



# Market Update

DECEMBER 2025

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# KW Bay Area Estates

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## ■ Santa Clara County

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## ■ San Mateo County

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## Santa Cruz County

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## 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?**

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## I can help...

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

# More Buyers Are Planning To Move in 2026.

## Here's How To Get Ready.



Momentum is quietly building in the housing market. New data from NerdWallet shows more Americans are starting to think about buying a home again. Last year, 15% of respondents said they planned to buy a home in the next 12 months. This year, that number rose to 17%.

That 2% increase might not sound like a big jump, but in a market where buyer demand has been cooling for the past few years, it's a sign things are starting to shift. More people are feeling ready (or at least closer to ready) to take the leap and buy a home in 2026.

And if you're in that camp and buying a home is on your goal sheet this year, this is your nudge to connect with a local agent and a trusted lender to start laying the groundwork now.

[READ MORE](#)





# Smart Strategies for a *Smooth* Mortgage Application

**Secure Your Dream Home Today**

A red-tinted, blurred photograph of a person's face, possibly a woman, looking thoughtful.

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.

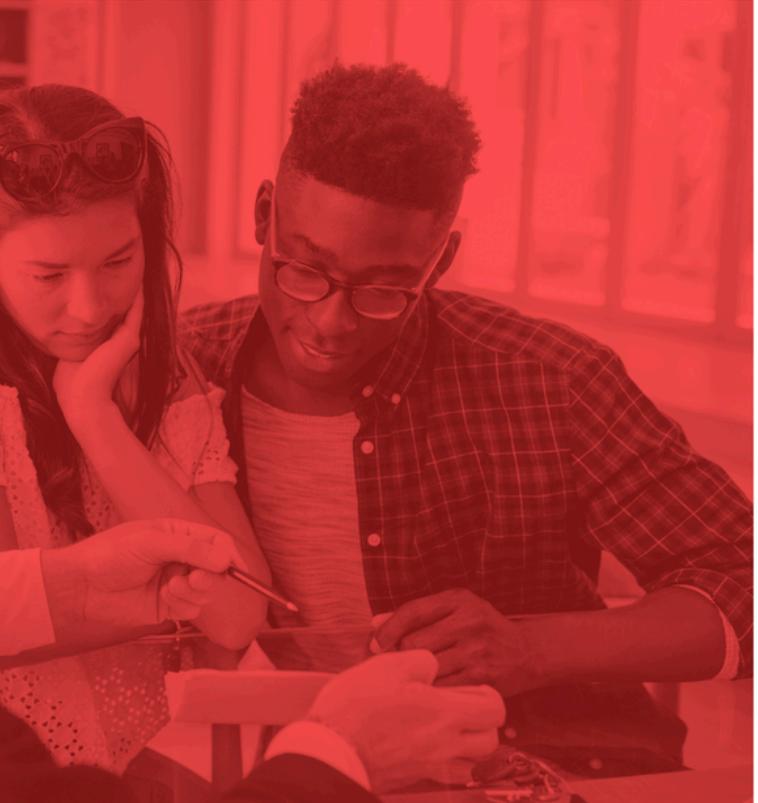
**3** Always consult your mortgage professional before making large financial moves.



**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 715 closed sales at a median price of \$1.5m. There was a total of 606 new listings with an average of 33 days on the market without price reduction and with an average price per square foot of \$1,021.



# Overview

December 2025



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New Listings

**606**

+32.9% Year-over-Year

Closed Sales

**715**

-15.6% Year-over-Year

Average Days-on-Market

**33**

+10.0% Year-over-Year

Average Price Per SqFt

**\$1,021**

-0.6% Year-over-Year

Median Sale Price

**\$1.5M**

-0.7% Year-over-Year

Total Volume

**\$1.3B**

-14.3% 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 December change with late reported activity. Data from sources deemed reliable but December contain errors and are subject to revision.





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# SFH

## Single Family Homes

**398**

New Listings

**483**

Closed Sales

**29**

Average  
Days-on-Market

**\$1,155**

Average Price  
Per SqFt

**\$1.8M**

Median Sale Price

**\$1.1B**

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





# CONDO

## Condo & Townhomes

208

New Listings

233

Closed Sales

39

Average  
Days-on Market

\$740

Average Price  
Per SqFt

\$925K

Median Sale Price

\$240M

Total Volume

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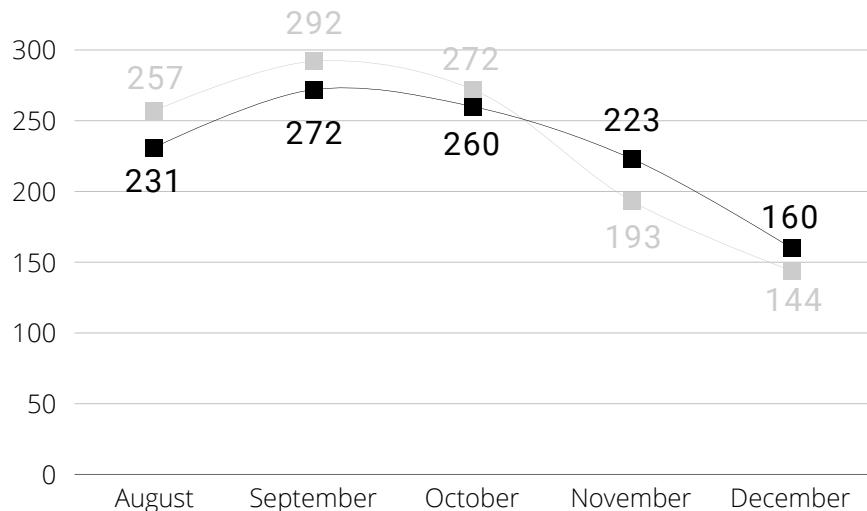
## Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

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

■ Current Year

■ Previous Year



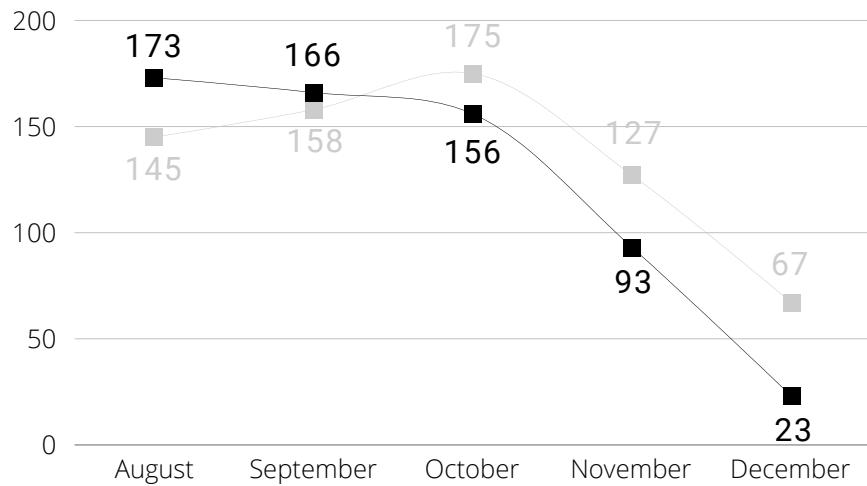
## Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

