KW BAY AREA ESTATES KELLERWILLIAMS.

KELLERWILLIAMS Luxury BAY AREA ESTATES

Market Update

MAY 2026

KW Bay Area Estates

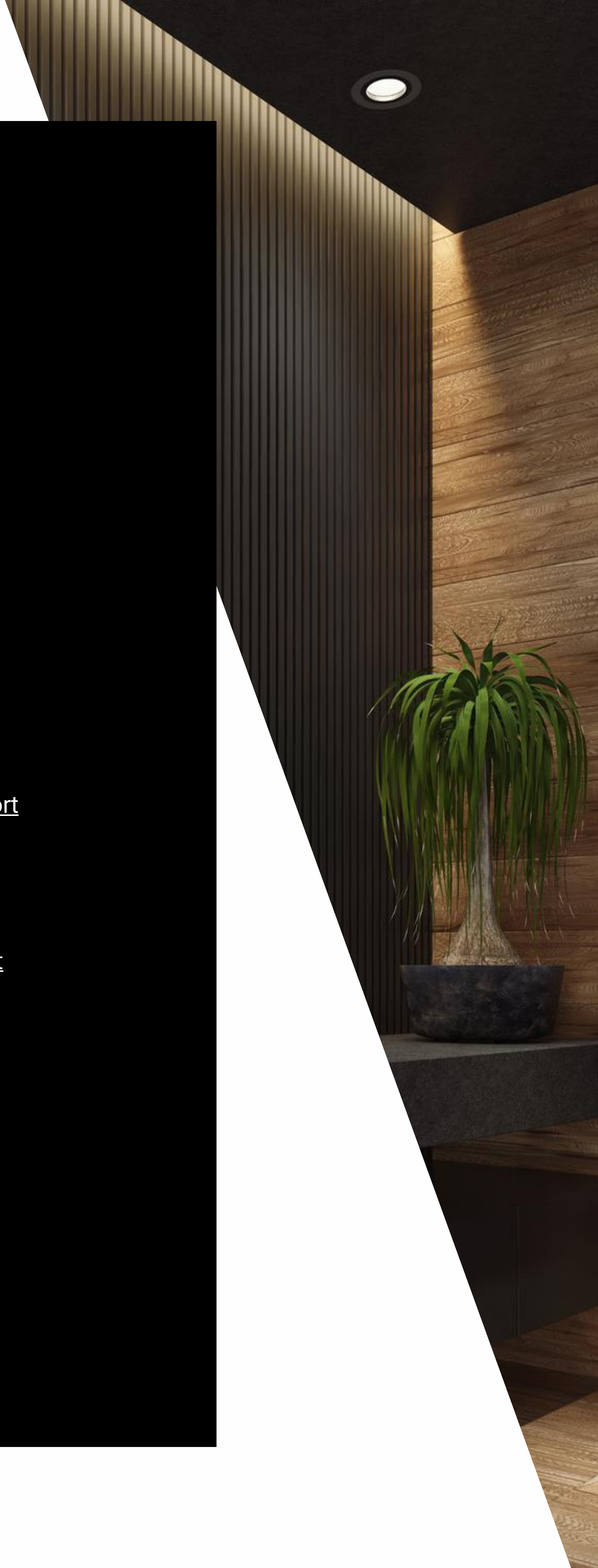
KW Bay Area Estates

Santa Cruz County

[Jump to Santa Cruz County Report]

Monterey County

[Jump to Monterey County Report]



What's your home really worth in today's market?

That's really the question you should be asking yourself.

Our market is incredibly diverse, and rapidly changing. Values vary not just by neighborhood, but by street. Your home isn't necessarily worth what your neighbors' home is. At the end of the day, it's the current market that sets the value of your home.

So, do you know what your home is worth **in today's market?**

I can help...

Contact me for a confidential, no obligation assessment of your home's value.

The Mid-Year Housing Market Update: Why Forecasts Changed in 2026

If the housing market feels confusing right now, you're not alone. Mortgage rates have risen. Home sales haven't picked up like expected. And many buyers and sellers are wondering when things are going to feel easier or be more affordable.

The truth is: a lot changed over the first half of this year.

Back at the end of 2025, economists were forecasting a much stronger housing market for 2026. They expected mortgage rates to come down, affordability to improve more dramatically, and home sales to rebound.

READ MORE

RE MORTGAGE ADVISORS
NMLSID 2368909

Smart Strategies for a *Smooth* Mortgage Application

Secure Your Dream Home Today

Navigating the mortgage application process can be a breeze with a little preparation. To ensure a successful application and closing, consider these helpful tips for what to avoid.

1 Avoid major purchases like furniture, cars, or vacations to keep your credit profile stable.

2 Maintain your current employment to show financial stability.

3 Always consult your mortgage professional before making large financial moves.

4 Avoid paying off debts or collections without professional advice.

5 Use verified funds for deposits to prevent closing delays.

6 Don't have your credit report pulled too many times - this can hurt your credit score.

Keep your financial habits steady for the **best mortgage** outcomes.

Start Your Smooth Mortgage Journey –

Reach Out to Us!

FORBES GROUP
Property Management

EXPERT PROPERTY MANAGEMENT SERVICES ACROSS SILICON VALLEY

Our **Services**

Residential Property Management

- Marketing
- Tenant Relations
- Property Maintenance
- Financial
- Owner Portal
- Navigating Current Laws

Commercial Property Management

- Comparative Market Analysis
- Tenant Relations
- Property Maintenance
- Commercial Lease Management
- Financial
- Owner Portal

Your Partner in Investment Growth

- 1031 Exchanges
- Investment Opportunities
- Wealth Building
- Strategic Relationships

The **Forbes Group Property Management Difference**

Great company! This company has been a pleasure to work with. I've personally used them for two of my own properties to lease out and they chose some extremely qualified and on time paying tenants who took great care of both of my properties. After a 2 year rental period I had to sell one of the properties and Mark was used as my real estate agent and the home was sold after the first weekend of showings! Phil is extremely easy to work with on the property management end. I have had 3 separate friends who were in need of places to rent and when I turned them over to Phil within days they found new residences. They even contacted me and told me when they moved into their new places they met the outgoing tenants of the units and they commented that Forbes was the best landlord they ever rented from!

-Eric M.

CONTACT US
GOT MORE QUESTIONS?
WE HAVE ANSWERS!

CLICK HERE

Santa Clara County

What's in the Santa Clara County data?

The market for Single Family Homes, Condo, and Townhomes units saw 1,152 closed sales at a median price of $1.6m. There was a total of 1,806 new listings with an average of 23 days on the market without price reduction and with an average price per square foot of $1,125.

Overview

May 2026

New Listings

1,806

+1.9% Year-over-Year

Closed Sales

1,152

+7.7% Year-over-Year

Average Days-on-Market

23

+21.1% Year-over-Year

Average Price Per SqFt

$1,125

-0.7% Year-over-Year

Median Sale Price

$1.6M

-5.6% Year-over-Year

Total Volume

$2.4B

+8.5% Year-over-Year

Data includes all single family, townhome, and condominium sales in Santa Clara County sourced from InfoSparks & MLS Listings. The most recent month's data is based on available numbers, but may change with late reported activity. Data from sources deemed reliable but may contain errors and are subject to revision.

SFH

Single Family Homes

1,222
New Listings

820
Closed Sales

19
Average
Days-on-Market

$1,267
Average Price
Per SqFt

$2M
Median Sale Price

$2.1B
Total Volume

Data includes all single family, townhome, and condominium sales in Santa Clara County sourced from MLS Listings. The most recent quarter's data is based on available numbers, but May change with late reported activity. Data from sources deemed reliable but May contain errors and are subject to revision.

CONDO

Condo & Townhomes

583
New Listings

332
Closed Sales

32
Average
Days-on Market

$774
Average Price
Per SqFt

$961K
Median Sale Price

$345M
Total Volume

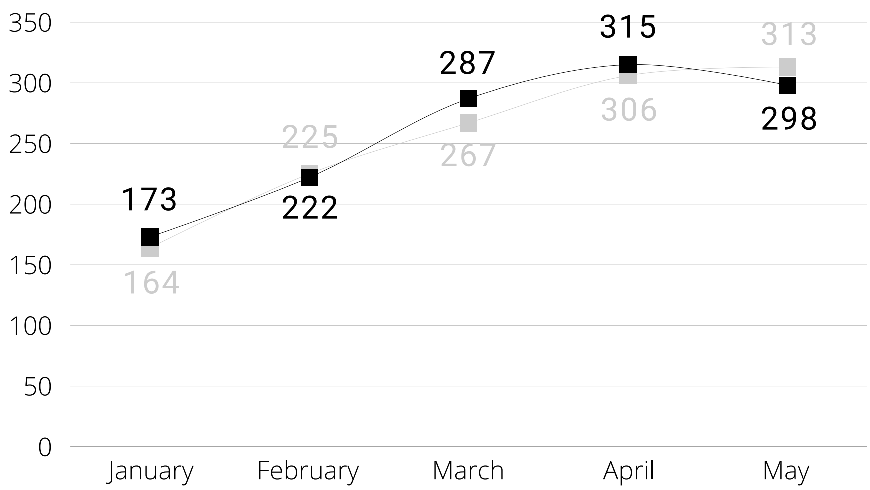
Luxury Listings for Sale

Current Year

Previous Year

BY MONTH, YEAR-OVER-YEAR

(+$3,000,000 & above)



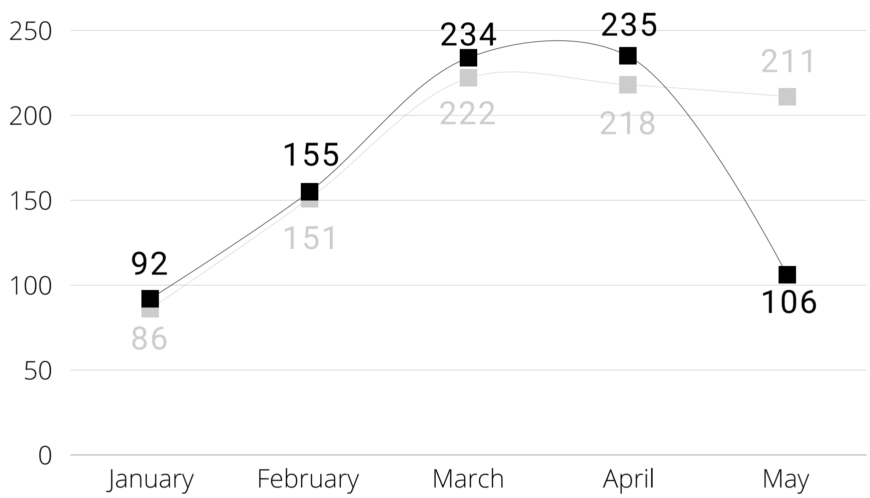
Luxury Contracts Signed

Current Year

Previous Year

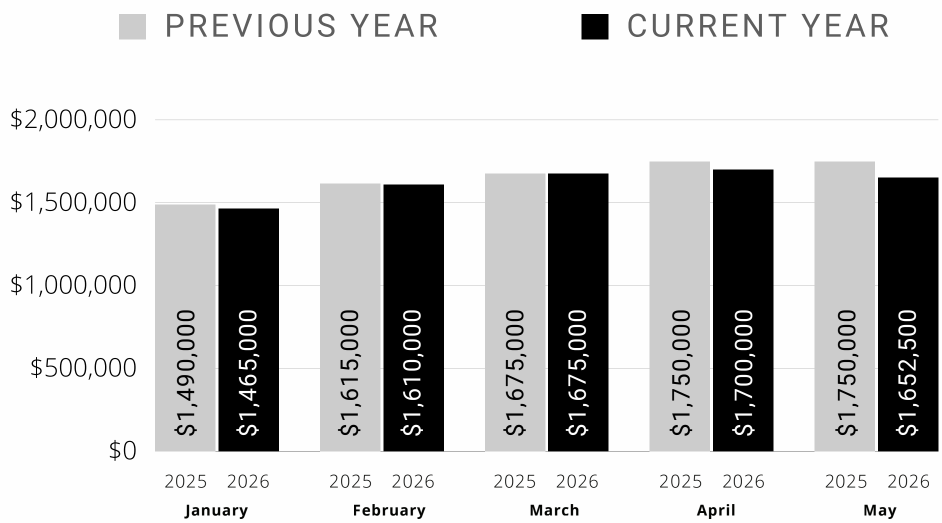
BY MONTH, YEAR-OVER-YEAR

(+$3,000,000 & above)

