Market Update

JUNE 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.

4 Ways To Give Your Offer an Edge This Spring

Looking to buy a home this season? Here's what you should know.

Buyers have more leverage today than they've had in years. There are more homes to choose from and, in many areas, sellers are more open to negotiation.

But that doesn't mean competition is gone completely. These days, it varies a lot depending on where you're hoping to move.
If you're buying in a popular neighborhood, or in a market where there aren't many homes for sale, you may still find yourself competing with another buyer.

And that's especially true in the Spring. Here's how to stay one step ahead of any competition this season.

READ MORE

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!

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 1,121 closed sales at a median price of $1.6m. There was a total of 1,488 new listings with an average of 26 days on the market without price reduction and with an average price per square foot of $1,085.

Overview

June 2026

New Listings

1,488

+3.2% Year-over-Year

Closed Sales

1,121

-2.3% Year-over-Year

Average Days-on-Market

26

+23.8% Year-over-Year

Average Price Per SqFt

$1,085

-2.4% Year-over-Year

Median Sale Price

$1.6M

-4.2% Year-over-Year

Total Volume

$2.3B

-4.0% 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 June change with late reported activity. Data from sources deemed reliable but June contain errors and are subject to revision.

SFH

Single Family Homes

971
New Listings

825
Closed Sales

22
Average
Days-on-Market

$1,201
Average Price
Per SqFt

$1.9M
Median Sale Price

$2B
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 June change with late reported activity. Data from sources deemed reliable but June contain errors and are subject to revision.

CONDO

Condo & Townhomes

517
New Listings

296
Closed Sales

36
Average
Days-on Market

$761
Average Price
Per SqFt

$915K
Median Sale Price

$303M
Total Volume

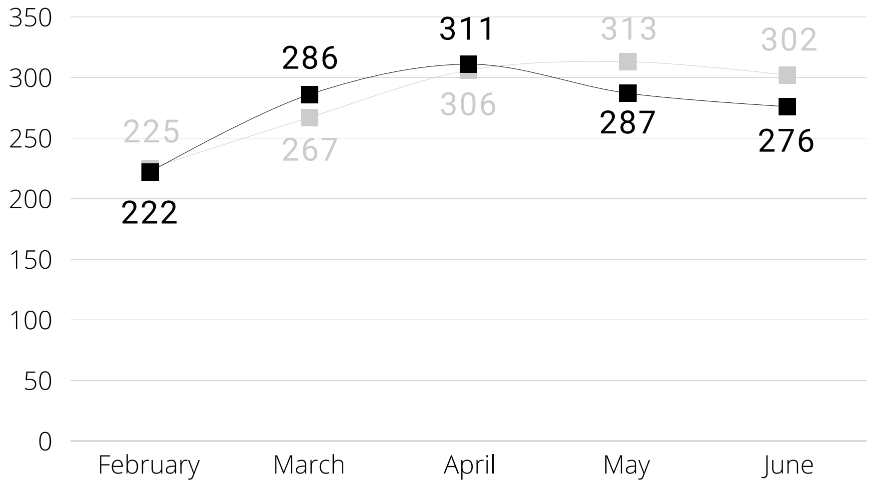
Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

(+$3,000,000 & above)

Current Year

Previous Year



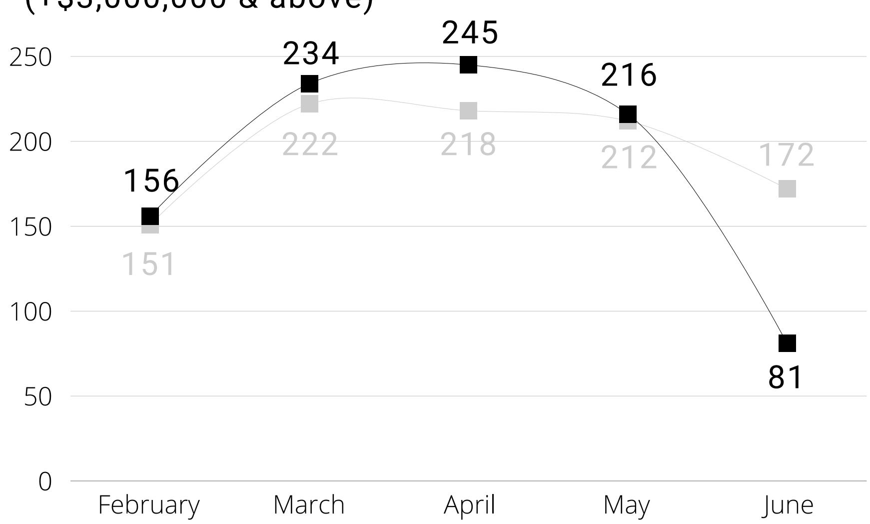
Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

(+$3,000,000 & above)

