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REAL ESTATE

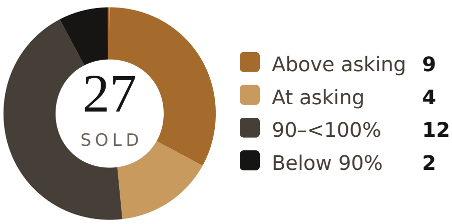
SANTA BARBARA MARKET PULSE

WEEKLY SOUTH COAST REAL ESTATE UPDATE · MARCH 9, 2026 – MARCH 15, 2026

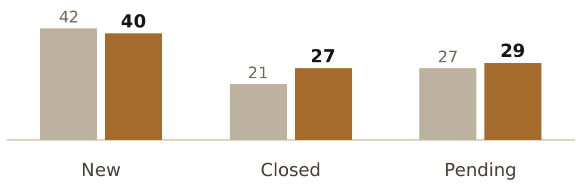
Let's take the market's temperature for the week.

40 NEW LISTINGS	27 CLOSED SALES
29 UNDER CONTRACT	$1,620,505 MEDIAN SALE
48.1% SOLD AT/ABOVE ASK	12 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 **softened** from $1,892,993 to **$1,620,505**, and homes are taking a little longer to sell (a median 12 days versus 12 to open the year). Sales at or above asking now run 48.1% (up from 43.8% in week one), and **254** South Coast homes have closed across the first 11 weeks of 2026.

THE STORY THIS WEEK

Competition stayed real. **48.1% of sales closed at or above asking**, a reminder that well-priced, move-in-ready homes still draw motivated buyers. Homes that sold did so in a median of **12 days**, with 33.3% trading within their first week.

VS. LAST WEEK

New listings eased to **40** (from 42), closed sales rose to **27** (from 21), and homes under contract rose to **29** (from 27). The median sale price eased to **$1,620,505** (from $1,647,000), while sales at or above asking moved from 47.6% to **48.1%**. The market moved faster — a median 12 days to sell versus 13.

STANDOUT SALES

▲ BIGGEST PREMIUM OVER ASKING
4593 Hollister Avenue
List $1,249,000 → Sold $1,561,250 · **125.0%** of list

▼ BIGGEST DISCOUNT TO ASKING
4385 Via Presada
List $6,749,726 → Sold $4,930,000 · **73.0%** of list

LUXURY CORNER · $3M+ 9 luxury sales closed, topping out at **$9.82M**, median **$4,700,000**.

WHAT IT MEANS FOR YOU

If you're selling

With 48.1% of sales at or above asking, sharp pricing and strong presentation are rewarded — priced right, your home can command competition.

If you're buying

Move quickly and come prepared. The best-priced homes still draw multiple offers, so line up financing and be ready to act.