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

■ Current Year

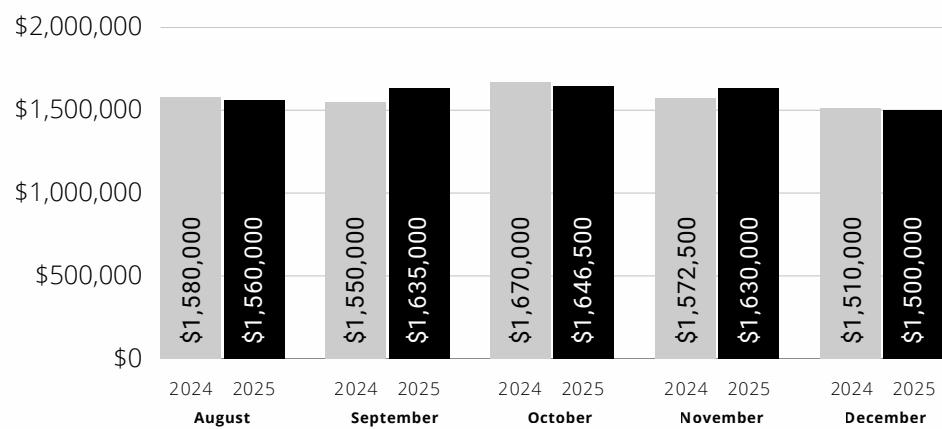
■ Previous Year



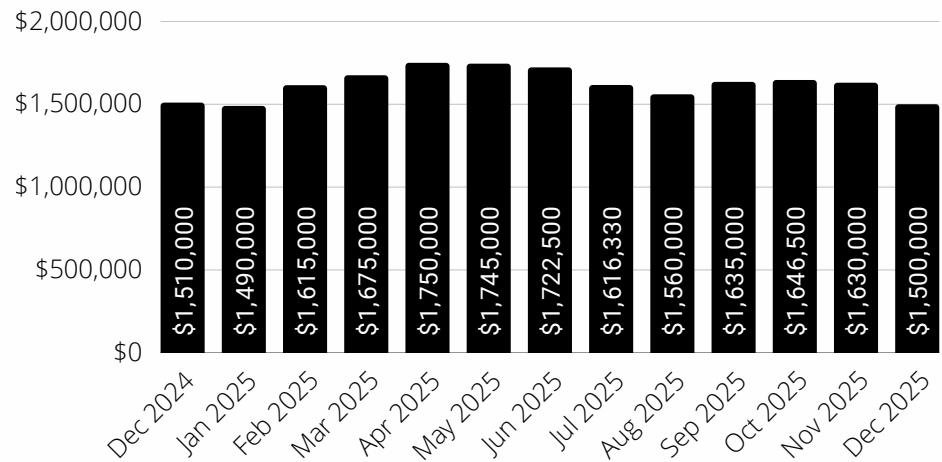
# Median Sales Price

BY MONTH, YEAR-OVER-YEAR

■ PREVIOUS YEAR ■ CURRENT YEAR

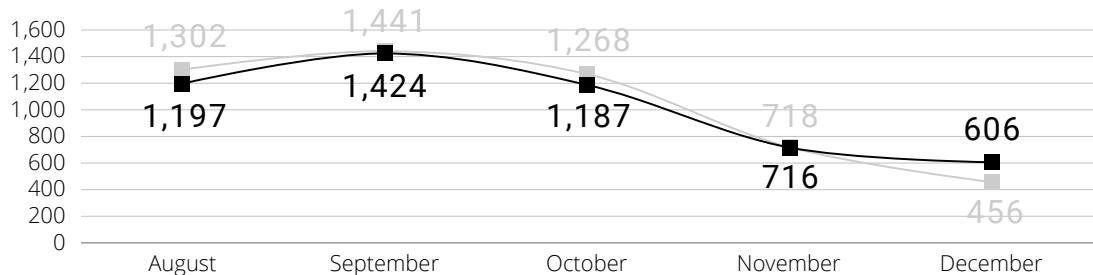


BY MONTH



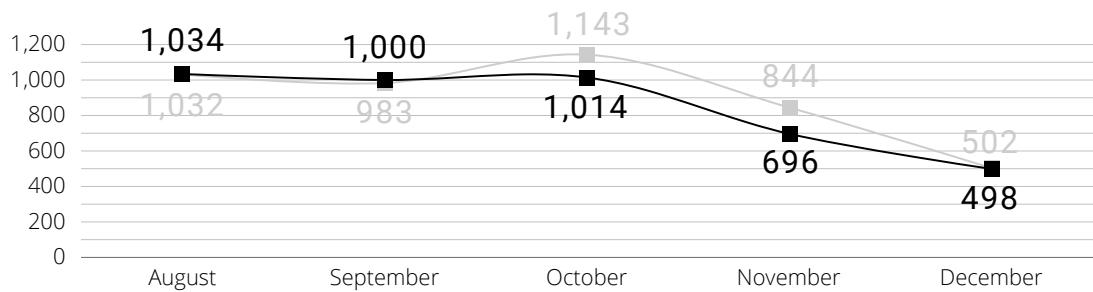
## New Listings

BY MONTH, YEAR-OVER-YEAR



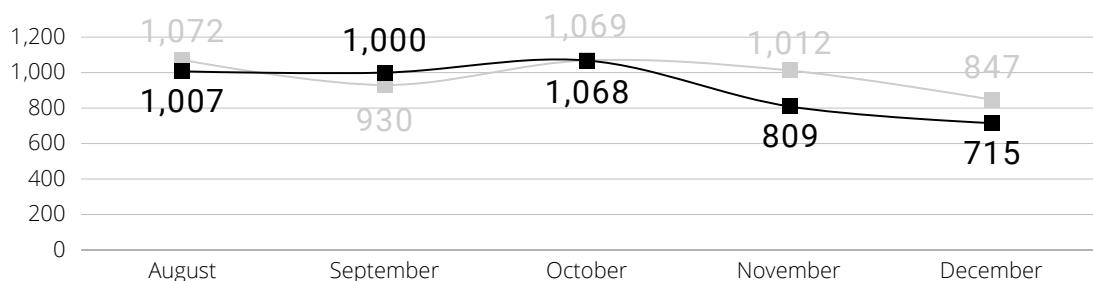
## Contracts Signed

BY MONTH, YEAR-OVER-YEAR



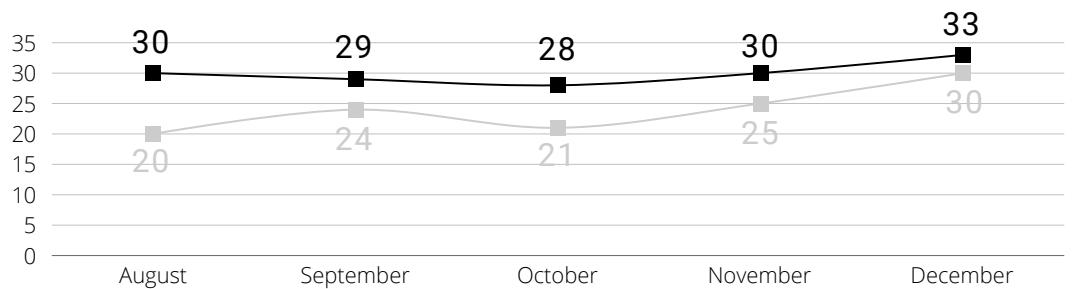
## Closed Sales

BY MONTH, YEAR-OVER-YEAR



## Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR





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# San Mateo County

What's in the San Mateo County data?

The market for Single Family Homes, Condo, and Townhomes units saw 364 closed sales at a median price of \$1.5m. There was a total of 223 new listings with an average of 44 days on the market without price reduction and with an average price per square foot of \$1,058.



# Overview

December 2025



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New Listings

**223**

+51.7% Year-over-Year

Closed Sales

**364**

+6.7% Year-over-Year

Average Days-on-Market

**44**

+10.0% Year-over-Year

Average Price Per SqFt

**\$1,058**

+1.2% Year-over-Year

Median Sale Price

**\$1.5M**

+4.1% Year-over-Year

Total Volume

**\$818M**

+29.7% 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 December change with late reported activity. Data from sources deemed reliable but December contain errors and are subject to revision.





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# SFH

## Single Family Homes

# 164

New Listings

# 280

Closed Sales

# 33

Average  
Days-on-Market

# \$1,157

Average Price  
Per SqFt

# \$1.8M

Median Sale Price

# \$736M

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





# CONDO

## Condo & Townhomes

59

New Listings

84

Closed Sales

77

Average  
Days-on Market

\$728

Average Price  
Per SqFt

\$849K

Median Sale Price

\$82.6M

Total Volume

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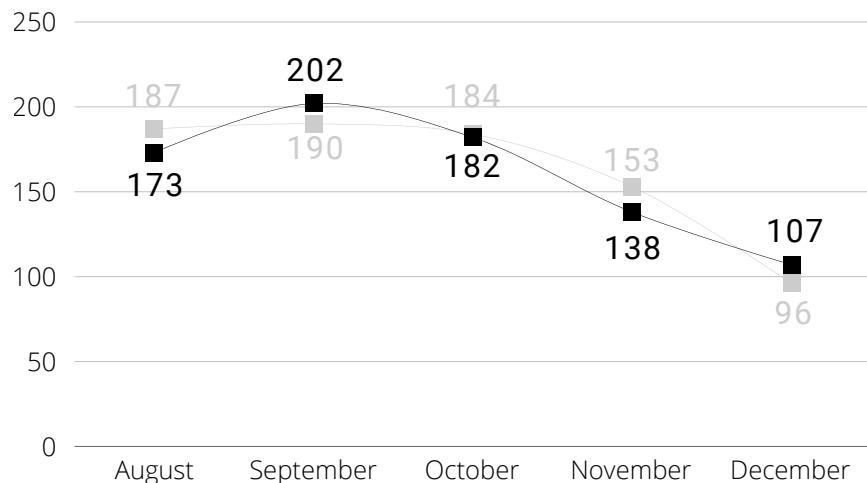
## Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