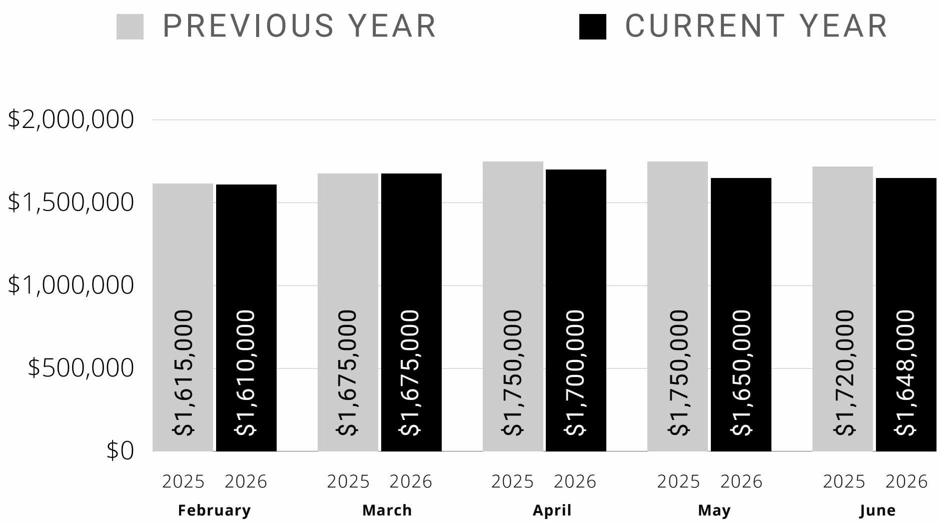
Current Year

Previous Year

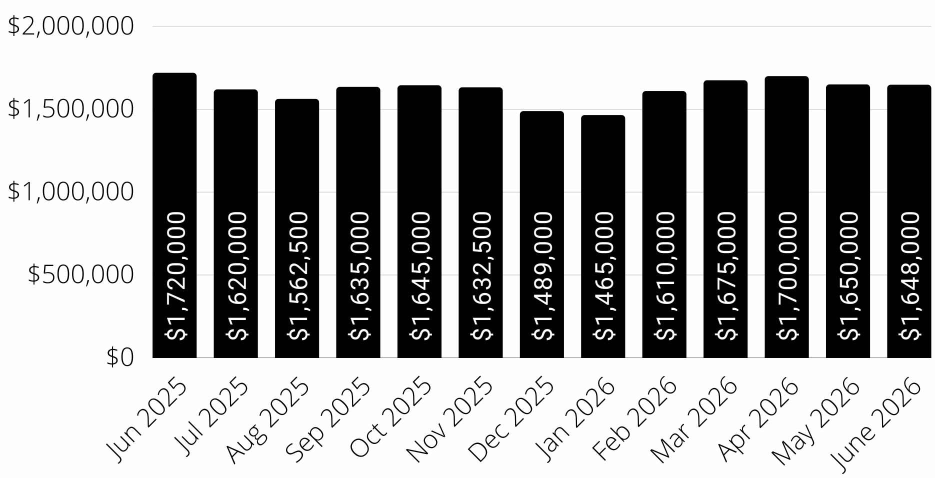


Median Sales Price

BY MONTH, YEAR-OVER-YEAR

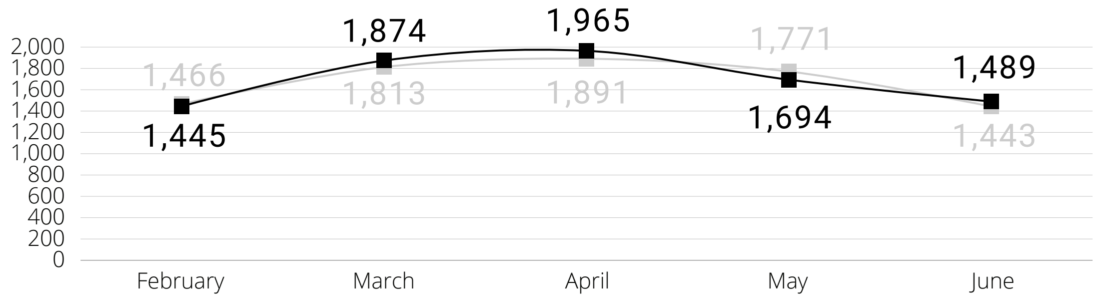


BY MONTH



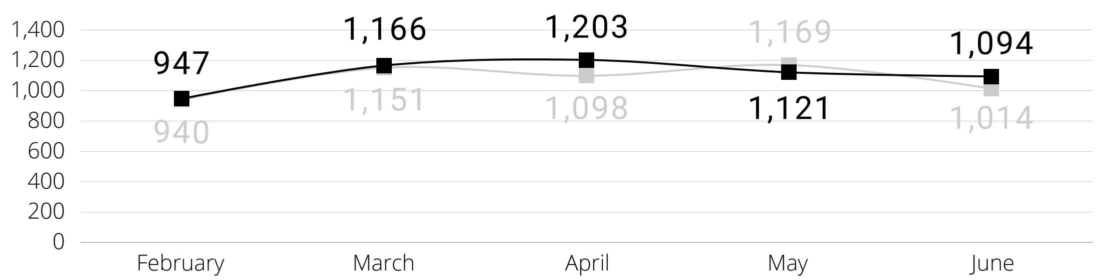
New Listings

BY MONTH, YEAR-OVER-YEAR



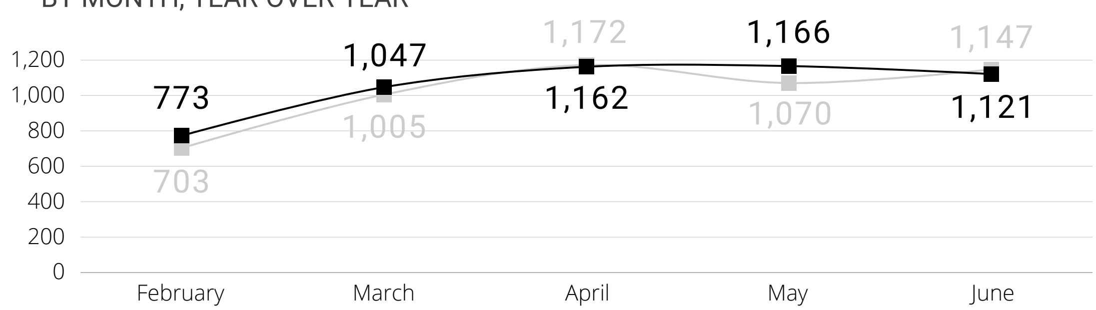
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



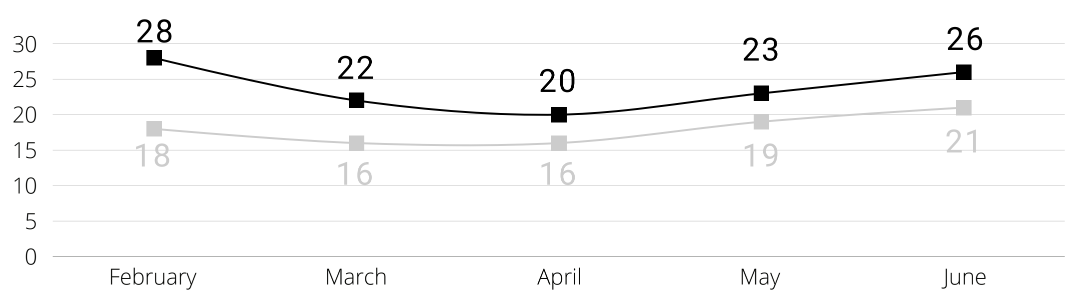
Closed Sales

BY MONTH, YEAR-OVER-YEAR



Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR



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San Mateo County

What's in the San Mateo County data?

The market for Single Family Homes, Condo, and Townhomes units saw 538 closed sales at a median price of $1.8m. There was a total of 588 new listings with an average of 23 days on the market without price reduction and with an average price per square foot of $1,181.

