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Market Update

NOVEMBER 2025

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KW Bay Area Estates

Santa Clara County

Jump to Santa Clara County Report

San Mateo County

Jump to San Mateo County Report

San Francisco County

Jump to San Francisco County Report

Alameda County

Jump to Alameda County Report

Santa Cruz County

Jump to Santa Cruz County Report

Monterey County

Jump to Monterey County Report

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What's your home really worth in today's market?

That's really the question you should be asking yourself.

Our market is incredibly diverse, and rapidly changing. Values vary not just by neighborhood, but by street. Your home isn't necessarily worth what your neighbors' home is. At the end of the day, it's the current market that sets the value of your home.

So, do you know what your home is worth **in today's market?**

I can help...

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

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How To Find the Best Deal Possible on a Home Right Now

Want to know how to find the best deal possible in today's housing market? Here's the secret. Focus on homes that have been sitting on the market for a while.

Because when a listing lingers, sellers tend to get more realistic – and, more willing to negotiate. And that's where the savviest buyers are finding homes other buyers overlook.

READ MORE

RE MORTGAGE ADVISORS
NMLSID 2368909

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!

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Santa Clara County

What's in the Santa Clara County data?

The market for Single Family Homes, Condo, and Townhomes units saw 796 closed sales at a median price of $1.6m. There was a total of 758 new listings with an average of 29 days on the market without price reduction and with an average price per square foot of $1,067.

Overview

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November 2025

New Listings

758

+5.6% Year-over-Year

Closed Sales

796

-21.3% Year-over-Year

Average Days-on-Market

29

+16.0% Year-over-Year

Average Price Per SqFt

$1,067

+0.9% Year-over-Year

Median Sale Price

$1.6M

+3.8% Year-over-Year

Total Volume

$1.5B

-20.2% 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 November change with late reported activity. Data from sources deemed reliable but November contain errors and are subject to revision.

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SFH

Single Family Homes

478
New Listings

578
Closed Sales

26
Average
Days-on-Market

$1,176
Average Price
Per SqFt

$1.9M
Median Sale Price

$1.3B
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 November change with late reported activity. Data from sources deemed reliable but November contain errors and are subject to revision.

CONDO

Condo & Townhomes

279
New Listings

218
Closed Sales

39
Average
Days-on Market

$778
Average Price
Per SqFt

$967K
Median Sale Price

$233M
Total Volume

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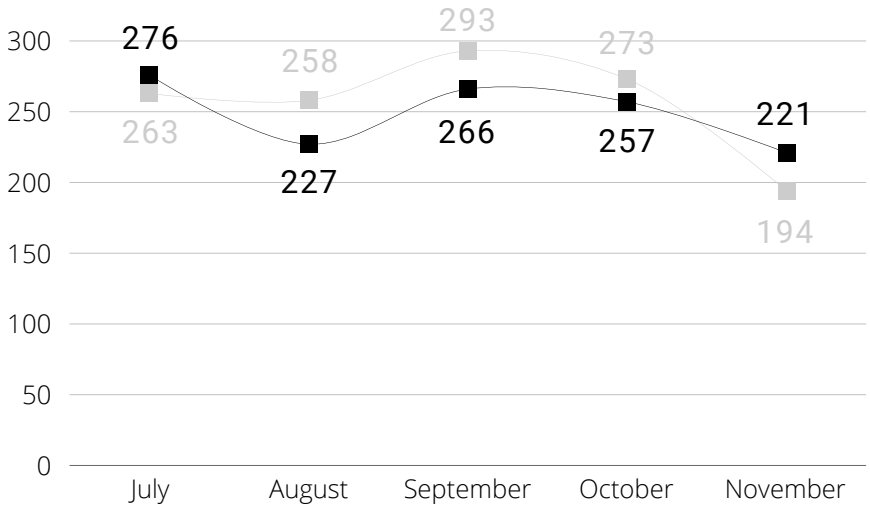
Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

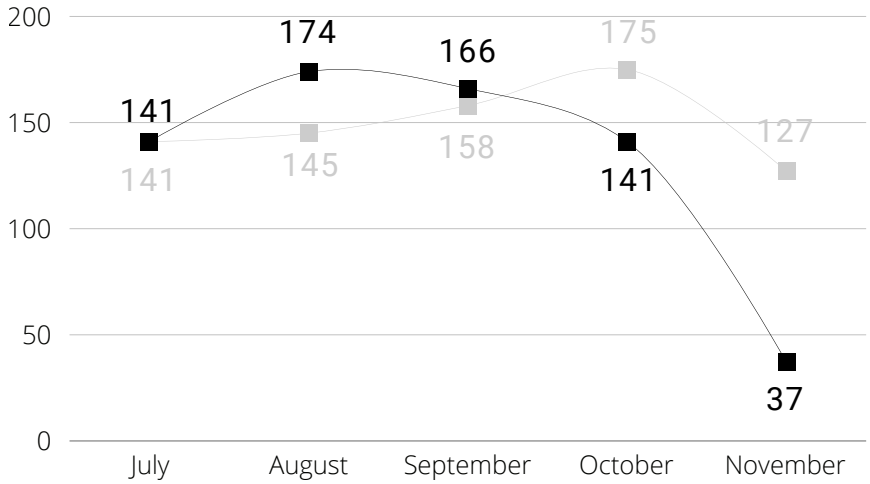
(+$3,000,000 & above)

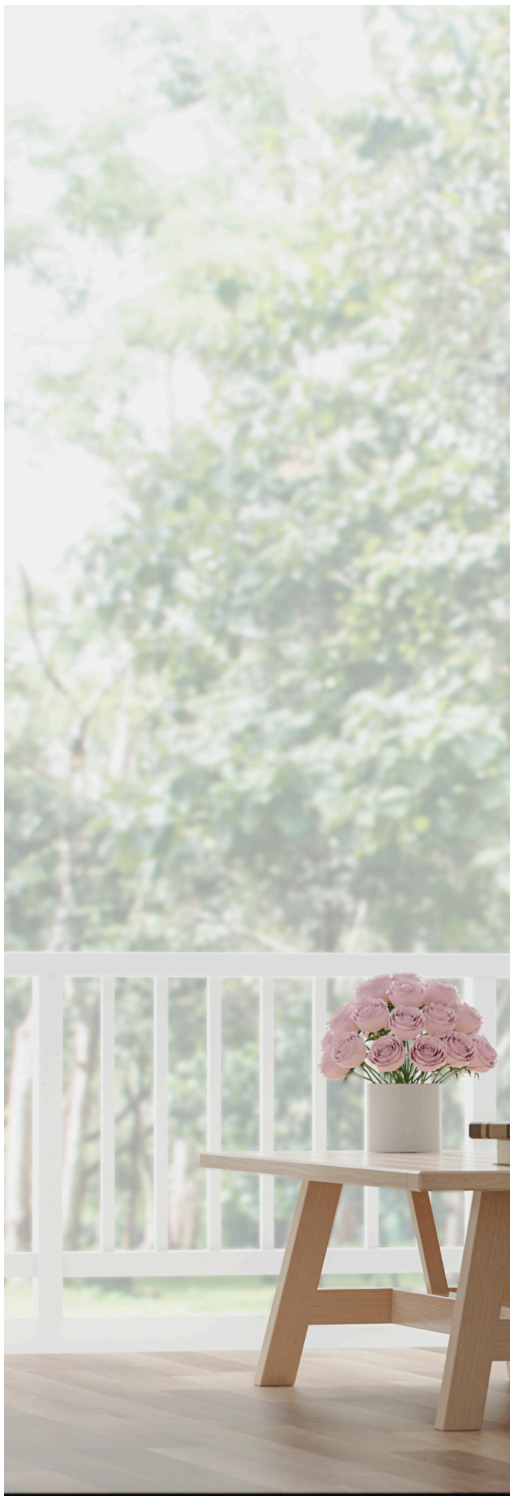


Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

(+$3,000,000 & above)





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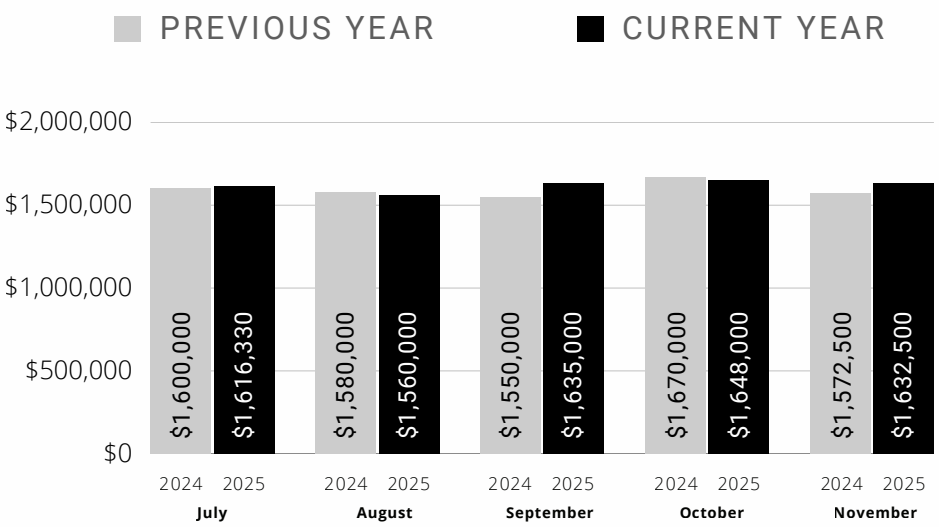
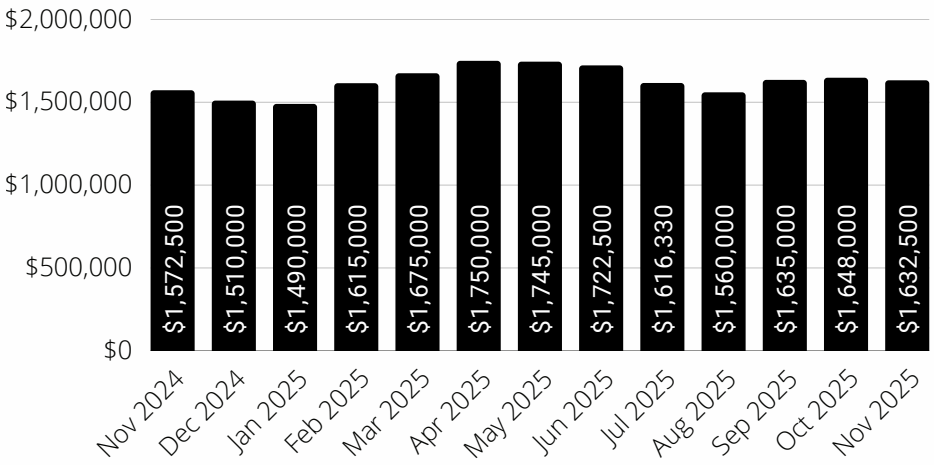
Median Sales Price

