KH | KATHY HENRY
REAL ESTATE

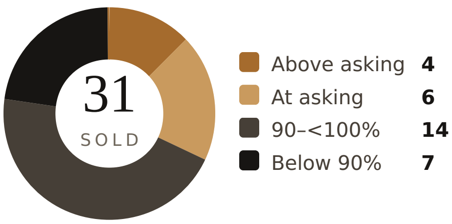
SANTA BARBARA MARKET PULSE

WEEKLY SOUTH COAST REAL ESTATE UPDATE · MARCH 16, 2026 – MARCH 22, 2026

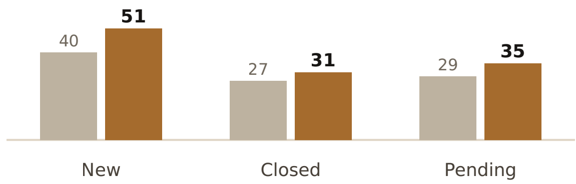
Fresh off the MLS: how the South Coast moved this week.

51 NEW LISTINGS	31 CLOSED SALES
35 UNDER CONTRACT	$2,275,000 MEDIAN SALE
32.3% SOLD AT/ABOVE ASK	30 days MEDIAN DAYS ON MKT

HOW SELLERS DID VS. ASKING PRICE



THIS WEEK VS. LAST (GREY)



SALE PRICE RANGE & MEDIAN

MEDIAN
$2,275,000

LOW **$320,000**

HIGH **$29,000,000**

THE YEAR SO FAR Since the first week of January, the median sale price has **climbed** from $1,892,993 to **$2,275,000**, and homes are taking a little longer to sell (a median 30 days versus 12 to open the year). Sales at or above asking now run 32.3% (compared with 43.8% in week one), and **285** South Coast homes have closed across the first 12 weeks of 2026.

THE STORY THIS WEEK

Inventory came roaring in. **51 new listings** hit the market, one of the busier intake weeks of the season — more choice for buyers, and worth watching how fast it gets absorbed. Homes that sold did so in a median of **30 days**, with 16.1% trading within their first week.

VS. LAST WEEK

New listings rose to **51** (from 40), closed sales rose to **31** (from 27), and homes under contract rose to **35** (from 29). The median sale price rose to **$2,275,000** (from $1,620,505), while sales at or above asking moved from 48.1% to **32.3%**. The market moved slower — a median 30 days to sell versus 12.

STANDOUT SALES

▲ BIGGEST PREMIUM OVER ASKING
3218 Calle Pinon
List $3,199,854 → Sold $3,500,000 · **109.4%** of list

▼ BIGGEST DISCOUNT TO ASKING
2736 Cuesta Road
List $6,994,366 → Sold $3,600,000 · **51.5%** of list

LUXURY CORNER · $3M+ 11 luxury sales closed, topping out at **$29.00M**, median **$4,750,000**.

WHAT IT MEANS FOR YOU

If you're selling

The market is balanced. Realistic pricing and good presentation remain the difference between a quick sale and a lingering listing.

If you're buying

Conditions are workable. Inventory is varied, and patient, well-advised offers are finding success.