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Luxury
BAY AREA ESTATES

Market Update

FEBRUARY 2026

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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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Top Mistakes Homeowners Are Making in 2026 (And How To Avoid Them)



Let's be clear: selling your house is absolutely possible right now. According to the National Association of Realtors (NAR), roughly 11k homes sell every day in this country.

And the sellers who are making their moves happen all have one thing in common: they've adjusted their strategy to match today's market. They're realizing inventory has grown. Homebuyers are more selective. And buyer expectations are higher.

The sellers who struggle are usually approaching today's market with yesterday's expectations. Here are the three biggest mistakes they're making – and how to avoid them.

[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 760 closed sales at a median price of \$1.6m. There was a total of 1,646 new listings with an average of 28 days on the market without price reduction and with an average price per square foot of \$1,076.



Overview



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February 2026

New Listings

1,646

+12.3% Year-over-Year

Closed Sales

760

+8.1% Year-over-Year

Average Days-on-Market

28

+55.6% Year-over-Year

Average Price Per SqFt

\$1,076

-0.4% Year-over-Year

Median Sale Price

\$1.6M

-0.6% Year-over-Year

Total Volume

\$1.5B

+11.9% 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 February change with late reported activity. Data from sources deemed reliable but February contain errors and are subject to revision.



SFH

Single Family Homes

1,092

New Listings

506

Closed Sales

23

Average
Days-on-Market

\$1,216

Average Price
Per SqFt

\$2M

Median Sale Price

\$1.2B

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





CONDO

Condo & Townhomes

553

New Listings

254

Closed Sales

38

Average
Days-on Market

\$795

Average Price
Per SqFt

\$983K

Median Sale Price

\$273M

Total Volume

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Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

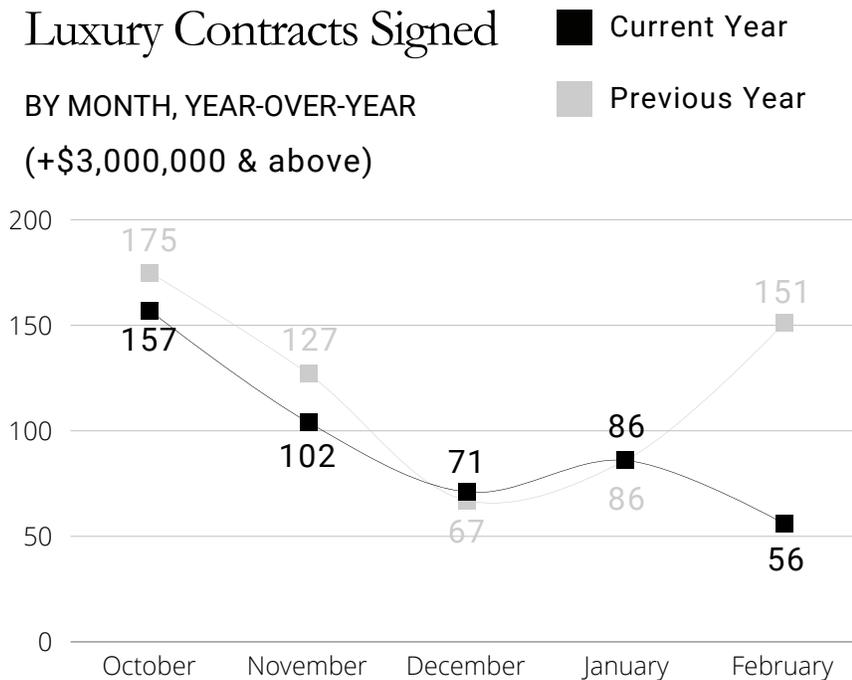
(+\$3,000,000 & above)



Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

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



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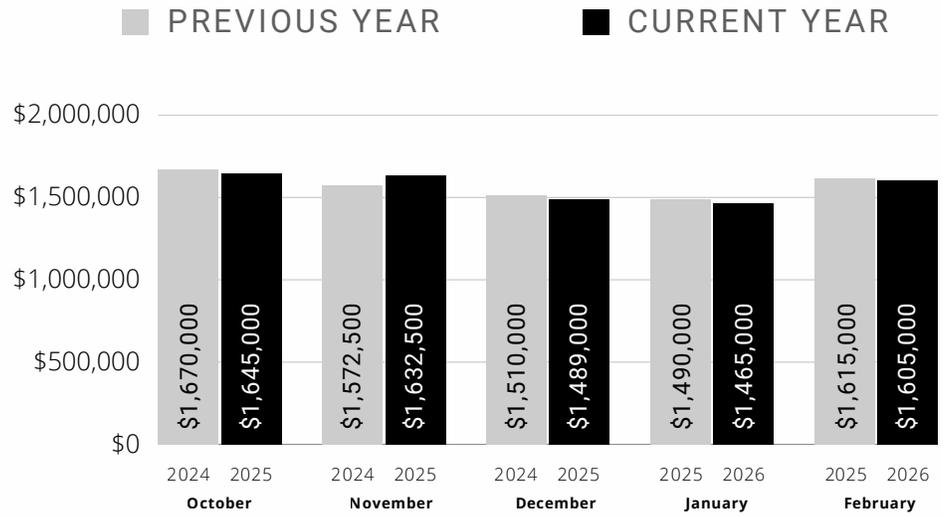
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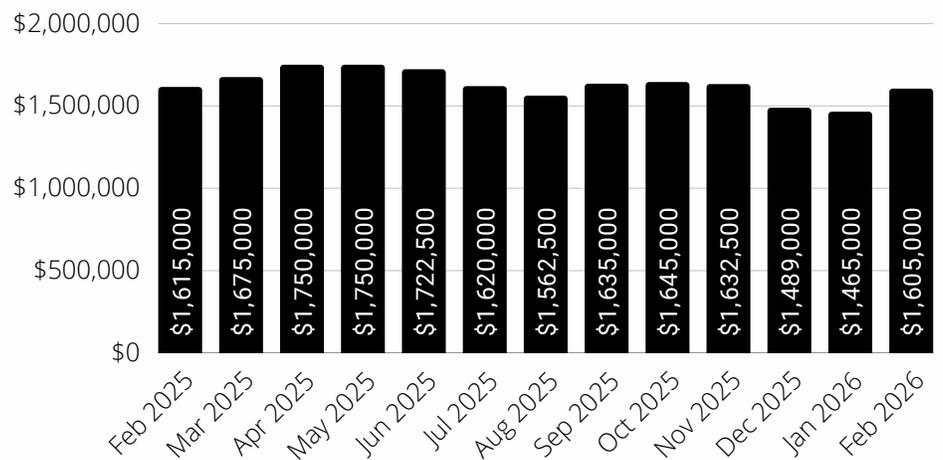


Median Sales Price

BY MONTH, YEAR-OVER-YEAR



BY MONTH



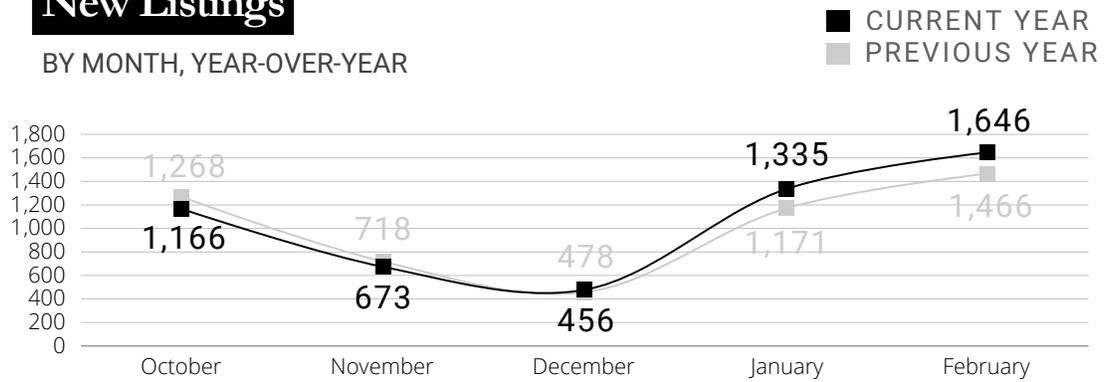
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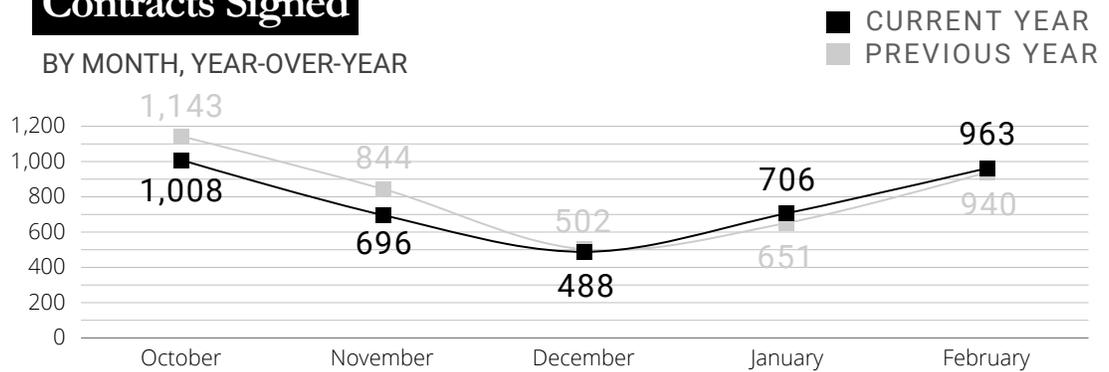
New Listings