BY MONTH, YEAR-OVER-YEAR



BY MONTH



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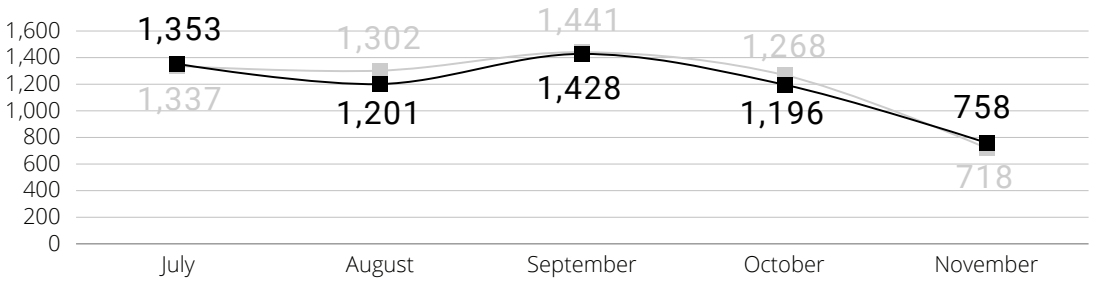
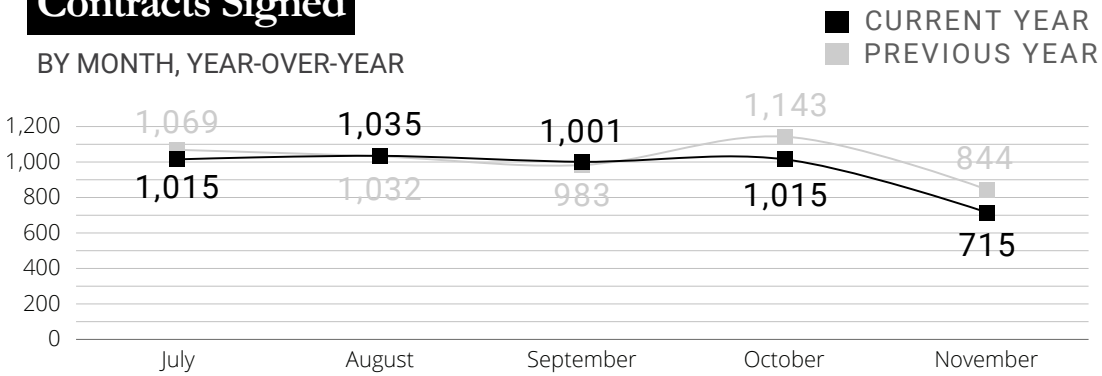
New Listings

BY MONTH, YEAR-OVER-YEAR



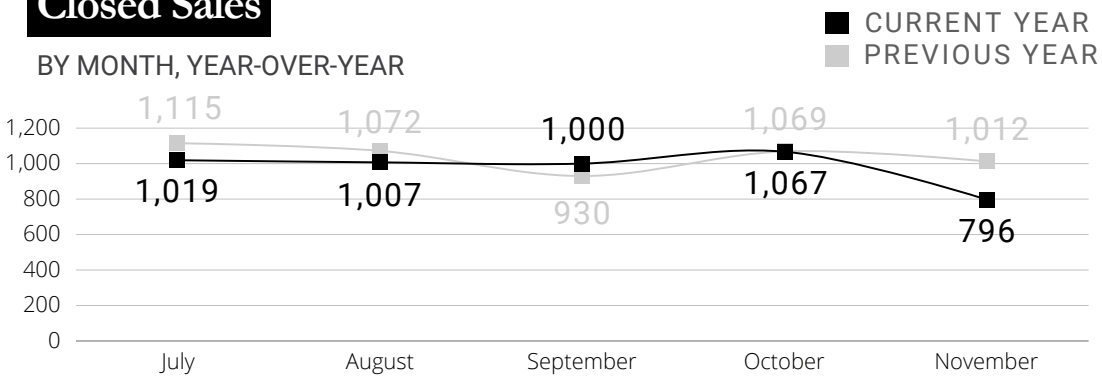
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



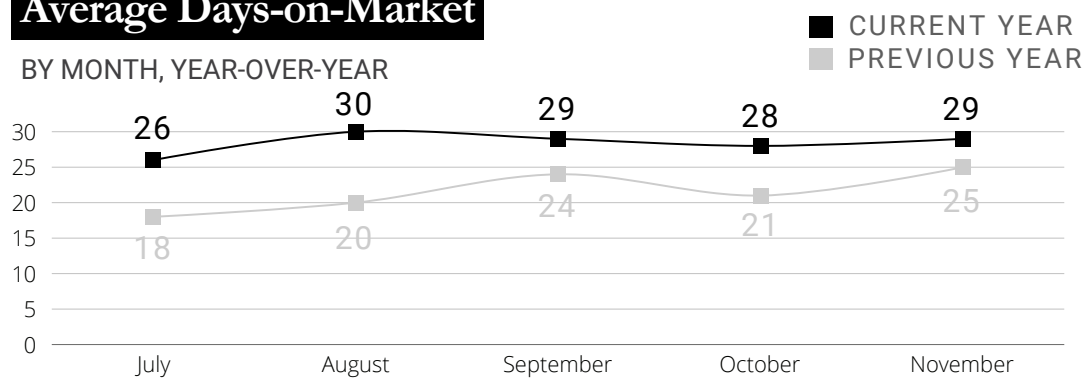
Closed Sales

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 417 closed sales at a median price of $1.5m. There was a total of 305 new listings with an average of 47 days on the market without price reduction and with an average price per square foot of $1,078.

Overview

November 2025

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New Listings

305

+5.9% Year-over-Year

Closed Sales

417

+3.7% Year-over-Year

Average Days-on-Market

47

+42.4% Year-over-Year

Average Price Per SqFt

$1,078

+0% Year-over-Year

Median Sale Price

$1.5M

-4.3% Year-over-Year

Total Volume

$989M

+12.9% 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 November change with late reported activity. Data from sources deemed reliable but November contain errors and are subject to revision.

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SFH

Single Family Homes

236
New Listings

315
Closed Sales

30
Average
Days-on-Market

$1,189
Average Price
Per SqFt

$1.9M
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 November change with late reported activity. Data from sources deemed reliable but November contain errors and are subject to revision.

CONDO

Condo & Townhomes

69
New Listings

102
Closed Sales

102
Average
Days-on Market

$734
Average Price
Per SqFt

$832K
Median Sale Price

$97M
Total Volume

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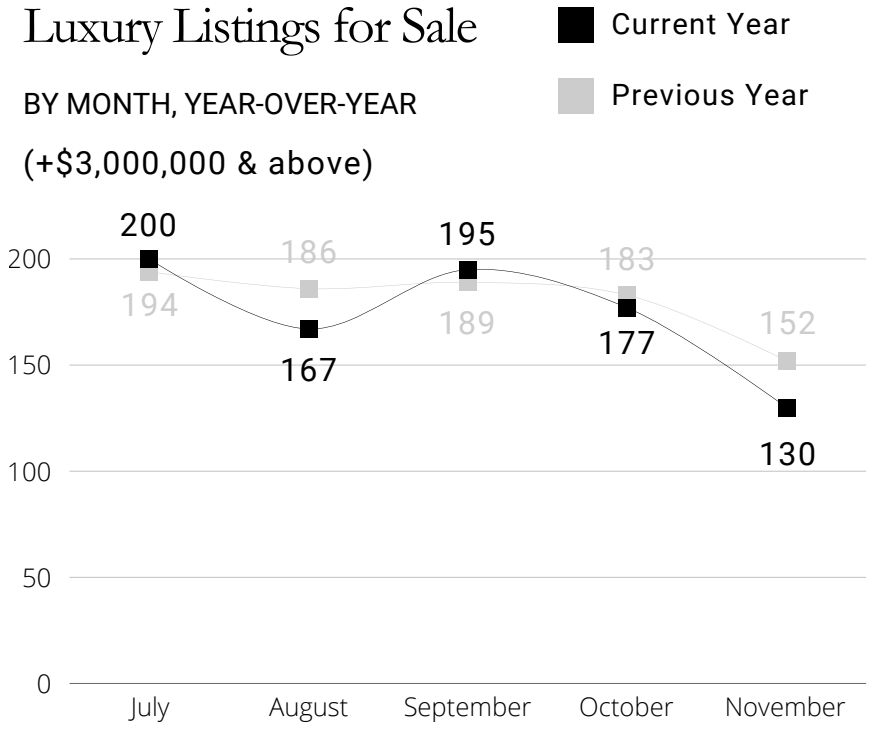
Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

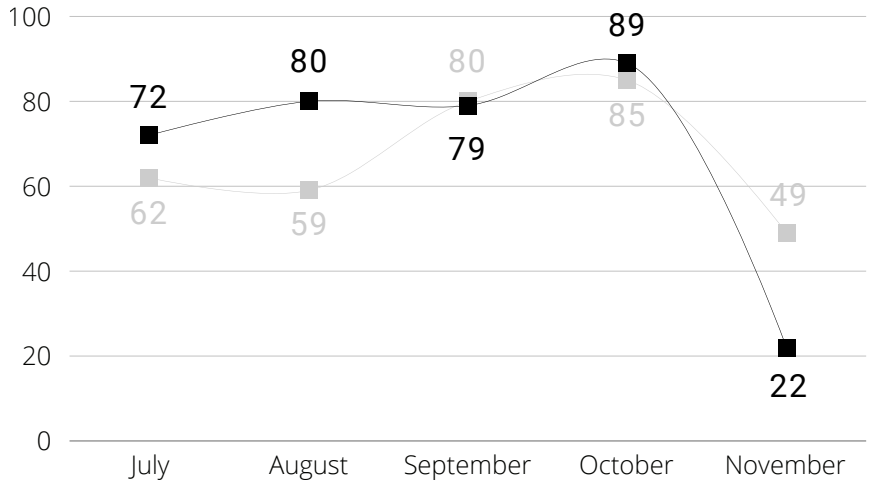
(+$3,000,000 & above)



Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

(+$3,000,000 & above)



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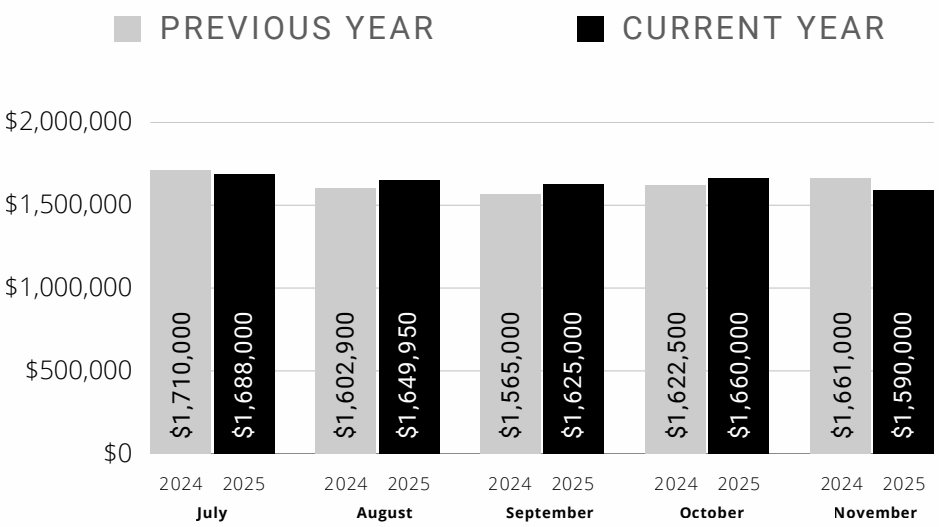
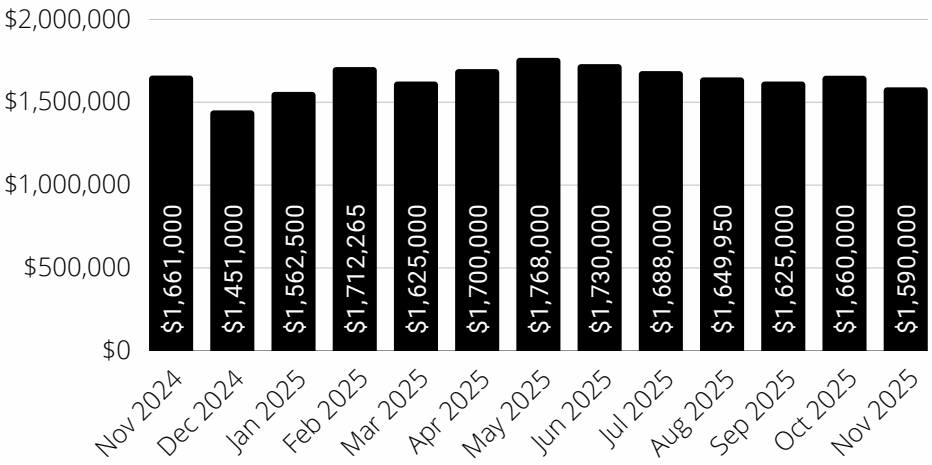
Median Sales Price

BY MONTH, YEAR-OVER-YEAR



BY MONTH



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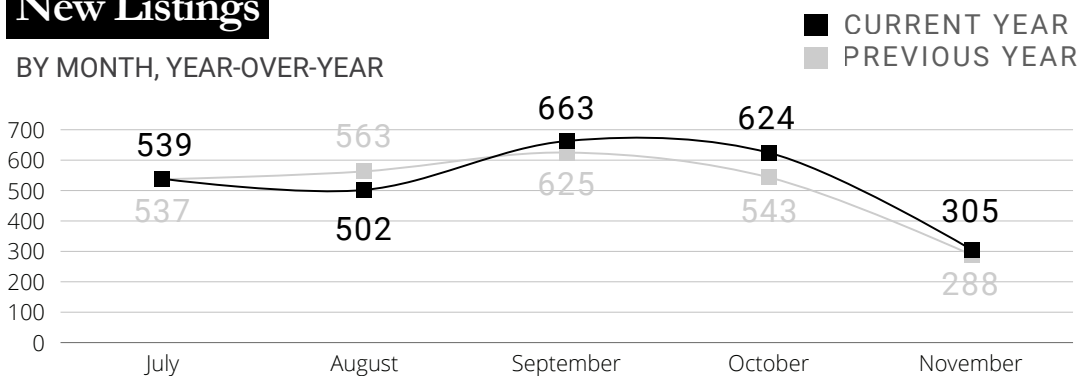
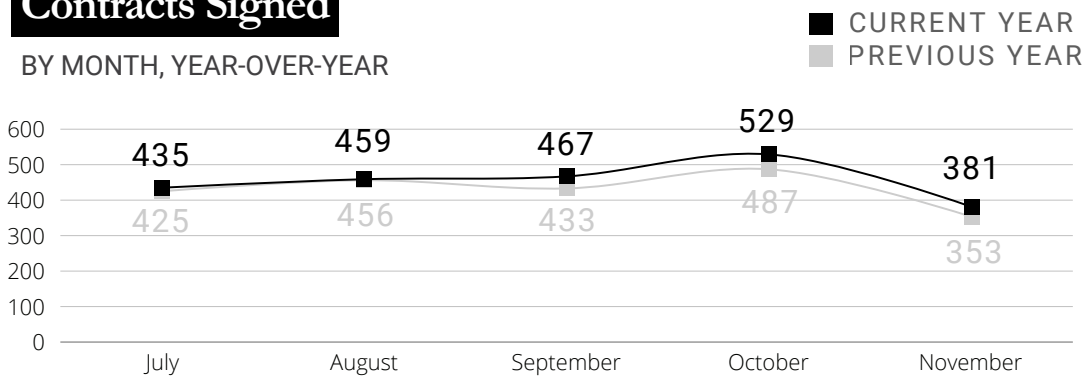
New Listings

BY MONTH, YEAR-OVER-YEAR



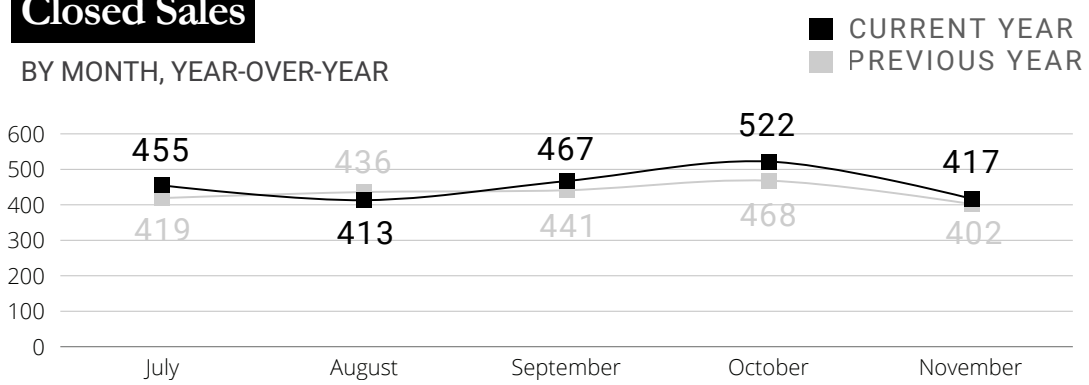
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



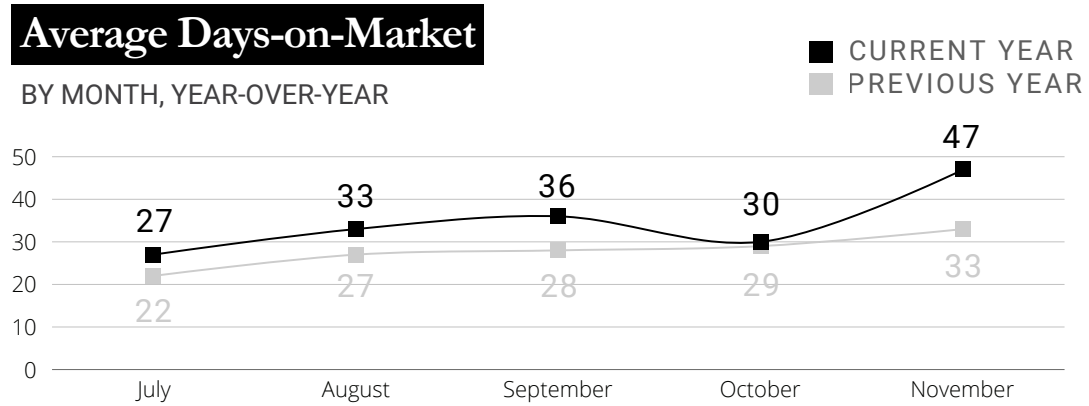
Closed Sales

BY MONTH, YEAR-OVER-YEAR



Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR



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San Francisco County

What's in the San Francisco County data?

The market for Single Family Homes, Condo, and Townhomes units saw 369 closed sales at a median price of $1.5m. There was a total of 254 new listings with an average of 37 days on the market without price reduction and with an average price per square foot of $1,061.

Overview

November 2025

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New Listings

254

-1.9% Year-over-Year

Closed Sales

369

-6.6% Year-over-Year

Average Days-on-Market

37

-17.8% Year-over-Year

Average Price Per SqFt

$1,061

+7.8% Year-over-Year

Median Sale Price

$1.5M

+12.9% Year-over-Year

Total Volume

$702M

+5.0% 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 November change with late reported activity. Data from sources deemed reliable but November contain errors and are subject to revision.