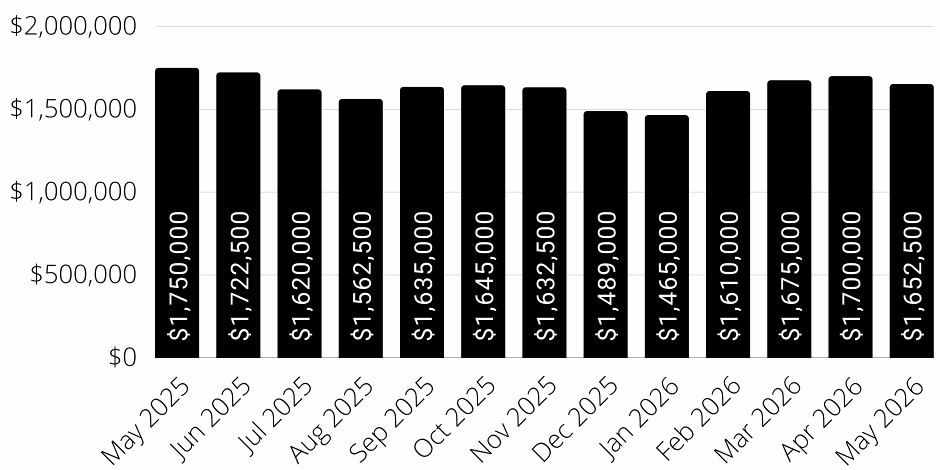


Median Sales Price

BY MONTH, YEAR-OVER-YEAR

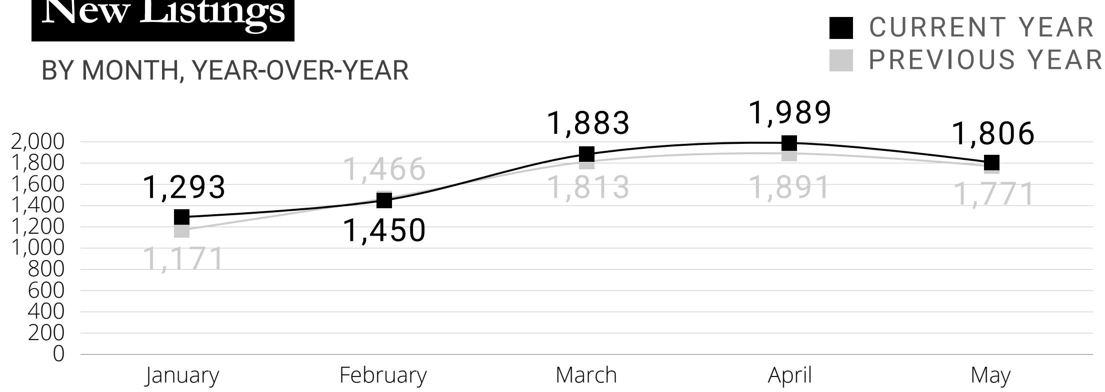


BY MONTH



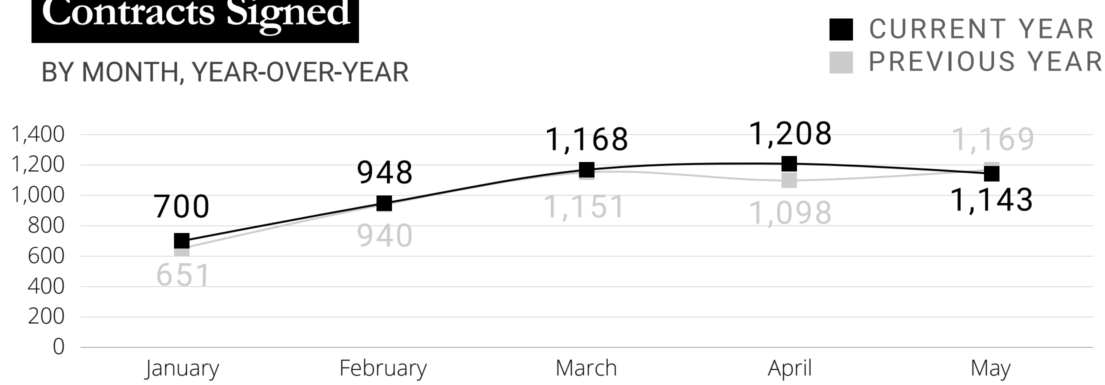
New Listings

BY MONTH, YEAR-OVER-YEAR



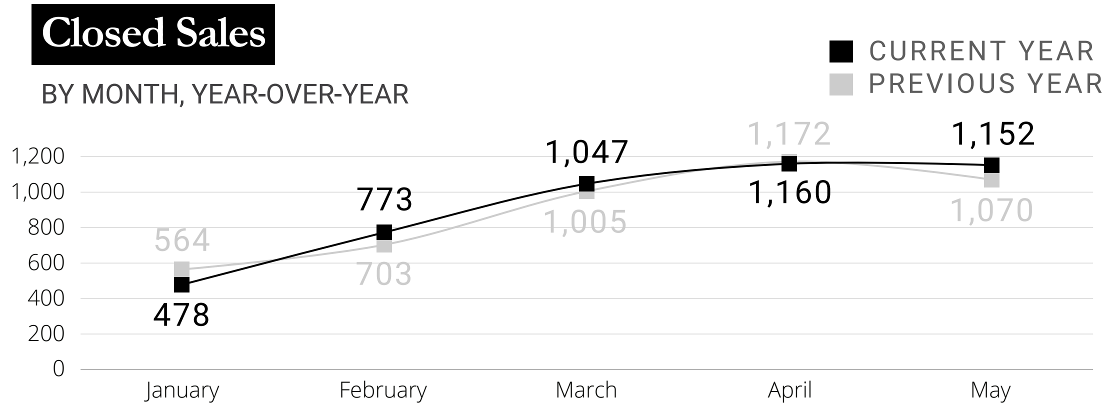
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



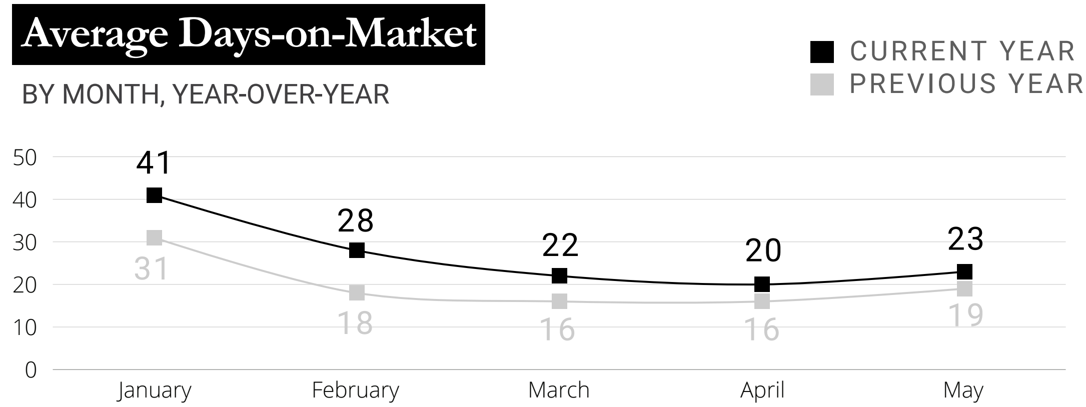
Closed Sales

BY MONTH, YEAR-OVER-YEAR



Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR



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San Mateo County

What's in the San Mateo County data?

The market for Single Family Homes, Condo, and Townhomes units saw 479 closed sales at a median price of $1.8m. There was a total of 703 new listings with an average of 24 days on the market without price reduction and with an average price per square foot of $1,199.

Overview

May 2026

New Listings

703

-3.4% Year-over-Year

Closed Sales

479

-1.2% Year-over-Year

Average Days-on-Market

24

+4.4% Year-over-Year

Average Price Per SqFt

$1,199

+6.1% Year-over-Year

Median Sale Price

$1.8M

+2.3% Year-over-Year

Total Volume

$1.2B

+12.9% Year-over-Year

Data includes all single family, townhome, and condominium sales in San Mateo County sourced from InfoSparks & MLS Listings. The most recent month's data is based on available numbers, but may change with late reported activity. Data from sources deemed reliable but may contain errors and are subject to revision.

SFH

Single Family Homes

540
New Listings

374
Closed Sales

22
Average
Days-on-Market

$1,303
Average Price
Per SqFt

$2.2M
Median Sale Price

$1.1B
Total Volume

Data includes all single family, townhome, and condominium sales in San Mateo County sourced from MLS Listings. The most recent quarter's data is based on available numbers, but May change with late reported activity. Data from sources deemed reliable but May contain errors and are subject to revision.