BY MONTH, YEAR-OVER-YEAR



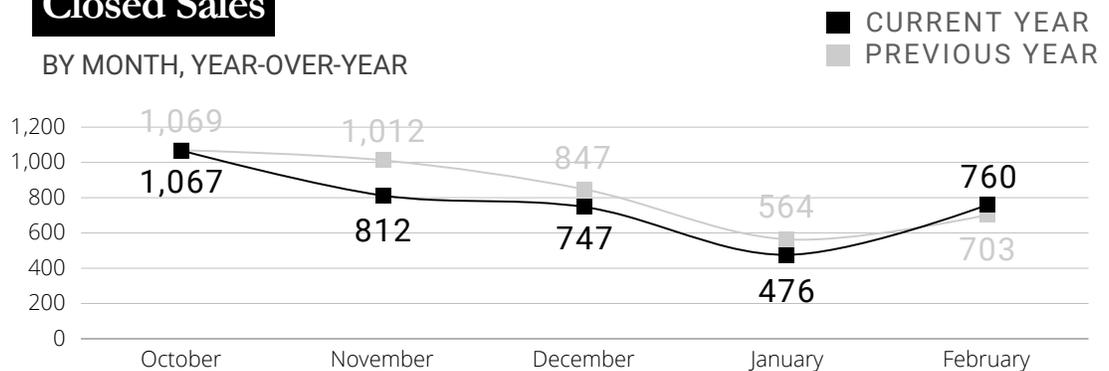
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



Closed Sales

BY MONTH, YEAR-OVER-YEAR



Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR



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San Mateo County

What's in the San Mateo County data?

The market for Single Family Homes, Condo, and Townhomes units saw 294 closed sales at a median price of \$1.6m. There was a total of 591 new listings with an average of 30 days on the market without price reduction and with an average price per square foot of \$1,147.



Overview



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February 2026

New Listings

591

+6.7% Year-over-Year

Closed Sales

294

+9.7% Year-over-Year

Average Days-on-Market

30

+20.0% Year-over-Year

Average Price Per SqFt

\$1,147

+2.1% Year-over-Year

Median Sale Price

\$1.6M

-6.6% Year-over-Year

Total Volume

\$693M

+14.0% 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 February change with late reported activity. Data from sources deemed reliable but February contain errors and are subject to revision.



SFH

Single Family Homes

422

New Listings

226

Closed Sales

24

Average
Days-on-Market

\$1,259

Average Price
Per SqFt

\$1.9M

Median Sale Price

\$626M

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





CONDO

Condo & Townhomes

169

New Listings

68

Closed Sales

51

Average
Days-on Market

\$769

Average Price
Per SqFt

\$855K

Median Sale Price

\$66M

Total Volume

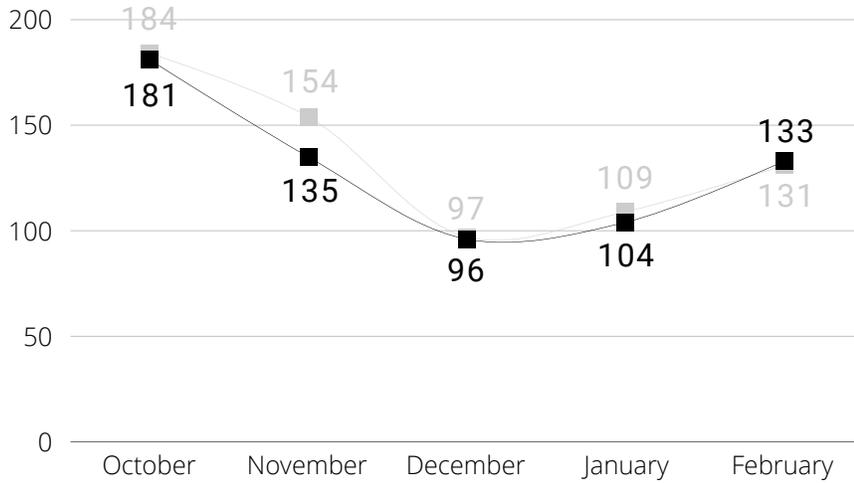
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Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR
(+\$3,000,000 & above)

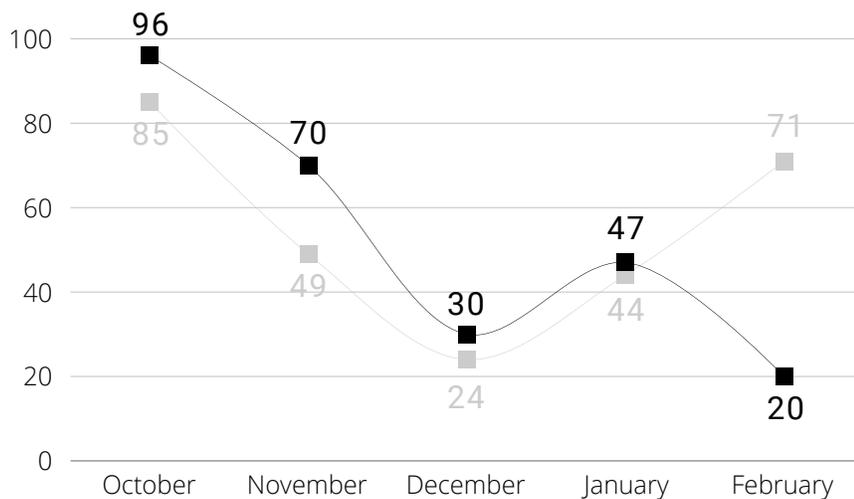
■ Current Year
■ Previous Year



Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR
(+\$3,000,000 & above)

