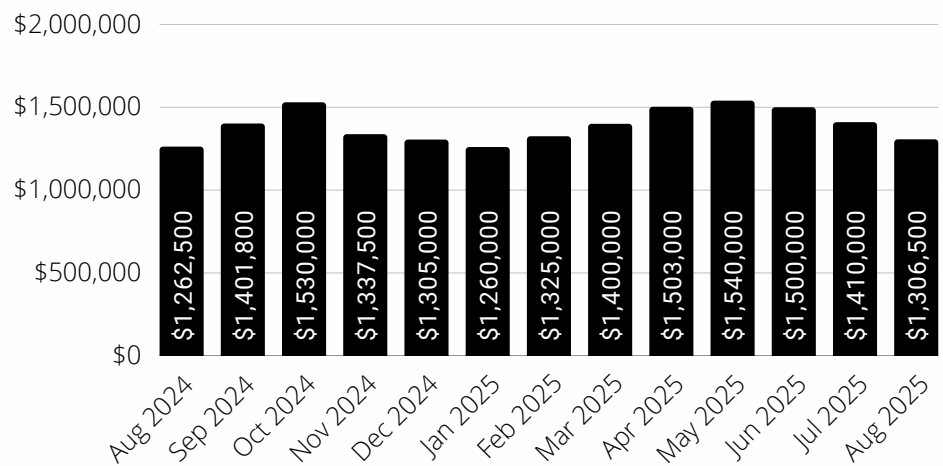
# Median Sales Price

## BY MONTH, YEAR-OVER-YEAR

■ PREVIOUS YEAR ■ CURRENT YEAR

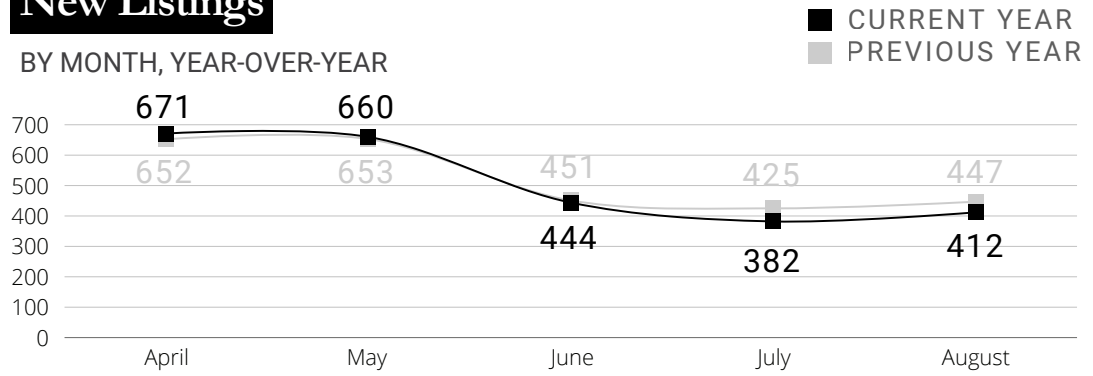


## BY MONTH



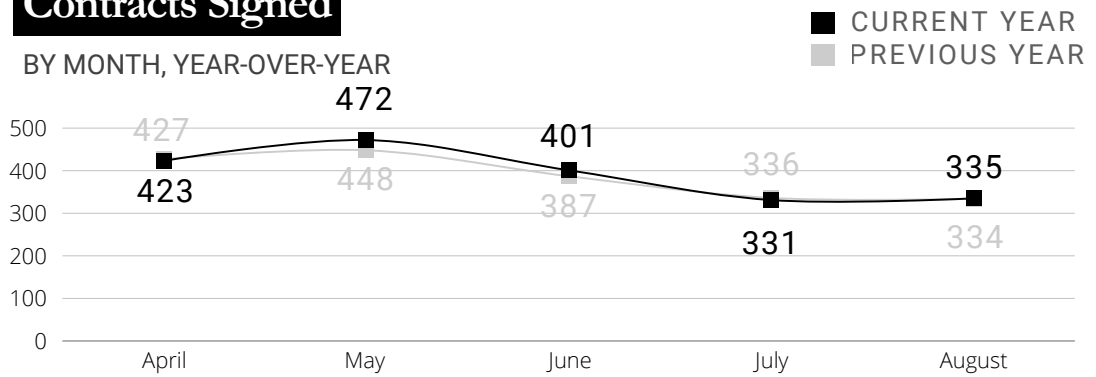
## New Listings

BY MONTH, YEAR-OVER-YEAR



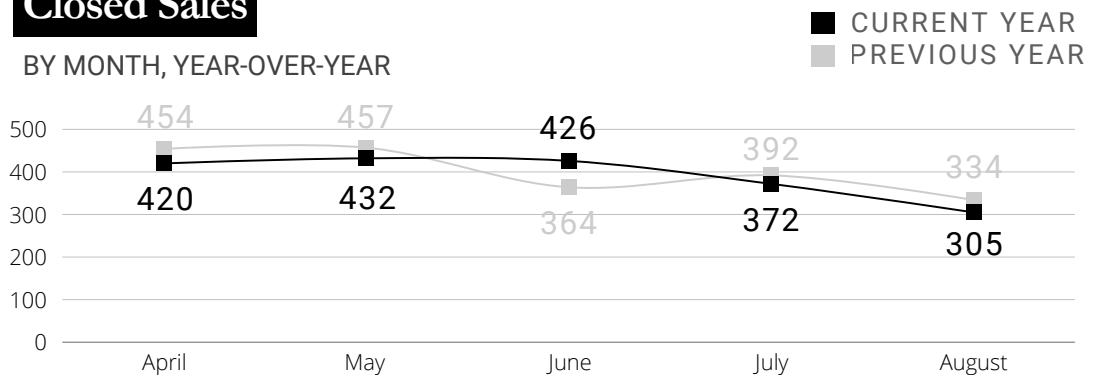
## Contracts Signed

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 865 closed sales at a median price of \$1m. There was a total of 1,354 new listings with an average of 33 days on the market without price reduction and with an average price per square foot of \$700.