Overview

June 2026

New Listings

588

+0.3% Year-over-Year

Closed Sales

538

+19.3% Year-over-Year

Average Days-on-Market

23

-14.8% Year-over-Year

Average Price Per SqFt

$1,181

+4.9% Year-over-Year

Median Sale Price

$1.8M

+4.1% Year-over-Year

Total Volume

$1.3B

+24.6% 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 June change with late reported activity. Data from sources deemed reliable but June contain errors and are subject to revision.

SFH

Single Family Homes

454
New Listings

435
Closed Sales

20
Average Days-on-Market

$1,275
Average Price Per SqFt

$2.1M
Median Sale Price

$1.2B
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 June change with late reported activity. Data from sources deemed reliable but June contain errors and are subject to revision.

CONDO

Condo & Townhomes

134
New Listings

103
Closed Sales

37
Average
Days-on Market

$784
Average Price
Per SqFt

$875K
Median Sale Price

$102M
Total Volume

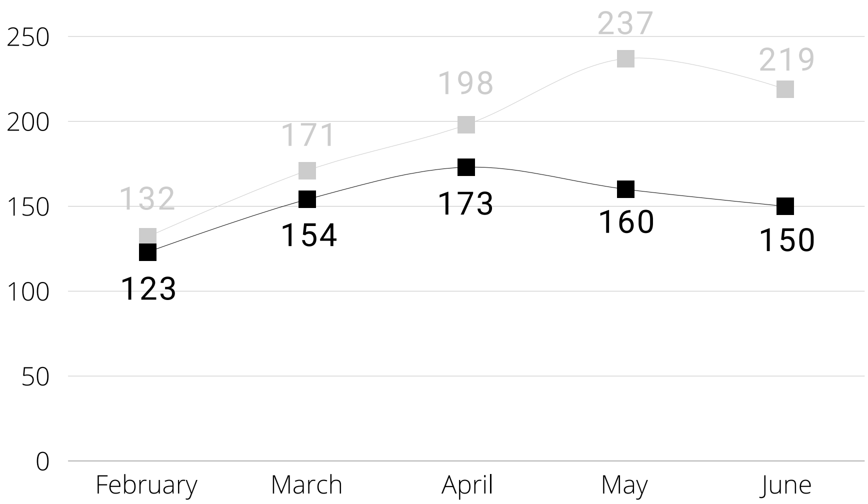
Luxury Listings for Sale

Current Year

Previous Year

BY MONTH, YEAR-OVER-YEAR

(+$3,000,000 & above)



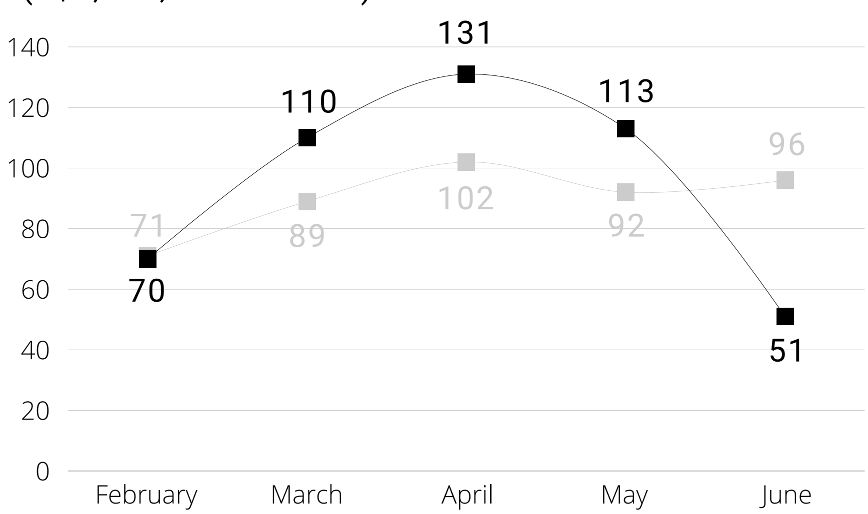
Luxury Contracts Signed

Current Year

Previous Year

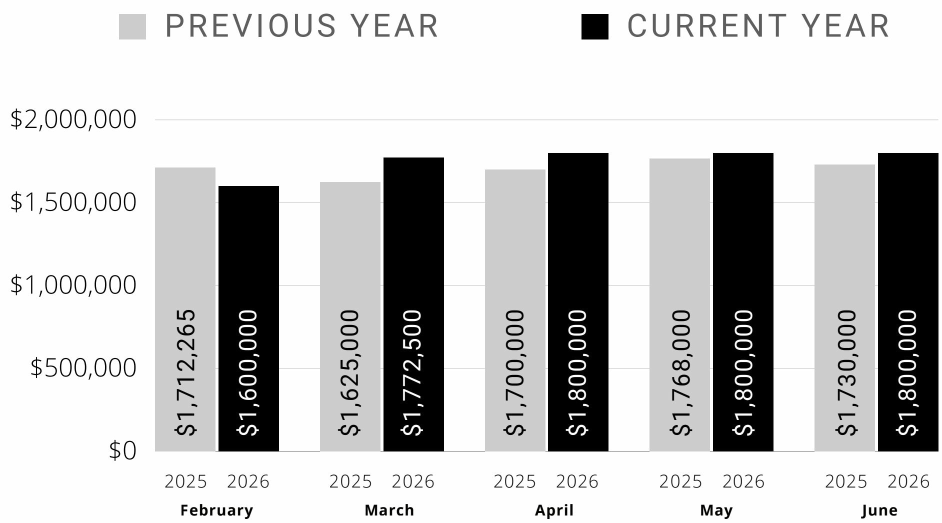
BY MONTH, YEAR-OVER-YEAR

(+$3,000,000 & above)