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

■ Current Year

■ Previous Year



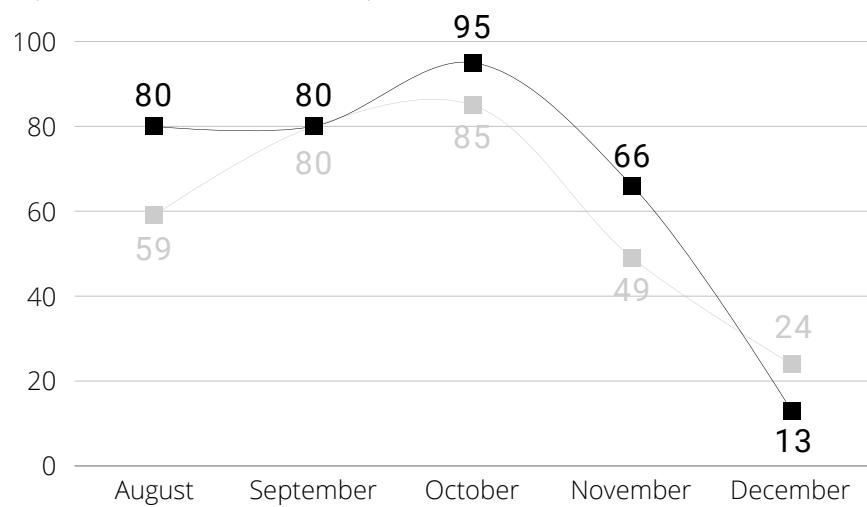
## Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

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

■ Current Year

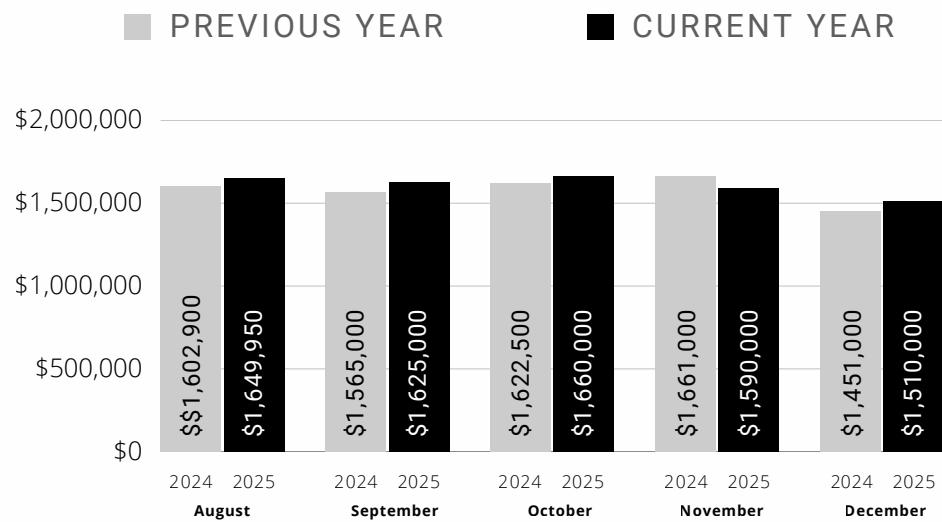
■ Previous Year



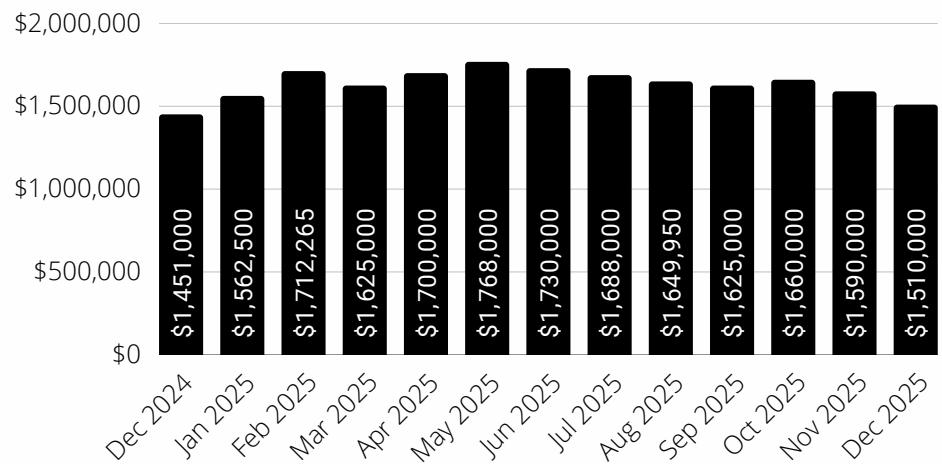


# Median Sales Price

BY MONTH, YEAR-OVER-YEAR



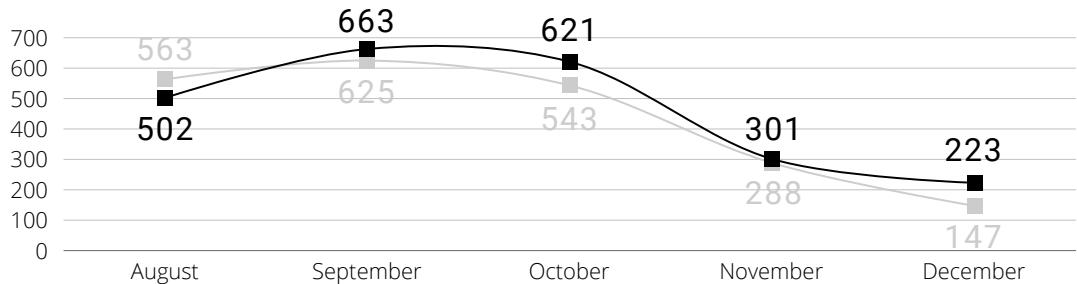
BY MONTH



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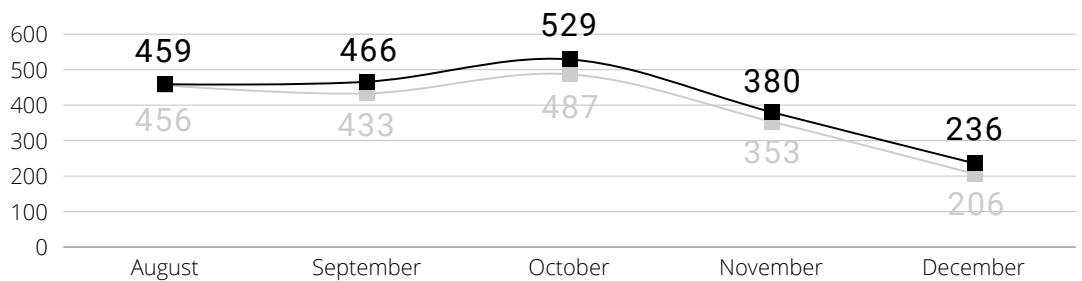
## New Listings

BY MONTH, YEAR-OVER-YEAR



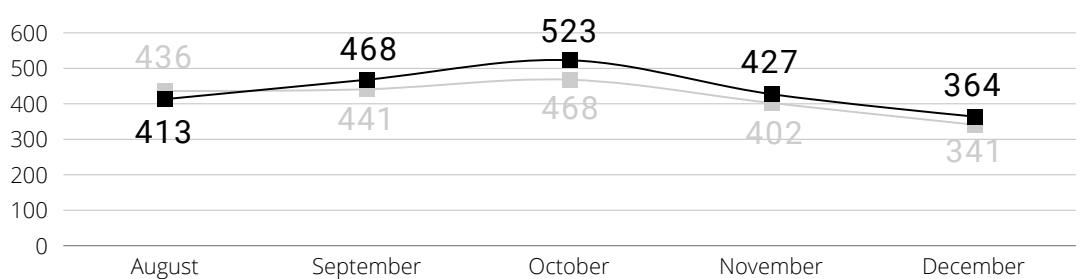
## Contracts Signed

BY MONTH, YEAR-OVER-YEAR



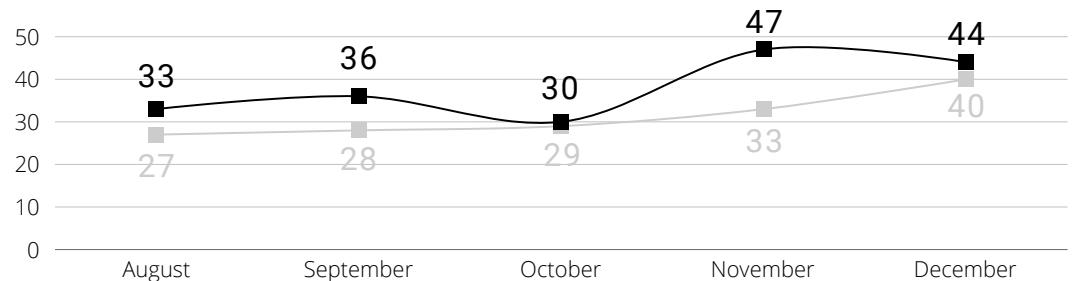
## Closed Sales

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 306 closed sales at a median price of \$1.3m. There was a total of 128 new listings with an average of 47 days on the market without price reduction and with an average price per square foot of \$1,033.