# Overview

August 2025



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New Listings

1,354

+3.3% Year-over-Year

Closed Sales

865

-6.3% Year-over-Year

Average Days-on-Market

33

+32% Year-over-Year

Average Price Per SqFt

\$700

-4.8% Year-over-Year

Median Sale Price

\$1M

-1.9% Year-over-Year

Total Volume

\$1B

-7.1% 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 August change with late reported activity. Data from sources deemed reliable but August contain errors and are subject to revision.



# SFH

## Single Family Homes

948

New Listings

648

Closed Sales

29

Average  
Days-on-Market

\$746

Average Price  
Per SqFt

\$1.2M

Median Sale Price

\$871M

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







# CONDO

Condo & Townhomes

405

New Listings

217

Closed Sales

45

Average  
Days-on Market

\$564

Average Price  
Per SqFt

\$650K

Median Sale Price

\$154M

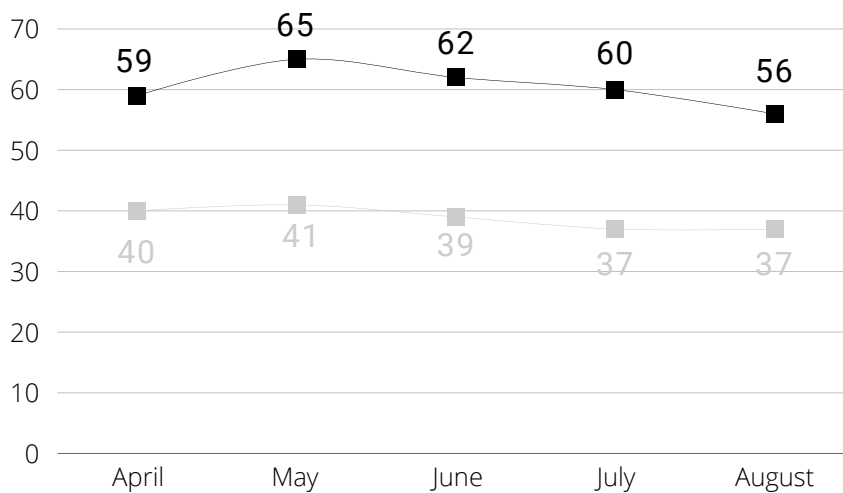
Total Volume

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## Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

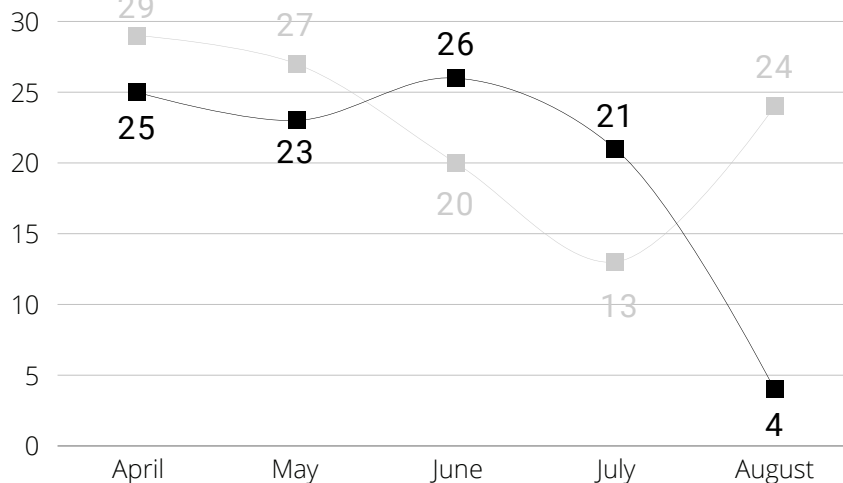
(+\$3,000,000 & above)



## Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

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



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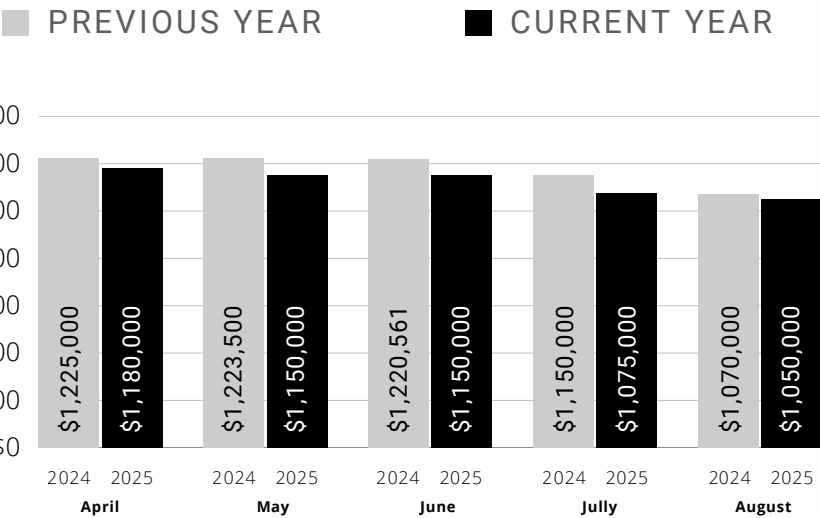
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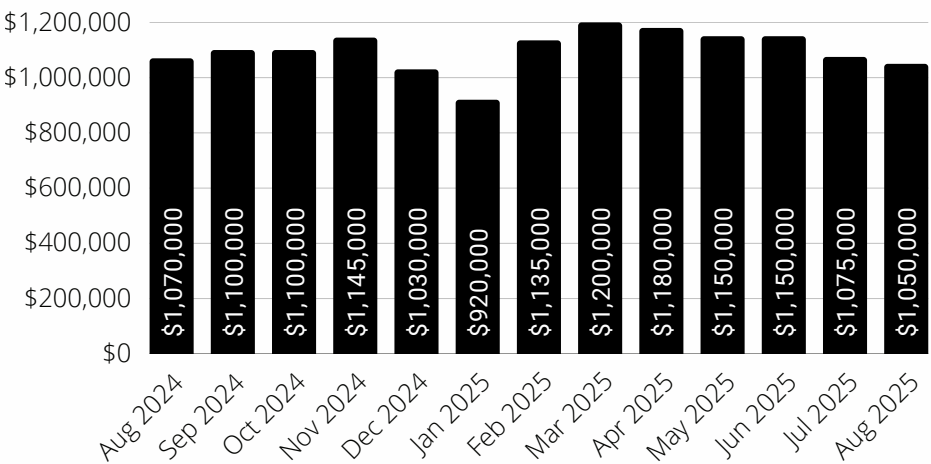


# Median Sales Price

BY MONTH, YEAR-OVER-YEAR

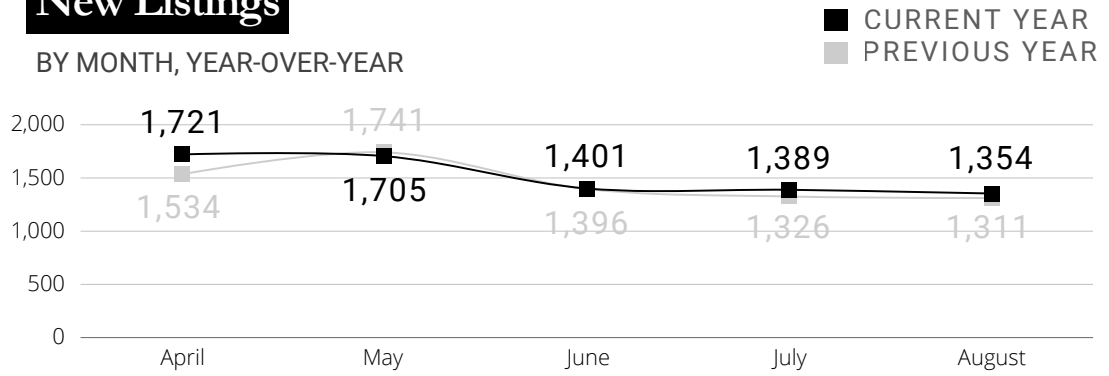


BY MONTH



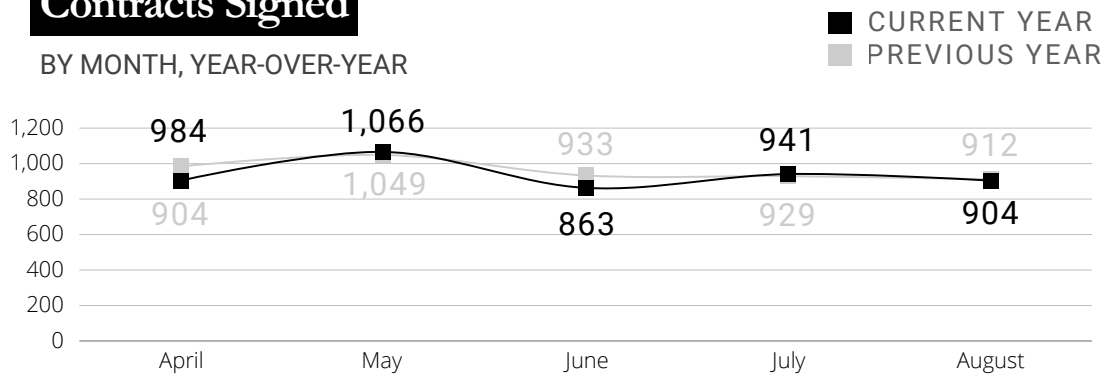
## New Listings

BY MONTH, YEAR-OVER-YEAR



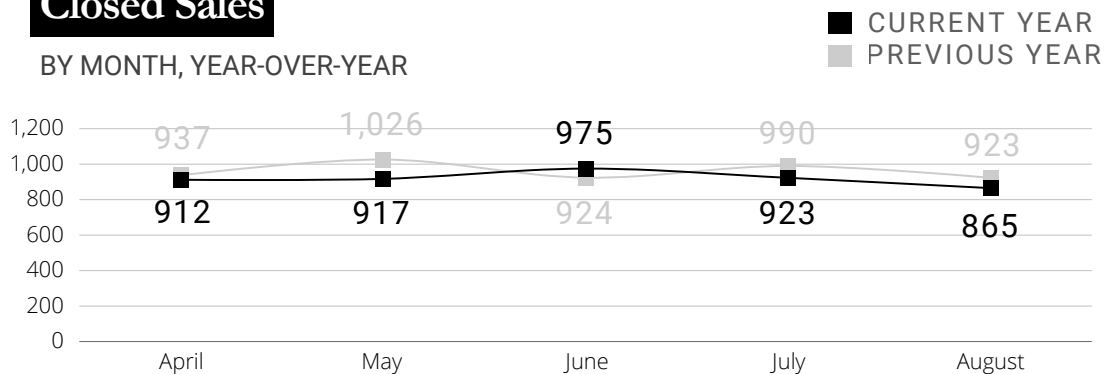
## Contracts Signed

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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# Santa Cruz County

What's in the Santa Cruz County data?

