



SANTA BARBARA MARKET PULSE

WEEKLY SOUTH COAST REAL ESTATE UPDATE · FEBRUARY 9, 2026 - FEBRUARY 15, 2026

The numbers are in, and the South Coast market had plenty to say this week.

41

NEW LISTINGS

25

CLOSED SALES

37

UNDER CONTRACT

\$1,525,000

MEDIAN SALE

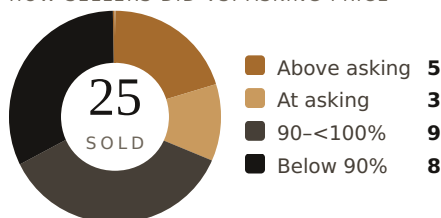
32.0%

SOLD AT/ABOVE ASK

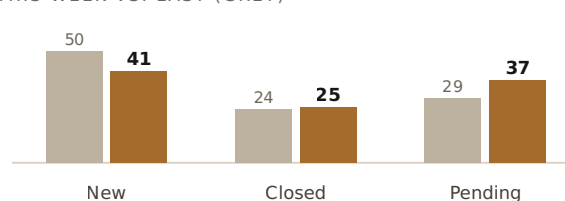
44 days

MEDIAN DAYS ON MKT

HOW SELLERS DID VS. ASKING PRICE



THIS WEEK VS. LAST (GREY)



SALE PRICE RANGE & MEDIAN

MEDIAN
\$1,525,000

LOW \$391,500

HIGH \$3,750,000

THE YEAR SO FAR Since the first week of January, the median sale price has **softened** from \$1,892,993 to **\$1,525,000**, and homes are taking a little longer to sell (a median 44 days versus 12 to open the year). Sales at or above asking now run 32.0% (compared with 43.8% in week one), and **147** South Coast homes have closed across the first 7 weeks of 2026.

THE STORY THIS WEEK

Buyers found more leverage. **32.0% of sales landed below 90% of original asking**, a sign sellers who started high are meeting the market on the way down. Homes that sold did so in a median of **44 days**, with 20.0% trading within their first week.

VS. LAST WEEK

New listings eased to **41** (from 50), closed sales rose to **25** (from 24), and homes under contract rose to **37** (from 29). The median sale price eased to **\$1,525,000** (from \$1,783,918), while sales at or above asking moved from 29.2% to **32.0%**. The market moved faster — a median 44 days to sell versus 78.

STANDOUT SALES

▲ BIGGEST PREMIUM OVER ASKING

875 Walnut Lane

List \$1,394,987 → Sold \$1,525,000 · **109.3%** of list

▼ BIGGEST DISCOUNT TO ASKING

195 E Mountain Drive

List \$3,894,704 → Sold \$2,530,000 · **65.0%** of list

LUXURY CORNER · \$3M+ 1 luxury sale closed, topping out at **\$3.75M**, median **\$3,750,000**.

WHAT IT MEANS FOR YOU

If you're selling

Buyers are negotiating harder (32.0% of sales closed below 90% of asking). Accurate day-one pricing matters more than ever.

If you're buying

There's room to negotiate — a meaningful share of homes sold below asking. Don't hesitate to make a considered offer, especially on listings that have lingered.