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SFH

Single Family Homes

120
New Listings

188
Closed Sales

24
Average
Days-on-Market

$1,083
Average Price
Per SqFt

$1.8M
Median Sale Price

$451M
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 November change with late reported activity. Data from sources deemed reliable but November contain errors and are subject to revision.

CONDO

Condo & Townhomes

134
New Listings

181
Closed Sales

51
Average
Days-on Market

$1,039
Average Price
Per SqFt

$1.2M
Median Sale Price

$251M
Total Volume

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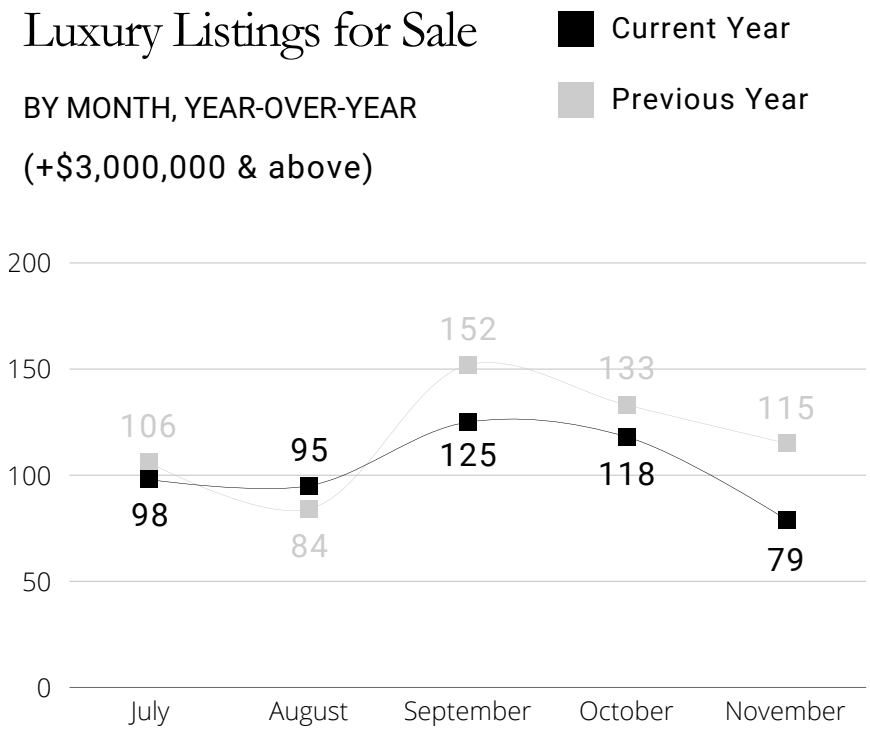
Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

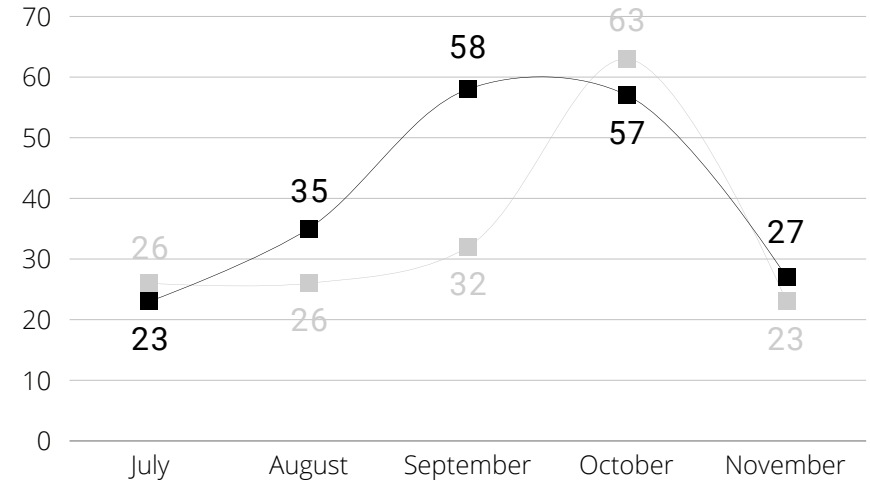
(+$3,000,000 & above)



Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

(+$3,000,000 & above)



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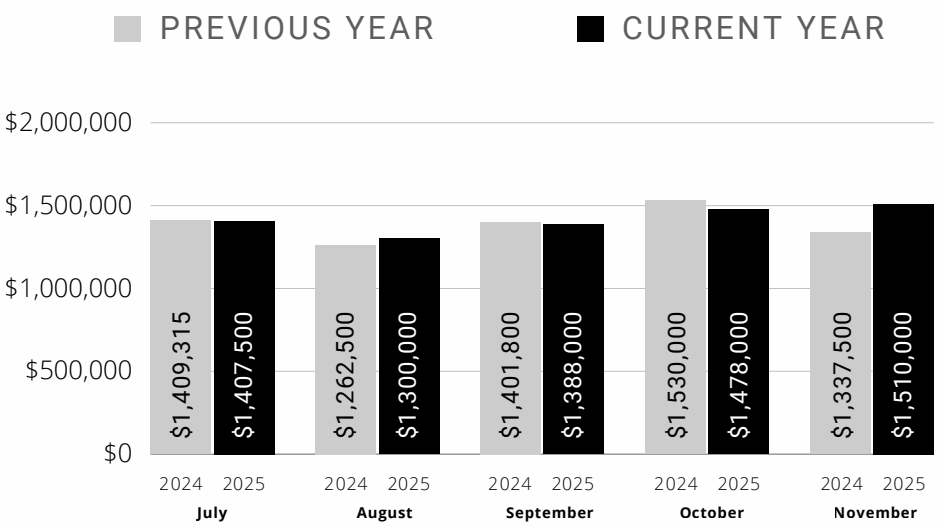
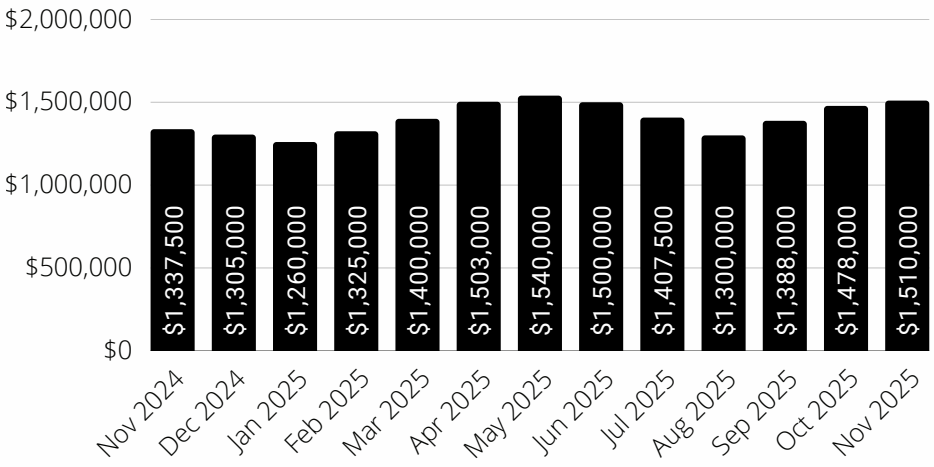
Median Sales Price

BY MONTH, YEAR-OVER-YEAR



BY MONTH



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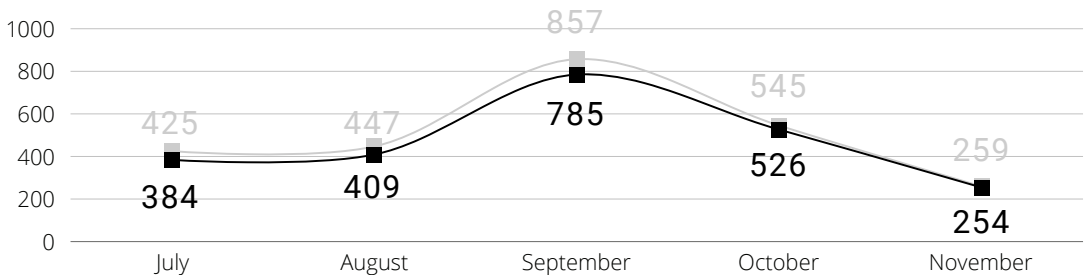
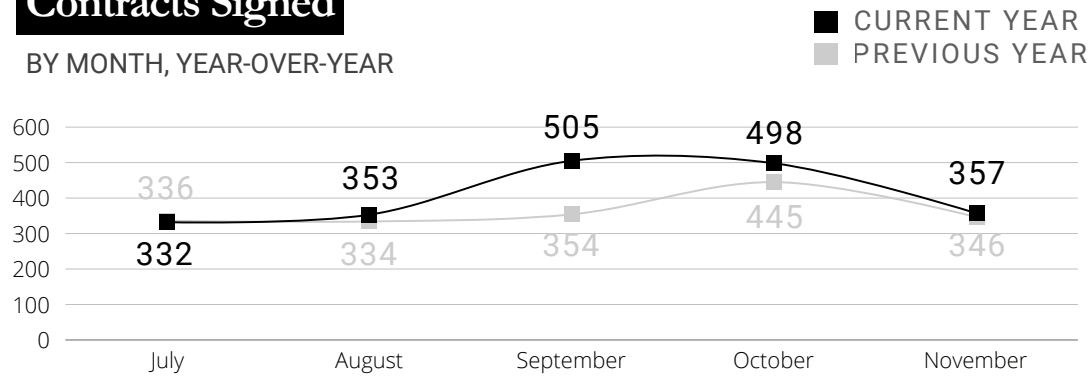
New Listings