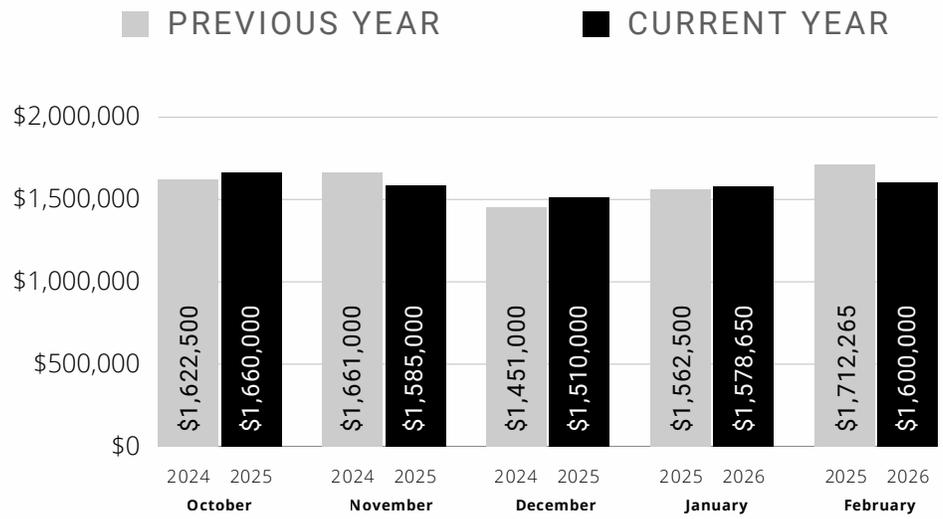
■ Current Year
■ Previous Year



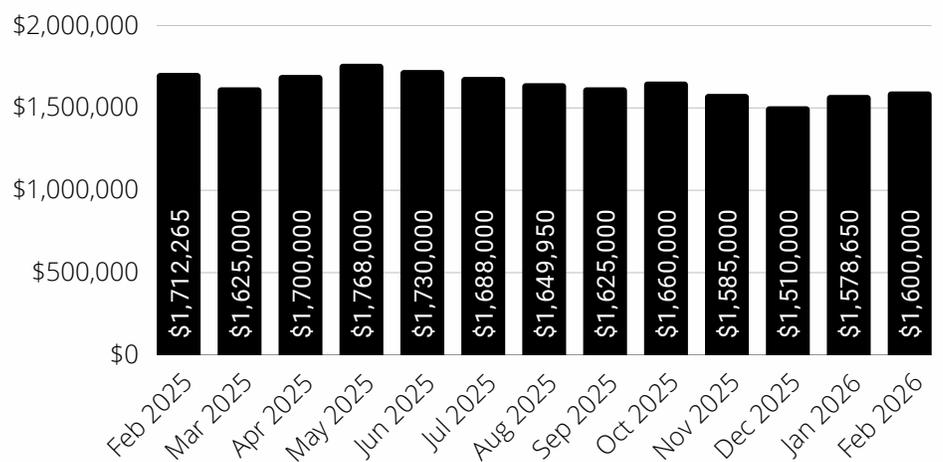


Median Sales Price

BY MONTH, YEAR-OVER-YEAR

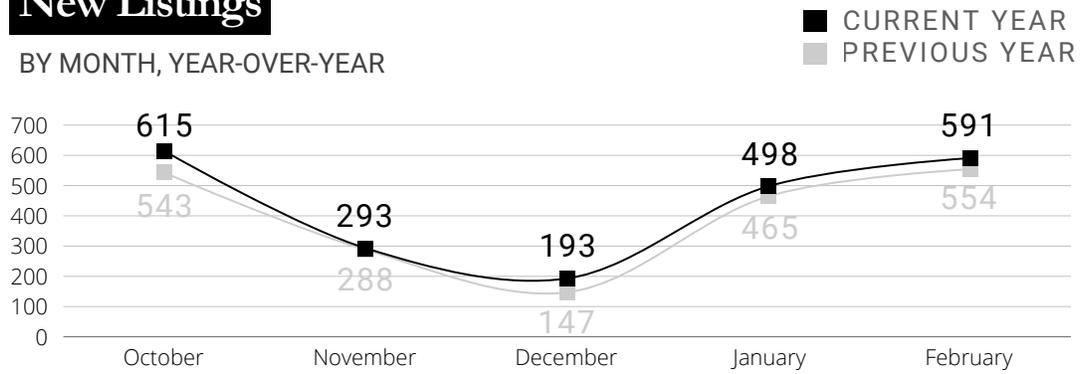


BY MONTH



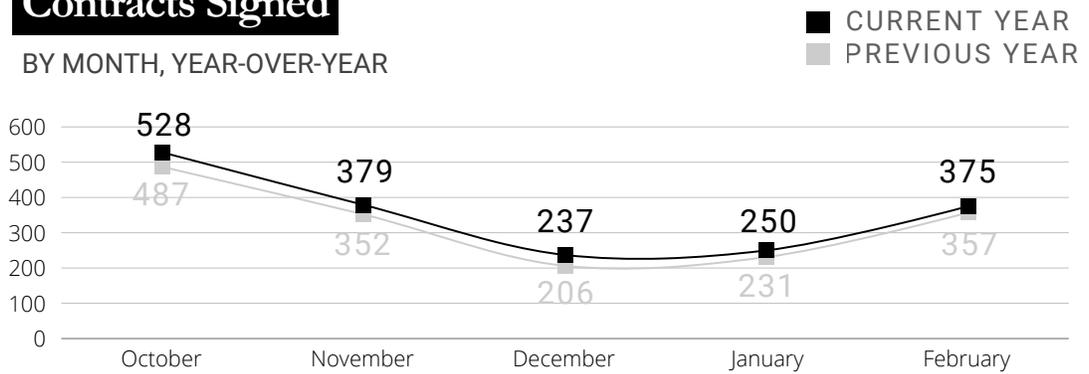
New Listings

BY MONTH, YEAR-OVER-YEAR



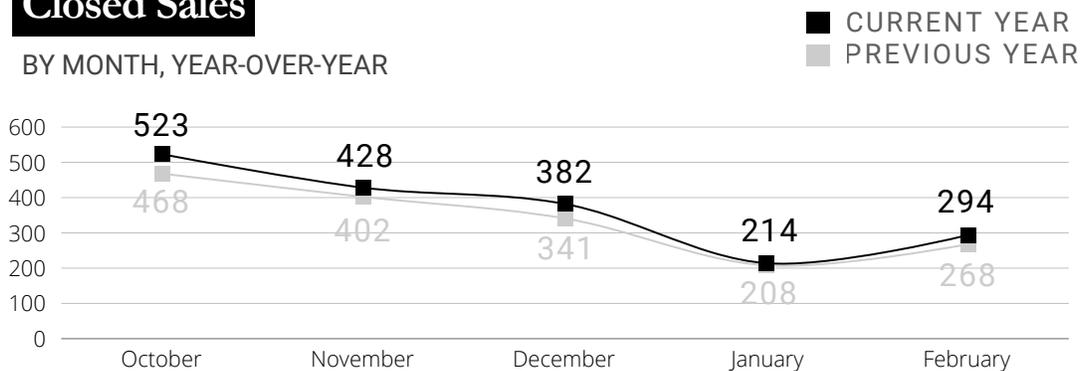
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



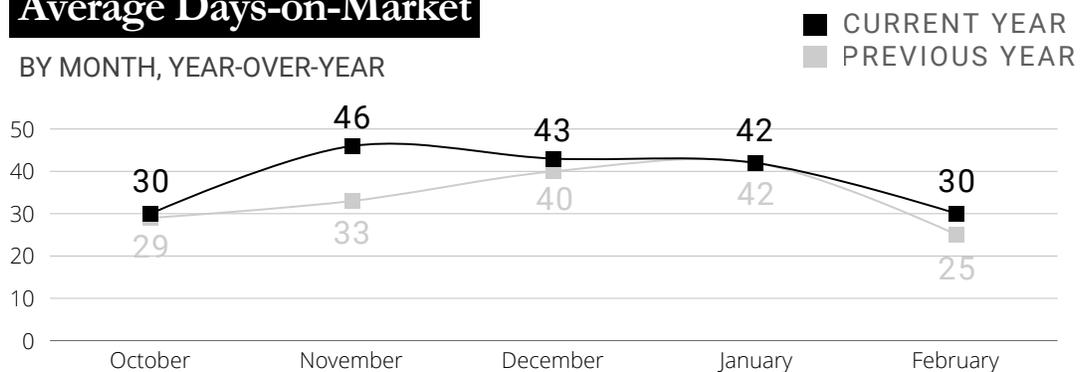
Closed Sales

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 295 closed sales at a median price of \$1.5m. There was a total of 475 new listings with an average of 29 days on the market without price reduction and with an average price per square foot of \$1,115.



Overview



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February 2026

New Listings

475

-14.1% Year-over-Year

Closed Sales

295

-4.5% Year-over-Year

Average Days-on-Market

29

-21.6% Year-over-Year

Average Price Per SqFt

\$1,115

+11.8% Year-over-Year

Median Sale Price

\$1.5M

+13.2% Year-over-Year

Total Volume

\$589M

+20.3% 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 February change with late reported activity. Data from sources deemed reliable but February contain errors and are subject to revision.



SFH

Single Family Homes

193

New Listings

143

Closed Sales

20

Average
Days-on-Market

\$1,149

Average Price
Per SqFt

\$1.9M

Median Sale Price

\$369M

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





CONDO

Condo & Townhomes

282

New Listings

152

Closed Sales

37

Average
Days-on Market

\$1,082

Average Price
Per SqFt

\$1.2M

Median Sale Price

\$219M

Total Volume

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Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

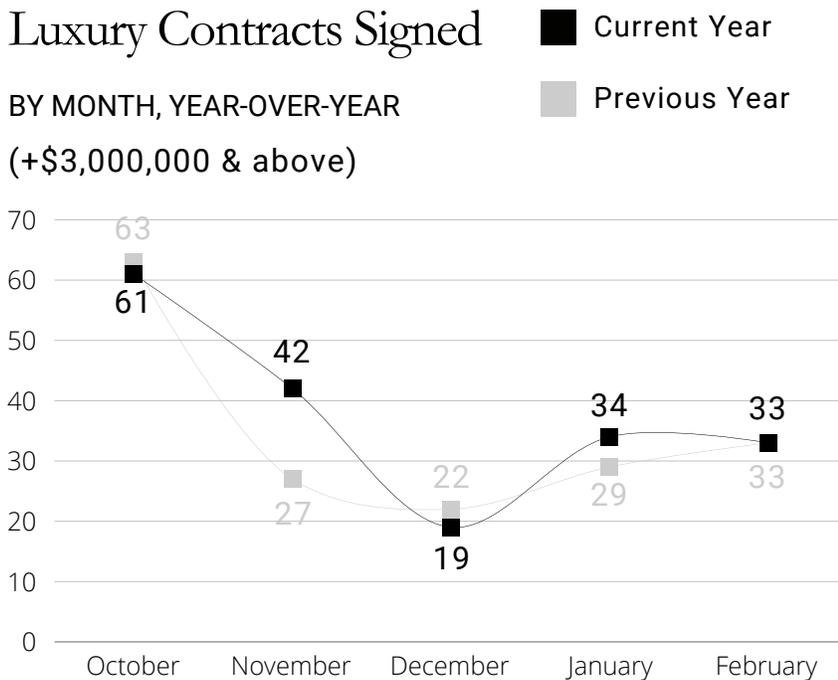
(+\$3,000,000 & above)



Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

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

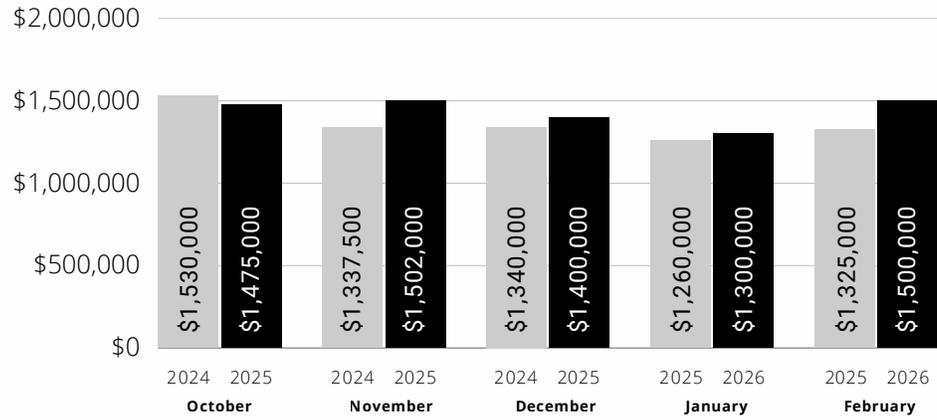




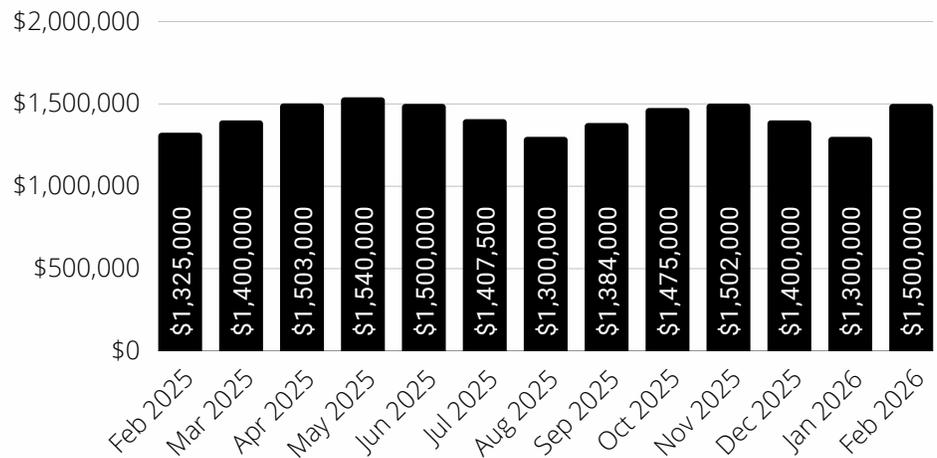
Median Sales Price

BY MONTH, YEAR-OVER-YEAR

■ PREVIOUS YEAR ■ CURRENT YEAR

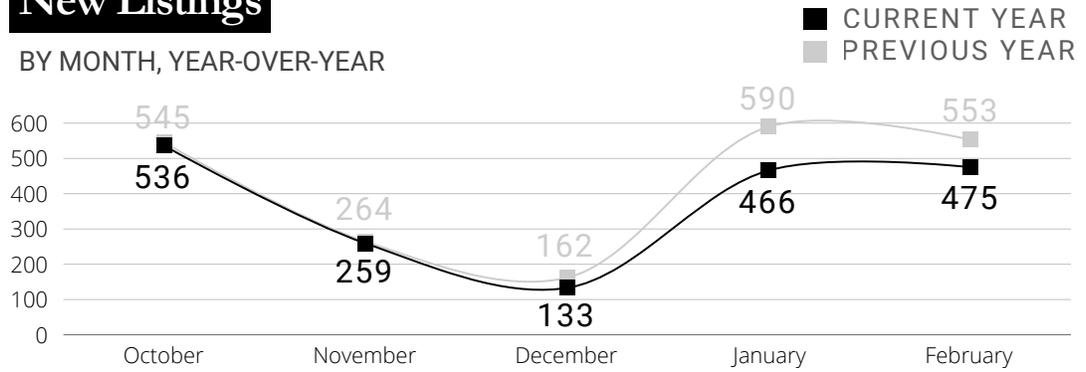


BY MONTH



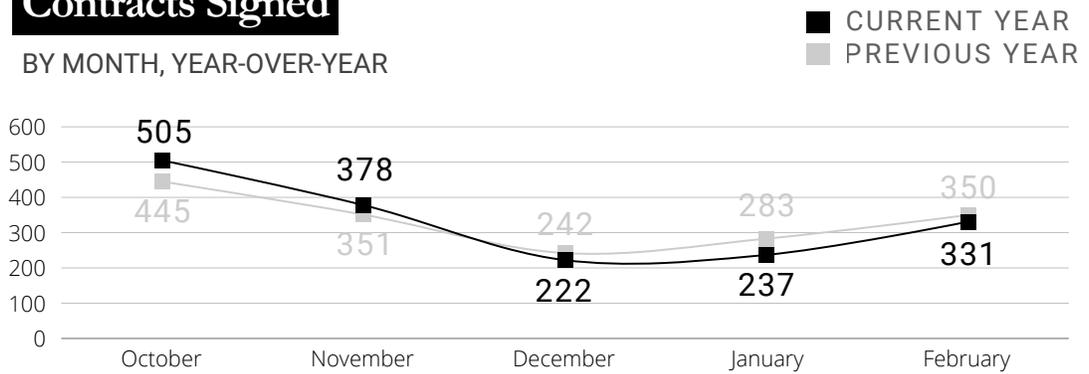
New Listings

BY MONTH, YEAR-OVER-YEAR



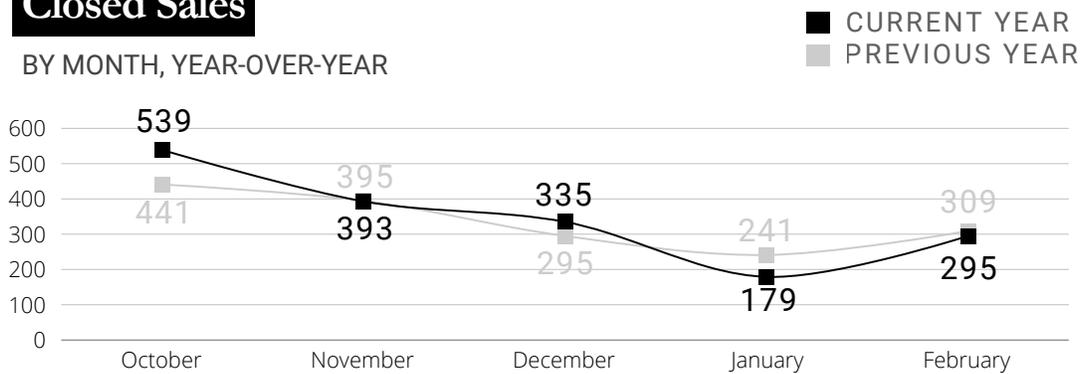
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



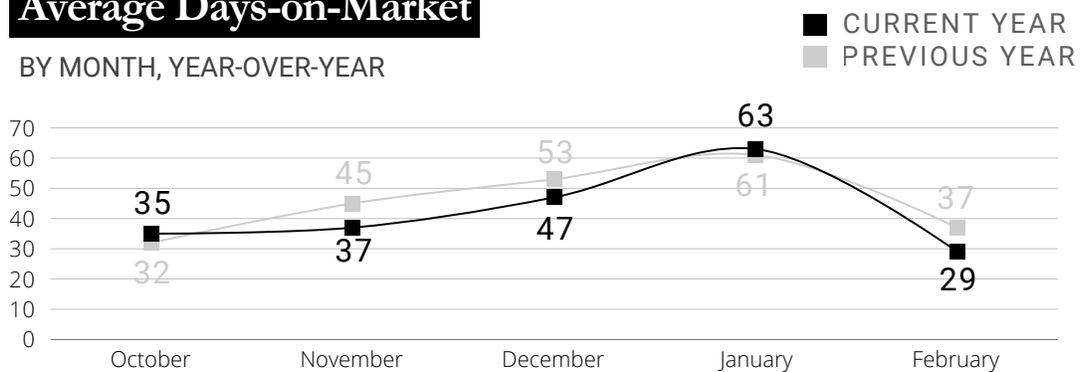
Closed Sales

BY MONTH, YEAR-OVER-YEAR



Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR





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Alameda County

What's in the Alameda County data?

The market for Single Family Homes, Condo, and Townhomes units saw 606 closed sales at a median price of \$1m. There was a total of 1,249 new listings with an average of 30 days on the market without price reduction and with an average price per square foot of \$707.