The market for Single Family Homes, Condo, and Townhomes units saw 157 closed sales at a median price of \$1.2m. There was a total of 219 new listings with an average of 47 days on the market without price reduction and with an average price per square foot of \$850.





# Overview

August 2025



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New Listings

219

-4.8% Year-over-Year

Closed Sales

157

-3.1% Year-over-Year

Average Days-on-Market

47

+51.6% Year-over-Year

Average Price Per SqFt

\$850

-0.8% Year-over-Year

Median Sale Price

\$1.2M

+3.1% Year-over-Year

Total Volume

\$222M

-1.8% 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 August change with late reported activity. Data from sources deemed reliable but August contain errors and are subject to revision.



# SFH

## Single Family Homes

172

New Listings

128

Closed Sales

48

Average  
Days-on-Market

\$888

Average Price  
Per SqFt

\$1.3M

Median Sale Price

\$197M

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







# CONDO

## Condo & Townhomes

47

New Listings

29

Closed Sales

39

Average  
Days-on Market

\$682

Average Price  
Per SqFt

\$895K

Median Sale Price

\$25.6M

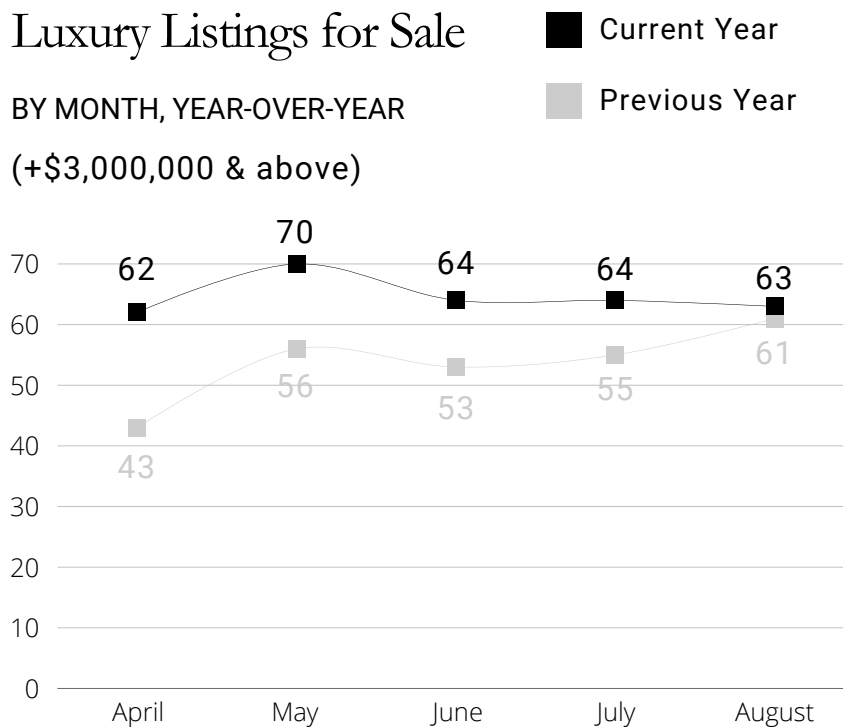
Total Volume

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## Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

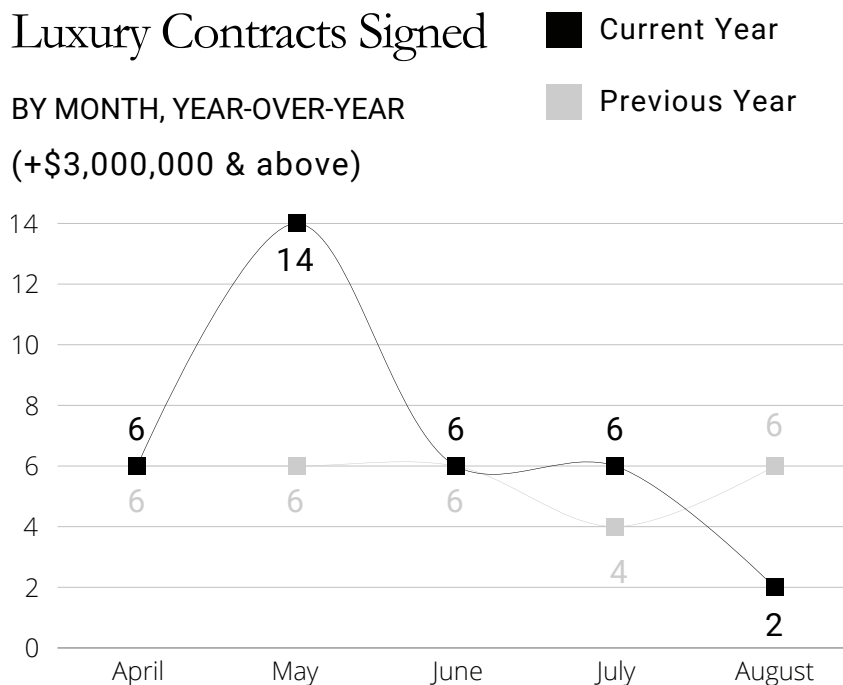
(+\$3,000,000 & above)



## Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

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



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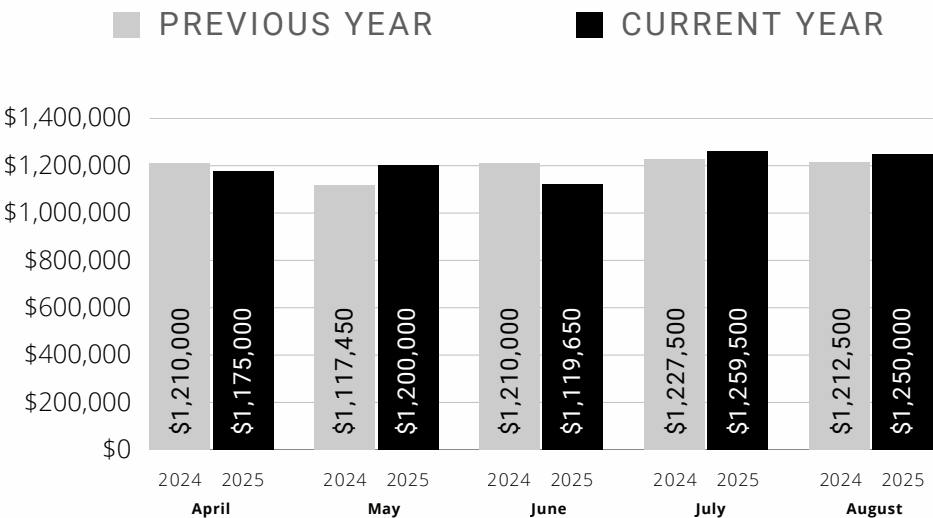
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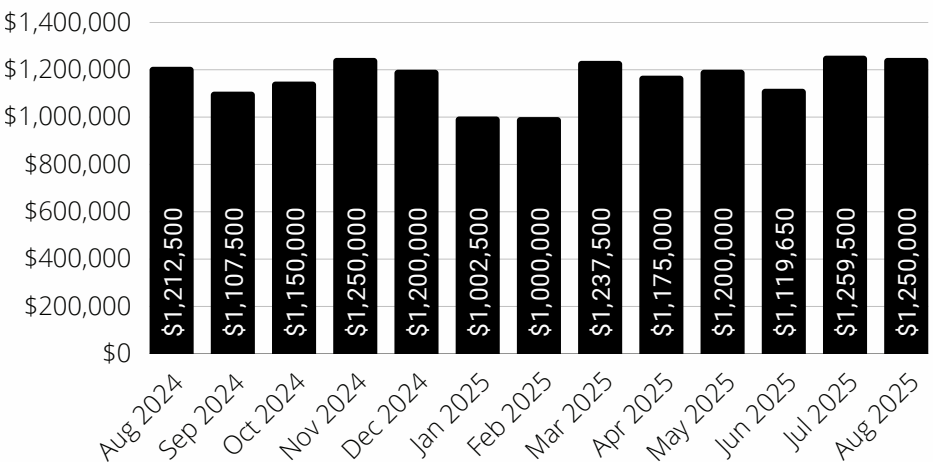