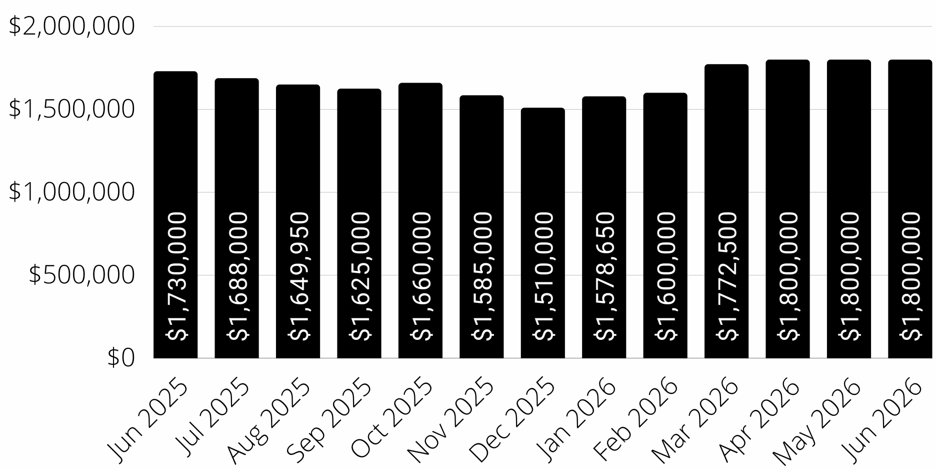


Median Sales Price

BY MONTH, YEAR-OVER-YEAR

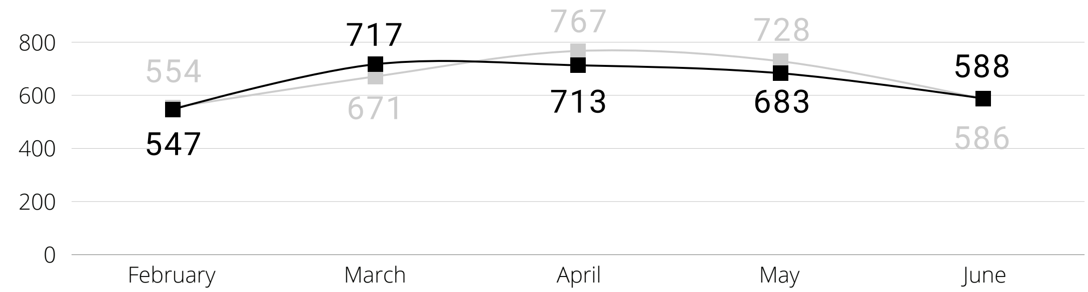


BY MONTH



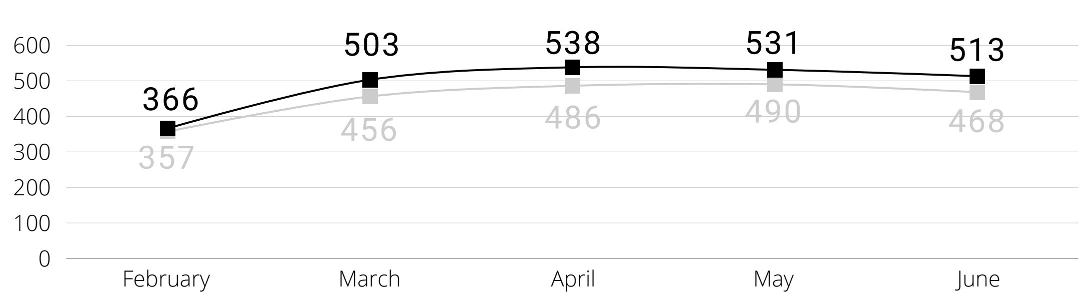
New Listings

BY MONTH, YEAR-OVER-YEAR



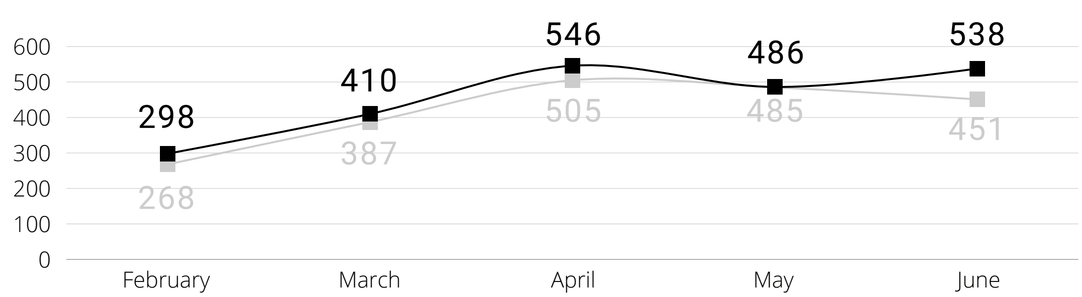
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



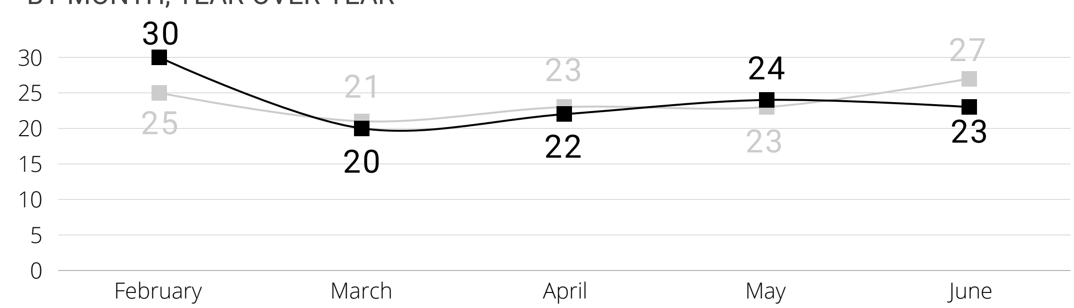
Closed Sales

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 528 closed sales at a median price of $1.6m. There was a total of 443 new listings with an average of 26 days on the market without price reduction and with an average price per square foot of $1,223.

Overview

June 2026

New Listings

443

-0.2% Year-over-Year

Closed Sales

528

+22.2% Year-over-Year

Average Days-on-Market

26

-27.8% Year-over-Year

Average Price Per SqFt

$1,223

+19.1% Year-over-Year

Median Sale Price

$1.6M

+10.9% Year-over-Year

Total Volume

$1.1B

+50.9% 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 June change with late reported activity. Data from sources deemed reliable but June contain errors and are subject to revision.

SFH

Single Family Homes

197
New Listings

265
Closed Sales

18
Average
Days-on-Market

$1,291
Average Price
Per SqFt

$2.1M
Median Sale Price

$756M
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 June change with late reported activity. Data from sources deemed reliable but June contain errors and are subject to revision.