CONDO

Condo & Townhomes

163
New Listings

105
Closed Sales

34
Average Days-on Market

$829
Average Price Per SqFt

$1.1M
Median Sale Price

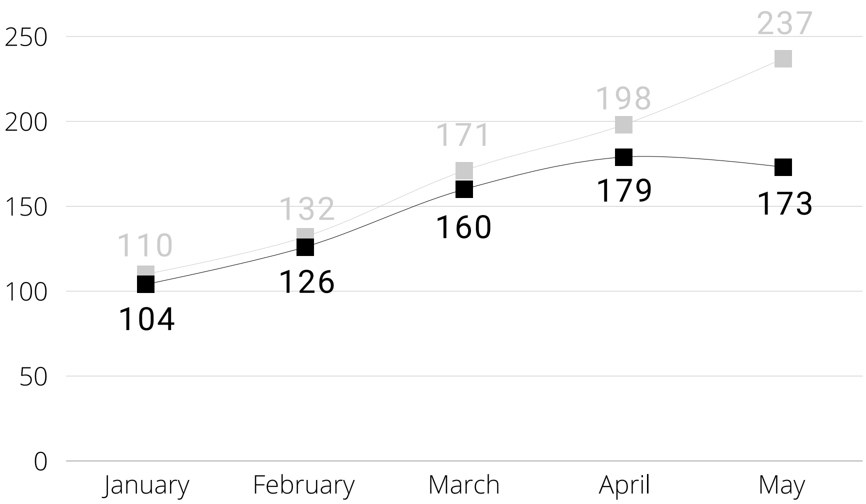
$127M
Total Volume

Luxury Listings for Sale

Current Year / **Previous Year**

BY MONTH, YEAR-OVER-YEAR

(+$3,000,000 & above)

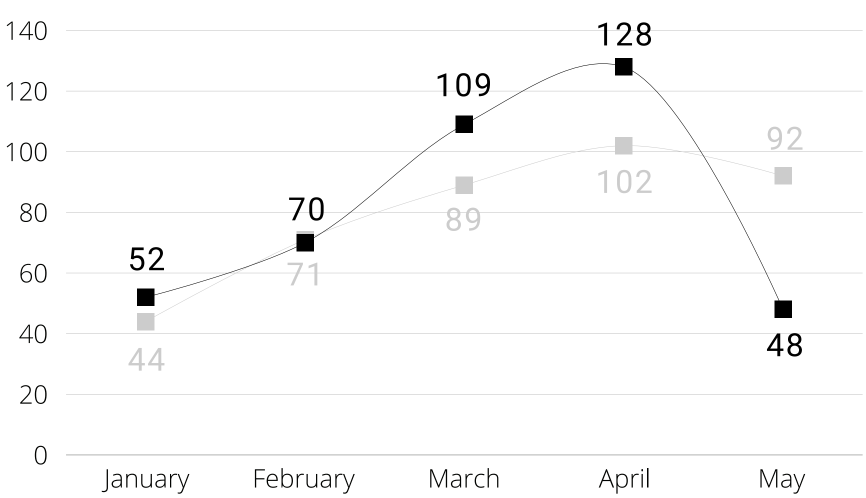


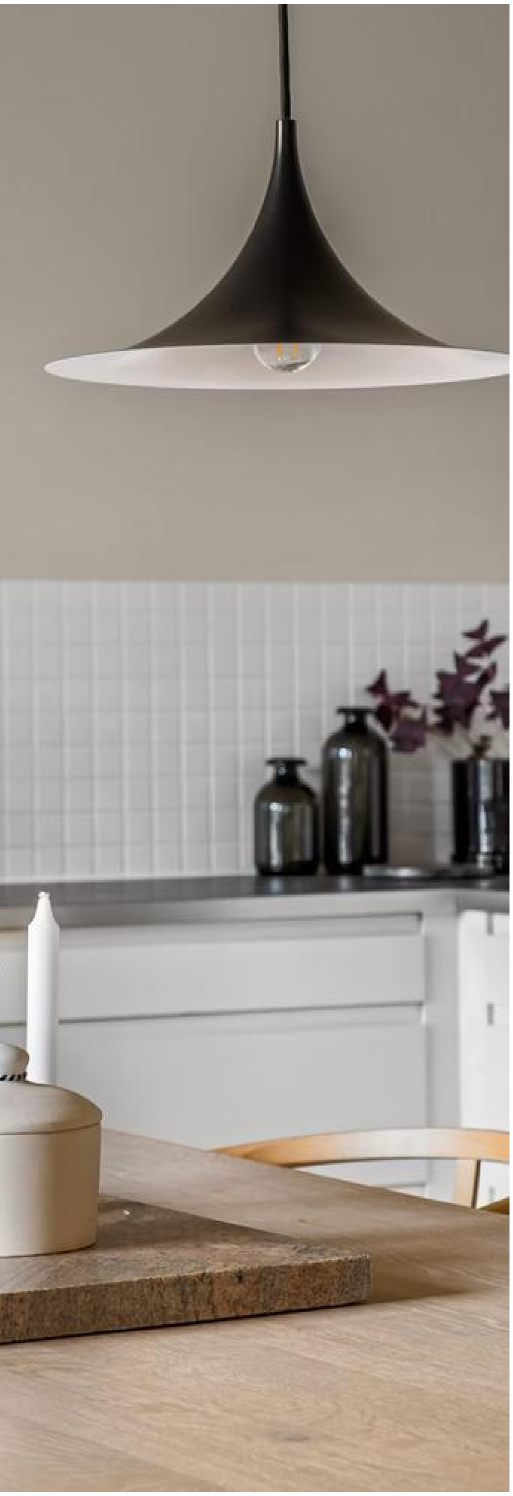
Luxury Contracts Signed

Current Year / **Previous Year**

BY MONTH, YEAR-OVER-YEAR

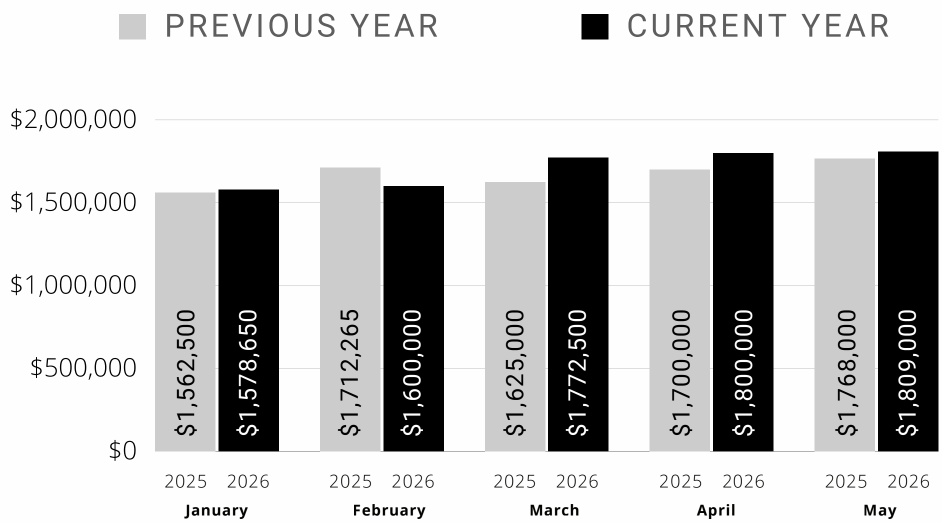
(+$3,000,000 & above)



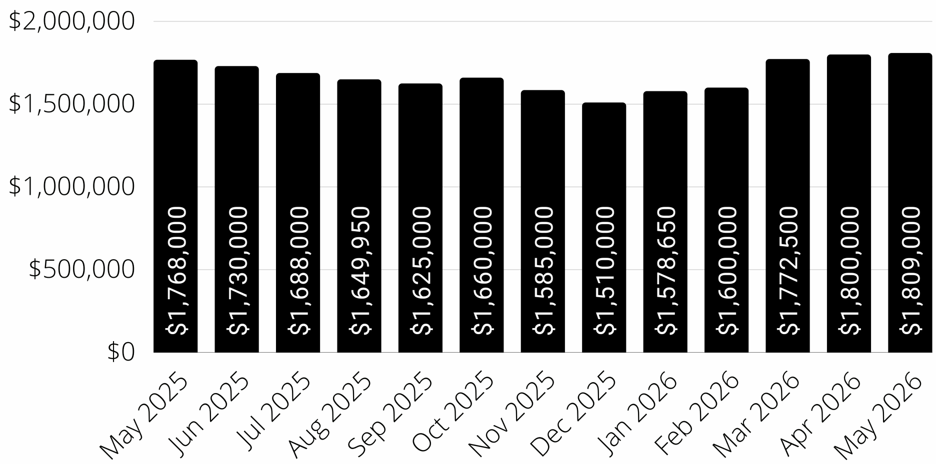


Median Sales Price

BY MONTH, YEAR-OVER-YEAR

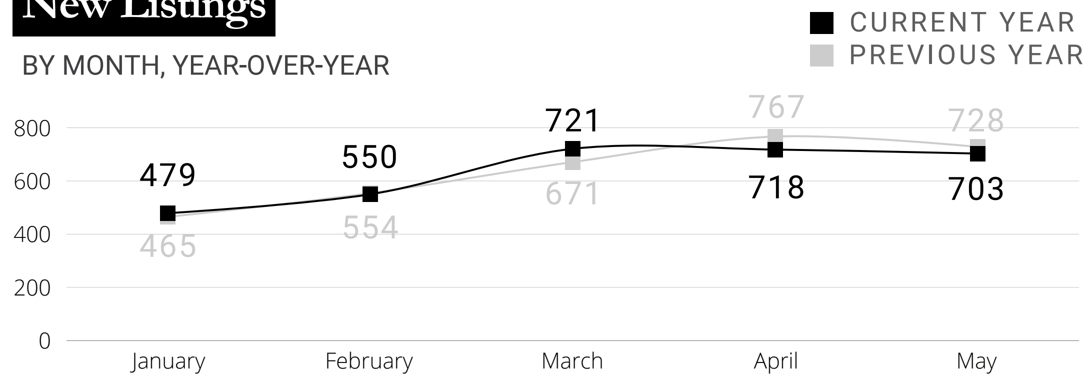


BY MONTH



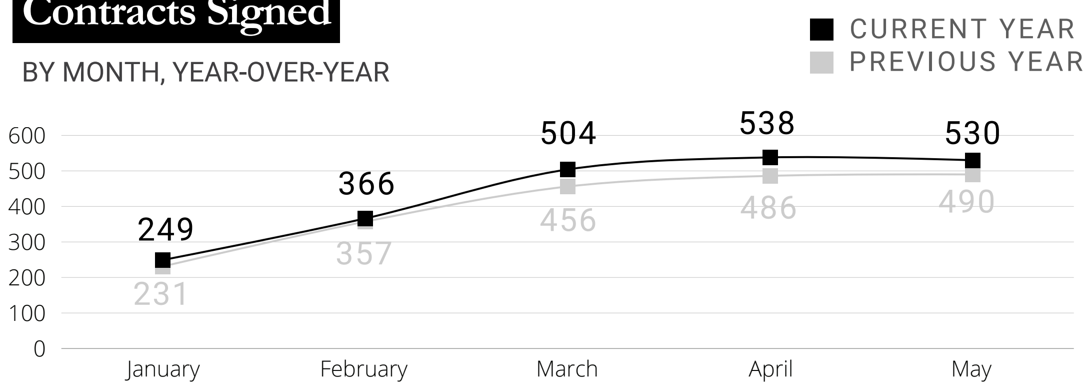
New Listings

BY MONTH, YEAR-OVER-YEAR



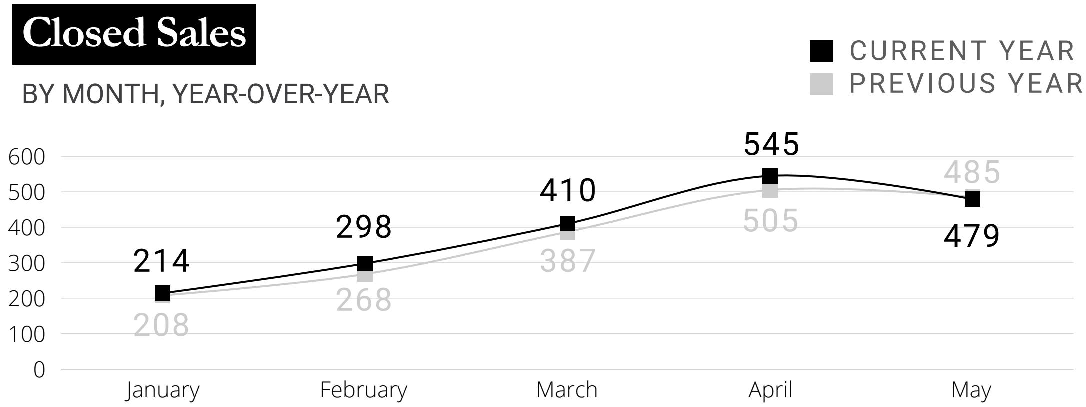
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