# Overview

December 2025



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New Listings

**128**

-16.3% Year-over-Year

Closed Sales

**306**

+8.5% Year-over-Year

Average Days-on-Market

**47**

-14.6% Year-over-Year

Average Price Per SqFt

**\$1,033**

+6.6% Year-over-Year

Median Sale Price

**\$1.3M**

+5.1% Year-over-Year

Total Volume

**\$531M**

+22.5% 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 December change with late reported activity. Data from sources deemed reliable but December contain errors and are subject to revision.





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# SFH

## Single Family Homes

80

New Listings

153

Closed Sales

28

Average  
Days-on-Market

\$1,064

Average Price  
Per SqFt

\$1.6M

Median Sale Price

\$338M

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





# CONDO

## Condo & Townhomes

48

New Listings

153

Closed Sales

66

Average  
Days-on Market

\$1,000

Average Price  
Per SqFt

\$1.1M

Median Sale Price

\$193M

Total Volume

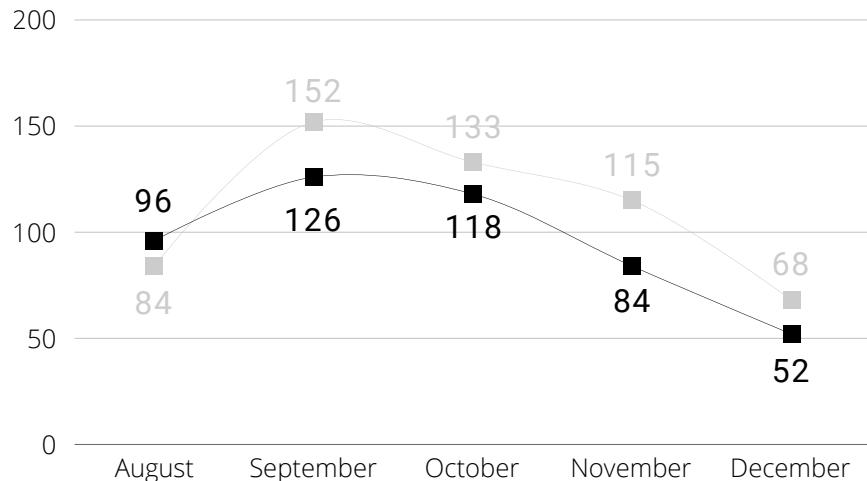
## Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

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

■ Current Year

■ Previous Year



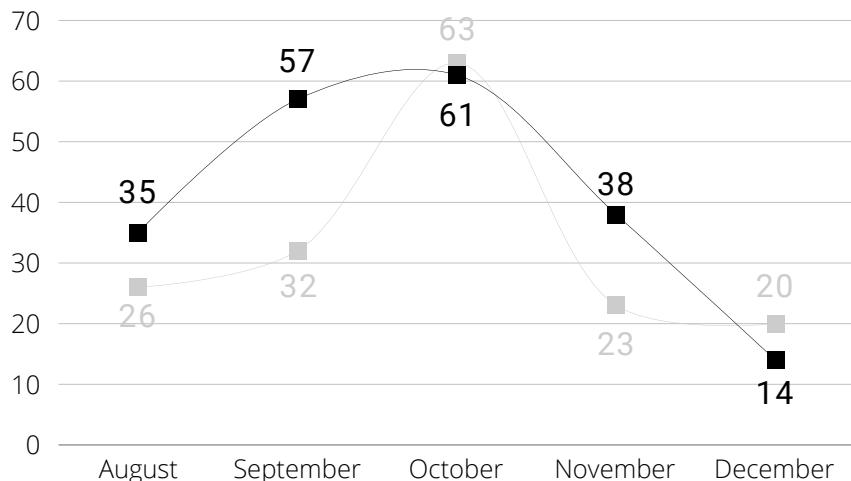
## Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

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

■ Current Year

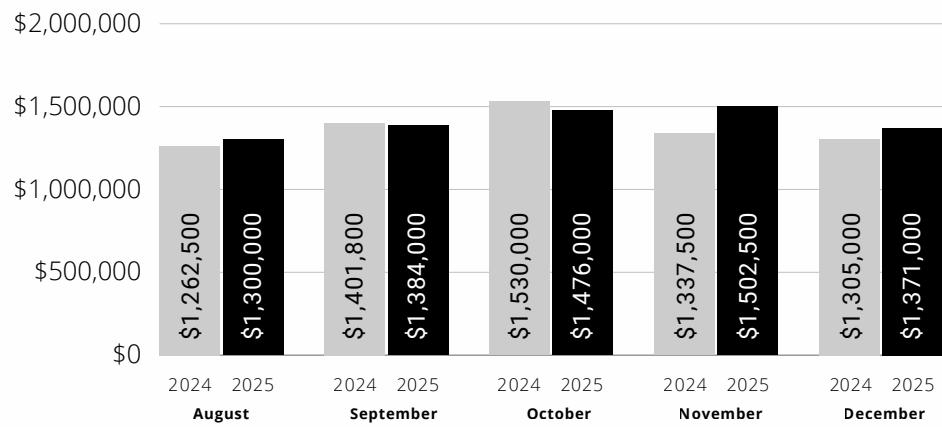
■ Previous Year



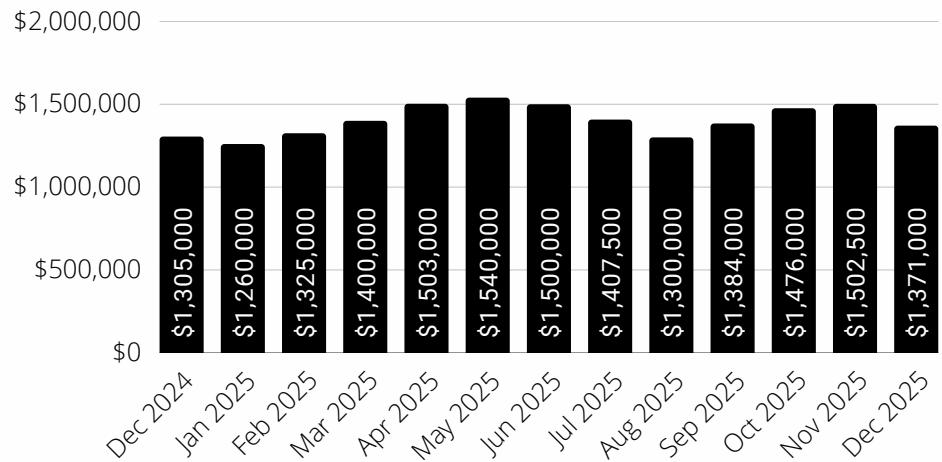
# Median Sales Price

BY MONTH, YEAR-OVER-YEAR

■ PREVIOUS YEAR ■ CURRENT YEAR



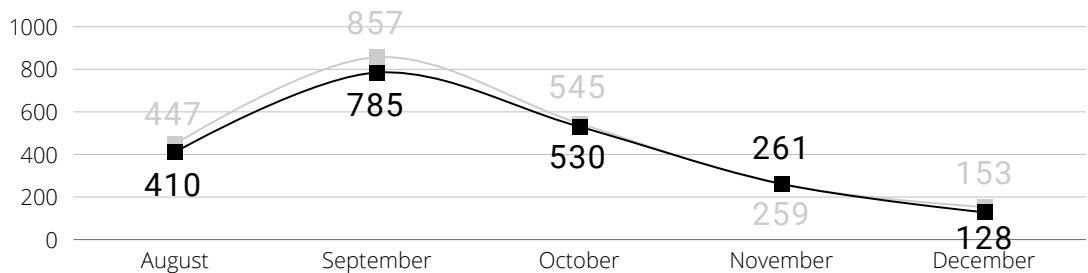
BY MONTH



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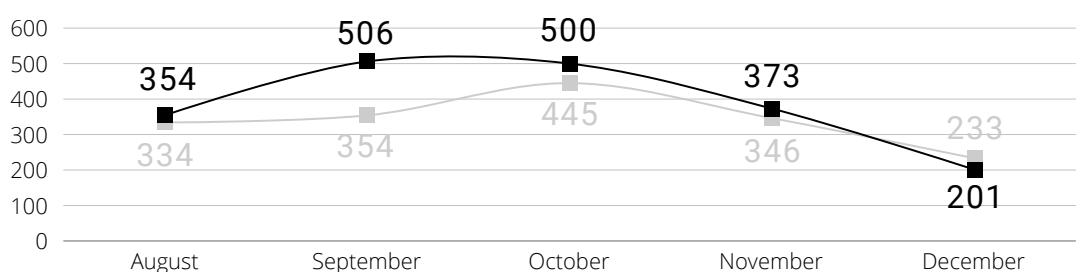
## New Listings