CONDO

Condo & Townhomes

246	263
New Listings	Closed Sales
34	$1,152
Average Days-on Market	Average Price Per SqFt
$1.2M	$383M
Median Sale Price	Total Volume

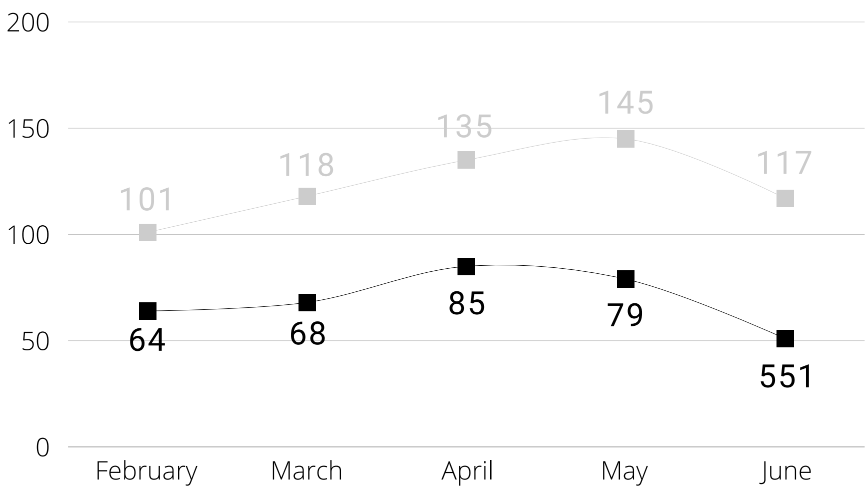
Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

(+$3,000,000 & above)

Current Year

Previous Year



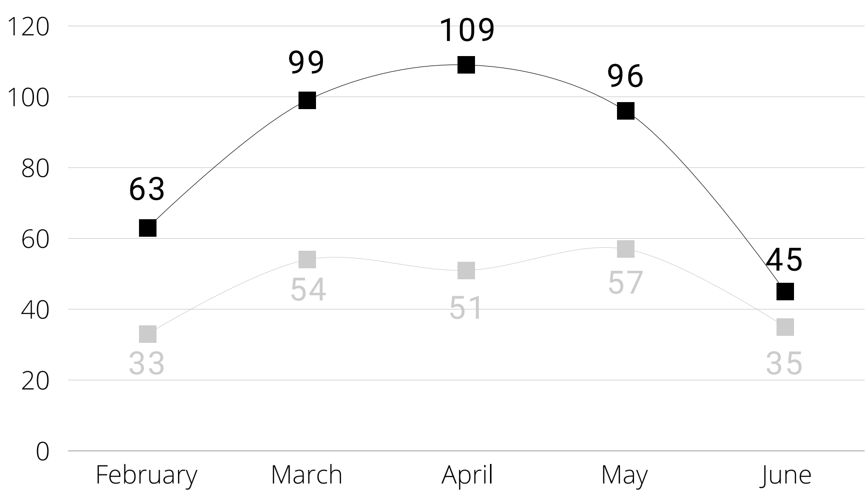
Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

(+$3,000,000 & above)

