



SANTA BARBARA MARKET PULSE

WEEKLY SOUTH COAST REAL ESTATE UPDATE · MARCH 30, 2026 - APRIL 5, 2026

Here's your snapshot of what moved across the South Coast this week.

30

NEW LISTINGS

31

CLOSED SALES

29

UNDER CONTRACT

\$1,820,000

MEDIAN SALE

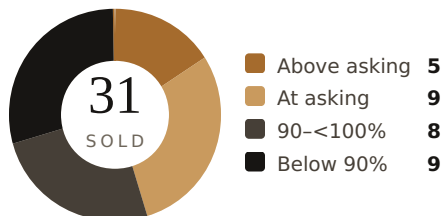
45.2%

SOLD AT/ABOVE ASK

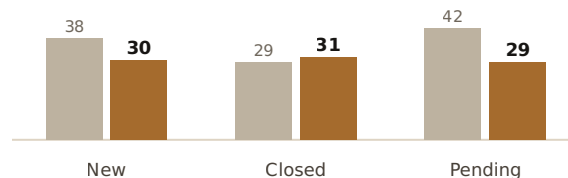
13 days

MEDIAN DAYS ON MKT

HOW SELLERS DID VS. ASKING PRICE



THIS WEEK VS. LAST (GREY)



SALE PRICE RANGE & MEDIAN

MEDIAN

\$1,820,000

LOW \$355,000

HIGH \$14,011,604

THE YEAR SO FAR Since the first week of January, the median sale price has **softened** from \$1,892,993 to **\$1,820,000**, and homes are taking a little longer to sell (a median 13 days versus 12 to open the year). Sales at or above asking now run 45.2% (up from 43.8% in week one), and **345** South Coast homes have closed across the first 14 weeks of 2026.

THE STORY THIS WEEK

The headline this week was housekeeping. **15 listings expired** without selling — a sharp reset of stale inventory that often clears the runway for fresher, better-priced homes. Homes that sold did so in a median of **13 days**, with 25.8% trading within their first week.

VS. LAST WEEK

New listings eased to **30** (from 38), closed sales rose to **31** (from 29), and homes under contract eased to **29** (from 42). The median sale price eased to **\$1,820,000** (from \$1,995,000), while sales at or above asking moved from 31.0% to **45.2%**. The market moved faster — a median 13 days to sell versus 19.

STANDOUT SALES

▲ BIGGEST PREMIUM OVER ASKING

635 Elm Avenue 1

List \$874,989 → Sold \$982,000 · **112.2%** of list

▼ BIGGEST DISCOUNT TO ASKING

827 Cheltenham Road

List \$2,894,870 → Sold \$1,710,000 · **59.1%** of list

LUXURY CORNER · \$3M+ 8 luxury sales closed, topping out at **\$14.01M**, median **\$6,137,500**.

WHAT IT MEANS FOR YOU

If you're selling

With 45.2% of sales at or above asking, sharp pricing and strong presentation are rewarded — priced right, your home can command competition.

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.