BY MONTH, YEAR-OVER-YEAR



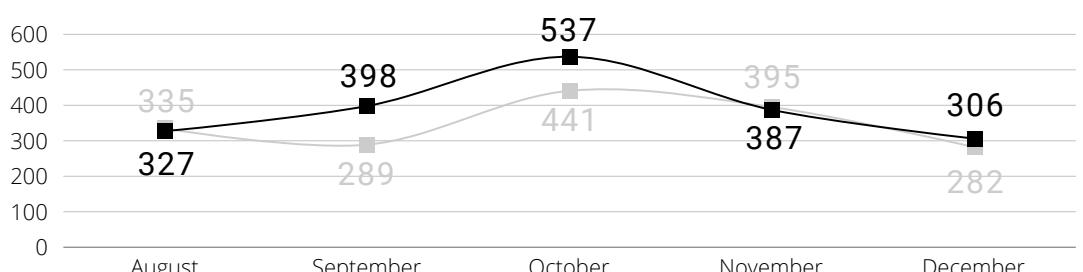
## Contracts Signed

BY MONTH, YEAR-OVER-YEAR



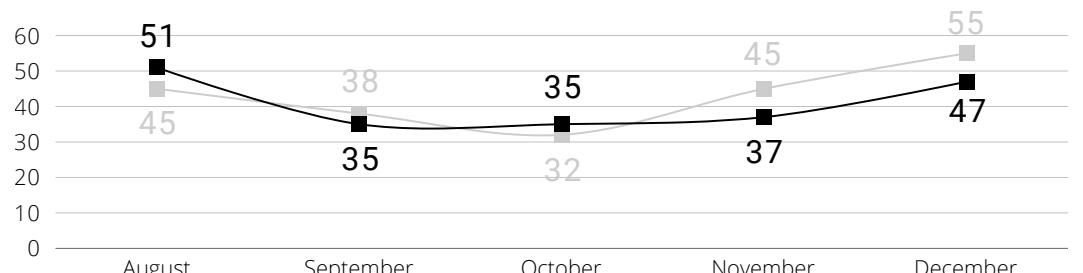
## Closed Sales

BY MONTH, YEAR-OVER-YEAR



## Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR





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# Alameda County

What's in the Alameda County data?

The market for Single Family Homes, Condo, and Townhomes units saw 693 closed sales at a median price of \$980k. There was a total of 471 new listings with an average of 37 days on the market without price reduction and with an average price per square foot of \$688.



# Overview

December 2025

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New Listings

**471**

+8.5% Year-over-Year

Closed Sales

**693**

-8.6% Year-over-Year

Average Days-on-Market

**37**

+0% Year-over-Year

Average Price Per SqFt

**\$688**

-1.3% Year-over-Year

Median Sale Price

**\$980K**

-4.9% Year-over-Year

Total Volume

**\$803M**

-9.3% 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 December change with late reported activity. Data from sources deemed reliable but December contain errors and are subject to revision.





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# SFH

## Single Family Homes

**331**

New Listings

**519**

Closed Sales

**33**

Average  
Days-on-Market

**\$730**

Average Price  
Per SqFt

**\$1.1M**

Median Sale Price

**\$676M**

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





# CONDO

## Condo & Townhomes

140

New Listings

175

Closed Sales

51

Average  
Days-on Market

\$563

Average Price  
Per SqFt

\$680K

Median Sale Price

\$127M

Total Volume

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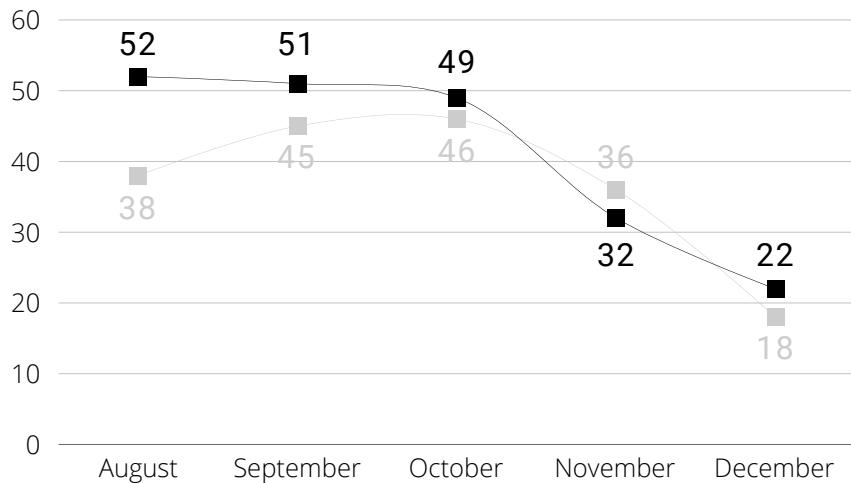
## Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

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

■ Current Year

■ Previous Year



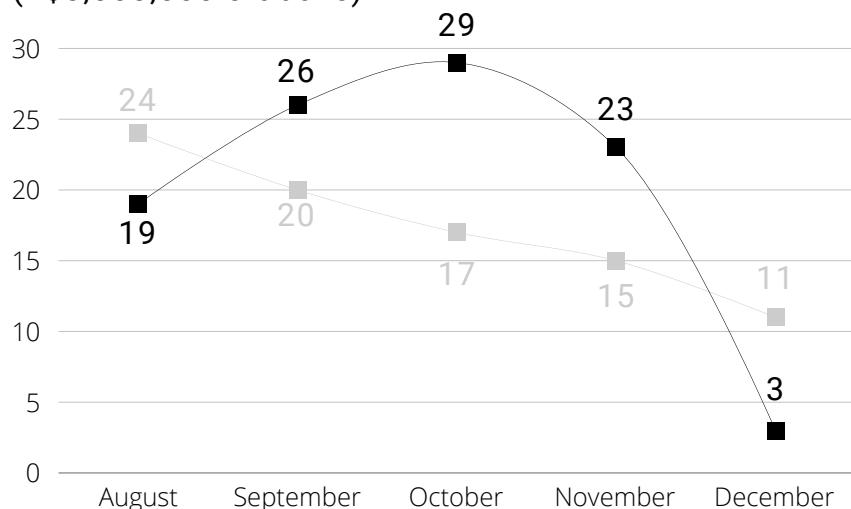
## Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