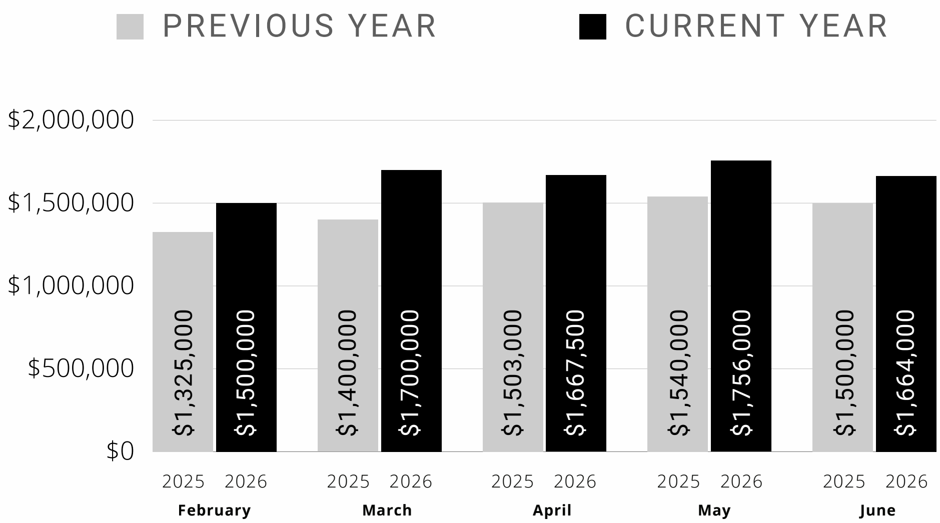
Current Year

Previous Year

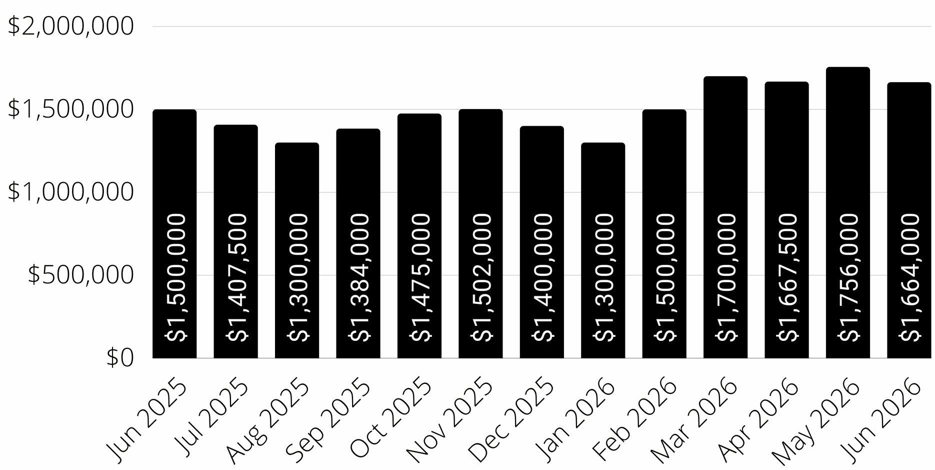


Median Sales Price

BY MONTH, YEAR-OVER-YEAR

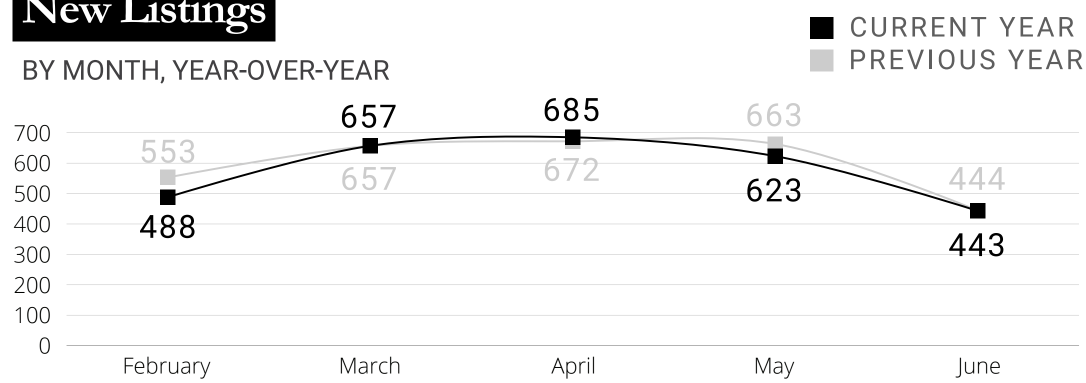


BY MONTH



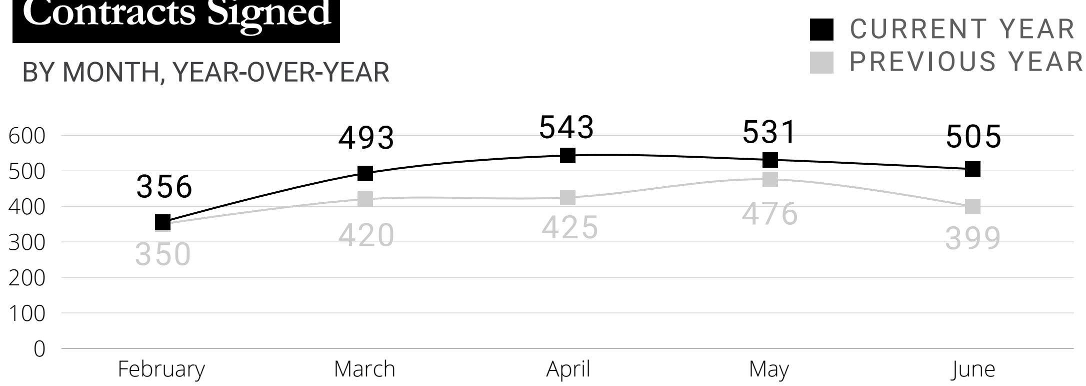
New Listings

BY MONTH, YEAR-OVER-YEAR



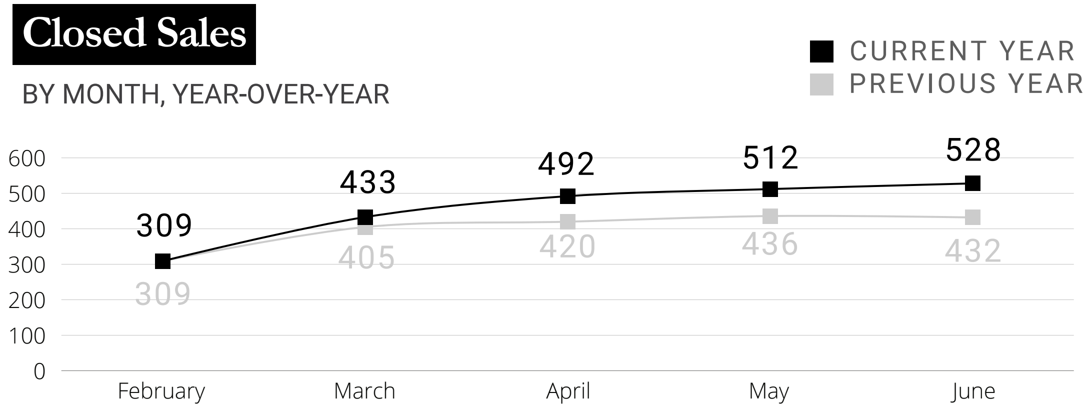
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



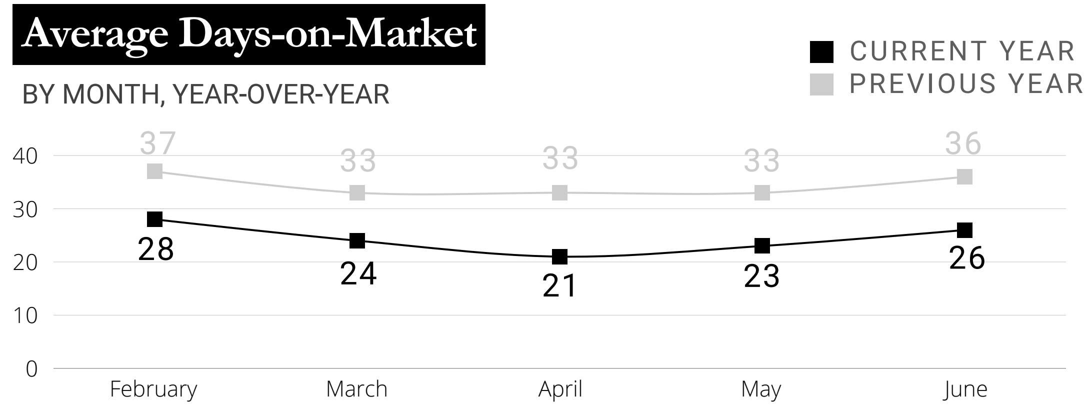
Closed Sales

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 1,005 closed sales at a median price of $1.1m. There was a total of 1,408 new listings with an average of 27 days on the market without price reduction and with an average price per square foot of $733.

Overview

June 2026

New Listings

1,408

+0.9% Year-over-Year

Closed Sales

1,005

+2.9% Year-over-Year

Average Days-on-Market

27

-3.6% Year-over-Year

Average Price Per SqFt

$733

+0.0% Year-over-Year

Median Sale Price

$1.1M

+0.0% Year-over-Year

Total Volume

$1.3B

+6.5% 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 June change with late reported activity. Data from sources deemed reliable but June contain errors and are subject to revision.

SFH

Single Family Homes

1,017
New Listings

755
Closed Sales

23
Average
Days-on-Market

$785
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 June change with late reported activity. Data from sources deemed reliable but June contain errors and are subject to revision.