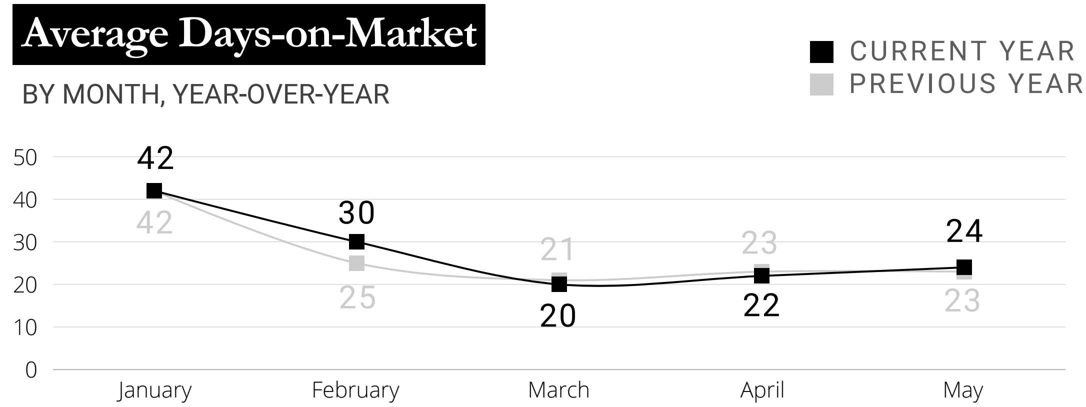
Closed Sales

BY MONTH, YEAR-OVER-YEAR



Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR



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San Francisco County

What's in the San Francisco County data?

The market for Single Family Homes, Condo, and Townhomes units saw 501 closed sales at a median price of $1.7m. There was a total of 623 new listings with an average of 23 days on the market without price reduction and with an average price per square foot of $1,214.

Overview

May 2026

New Listings

623

-6.0% Year-over-Year

Closed Sales

501

+14.9% Year-over-Year

Average Days-on-Market

23

-30.3% Year-over-Year

Average Price Per SqFt

$1,214

+13.1% Year-over-Year

Median Sale Price

$1.7M

+13.6% Year-over-Year

Total Volume

$1.1B

+32.1% Year-over-Year

Data includes all single family, townhome, and condominium sales in San Francisco County sourced from InfoSparks & MLS Listings. The most recent month's data is based on available numbers, but may change with late reported activity. Data from sources deemed reliable but may contain errors and are subject to revision.

SFH

Single Family Homes

297
New Listings

259
Closed Sales

15
Average Days-on-Market

$1,265
Average Price Per SqFt

$2.2M
Median Sale Price

$749M
Total Volume

Data includes all single family, townhome, and condominium sales in San Francisco County sourced from MLS Listings. The most recent quarter's data is based on available numbers, but May change with late reported activity. Data from sources deemed reliable but May contain errors and are subject to revision.

CONDO

Condo & Townhomes

326
New Listings

242
Closed Sales

32
Average Days-on Market

$1,158
Average Price Per SqFt

$1.3M
Median Sale Price

$378M
Total Volume

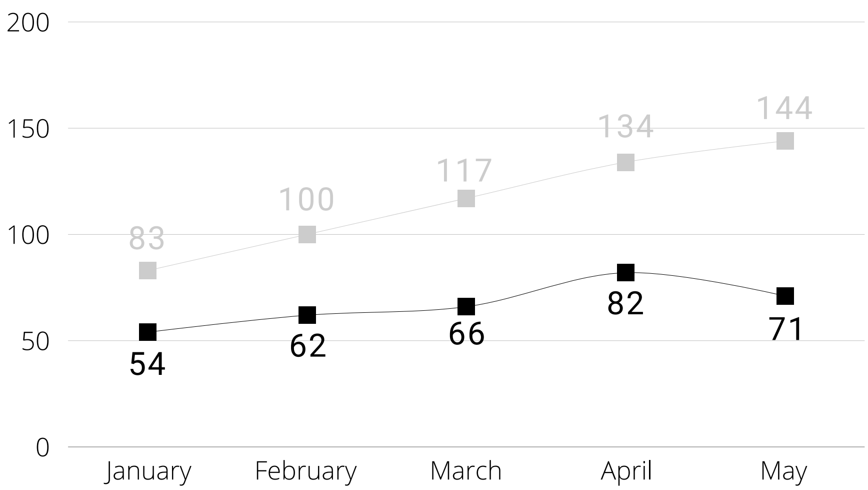
Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

(+$3,000,000 & above)

Current Year

Previous Year



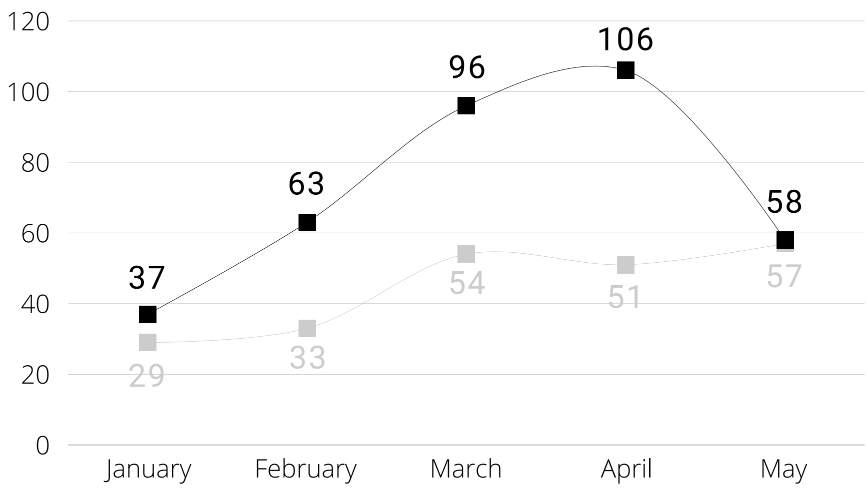
Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

(+$3,000,000 & above)