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

■ Current Year

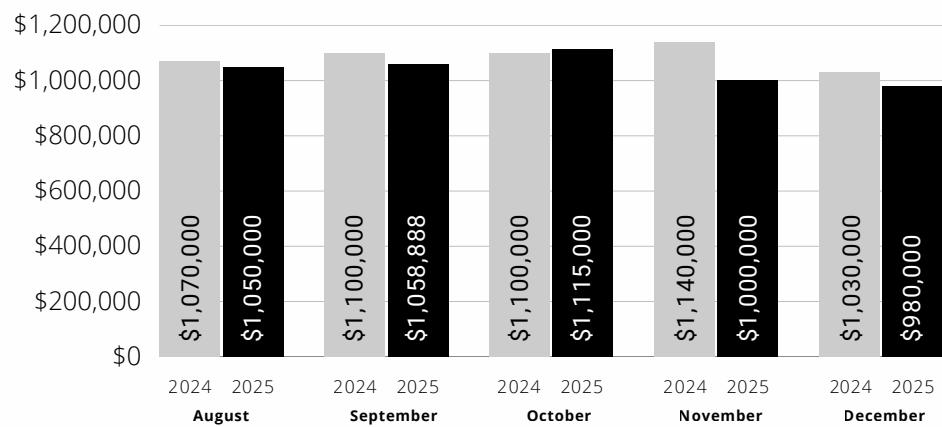
■ Previous Year



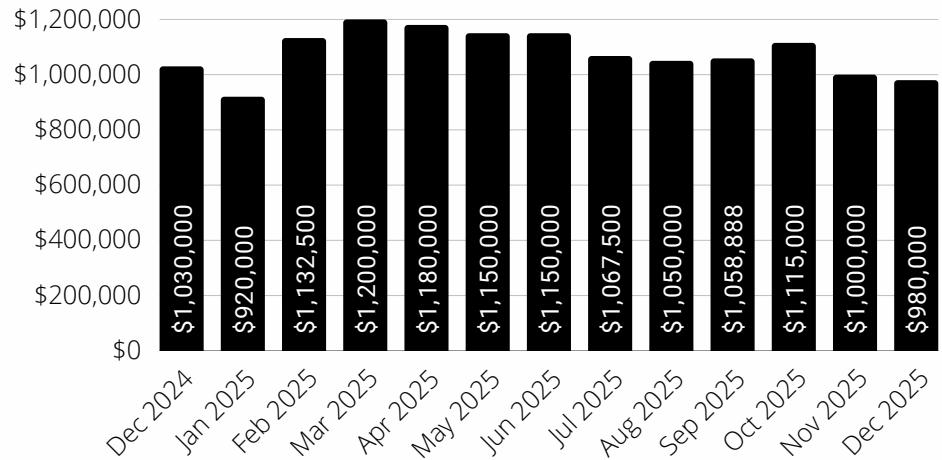
# Median Sales Price

BY MONTH, YEAR-OVER-YEAR

■ PREVIOUS YEAR ■ CURRENT YEAR



BY MONTH



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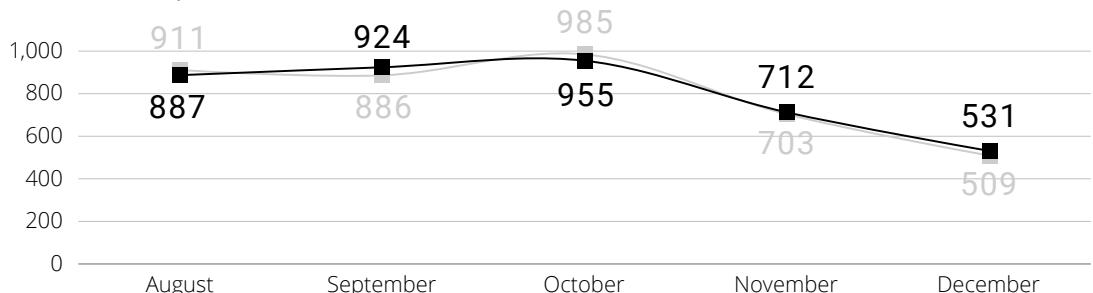
## New Listings

BY MONTH, YEAR-OVER-YEAR



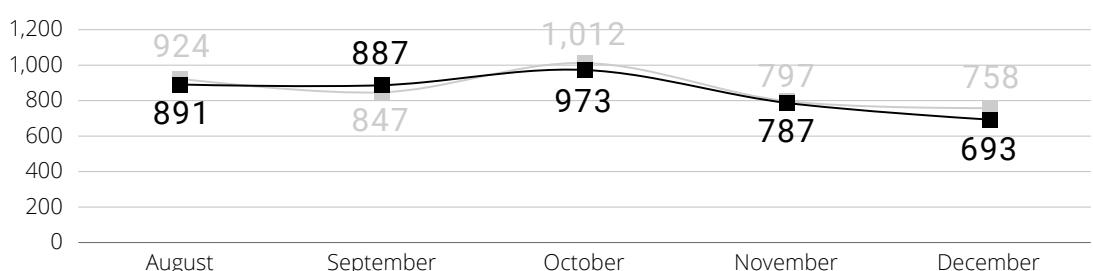
## Contracts Signed

BY MONTH, YEAR-OVER-YEAR



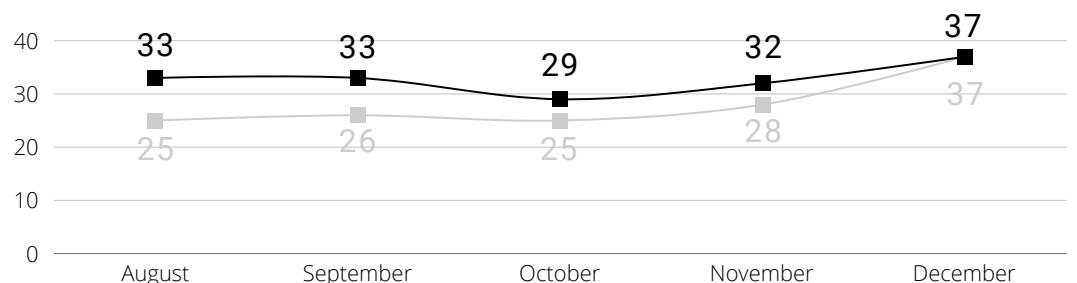
## Closed Sales

BY MONTH, YEAR-OVER-YEAR



## Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR



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# Santa Cruz County

What's in the Santa Cruz County data?

The market for Single Family Homes, Condo, and Townhomes units saw 119 closed sales at a median price of \$1.2m. There was a total of 92 new listings with an average of 53 days on the market without price reduction and with an average price per square foot of \$838.



# Overview

December 2025



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New Listings

**92**

+19.5% Year-over-Year

Closed Sales

**119**

+13.3% Year-over-Year

Average Days-on-Market

**53**

+47.2% Year-over-Year

Average Price Per SqFt

**\$838**

+6.9% Year-over-Year

Median Sale Price

**\$1.2M**

+1.3% Year-over-Year

Total Volume

**\$177M**

+36.3% 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 December change with late reported activity. Data from sources deemed reliable but December contain errors and are subject to revision.





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# SFH

## Single Family Homes

75

New Listings

105

Closed Sales

52

Average  
Days-on-Market

\$856

Average Price  
Per SqFt

\$1.2M

Median Sale Price

\$164M

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





# CONDO

## Condo & Townhomes

17

New Listings

14

Closed Sales

57

Average  
Days-on Market

\$703

Average Price  
Per SqFt

\$837K

Median Sale Price

\$12.2M

Total Volume

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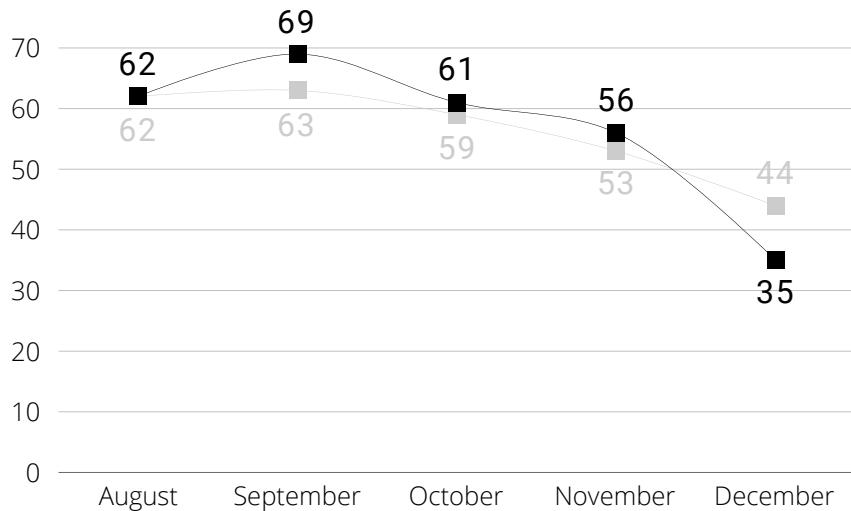
## Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

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

■ Current Year

■ Previous Year



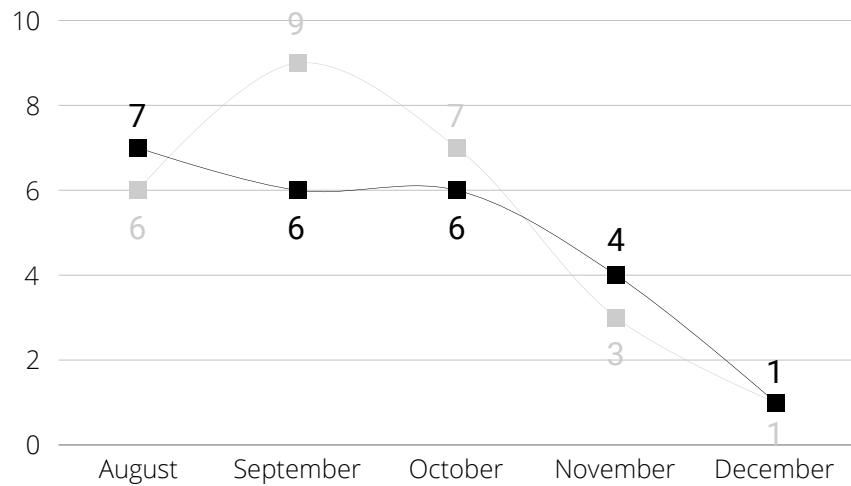
## Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