CONDO

Condo & Townhomes

391
New Listings

250
Closed Sales

40
Average
Days-on Market

$573
Average Price
Per SqFt

$724K
Median Sale Price

$187M
Total Volume

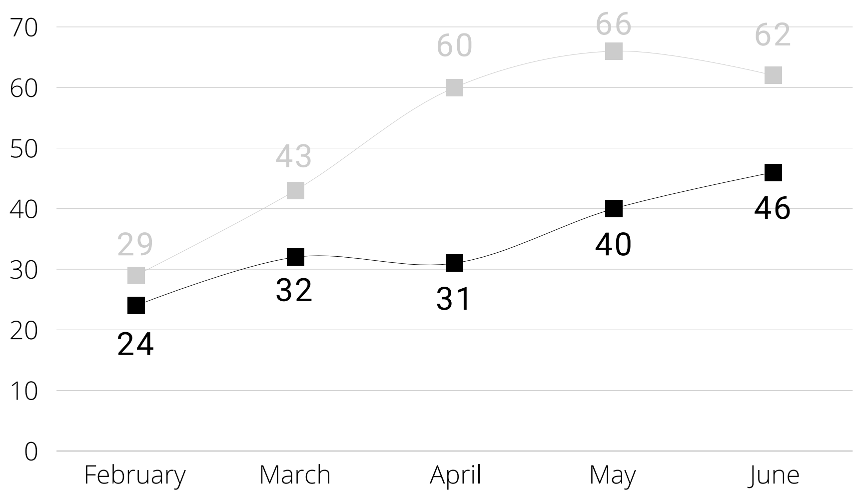
Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

(+$3,000,000 & above)

Current Year

Previous Year



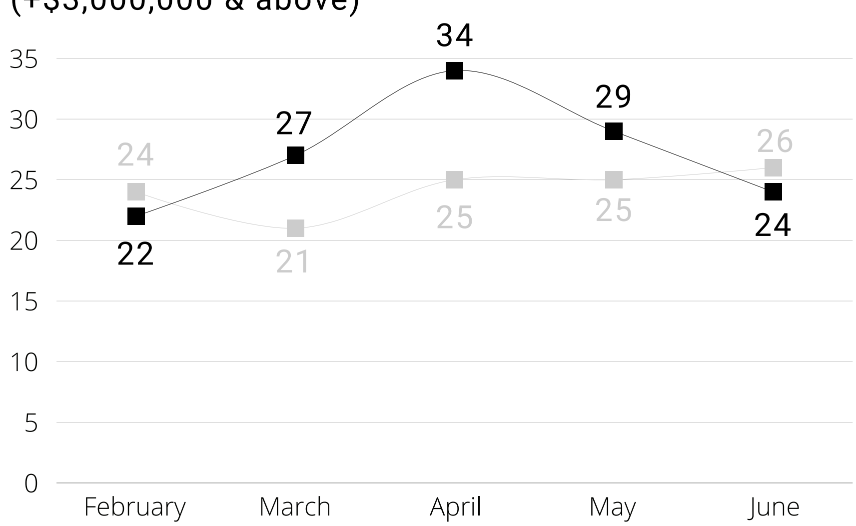
Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

(+$3,000,000 & above)