BY MONTH, YEAR-OVER-YEAR



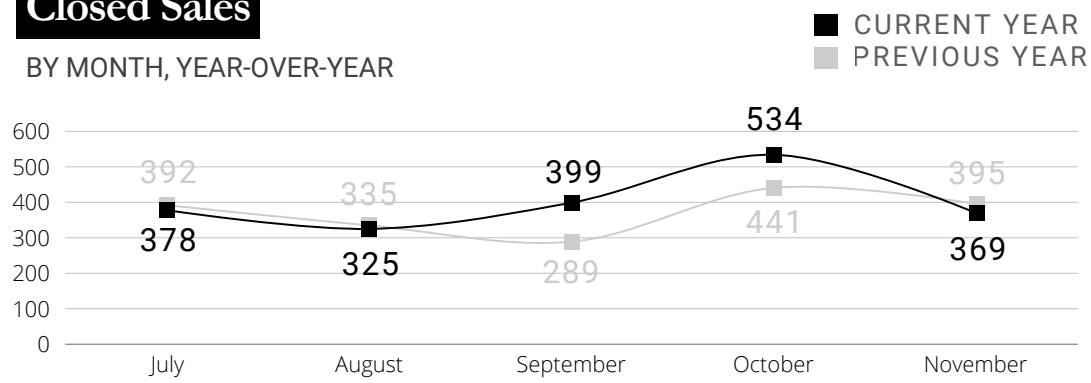
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



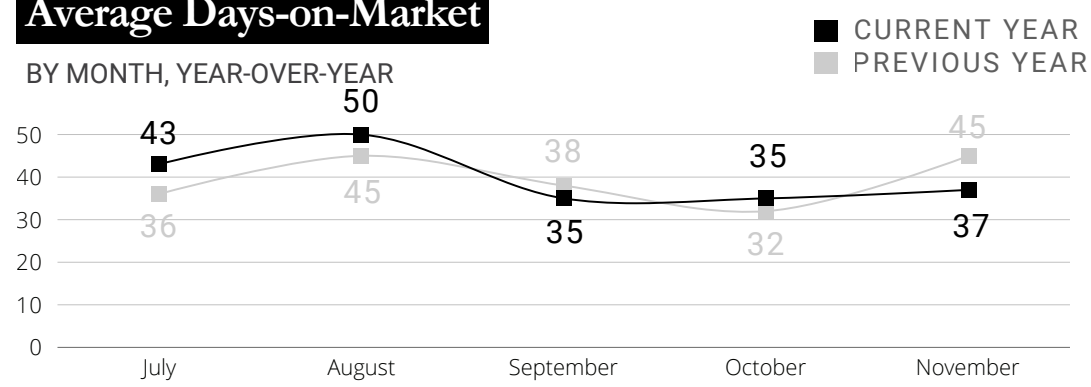
Closed Sales

BY MONTH, YEAR-OVER-YEAR



Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR



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Alameda County

What's in the Alameda County data?

The market for Single Family Homes, Condo, and Townhomes units saw 769 closed sales at a median price of $1m. There was a total of 687 new listings with an average of 32 days on the market without price reduction and with an average price per square foot of $703.

Overview

November 2025

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New Listings

687

+9.6% Year-over-Year

Closed Sales

769

-3.5% Year-over-Year

Average Days-on-Market

32

+14.3% Year-over-Year

Average Price Per SqFt

$703

-4.1% Year-over-Year

Median Sale Price

$1M

-12.3% Year-over-Year

Total Volume

$924M

-9.1% 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 November change with late reported activity. Data from sources deemed reliable but November contain errors and are subject to revision.

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SFH

Single Family Homes

476
New Listings

587
Closed Sales

27
Average
Days-on-Market

$748
Average Price
Per SqFt

$1.1M
Median Sale Price

$791M
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 November change with late reported activity. Data from sources deemed reliable but November contain errors and are subject to revision.

CONDO

Condo & Townhomes

211
New Listings

182
Closed Sales

47
Average
Days-on Market

$558
Average Price
Per SqFt

$685K
Median Sale Price

$133M
Total Volume

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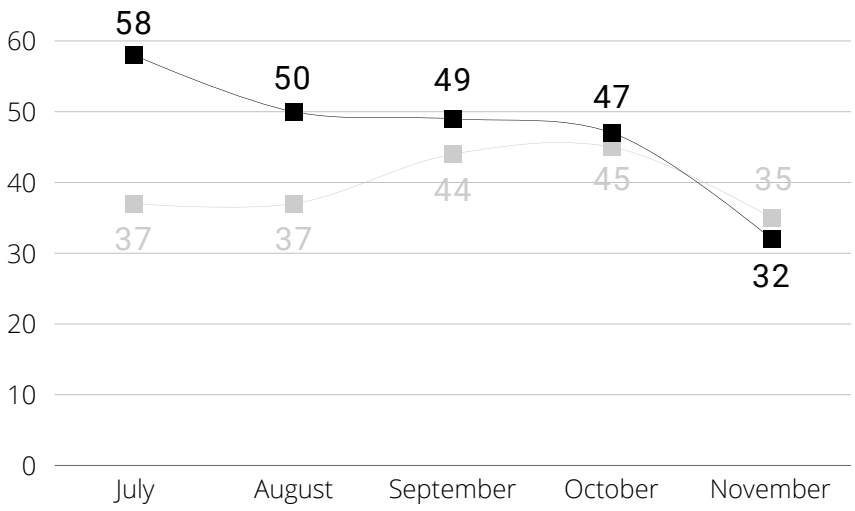
Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

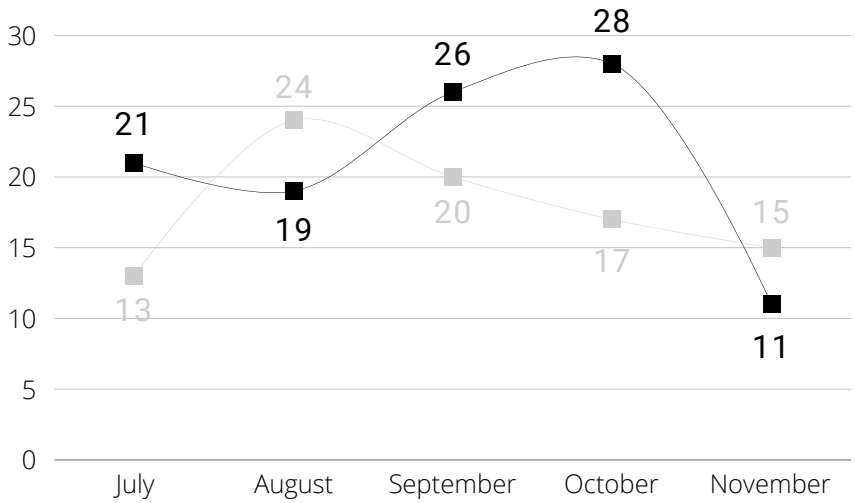
(+$3,000,000 & above)



Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

(+$3,000,000 & above)



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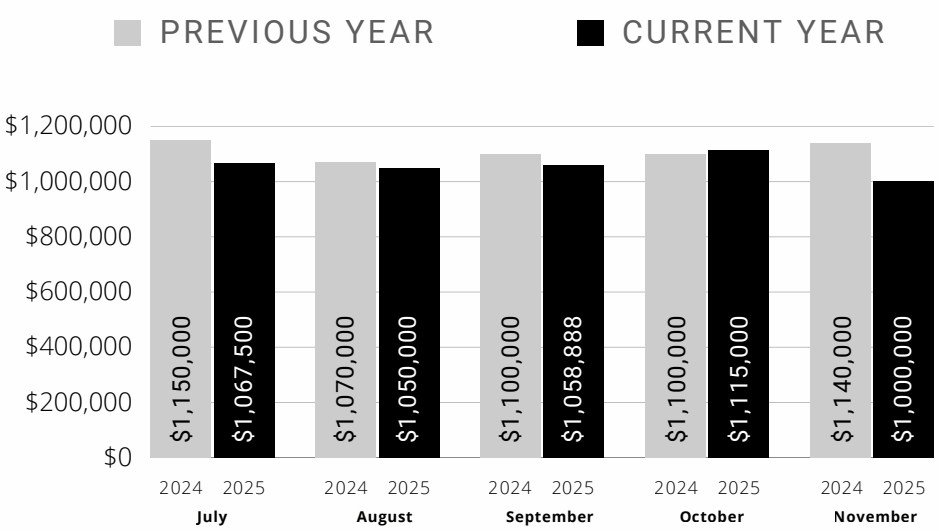
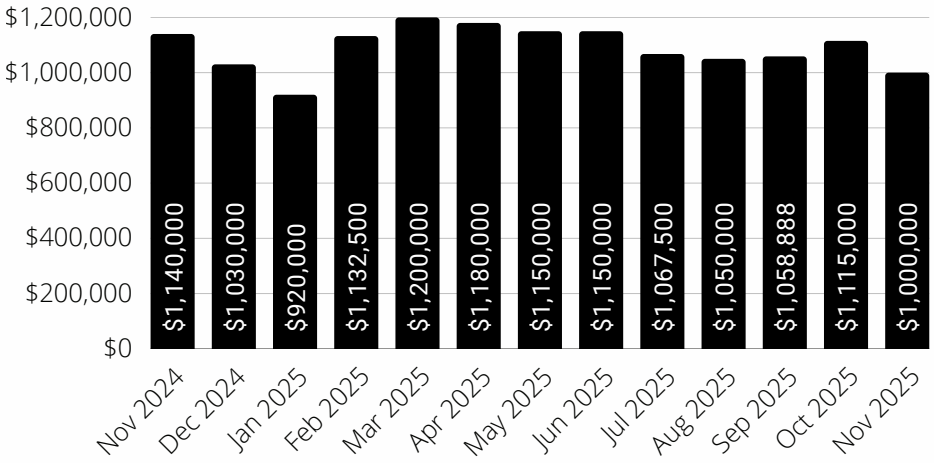
Median Sales Price