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

■ Current Year

■ Previous Year

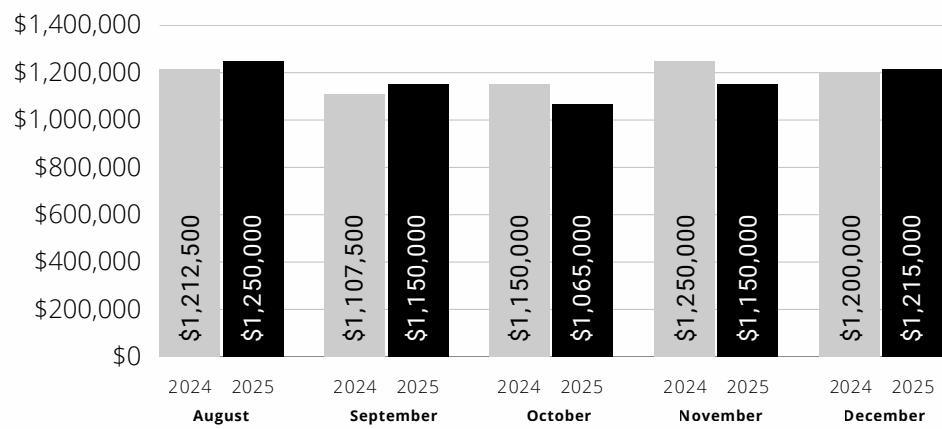




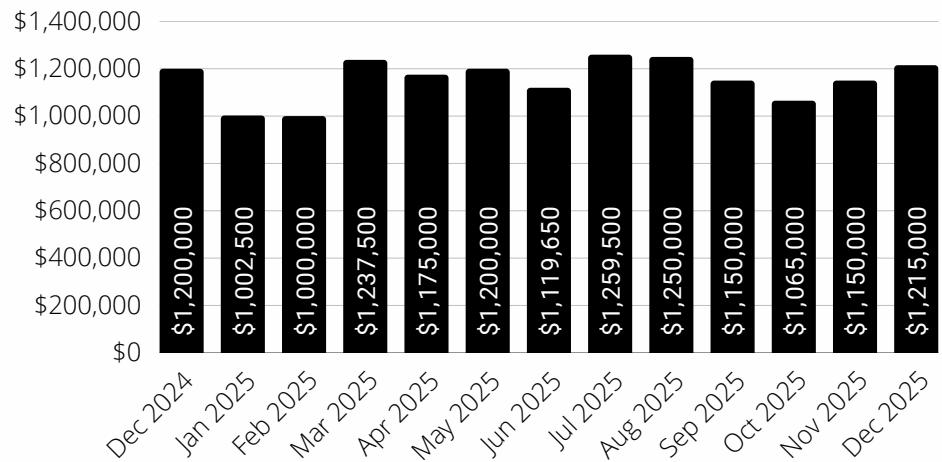
# Median Sales Price

BY MONTH, YEAR-OVER-YEAR

■ PREVIOUS YEAR ■ CURRENT YEAR



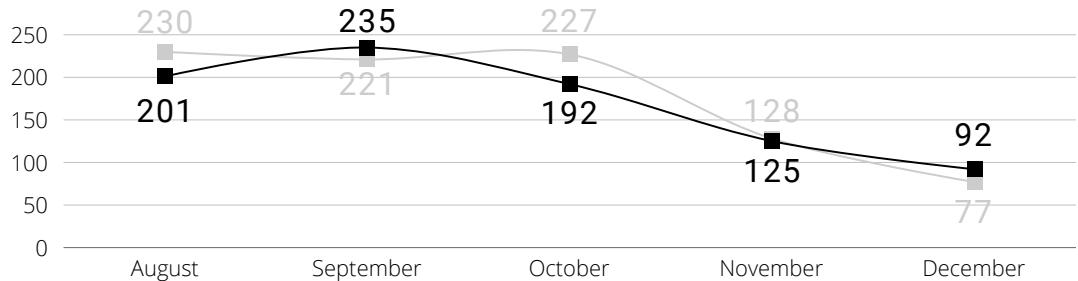
BY MONTH



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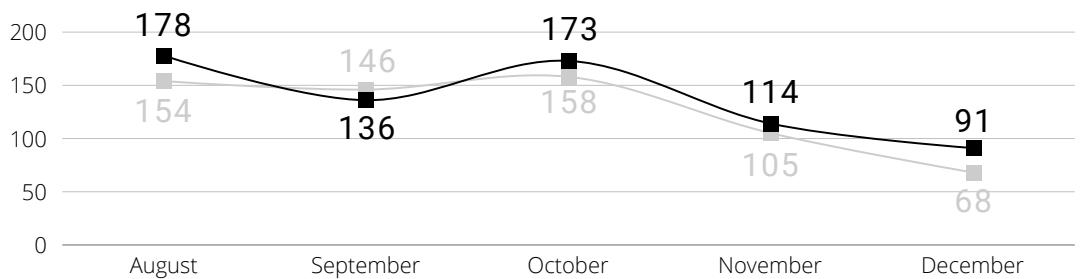
## New Listings

BY MONTH, YEAR-OVER-YEAR



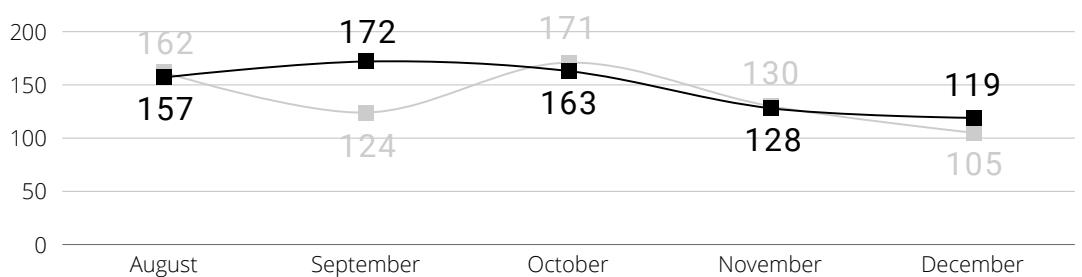
## Contracts Signed

BY MONTH, YEAR-OVER-YEAR



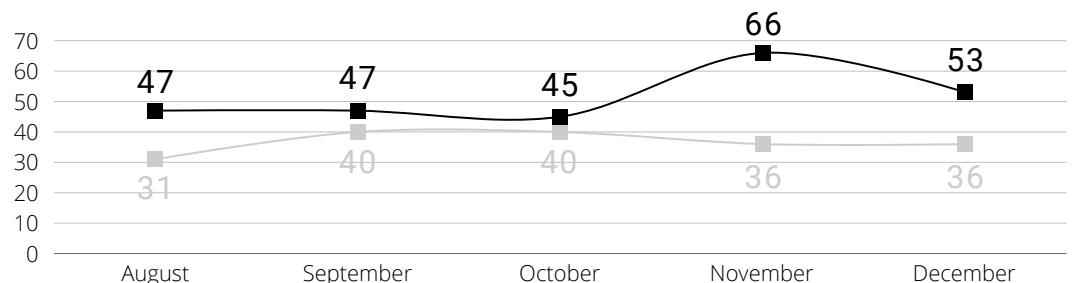
## Closed Sales

BY MONTH, YEAR-OVER-YEAR



## Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR





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# Monterey County

What's in the Monterey County data?

The market for Single Family Homes, Condo, and Townhomes units saw 187 closed sales at a median price of \$830k. There was a total of 139 new listings with an average of 58 days on the market without price reduction and with an average price per square foot of \$644.



# Overview

December 2025



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New Listings

**139**

+23.0% Year-over-Year

Closed Sales

**187**

+14.0% Year-over-Year

Average Days-on-Market

**58**

+26.1% Year-over-Year

Average Price Per SqFt

**\$644**

-16.5% Year-over-Year

Median Sale Price

**\$830K**

-10.0% Year-over-Year

Total Volume

**\$223M**

-3.1% 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 December change with late reported activity. Data from sources deemed reliable but December contain errors and are subject to revision.





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# SFH

## Single Family Homes

114

New Listings

156

Closed Sales

62

Average  
Days-on-Market

\$655

Average Price  
Per SqFt

\$887K

Median Sale Price

\$202M

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





# CONDO

## Condo & Townhomes

25

New Listings

31

Closed Sales

38

Average  
Days-on Market

\$587

Average Price  
Per SqFt

\$550K

Median Sale Price

\$20.9M

Total Volume

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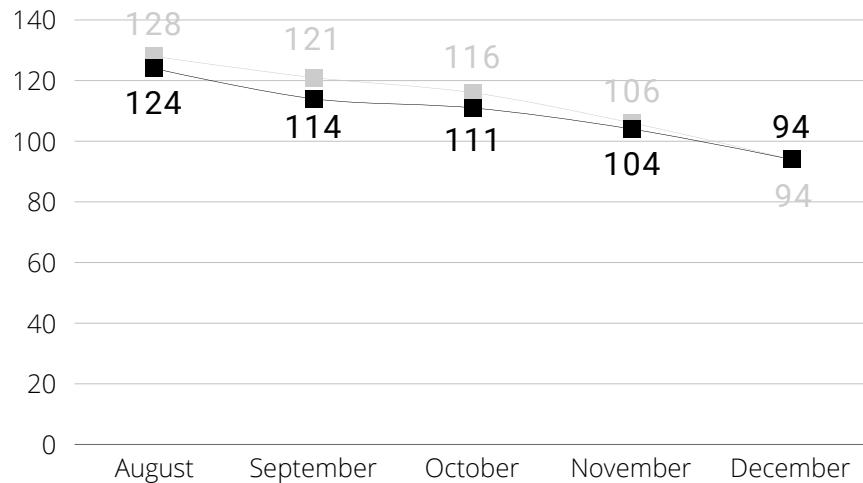
## Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