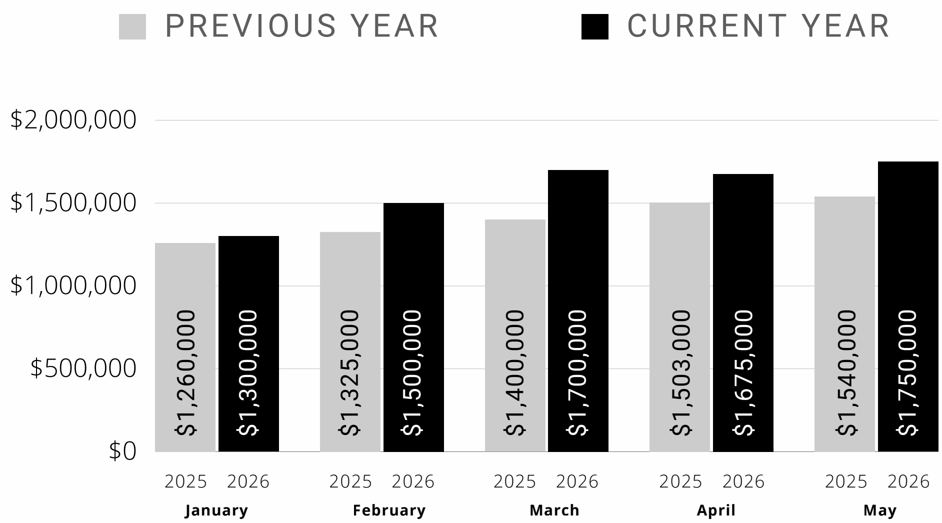
Current Year

Previous Year

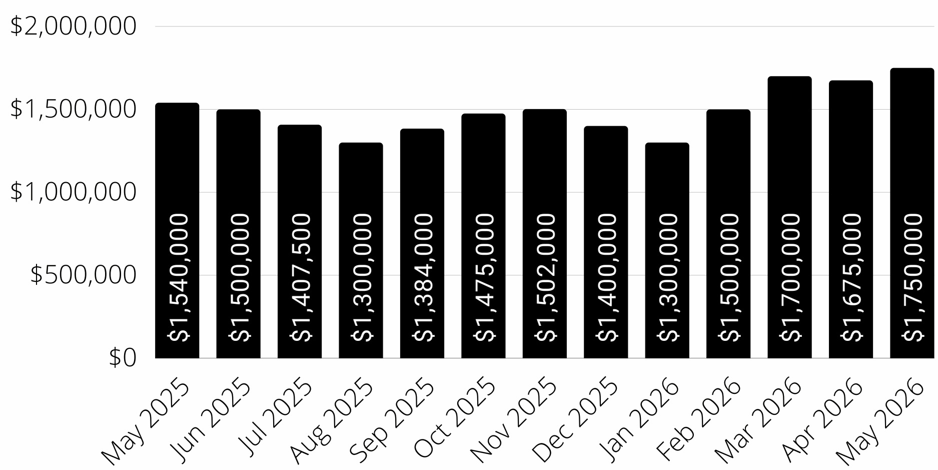


Median Sales Price

BY MONTH, YEAR-OVER-YEAR

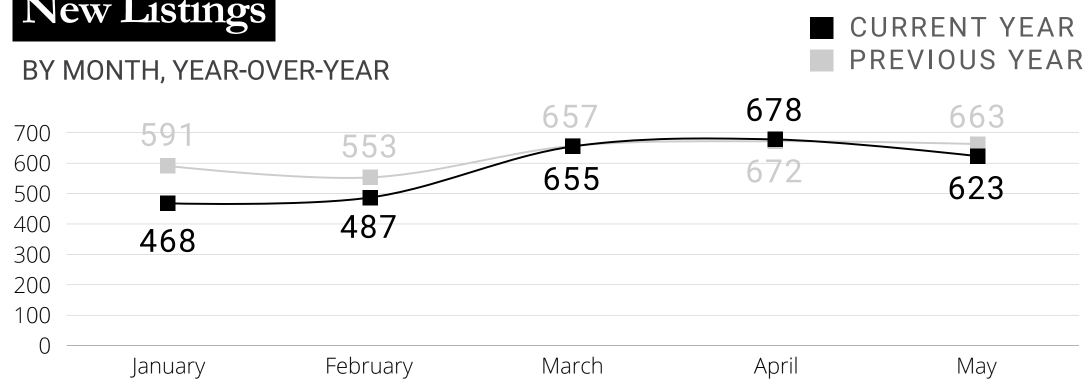


BY MONTH



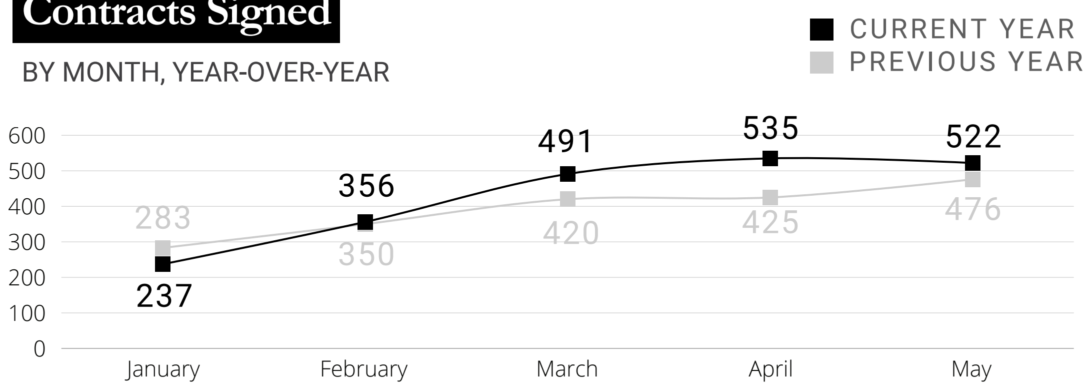
New Listings

BY MONTH, YEAR-OVER-YEAR



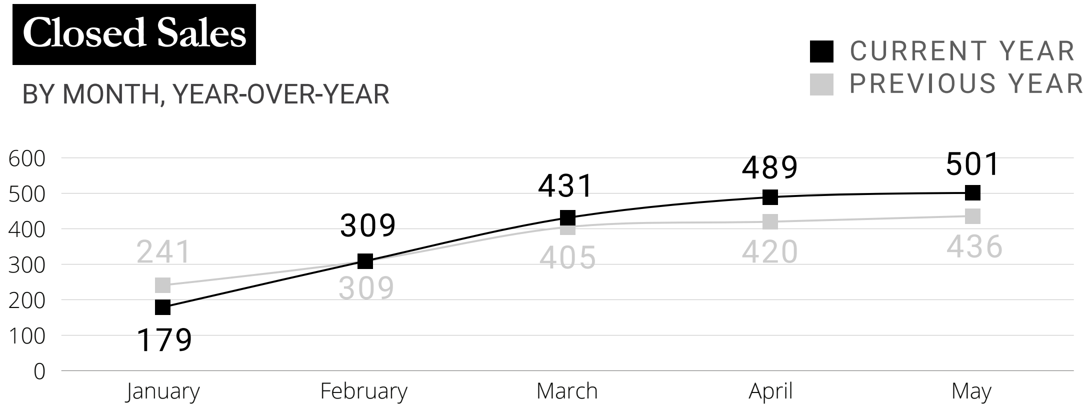
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



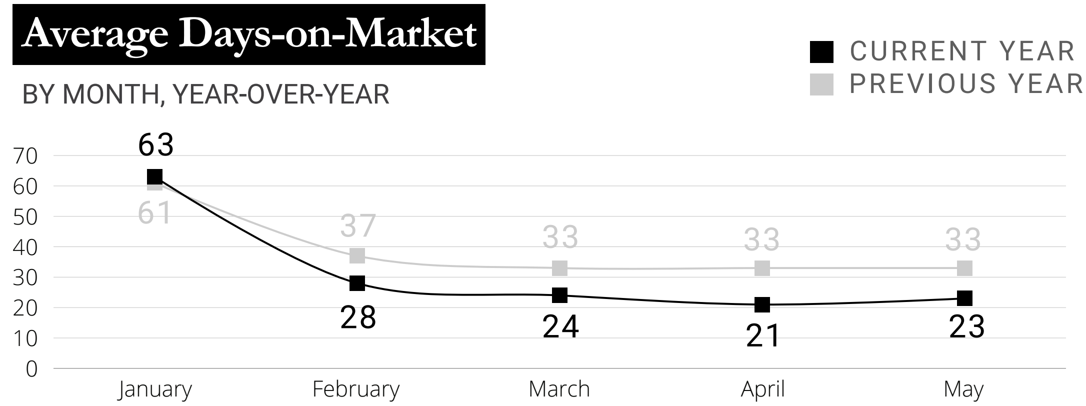
Closed Sales

BY MONTH, YEAR-OVER-YEAR



Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR



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Alameda County

What's in the Alameda County data?

The market for Single Family Homes, Condo, and Townhomes units saw 943 closed sales at a median price of $1.2m. There was a total of 1,562 new listings with an average of 24 days on the market without price reduction and with an average price per square foot of $740.

Overview

May 2026

New Listings

1,562

-8.5% Year-over-Year

Closed Sales

943

+2.5% Year-over-Year

Average Days-on-Market

24

+0% Year-over-Year

Average Price Per SqFt

$740

-1.5% Year-over-Year

Median Sale Price

$1.2M

+7.4% Year-over-Year

Total Volume

$1.3B

+8.8% Year-over-Year

Data includes all single family, townhome, and condominium sales in Alameda County sourced from InfoSparks & MLS Listings. The most recent month's data is based on available numbers, but may change with late reported activity. Data from sources deemed reliable but may contain errors and are subject to revision.

SFH

Single Family Homes

1,131
New Listings

735
Closed Sales

21
Average
Days-on-Market

$791
Average Price
Per SqFt

$1.3M
Median Sale Price

$1.1B
Total Volume

Data includes all single family, townhome, and condominium sales in Alameda County sourced from MLS Listings. The most recent quarter's data is based on available numbers, but May change with late reported activity. Data from sources deemed reliable but May contain errors and are subject to revision.

CONDO

Condo & Townhomes

430
New Listings

208
Closed Sales

38
Average
Days-on Market

$563
Average Price
Per SqFt

$670K
Median Sale Price

$150M
Total Volume

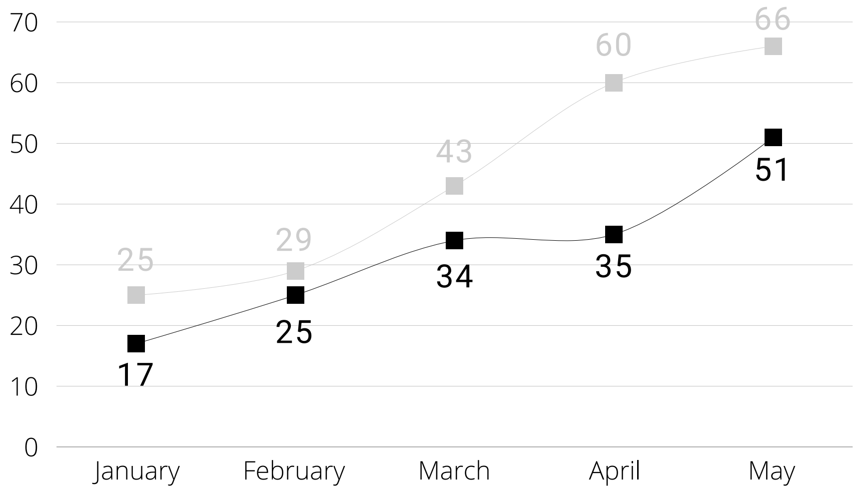
Luxury Listings for Sale

Current Year

Previous Year

BY MONTH, YEAR-OVER-YEAR

(+$3,000,000 & above)



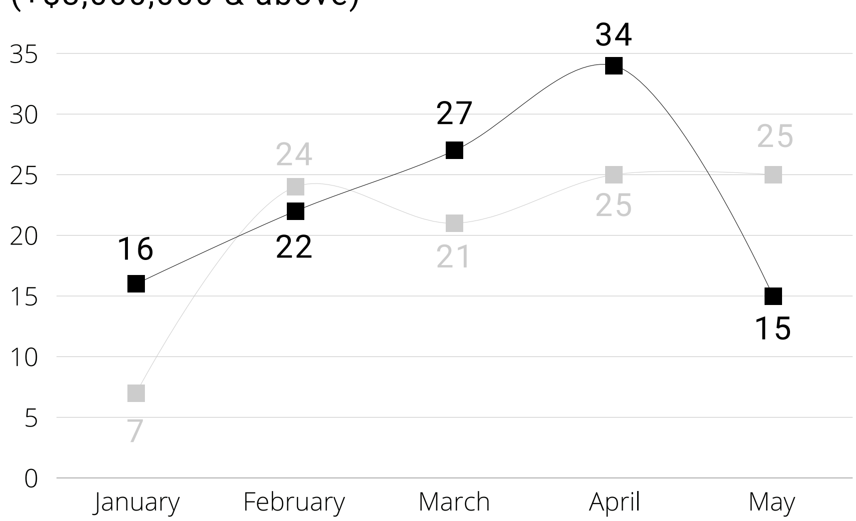
Luxury Contracts Signed

Current Year

Previous Year

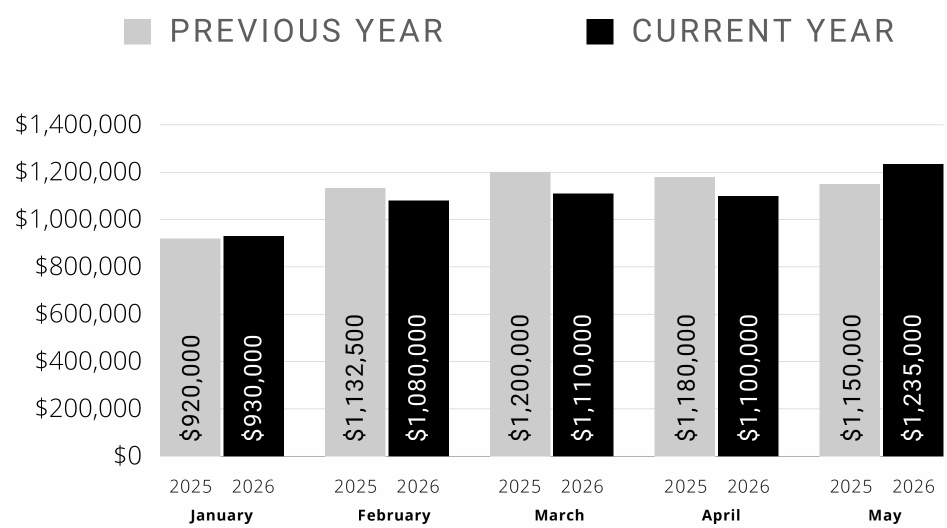
BY MONTH, YEAR-OVER-YEAR

(+$3,000,000 & above)

