KATHY HENRY
REAL ESTATE

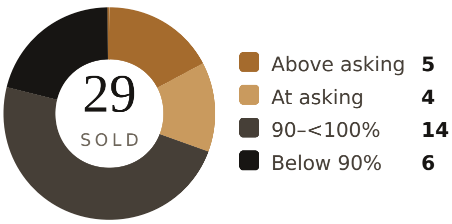
SANTA BARBARA MARKET PULSE

WEEKLY SOUTH COAST REAL ESTATE UPDATE · MARCH 23, 2026 – MARCH 29, 2026

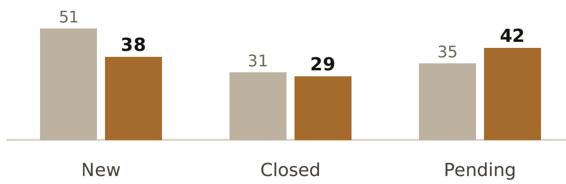
The numbers are in, and the South Coast market had plenty to say this week.

38 NEW LISTINGS	29 CLOSED SALES
42 UNDER CONTRACT	$1,995,000 MEDIAN SALE
31.0% SOLD AT/ABOVE ASK	19 days MEDIAN DAYS ON MKT

HOW SELLERS DID VS. ASKING PRICE



THIS WEEK VS. LAST (GREY)



SALE PRICE RANGE & MEDIAN

THE YEAR SO FAR Since the first week of January, the median sale price has **climbed** from $1,892,993 to **$1,995,000**, and homes are taking a little longer to sell (a median 19 days versus 12 to open the year). Sales at or above asking now run 31.0% (compared with 43.8% in week one), and **314** South Coast homes have closed across the first 13 weeks of 2026.

THE STORY THIS WEEK

A steady, businesslike week — no single category dominating, with activity spread evenly across listings, pendings, and closings. Homes that sold did so in a median of **19 days**, with 17.2% trading within their first week.

VS. LAST WEEK

New listings eased to **38** (from 51), closed sales eased to **29** (from 31), and homes under contract rose to **42** (from 35). The median sale price eased to **$1,995,000** (from $2,275,000), while sales at or above asking moved from 32.3% to **31.0%**. The market moved faster — a median 19 days to sell versus 30.

STANDOUT SALES

▲ BIGGEST PREMIUM OVER ASKING
555 Camino De La Aldea
List $1,095,013 → Sold $1,300,000 · **118.7%** of list

▼ BIGGEST DISCOUNT TO ASKING
2417 Calle Linares
List $2,794,857 → Sold $2,000,000 · **71.6%** of list

LUXURY CORNER · $3M+ 8 luxury sales closed, topping out at **$9.61M**, median **$4,845,000**.

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.