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

■ Current Year

■ Previous Year



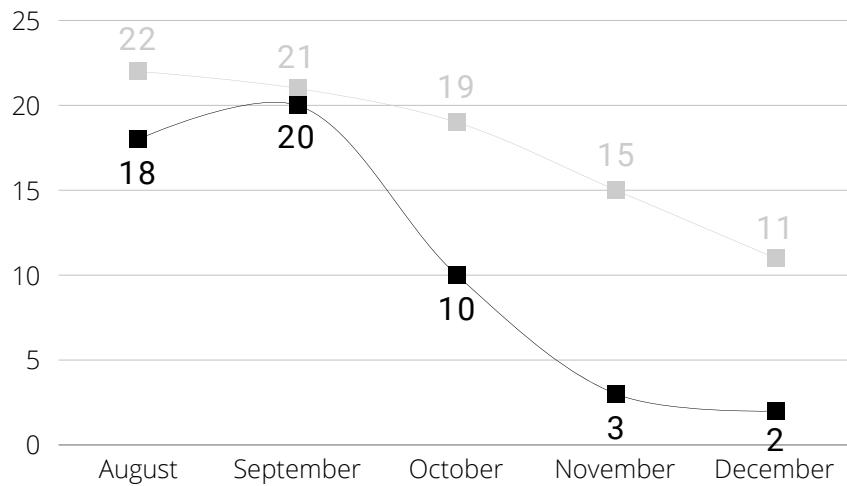
## Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

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

■ Current Year

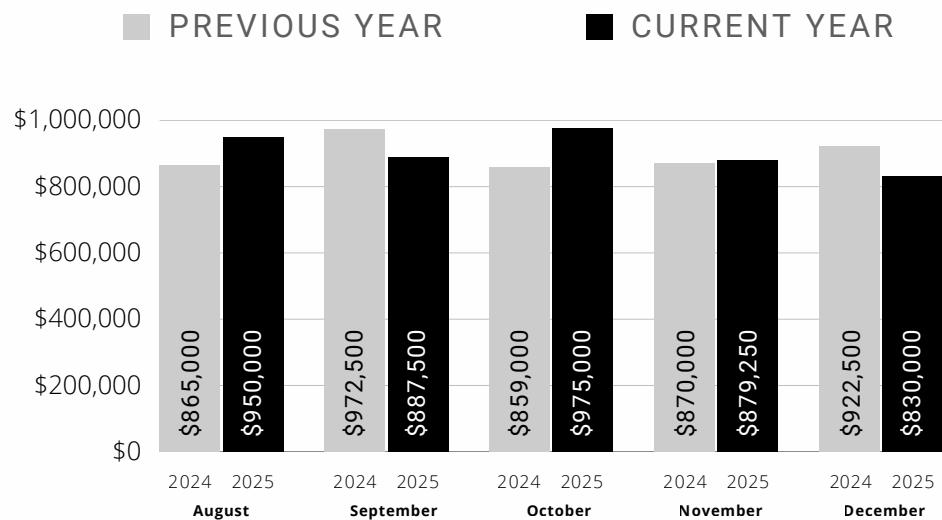
■ Previous Year



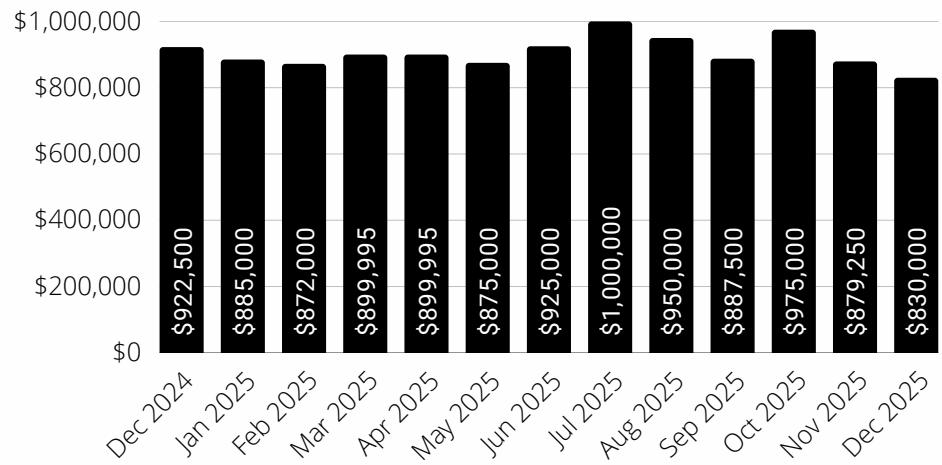


# Median Sales Price

BY MONTH, YEAR-OVER-YEAR

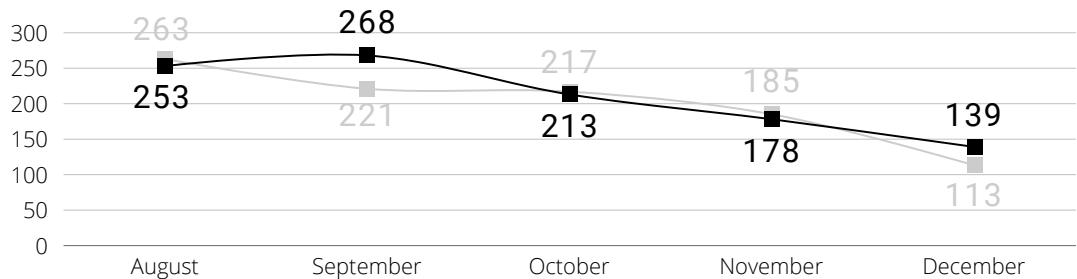


BY MONTH



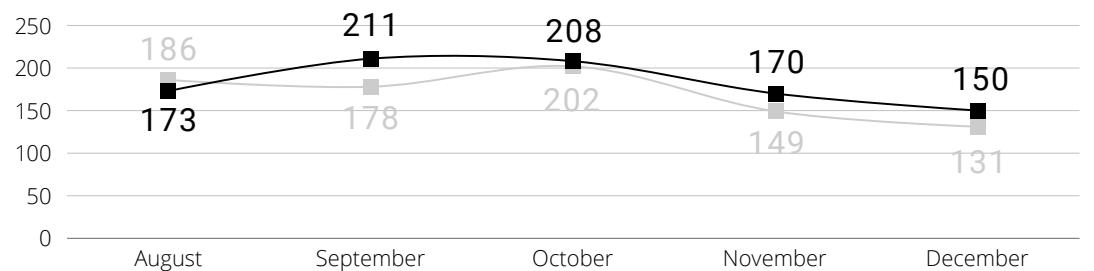
## New Listings

BY MONTH, YEAR-OVER-YEAR



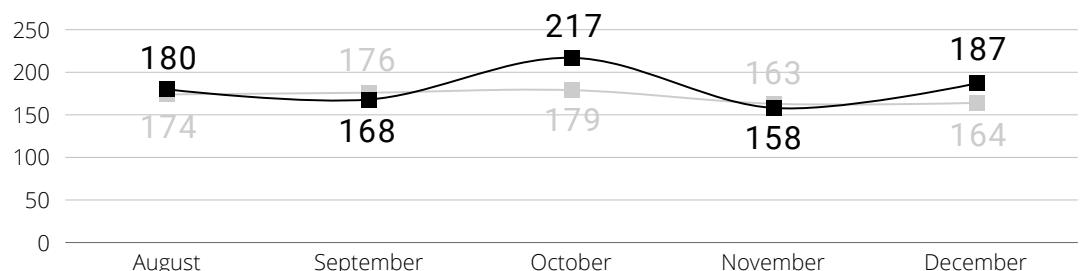
## Contracts Signed

BY MONTH, YEAR-OVER-YEAR



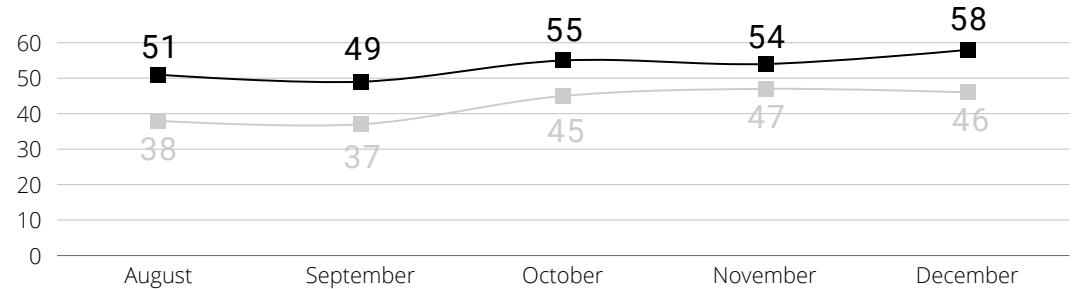
## Closed Sales

BY MONTH, YEAR-OVER-YEAR



## Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR





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# 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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