# Median Sales Price

BY MONTH, YEAR-OVER-YEAR

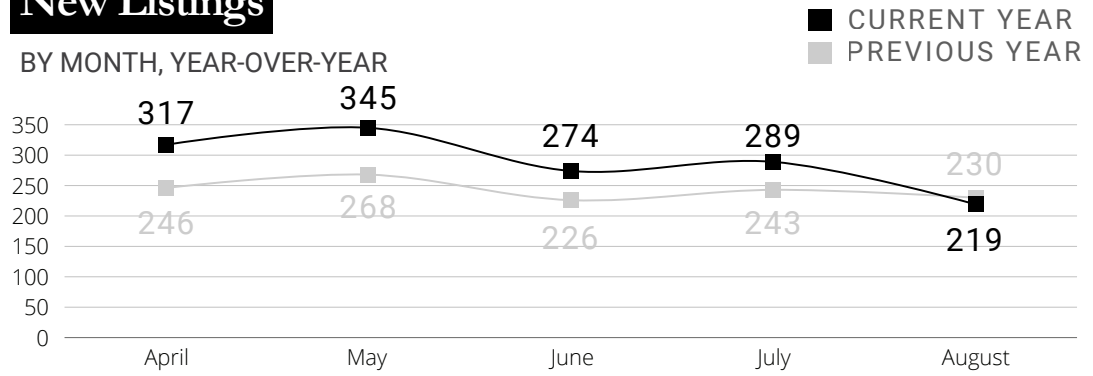


BY MONTH



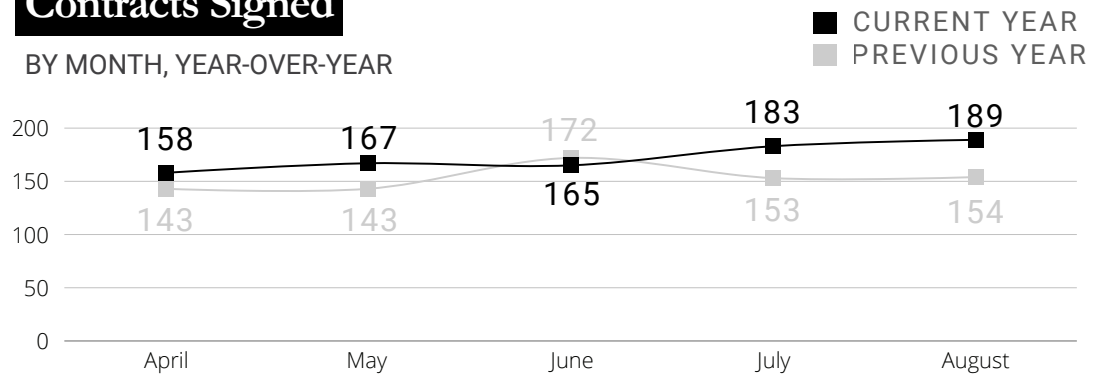
## New Listings

BY MONTH, YEAR-OVER-YEAR



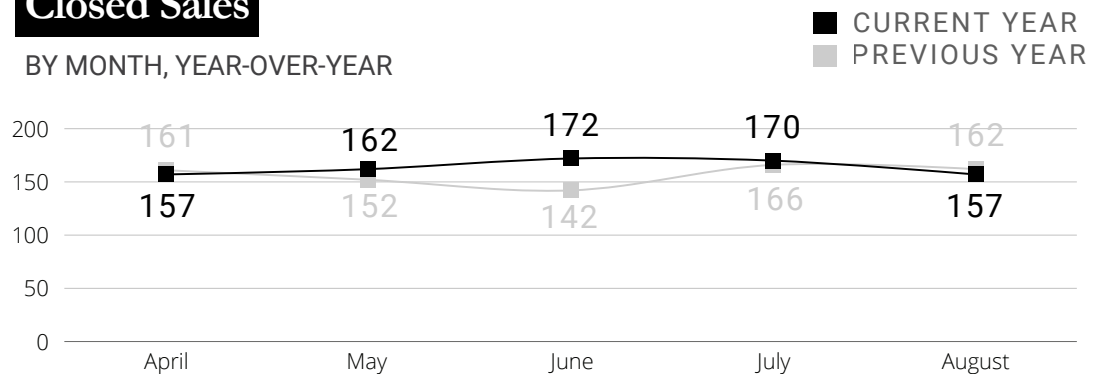
## Contracts Signed

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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# Monterey County

What's in the Monterey County data?

The market for Single Family Homes, Condo, and Townhomes units saw 179 closed sales at a median price of \$950k. There was a total of 265 new listings with an average of 50 days on the market without price reduction and with an average price per square foot of \$771.



# Overview

August 2025



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New Listings

265

+0.8% Year-over-Year

Closed Sales

179

+2.9% Year-over-Year

Average Days-on-Market

50

+31.6% Year-over-Year

Average Price Per SqFt

\$771

+7.1% Year-over-Year

Median Sale Price

\$950K

+9.8% Year-over-Year

Total Volume

\$277M

+21% 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 August change with late reported activity. Data from sources deemed reliable but August contain errors and are subject to revision.



# SFH

## Single Family Homes

228

New Listings

156

Closed Sales

50

Average  
Days-on-Market

\$779

Average Price  
Per SqFt

\$1M

Median Sale Price

\$256M

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







# CONDO

## Condo & Townhomes

37

New Listings

23

Closed Sales

54

Average  
Days-on Market

\$721

Average Price  
Per SqFt

\$795K

Median Sale Price

\$21M

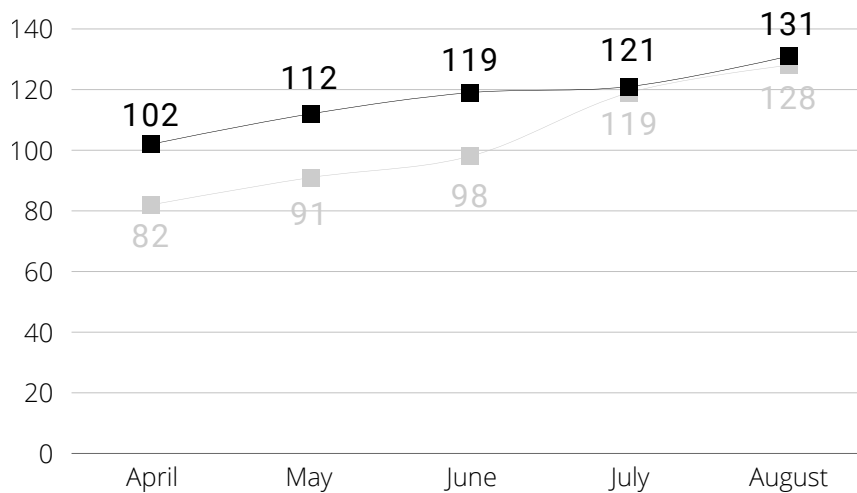
Total Volume

*Haiyan*  
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## Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

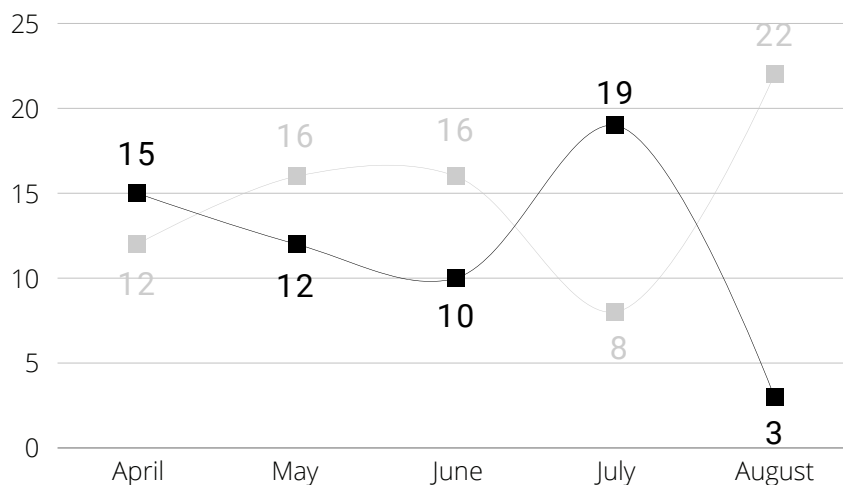
(+\$3,000,000 & above)



## Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

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



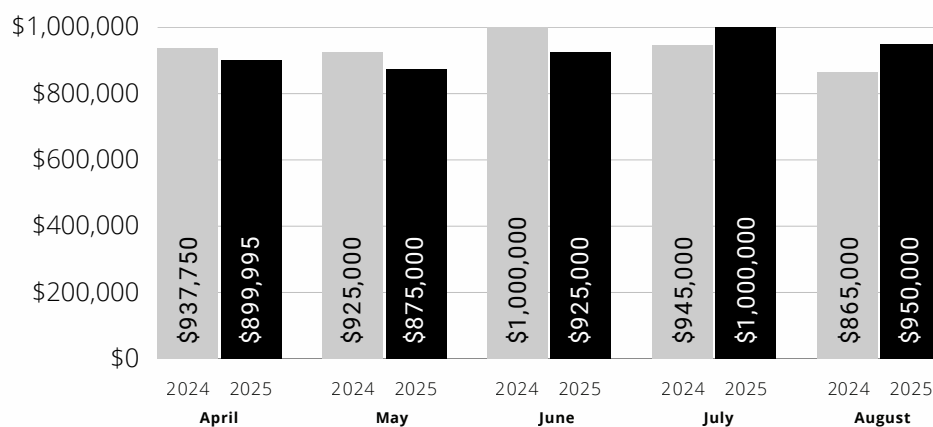


# Median Sales Price

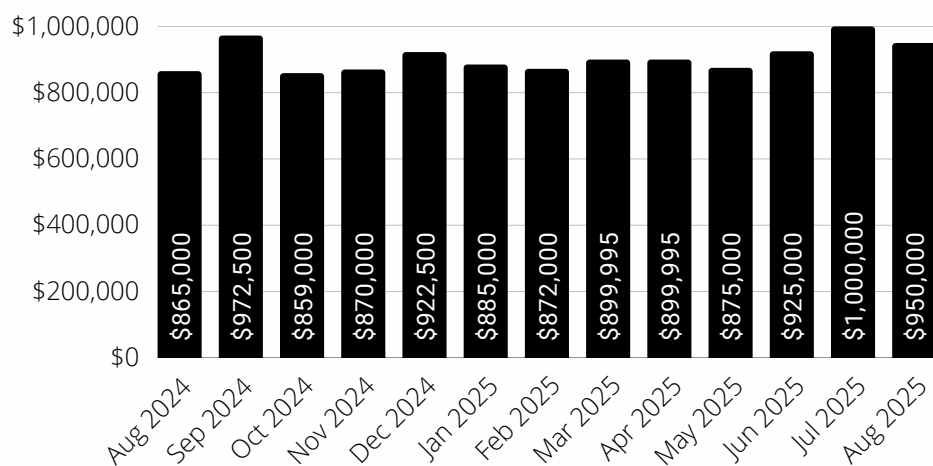
## BY MONTH, YEAR-OVER-YEAR

■ PREVIOUS YEAR

■ CURRENT YEAR



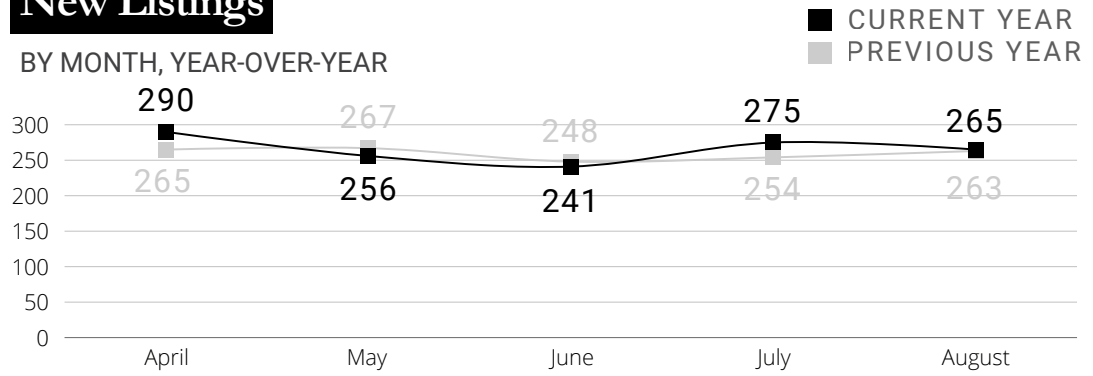
## BY MONTH





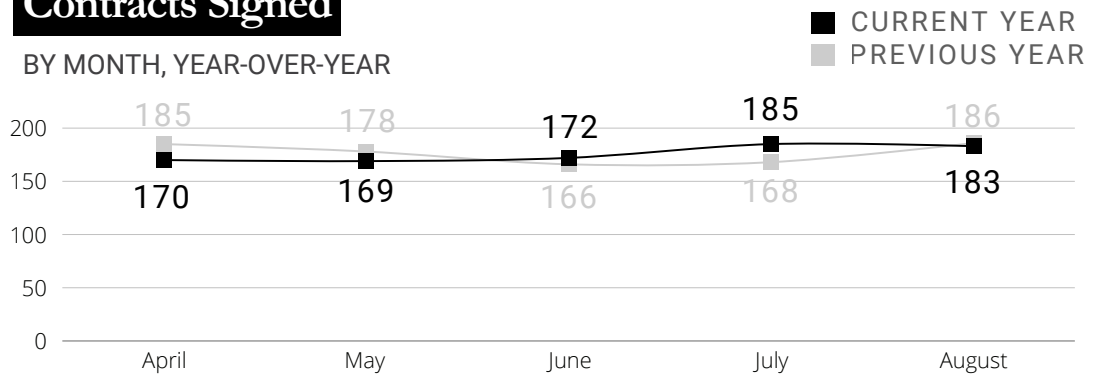
## New Listings

BY MONTH, YEAR-OVER-YEAR