Overview



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February 2026

New Listings

1,249

-6.2% Year-over-Year

Closed Sales

606

-3.8% Year-over-Year

Average Days-on-Market

30

+7.1% Year-over-Year

Average Price Per SqFt

\$707

-4.3% Year-over-Year

Median Sale Price

\$1M

-3.8% Year-over-Year

Total Volume

\$760M

-1.5% 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 February change with late reported activity. Data from sources deemed reliable but February contain errors and are subject to revision.



SFH

Single Family Homes

869

New Listings

450

Closed Sales

26

Average
Days-on-Market

\$749

Average Price
Per SqFt

\$1.3M

Median Sale Price

\$644M

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





CONDO

Condo & Townhomes

380

New Listings

156

Closed Sales

40

Average
Days-on Market

\$583

Average Price
Per SqFt

\$675K

Median Sale Price

\$116M

Total Volume

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Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

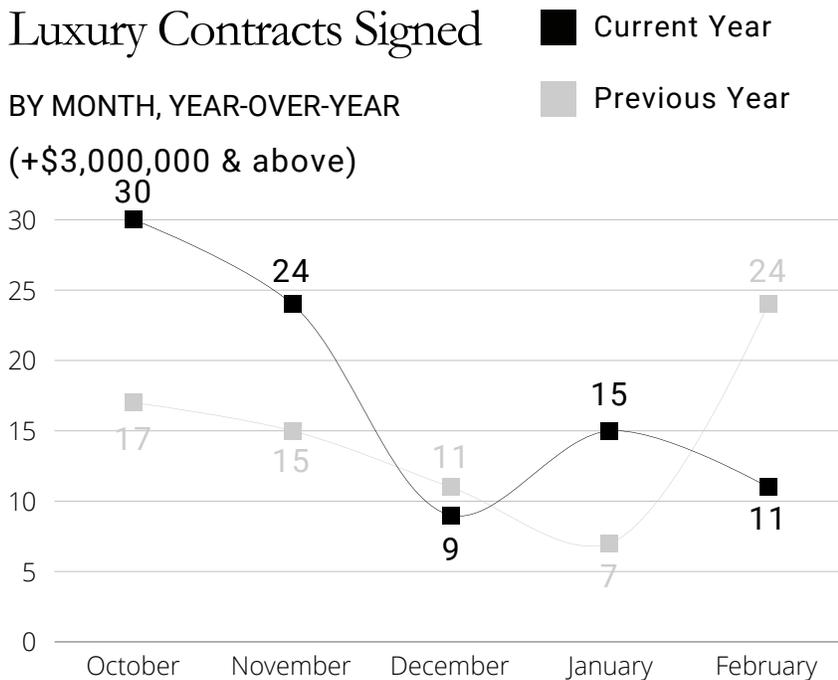
(+\$3,000,000 & above)



Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

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



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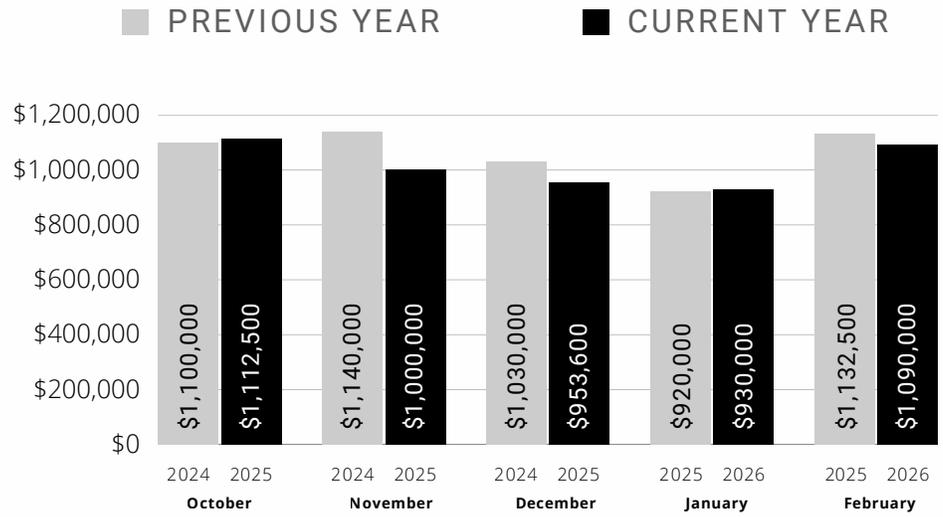
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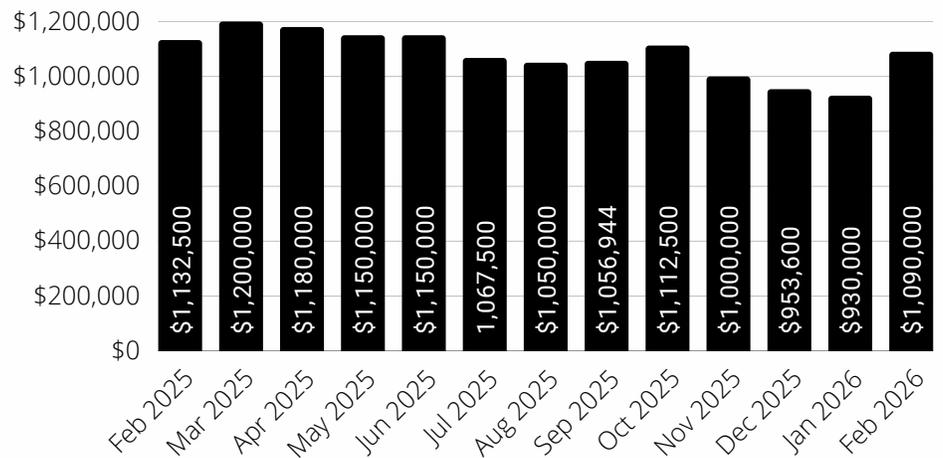