BY MONTH, YEAR-OVER-YEAR



BY MONTH



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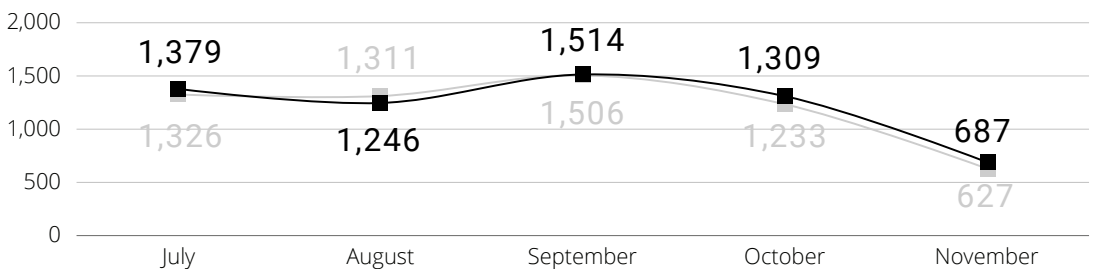
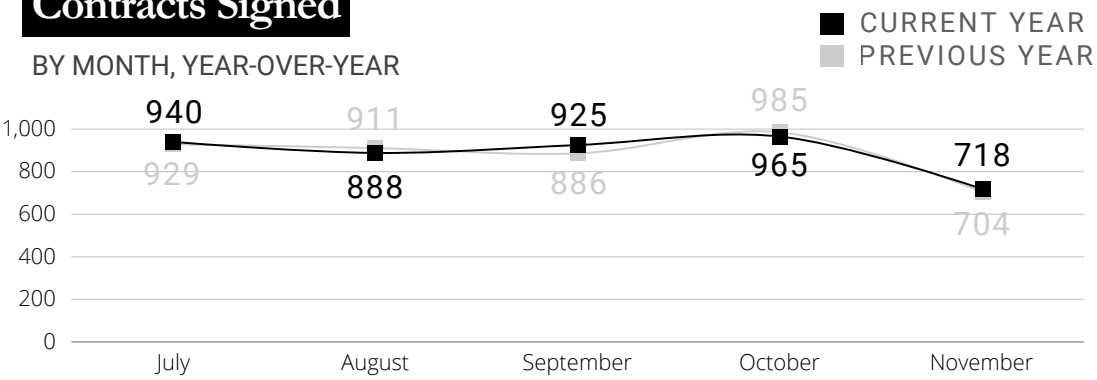
New Listings

BY MONTH, YEAR-OVER-YEAR



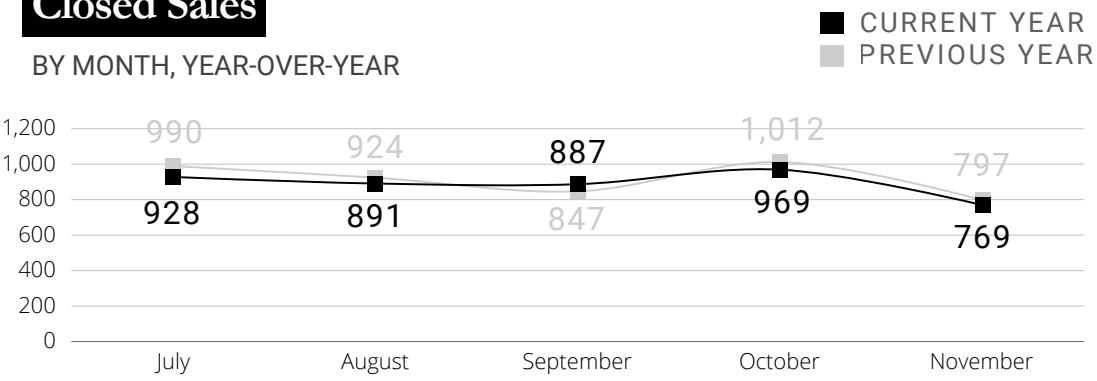
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



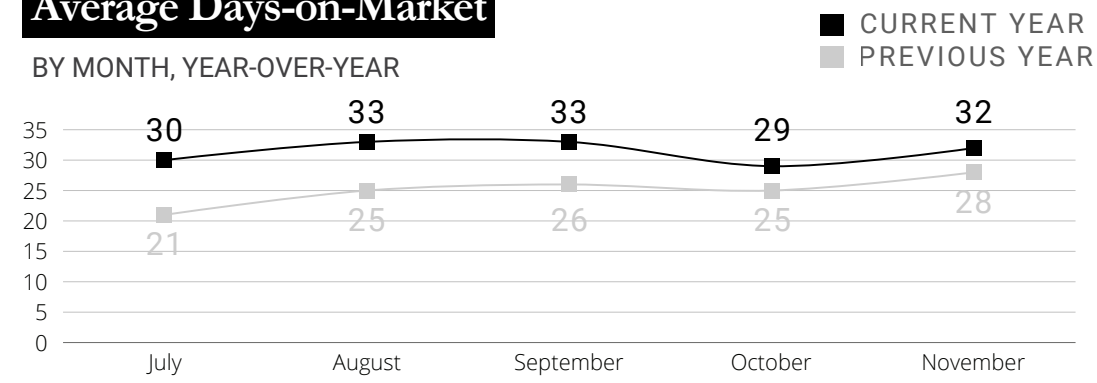
Closed Sales

BY MONTH, YEAR-OVER-YEAR



Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR



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Santa Cruz County

What's in the Santa Cruz County data?

The market for Single Family Homes, Condo, and Townhomes units saw 126 closed sales at a median price of $1.1m. There was a total of 133 new listings with an average of 67 days on the market without price reduction and with an average price per square foot of $763.

Overview

November 2025

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New Listings

133

+3.9% Year-over-Year

Closed Sales

126

-3.1% Year-over-Year

Average Days-on-Market

67

+86.1% Year-over-Year

Average Price Per SqFt

$763

-6.4% Year-over-Year

Median Sale Price

$1.1M

-8.0% Year-over-Year

Total Volume

$162M

-6.9% 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 November change with late reported activity. Data from sources deemed reliable but November contain errors and are subject to revision.

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SFH

Single Family Homes

108
New Listings

99
Closed Sales

65
Average
Days-on-Market

$787
Average Price
Per SqFt

$1.3M
Median Sale Price

$142M
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 November change with late reported activity. Data from sources deemed reliable but November contain errors and are subject to revision.

CONDO

Condo & Townhomes

25 New Listings	27 Closed Sales
71 Average Days-on Market	$672 Average Price Per SqFt
$727K Median Sale Price	$19.9M Total Volume

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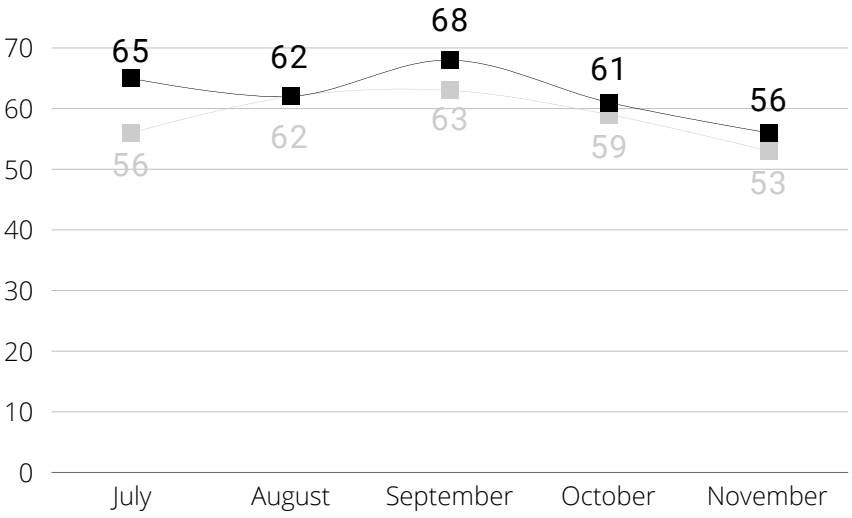
Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

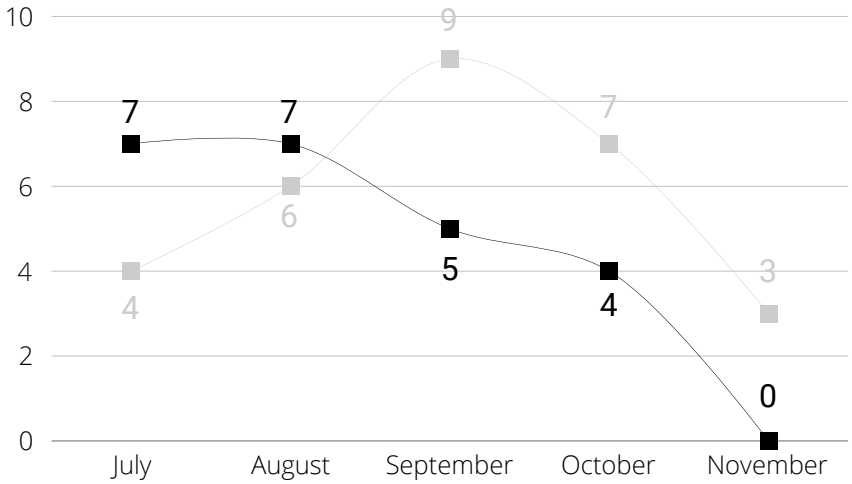
(+$3,000,000 & above)



Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

(+$3,000,000 & above)