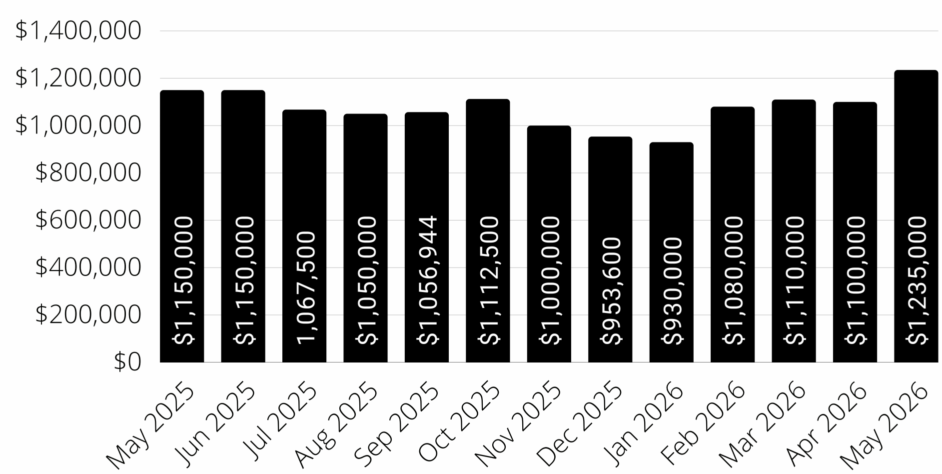


Median Sales Price

BY MONTH, YEAR-OVER-YEAR



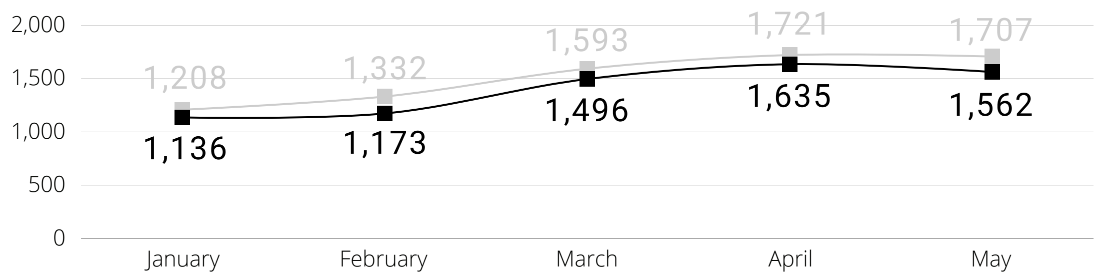
BY MONTH



New Listings

BY MONTH, YEAR-OVER-YEAR

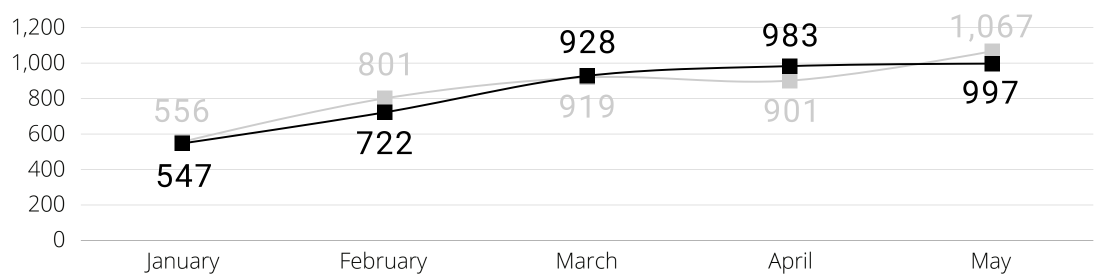
CURRENT YEAR
PREVIOUS YEAR



Contracts Signed

BY MONTH, YEAR-OVER-YEAR

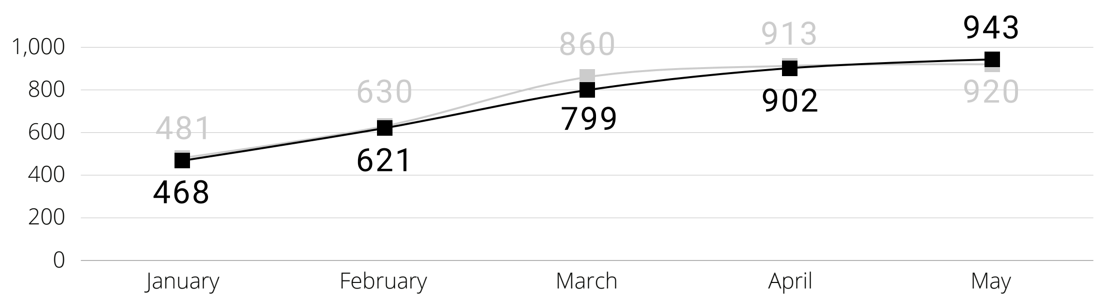
CURRENT YEAR
PREVIOUS YEAR



Closed Sales

BY MONTH, YEAR-OVER-YEAR

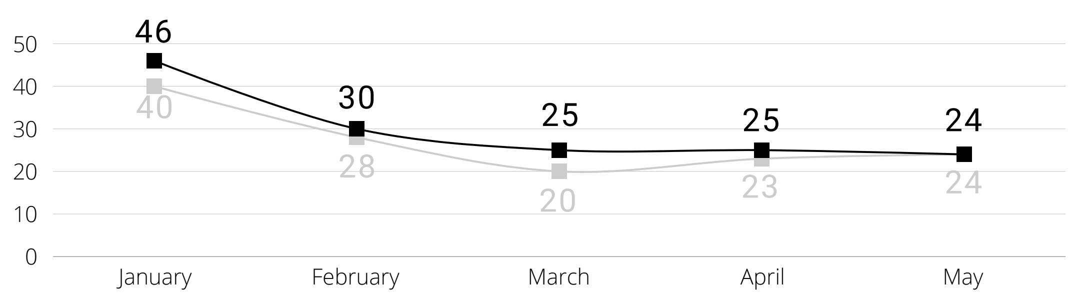
CURRENT YEAR
PREVIOUS YEAR



Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR

CURRENT YEAR
PREVIOUS YEAR



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Santa Cruz County

What's in the Santa Cruz County data?

The market for Single Family Homes, Condo, and Townhomes units saw 161 closed sales at a median price of $1.1m. There was a total of 299 new listings with an average of 29 days on the market without price reduction and with an average price per square foot of $817.

Overview

May 2026

New Listings

299

-12.8% Year-over-Year

Closed Sales

161

-0.6% Year-over-Year

Average Days-on-Market

29

-6.5% Year-over-Year

Average Price Per SqFt

$817

+2.0% Year-over-Year

Median Sale Price

$1.1M

-4.2% Year-over-Year

Total Volume

$210M

-4.6% Year-over-Year

Data includes all single family, townhome, and condominium sales in Santa Cruz County sourced from InfoSparks & MLS Listings. The most recent month's data is based on available numbers, but may change with late reported activity. Data from sources deemed reliable but may contain errors and are subject to revision.

SFH

Single Family Homes

241
New Listings

133
Closed Sales

26
Average
Days-on-Market

$831
Average Price
Per SqFt

$1.2M
Median Sale Price

$186M
Total Volume

Data includes all single family, townhome, and condominium sales in Santa Cruz County sourced from MLS Listings. The most recent quarter's data is based on available numbers, but May change with late reported activity. Data from sources deemed reliable but May contain errors and are subject to revision.

CONDO

Condo & Townhomes

58
New Listings

28
Closed Sales

43
Average Days-on Market

$750
Average Price Per SqFt

$855K
Median Sale Price

$23M
Total Volume

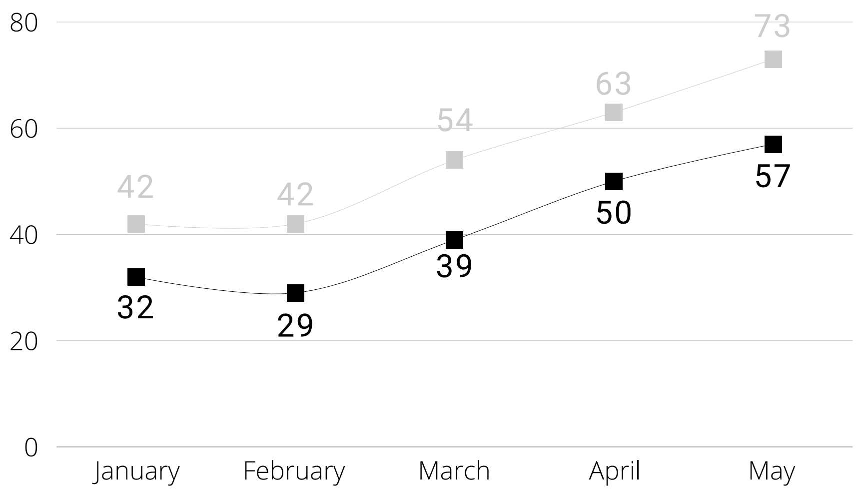
Luxury Listings for Sale

Current Year

Previous Year

BY MONTH, YEAR-OVER-YEAR

(+$3,000,000 & above)



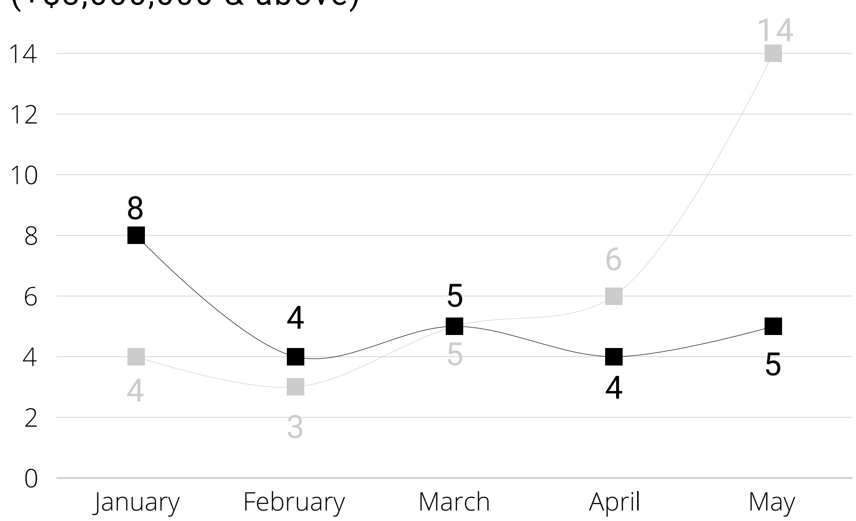
Luxury Contracts Signed

Current Year

Previous Year

BY MONTH, YEAR-OVER-YEAR

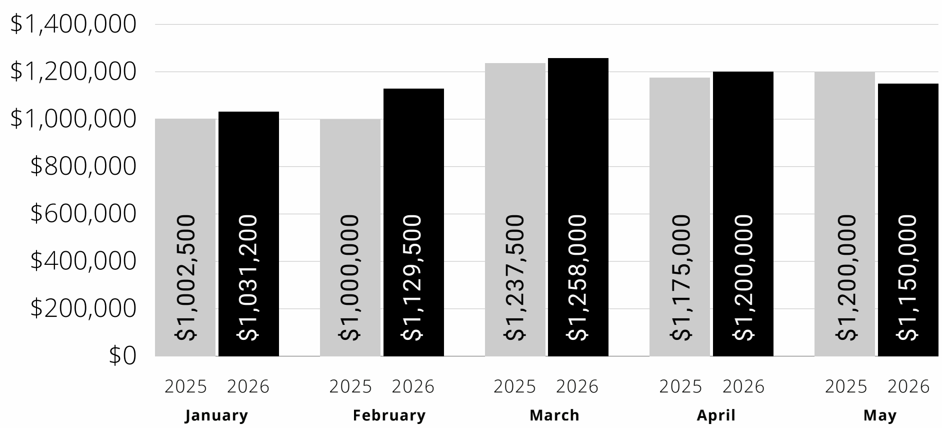
(+$3,000,000 & above)