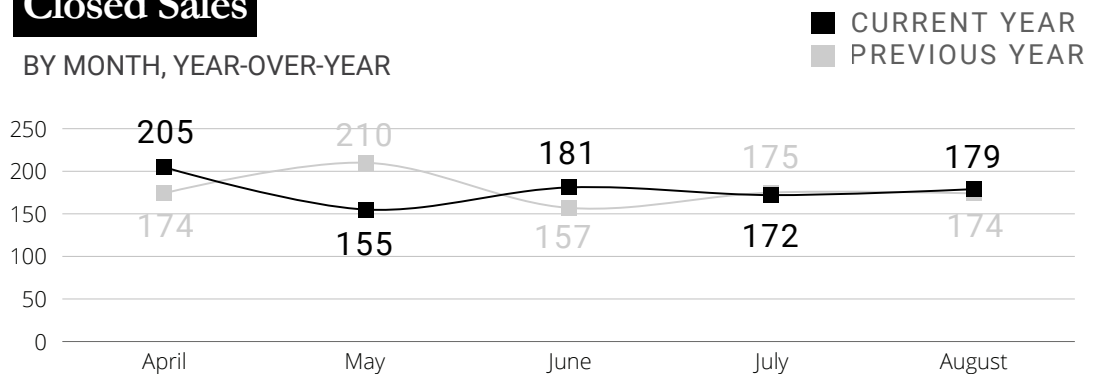
## Contracts Signed

BY MONTH, YEAR-OVER-YEAR



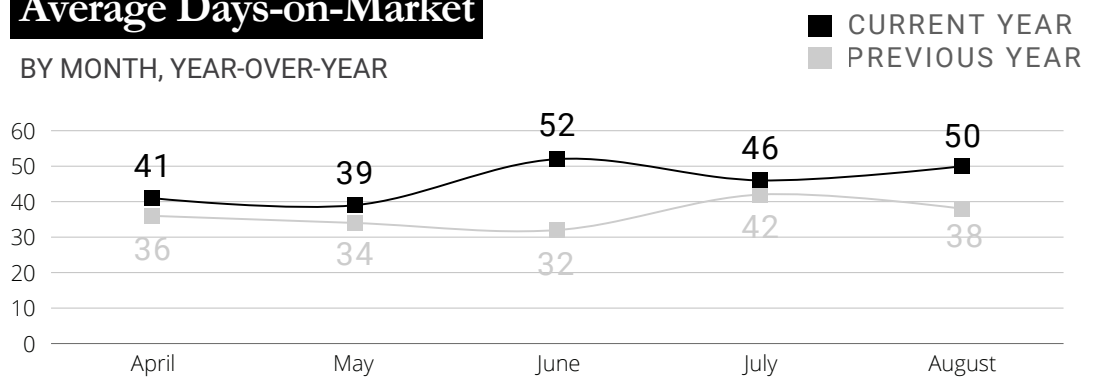
## Closed Sales

BY MONTH, YEAR-OVER-YEAR



## Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR





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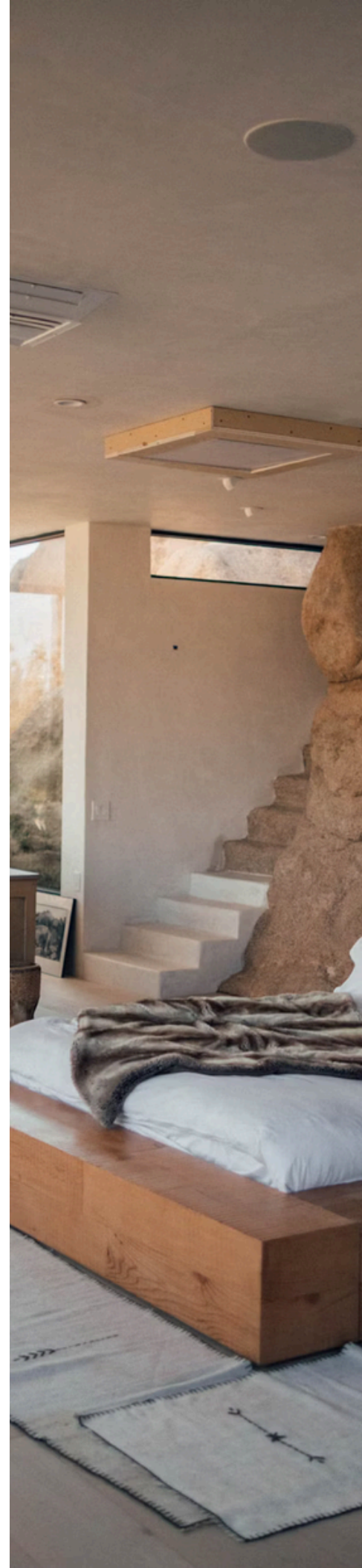


# Dedicated to Success

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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