Median Sales Price

BY MONTH, YEAR-OVER-YEAR

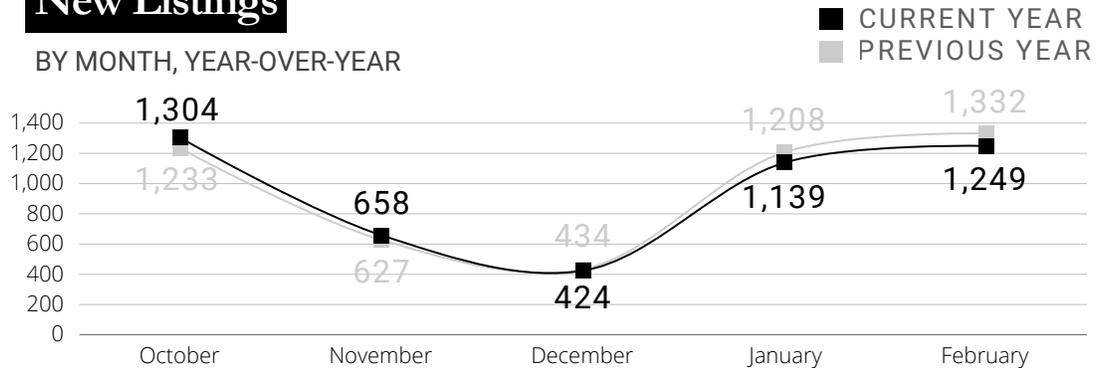


BY MONTH



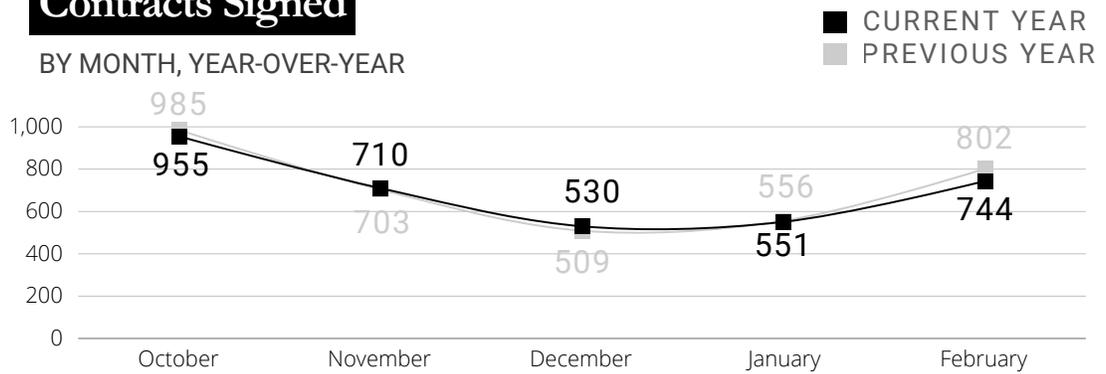
New Listings

BY MONTH, YEAR-OVER-YEAR



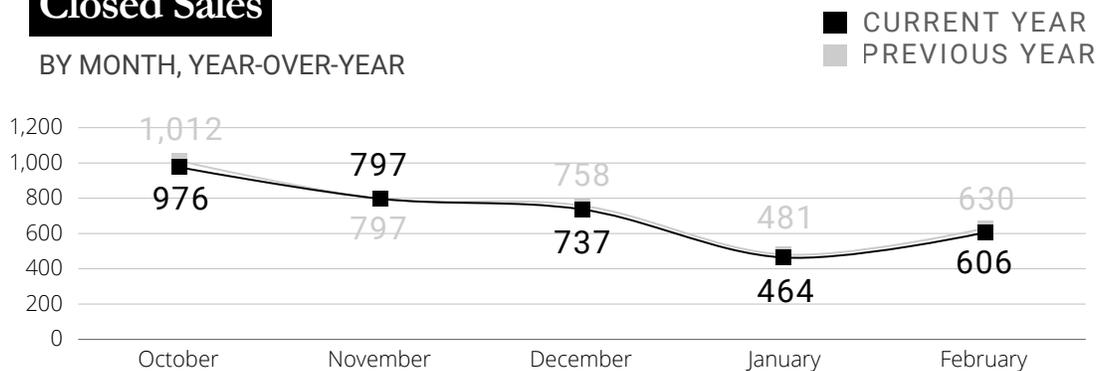
Contracts Signed

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 107 closed sales at a median price of \$1.1m. There was a total of 200 new listings with an average of 63 days on the market without price reduction and with an average price per square foot of \$838.



Overview



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February 2026

New Listings

200

+6.4% Year-over-Year

Closed Sales

107

+17.6% Year-over-Year

Average Days-on-Market

63

+31.3% Year-over-Year

Average Price Per SqFt

\$838

+1.7% Year-over-Year

Median Sale Price

\$1.1M

+13.0% Year-over-Year

Total Volume

\$165M

+33.0% 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 February change with late reported activity. Data from sources deemed reliable but February contain errors and are subject to revision.



SFH

Single Family Homes

157

New Listings

86

Closed Sales

57

Average
Days-on-Market

\$859

Average Price
Per SqFt

\$1.2M

Median Sale Price

\$145M

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





CONDO

Condo & Townhomes

43

New Listings

21

Closed Sales

86

Average
Days-on Market

\$752

Average Price
Per SqFt

\$805K

Median Sale Price

\$19.8M

Total Volume

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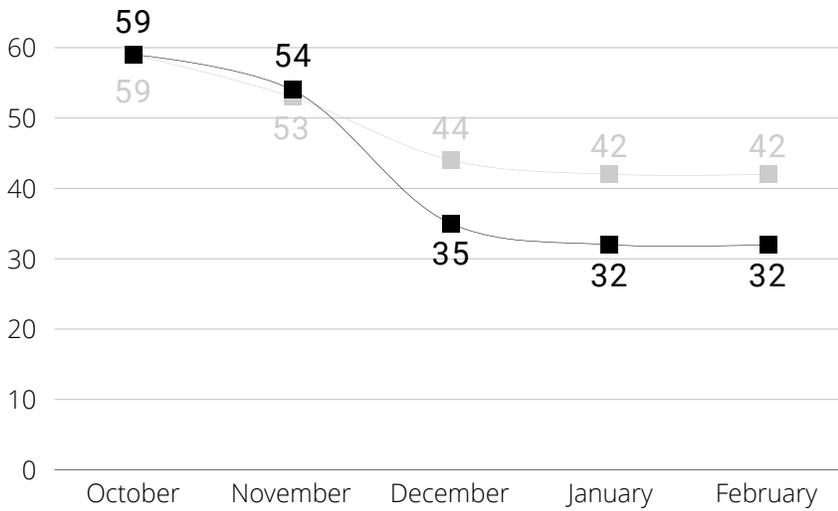
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Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

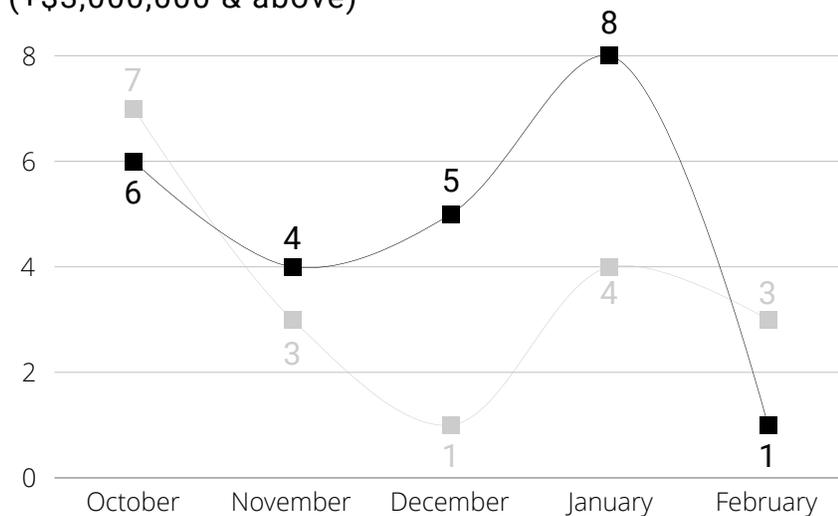
(+\$3,000,000 & above)



Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

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



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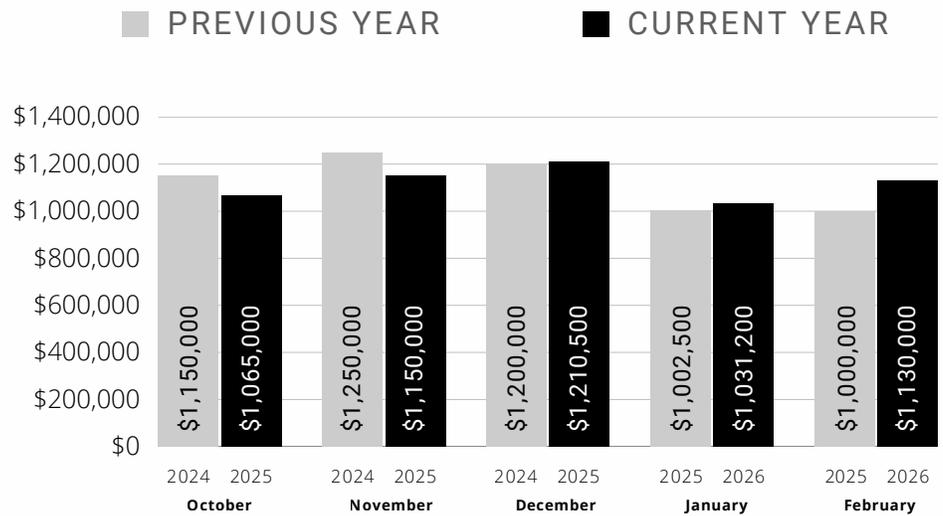
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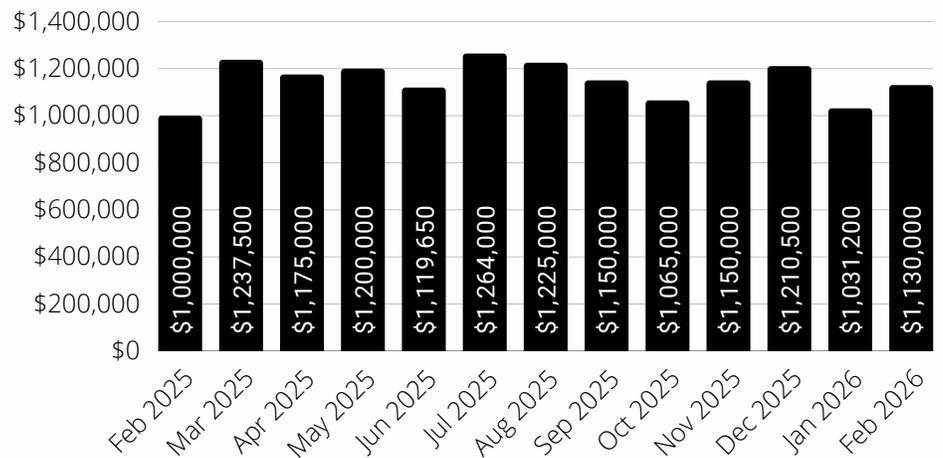