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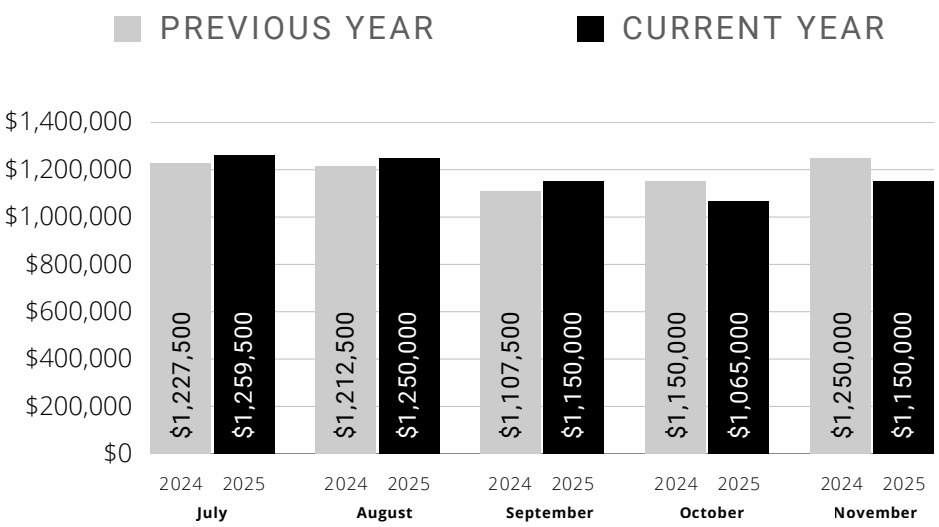
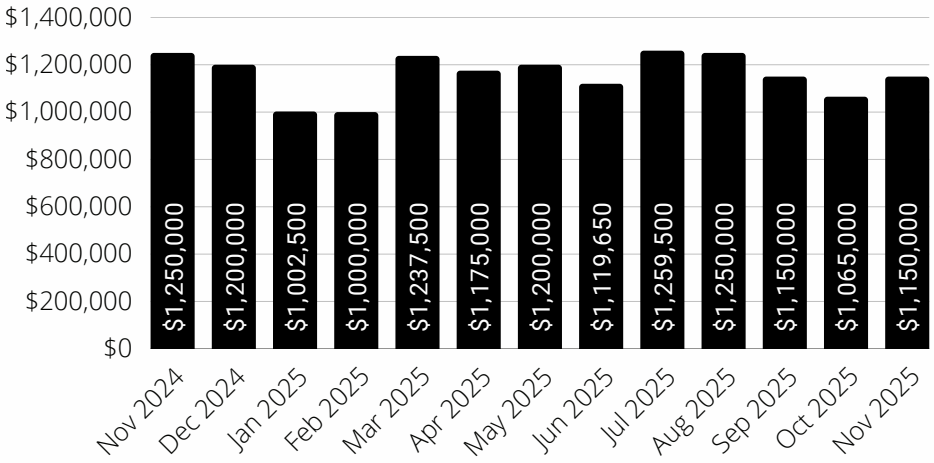
Median Sales Price

BY MONTH, YEAR-OVER-YEAR



BY MONTH



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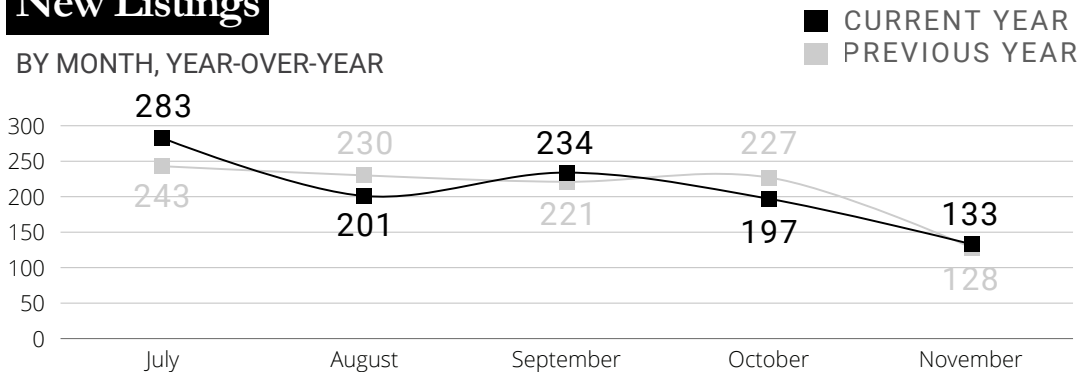
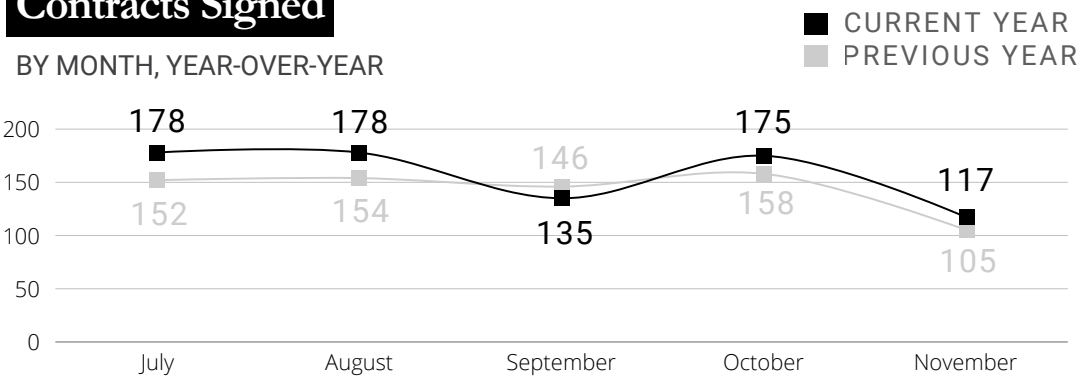
New Listings

BY MONTH, YEAR-OVER-YEAR



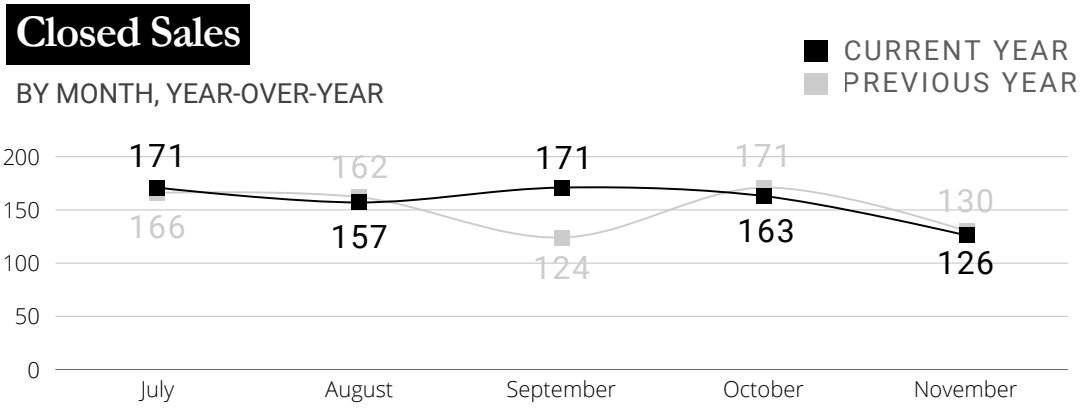
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



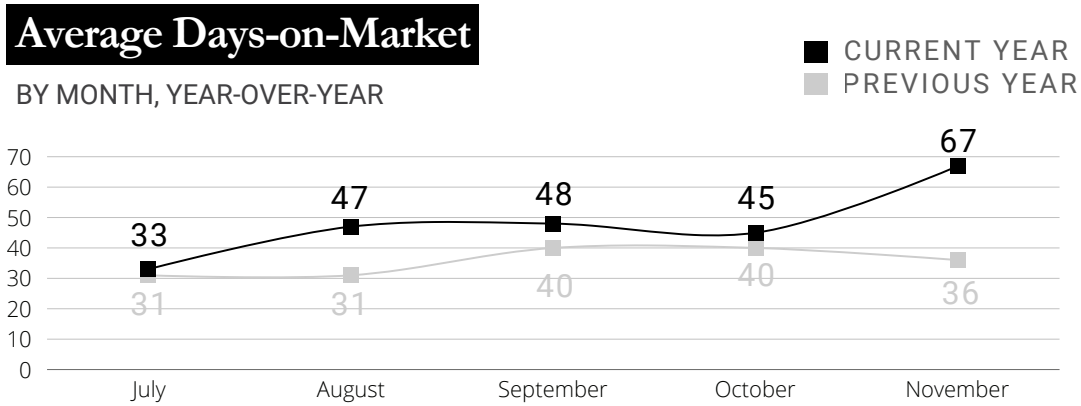
Closed Sales

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 153 closed sales at a median price of $890k. There was a total of 187 new listings with an average of 55 days on the market without price reduction and with an average price per square foot of $728.

Overview

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November 2025

New Listings

187

+1.1% Year-over-Year

Closed Sales

153

-6.1% Year-over-Year

Average Days-on-Market

55

+17.0% Year-over-Year

Average Price Per SqFt

$728

+0.7% Year-over-Year

Median Sale Price

$890K

+2.3% Year-over-Year

Total Volume

$187M

-22.2% 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 November change with late reported activity. Data from sources deemed reliable but November contain errors and are subject to revision.

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SFH

Single Family Homes

163
New Listings

129
Closed Sales

49
Average
Days-on-Market

$734
Average Price
Per SqFt

$899K
Median Sale Price

$164M
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 November change with late reported activity. Data from sources deemed reliable but November contain errors and are subject to revision.

CONDO

Condo & Townhomes

24 New Listings	24 Closed Sales
87 Average Days-on Market	$700 Average Price Per SqFt
$825K Median Sale Price	$23M Total Volume

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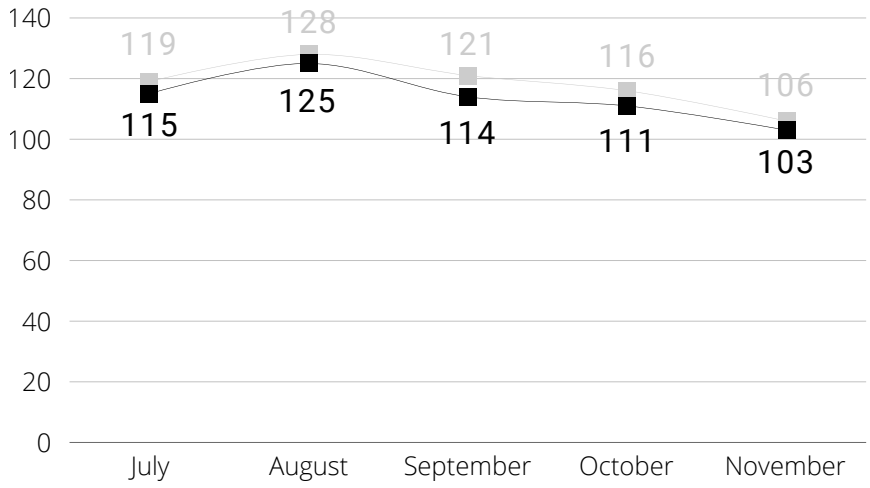
Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