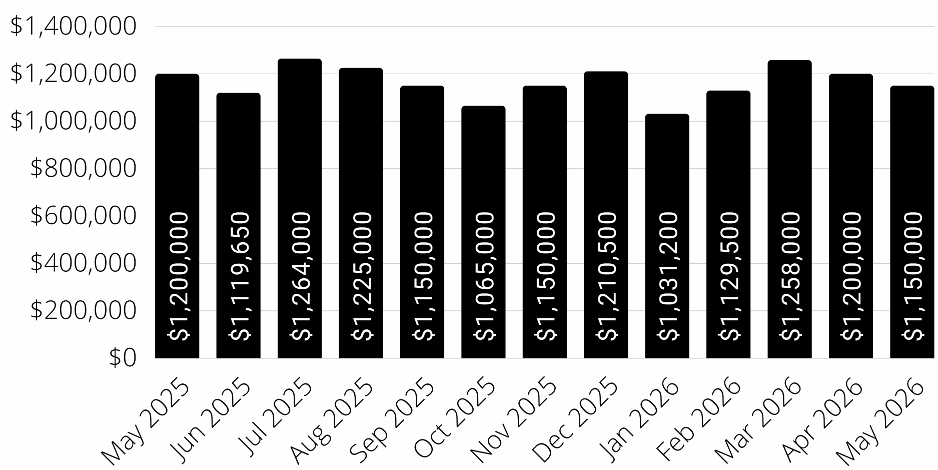
Median Sales Price

BY MONTH, YEAR-OVER-YEAR

PREVIOUS YEAR CURRENT YEAR



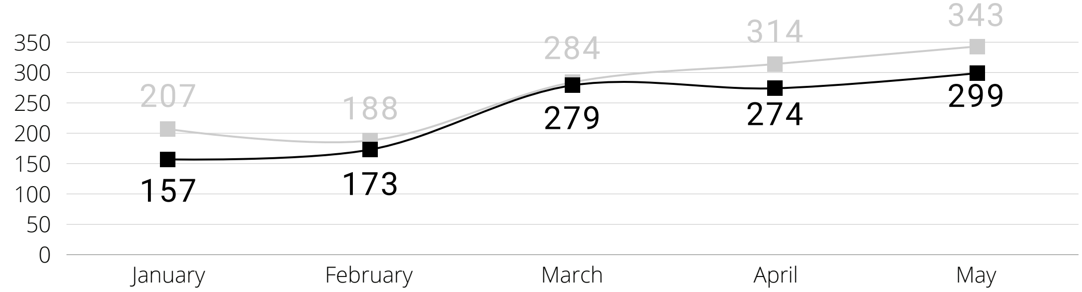
BY MONTH



New Listings

BY MONTH, YEAR-OVER-YEAR

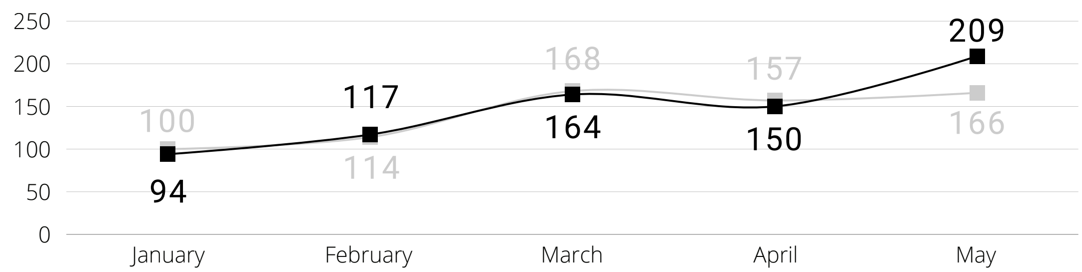
CURRENT YEAR
PREVIOUS YEAR



Contracts Signed

BY MONTH, YEAR-OVER-YEAR

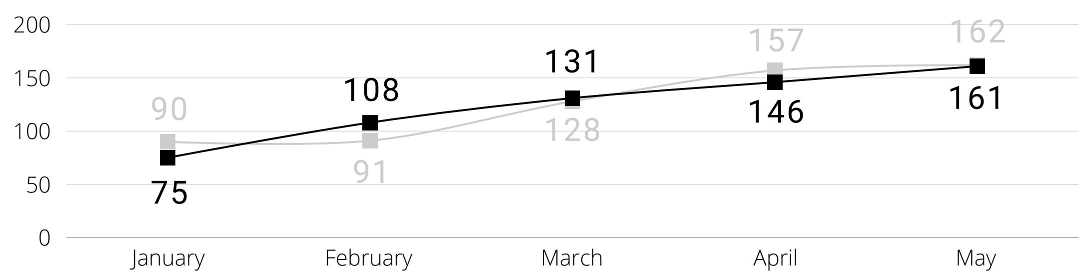
CURRENT YEAR
PREVIOUS YEAR



Closed Sales

BY MONTH, YEAR-OVER-YEAR

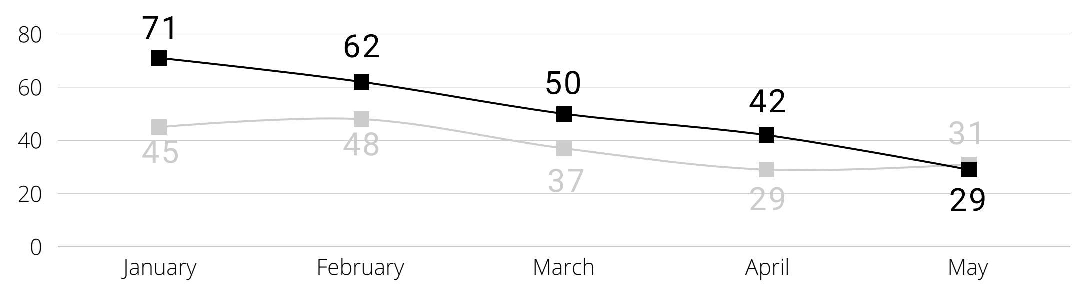
CURRENT YEAR
PREVIOUS YEAR



Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR

CURRENT YEAR
PREVIOUS YEAR



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SEA ELEMENT

Monterey County

What's in the Monterey County data?

The market for Single Family Homes, Condo, and Townhomes units saw 221 closed sales at a median price of $925k. There was a total of 277 new listings with an average of 40 days on the market without price reduction and with an average price per square foot of $770.

Overview

May 2026

New Listings

277

+10.4% Year-over-Year

Closed Sales

221

+42.6% Year-over-Year

Average Days-on-Market

40

+2.6% Year-over-Year

Average Price Per SqFt

$770

-0.1% Year-over-Year

Median Sale Price

$925K

+5.7% Year-over-Year

Total Volume

$295M

+39.7% Year-over-Year

Data includes all single family, townhome, and condominium sales in Monterey County sourced from InfoSparks & MLS Listings. The most recent month’s data is based on available numbers, but may change with late reported activity. Data from sources deemed reliable but may contain errors and are subject to revision.

SFH

Single Family Homes

244
New Listings

199
Closed Sales

40
Average
Days-on-Market

$792
Average Price
Per SqFt

$961K
Median Sale Price

$276M
Total Volume

Data includes all single family, townhome, and condominium sales in Monterey County sourced from MLS Listings. The most recent quarter's data is based on available numbers, but May change with late reported activity. Data from sources deemed reliable but May contain errors and are subject to revision.

CONDO

Condo & Townhomes

33
New Listings

22
Closed Sales

42
Average
Days-on Market

$574
Average Price
Per SqFt

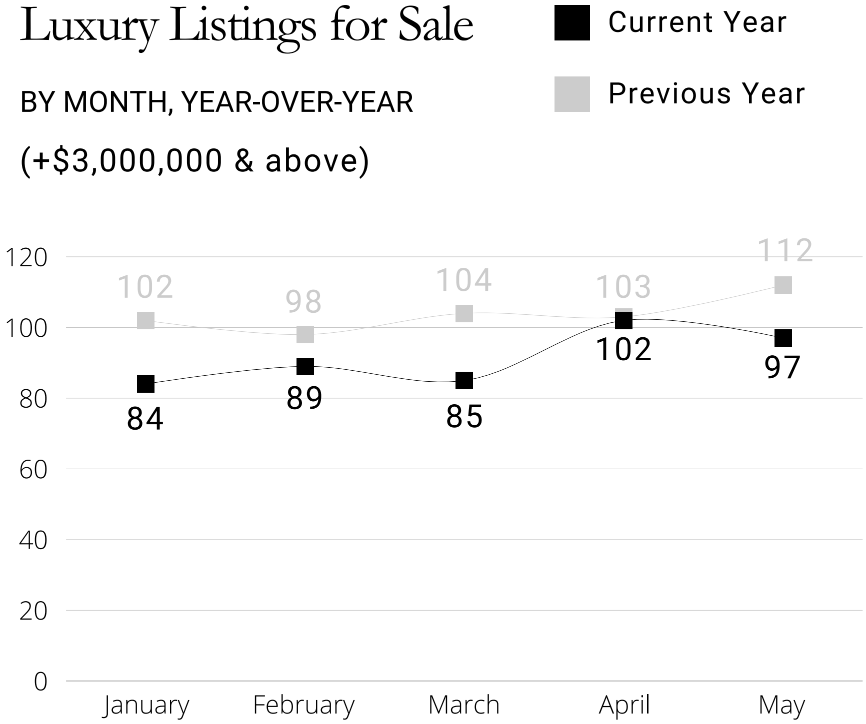
$642K
Median Sale Price

$18M
Total Volume

Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

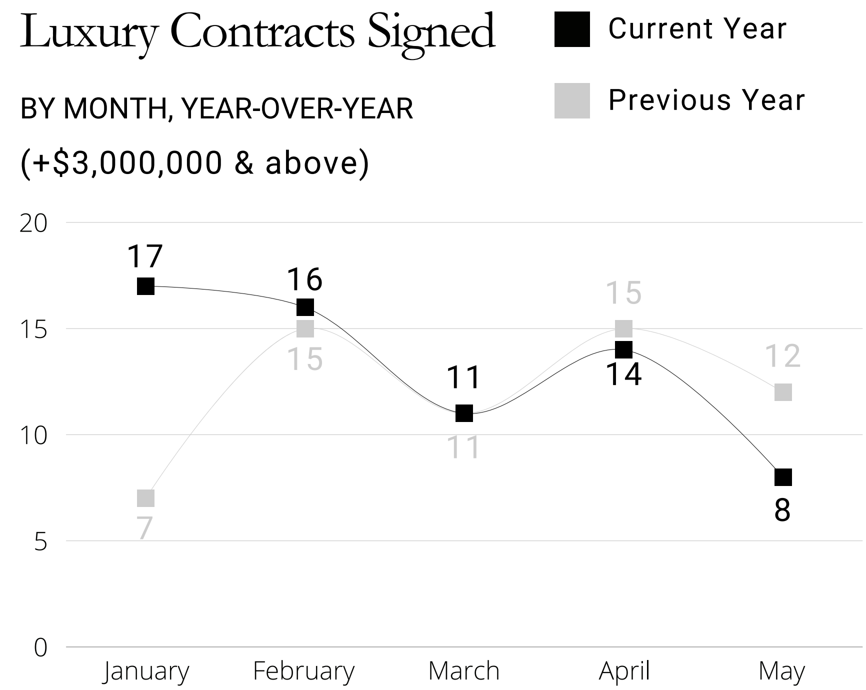
(+$3,000,000 & above)