Median Sales Price

BY MONTH, YEAR-OVER-YEAR



BY MONTH

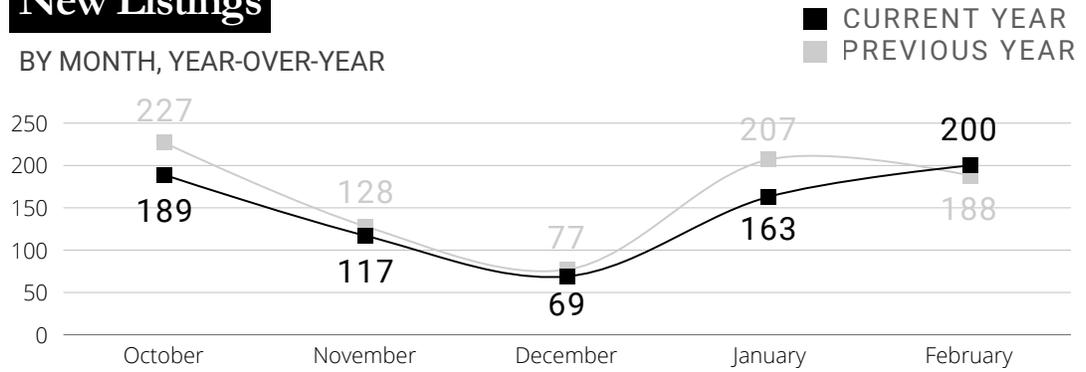


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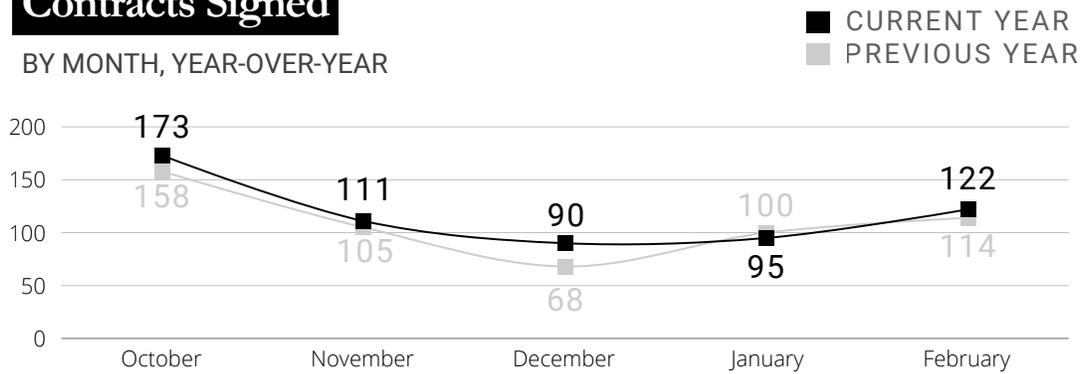
New Listings

BY MONTH, YEAR-OVER-YEAR



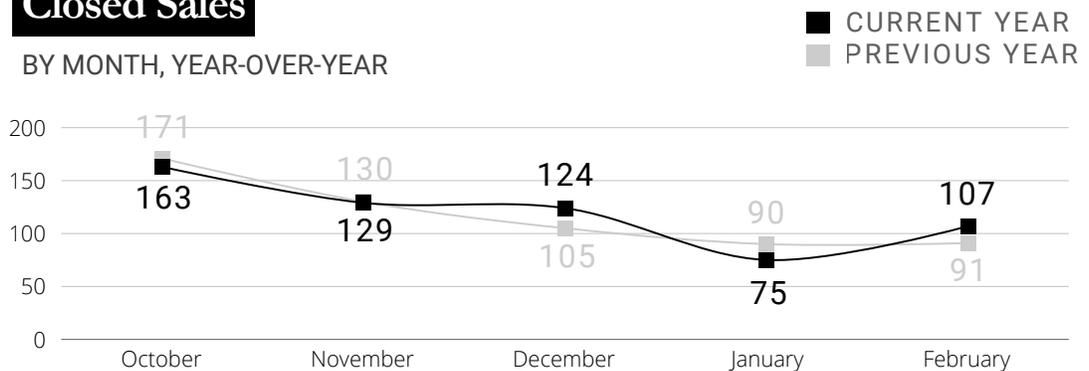
Contracts Signed

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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Monterey County

What's in the Monterey County data?

The market for Single Family Homes, Condo, and Townhomes units saw 142 closed sales at a median price of \$842k. There was a total of 246 new listings with an average of 56 days on the market without price reduction and with an average price per square foot of \$717.



Overview



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February 2026

New Listings

246

+19.4% Year-over-Year

Closed Sales

142

+0.0% Year-over-Year

Average Days-on-Market

56

+19.2% Year-over-Year

Average Price Per SqFt

\$717

+0.8% Year-over-Year

Median Sale Price

\$842K

-3.4% Year-over-Year

Total Volume

\$211M

+19.7% 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 February change with late reported activity. Data from sources deemed reliable but February contain errors and are subject to revision.



SFH

Single Family Homes

205

New Listings

118

Closed Sales

56

Average
Days-on-Market

\$724

Average Price
Per SqFt

\$872K

Median Sale Price

\$191M

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





CONDO

Condo & Townhomes

41

New Listings

24

Closed Sales

57

Average
Days-on Market

\$678

Average Price
Per SqFt

\$640K

Median Sale Price

\$19.8M

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)



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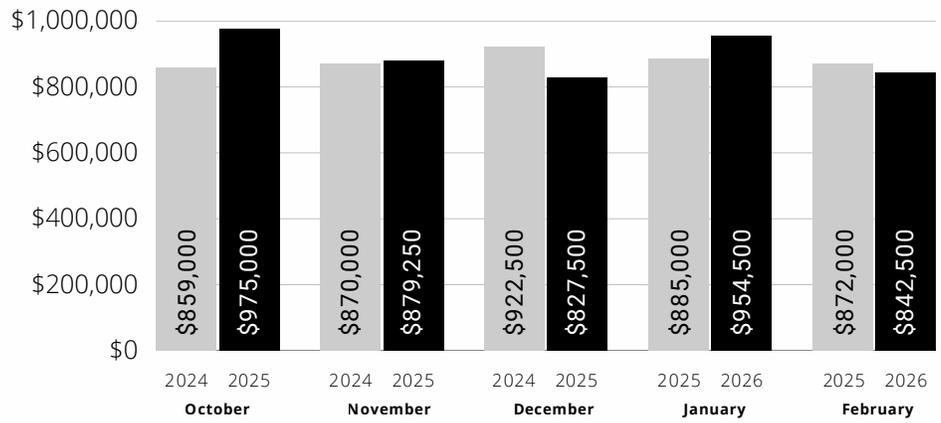
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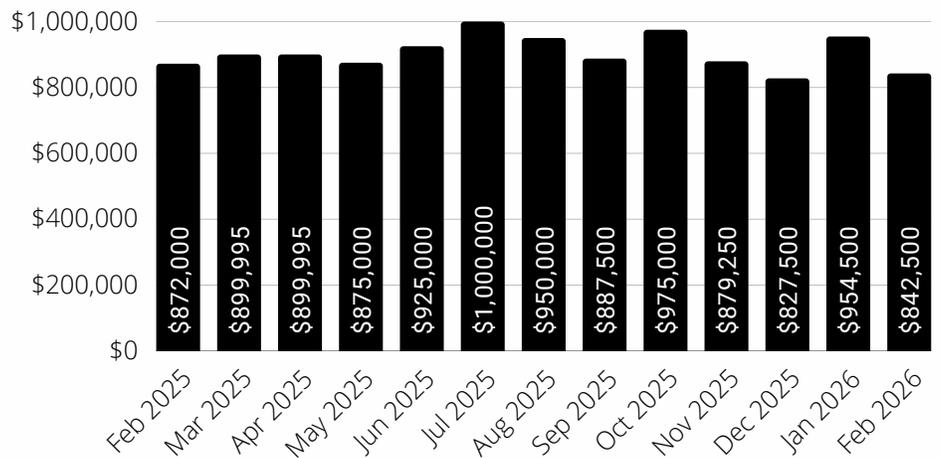
Median Sales Price