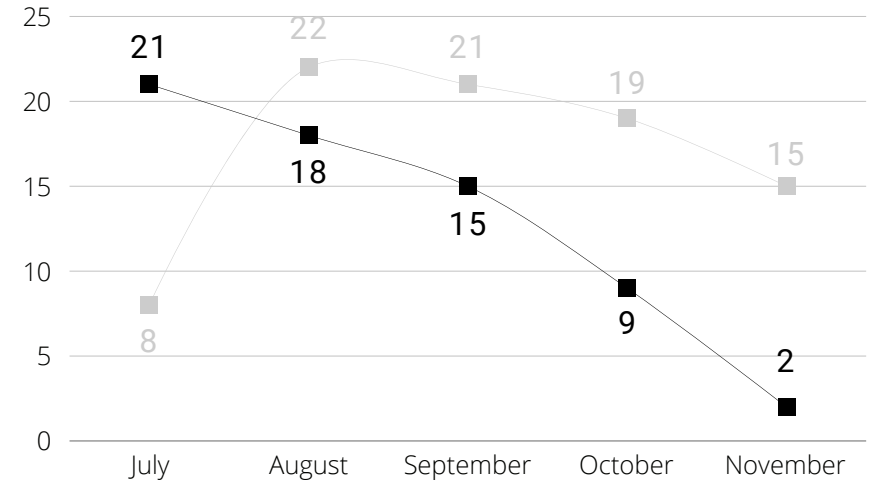
(+$3,000,000 & above)



Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

(+$3,000,000 & above)



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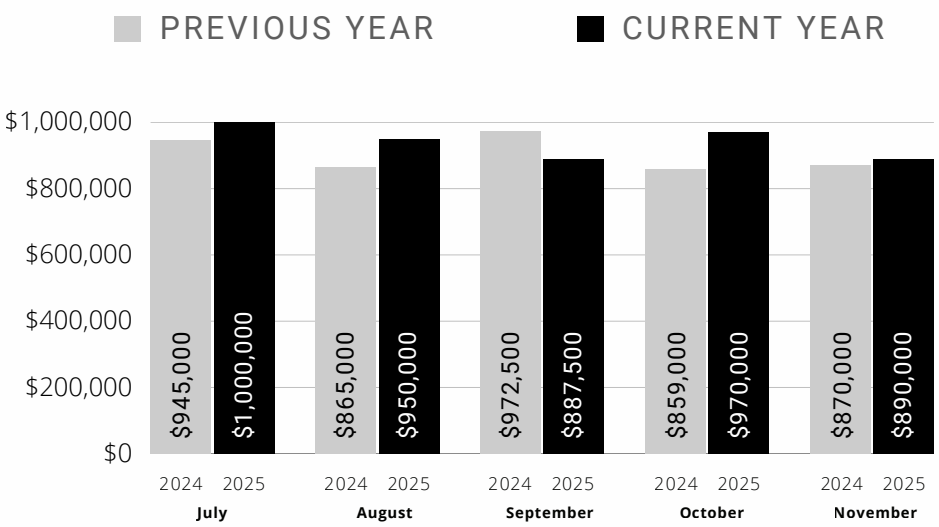
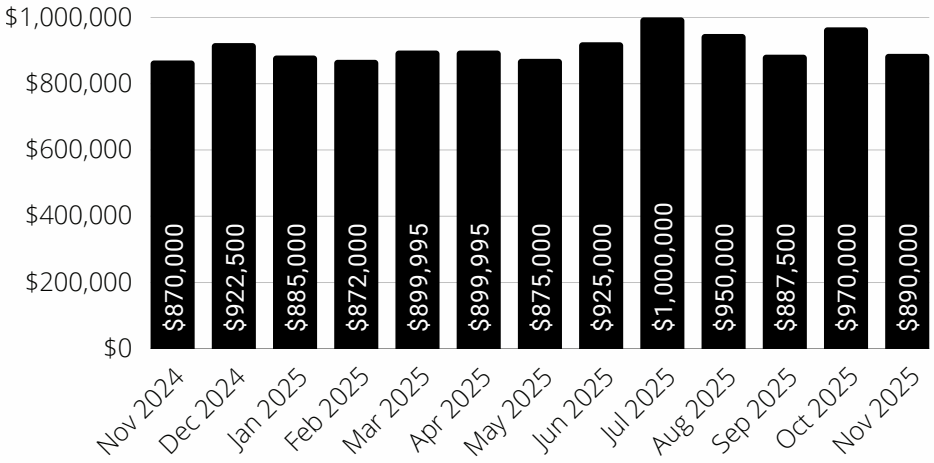
Median Sales Price

BY MONTH, YEAR-OVER-YEAR



BY MONTH



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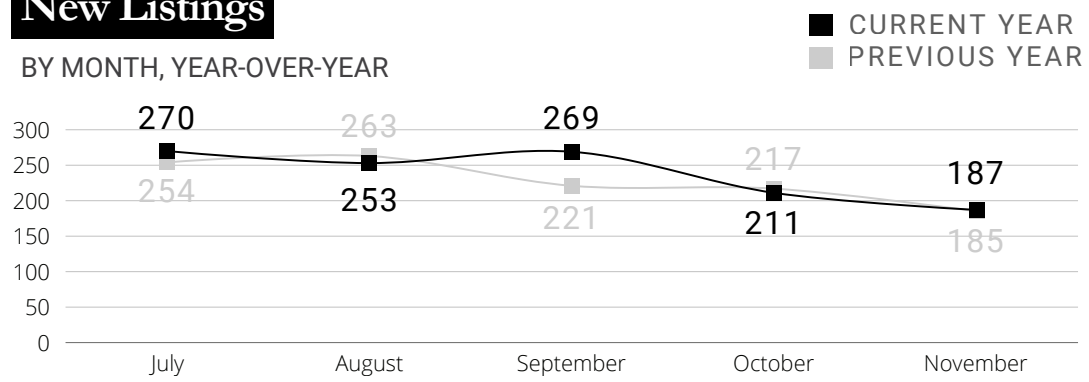
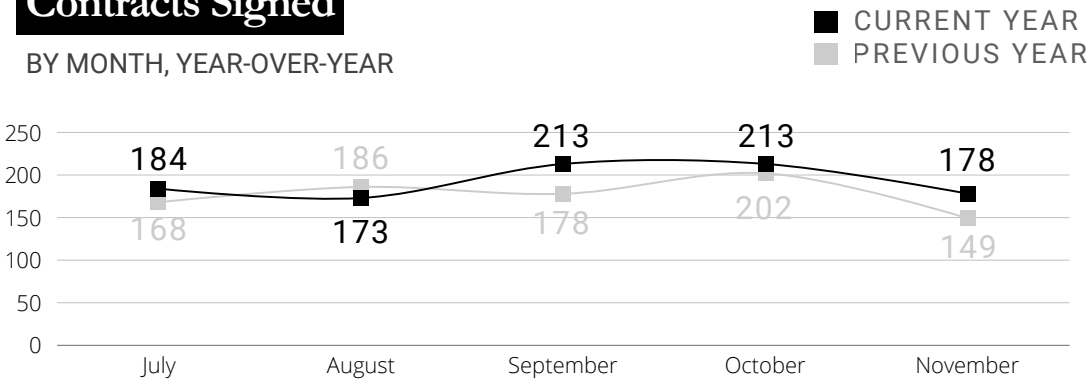
New Listings

BY MONTH, YEAR-OVER-YEAR



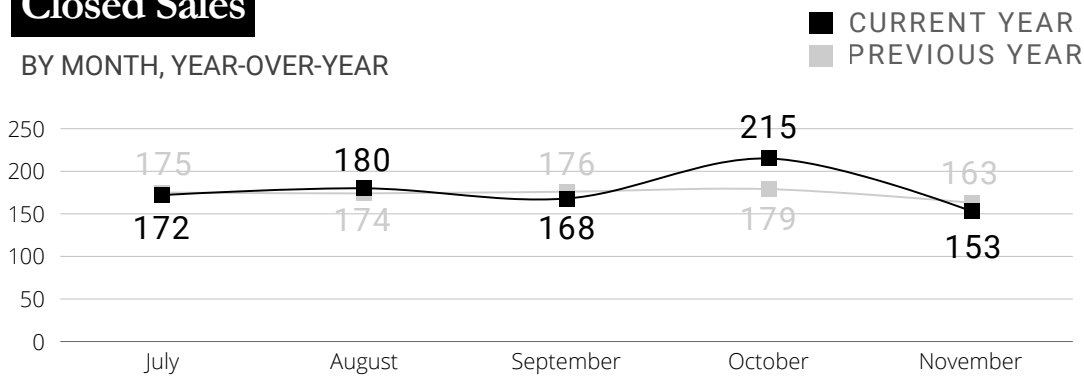
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



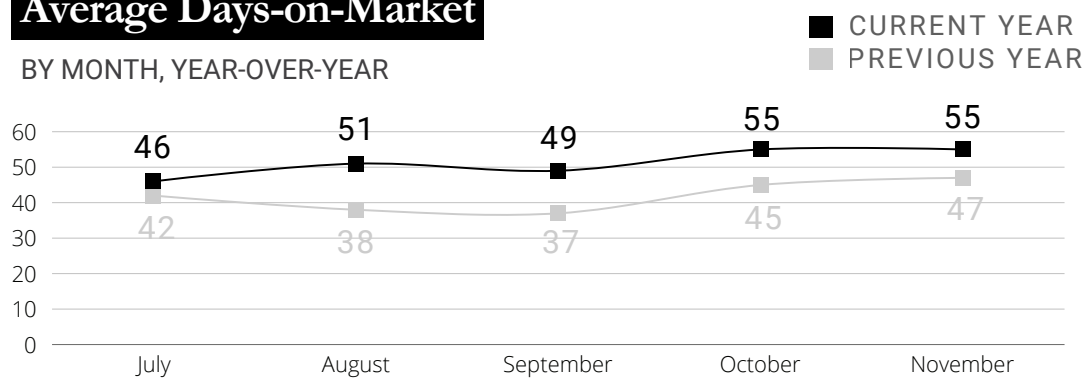
Closed Sales

BY MONTH, YEAR-OVER-YEAR



Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR



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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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