Luxury Contracts Signed

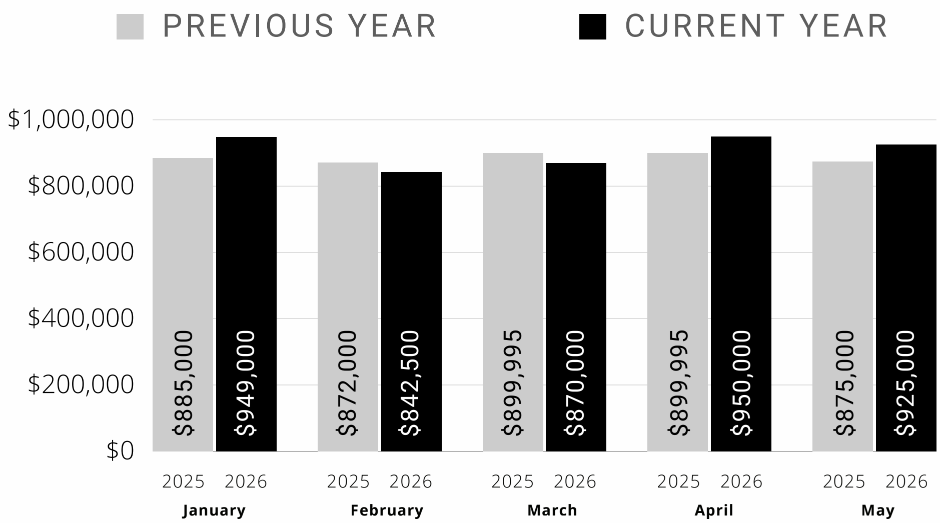
BY MONTH, YEAR-OVER-YEAR

(+$3,000,000 & above)

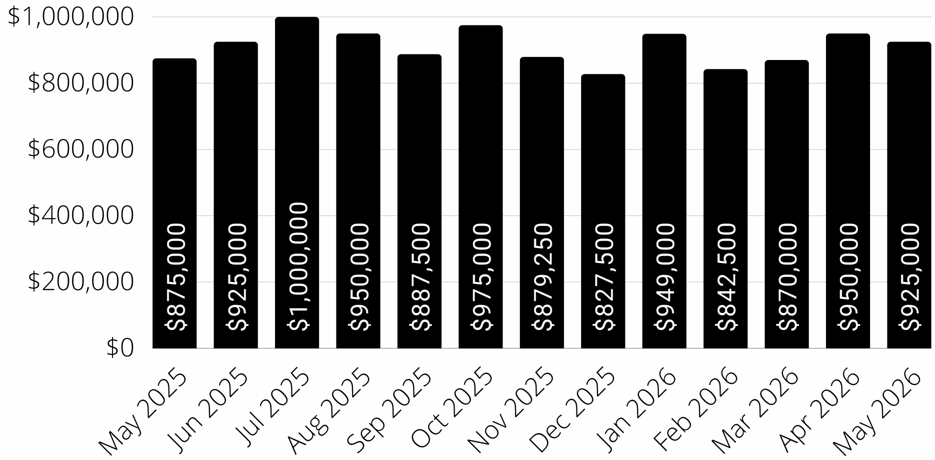


Median Sales Price

BY MONTH, YEAR-OVER-YEAR

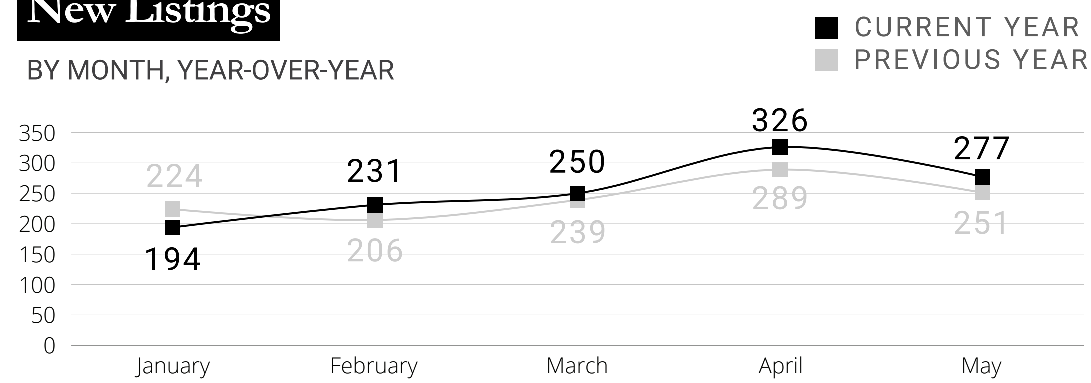


BY MONTH



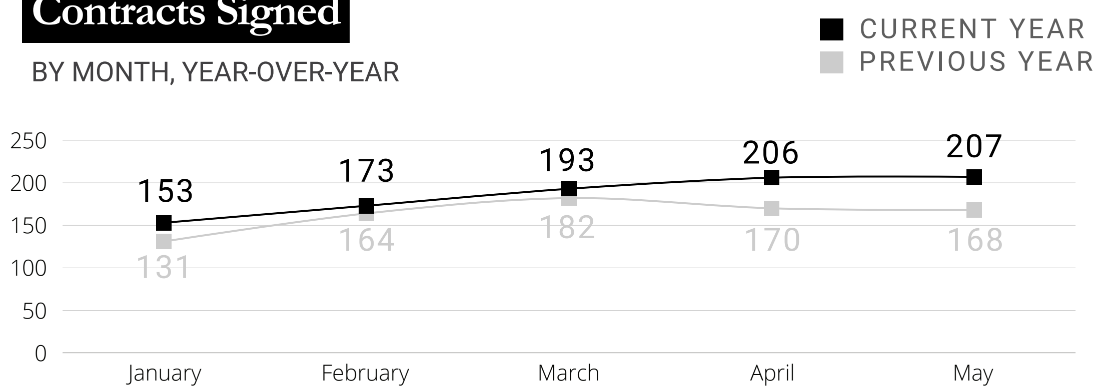
New Listings

BY MONTH, YEAR-OVER-YEAR



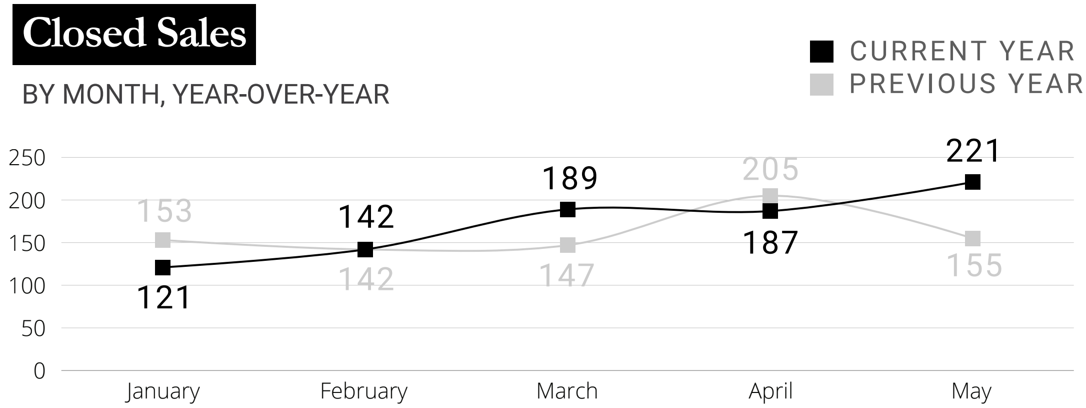
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



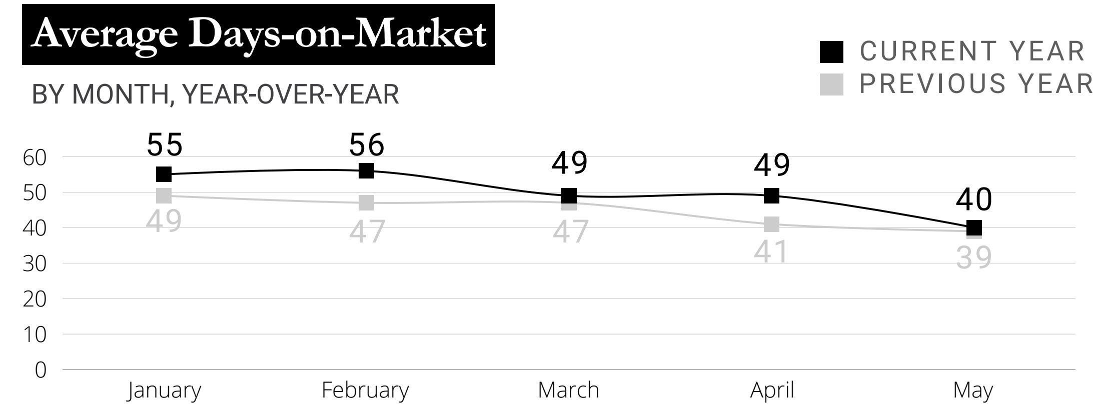
Closed Sales

BY MONTH, YEAR-OVER-YEAR



Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR



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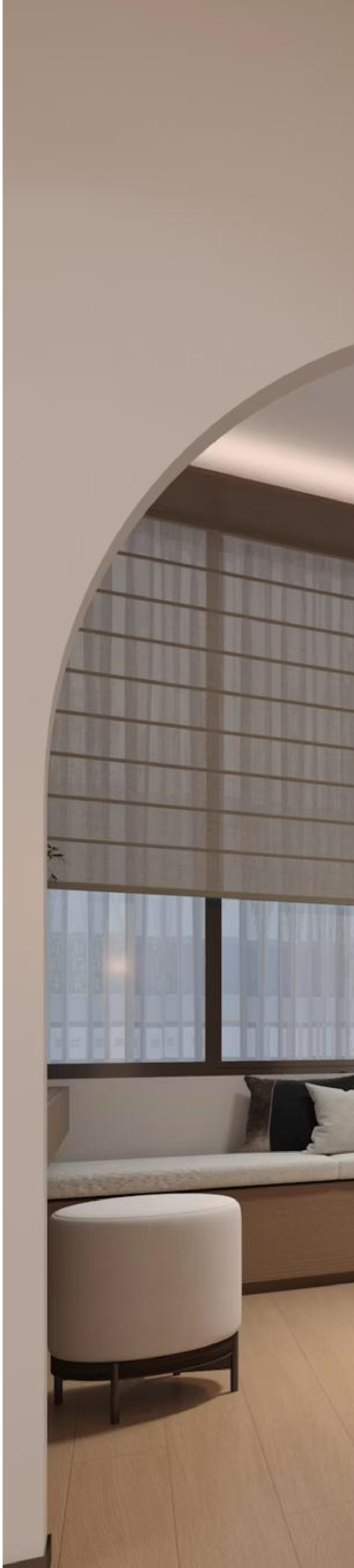
Dedicated to Success

Being an independently owned and operated franchise of Keller Williams, KW Bay Area Estates has the position as the Bay Area's foremost luxury real estate services firm with the execution of best-in-class customer service. KWBAE's unparalleled team consists of more than 250 associates and professionals strategically located in Los Gatos and Saratoga. Under the same ownership, we have our division of KW South Bay Commercial.

With uncompromising principles, KW Bay Area Estates has established a new standard of excellence within the industry. The company's growth has been strategic and exciting. Since its inception, the team has successfully represented more than 10,000 transactions, totalling more than $13 billion in closed sales volume.

Dedicated to upholding unparalleled standards for integrity and client care, they strive to create a culture where agents thrive while developing their own businesses to their maximum potential. KW Bay Area Estates has distributed to their associates over $2.7 million in profit share.

KW BAY AREA ESTATES KELLERWILLIAMS. | KELLERWILLIAMS Luxury BAY AREA ESTATES



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