BY MONTH, YEAR-OVER-YEAR

■ PREVIOUS YEAR ■ CURRENT YEAR



BY MONTH



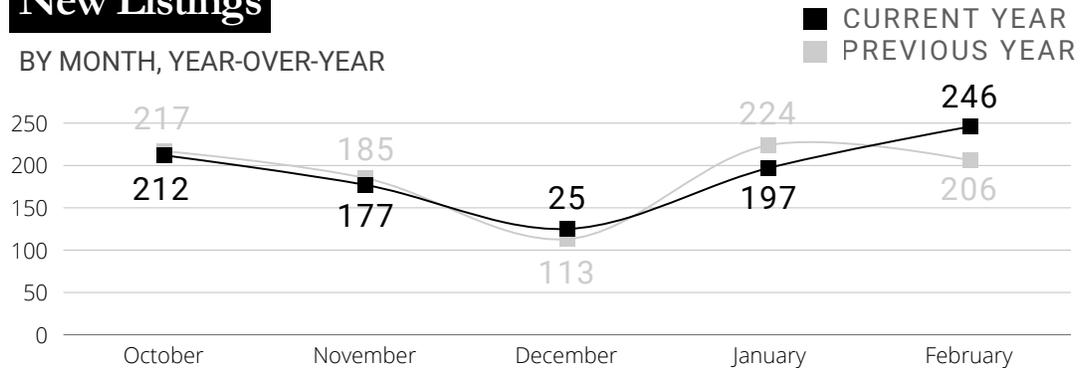
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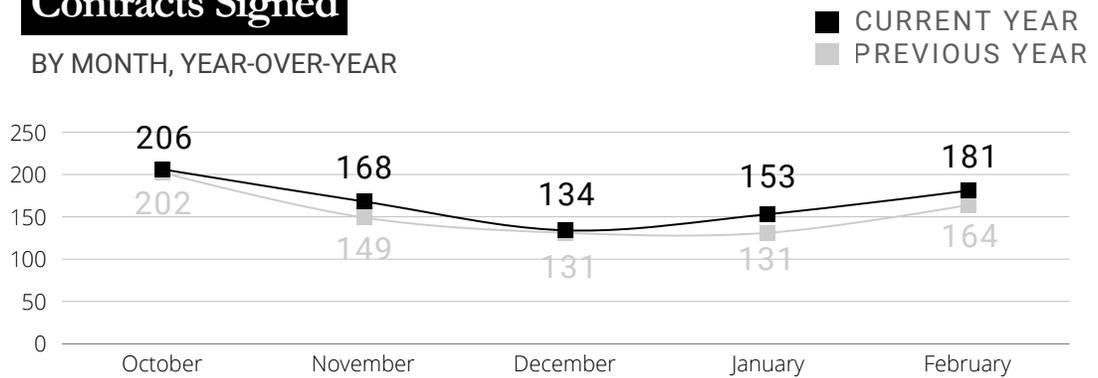
New Listings

BY MONTH, YEAR-OVER-YEAR



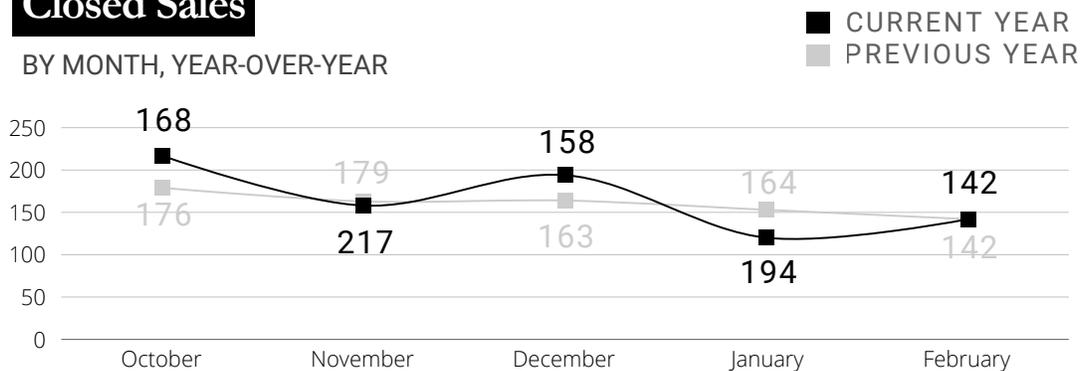
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



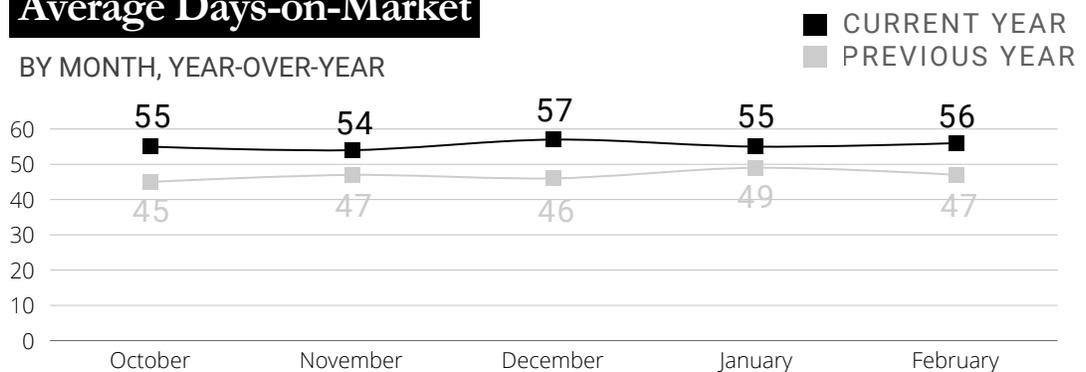
Closed Sales

BY MONTH, YEAR-OVER-YEAR



Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR





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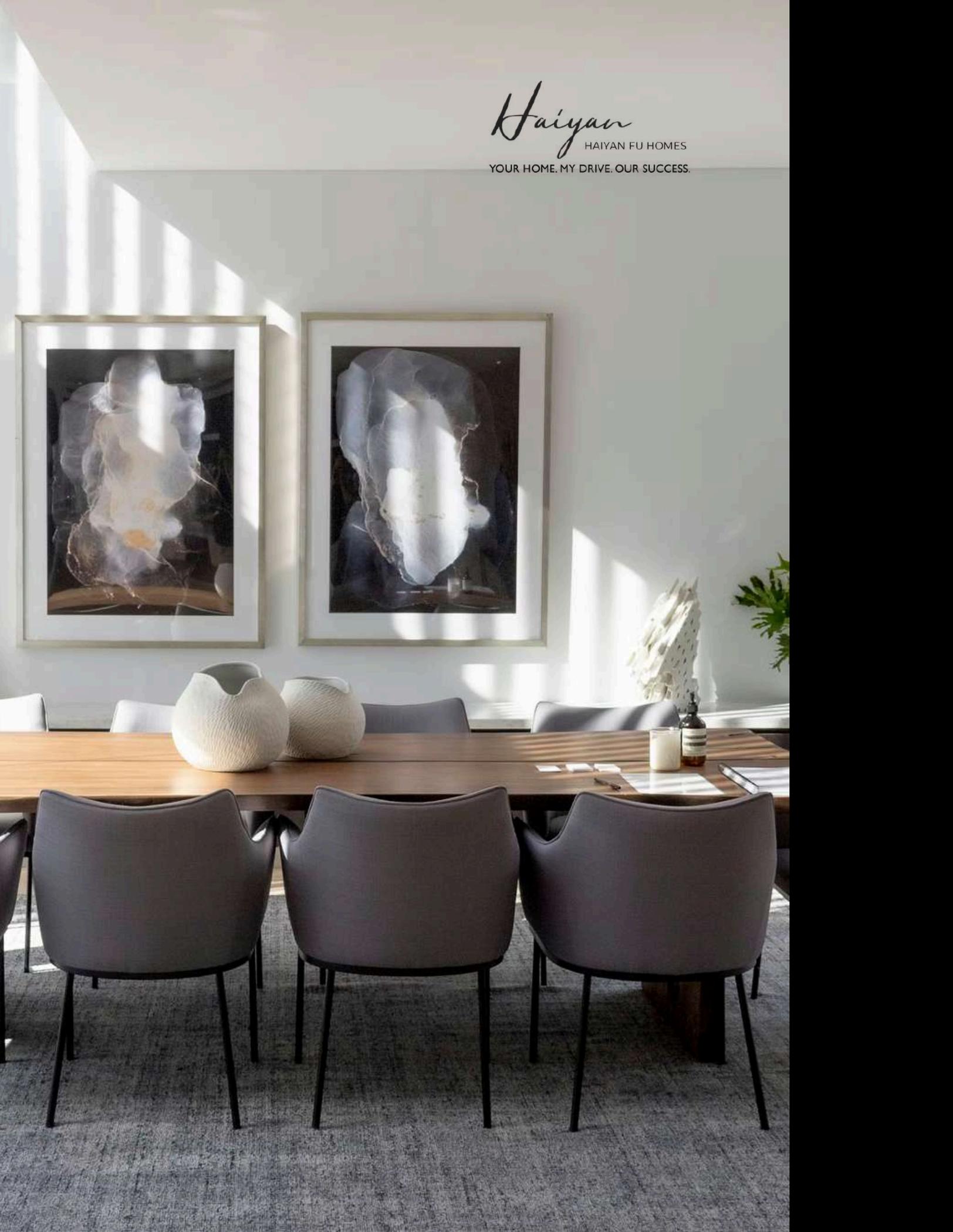
Being an independently owned and operated franchise of Keller Williams, KW Bay Area Estates has the position as the Bay Area's foremost luxury real estate services firm with the execution of best-in-class customer service. KWBAE's unparalleled team consists of more than 250 associates and professionals 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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Haiyan Fu, M.B.A.

DRE: #01975787

650.201.7338

Haiyan@HaiyanFu.com

HaiyanRealty.com

Los Gatos: 16780 Lark Ave Ste A, Los Gatos, CA 95032

Saratoga: 12820 Saratoga-Sunnyvale Rd, Saratoga, CA 95070