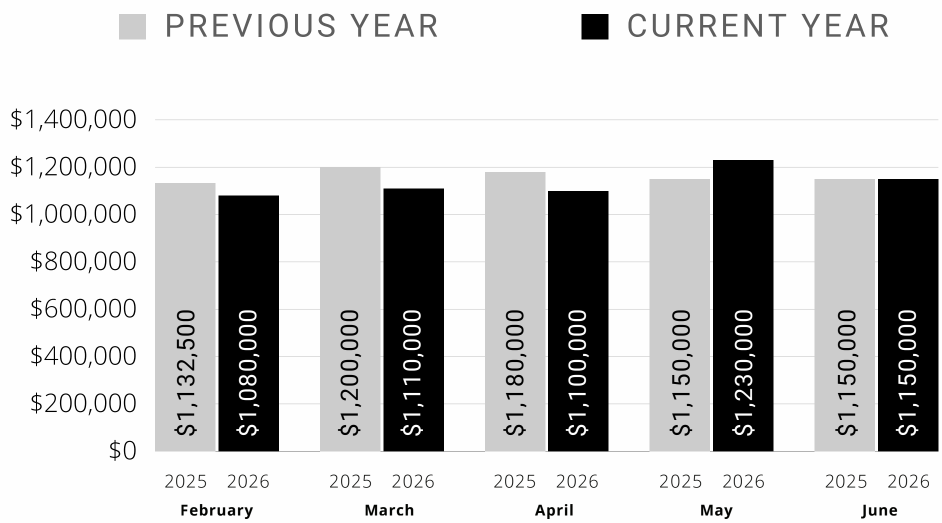
Current Year

Previous Year

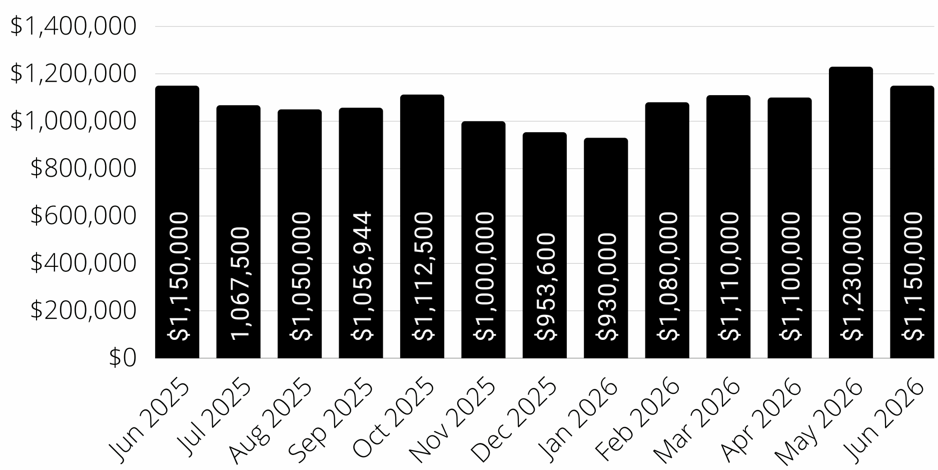


Median Sales Price

BY MONTH, YEAR-OVER-YEAR

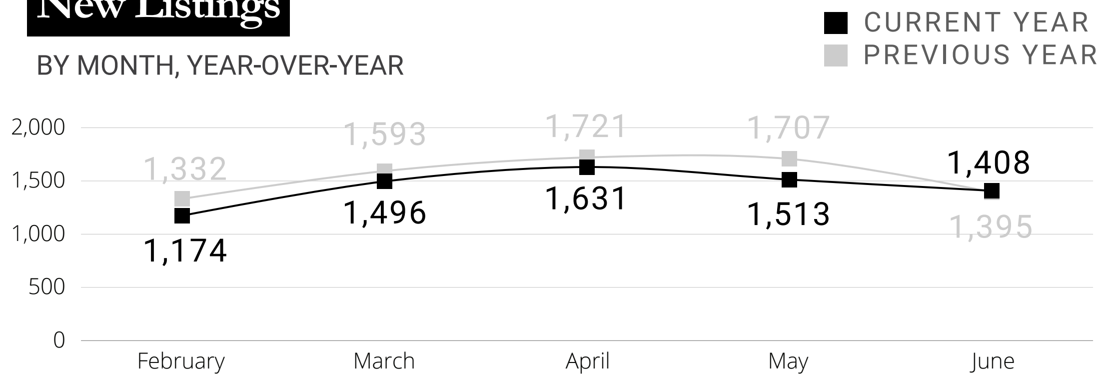


BY MONTH



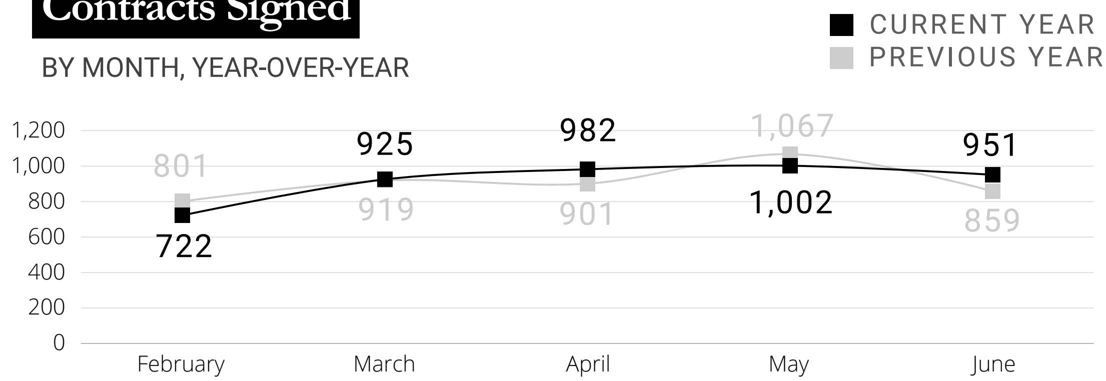
New Listings

BY MONTH, YEAR-OVER-YEAR



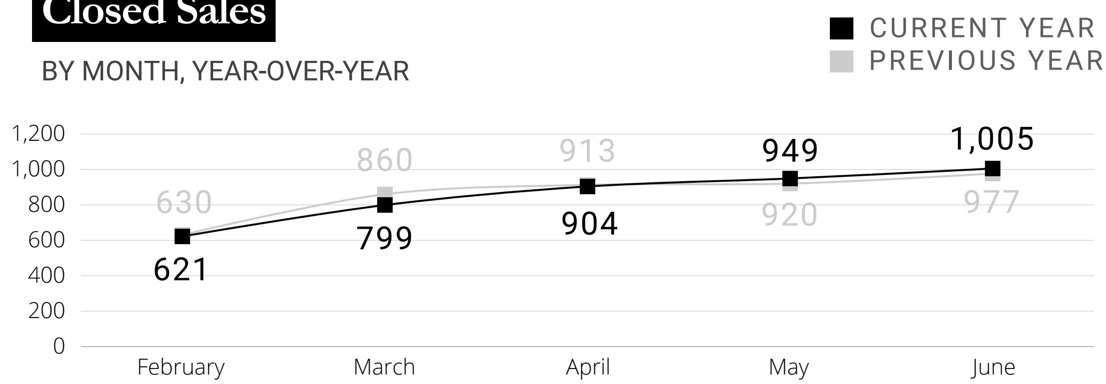
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



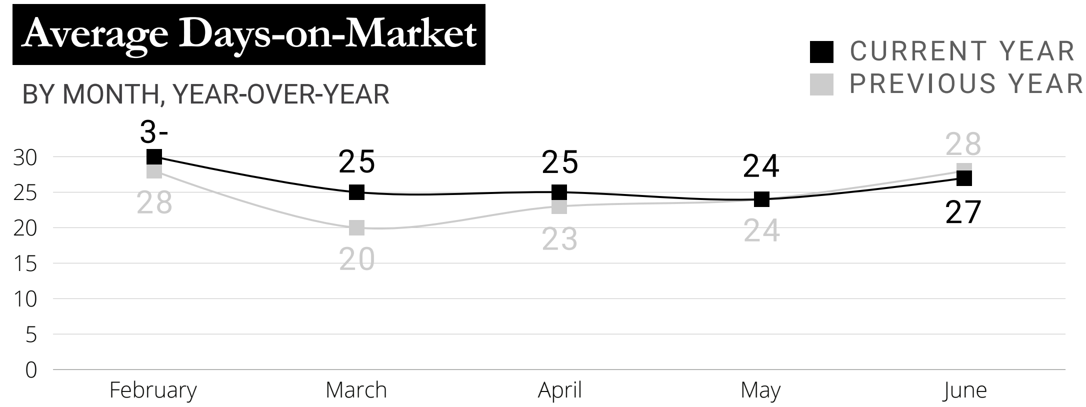
Closed Sales

BY MONTH, YEAR-OVER-YEAR



Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR



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MARCEL BREUER
TASCHEN

Santa Cruz County

What's in the Santa Cruz County data?

The market for Single Family Homes, Condo, and Townhomes units saw 210 closed sales at a median price of $1.1m. There was a total of 279 new listings with an average of 36 days on the market without price reduction and with an average price per square foot of $800.

Overview

June 2026

New Listings

279

+2.9% Year-over-Year

Closed Sales

210

+22.1% Year-over-Year

Average Days-on-Market

36

+28.6% Year-over-Year

Average Price Per SqFt

$800

-3.7% Year-over-Year

Median Sale Price

$1.1M

-1.8% Year-over-Year

Total Volume

$282M

+14.3% 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 June change with late reported activity. Data from sources deemed reliable but June contain errors and are subject to revision.

SFH

Single Family Homes

222
New Listings

155
Closed Sales

33
Average Days-on-Market

$840
Average Price Per SqFt

$1.3M
Median Sale Price

$237M
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 June change with late reported activity. Data from sources deemed reliable but June contain errors and are subject to revision.

CONDO

Condo & Townhomes

57
New Listings

55
Closed Sales

44
Average Days-on Market

$688
Average Price Per SqFt

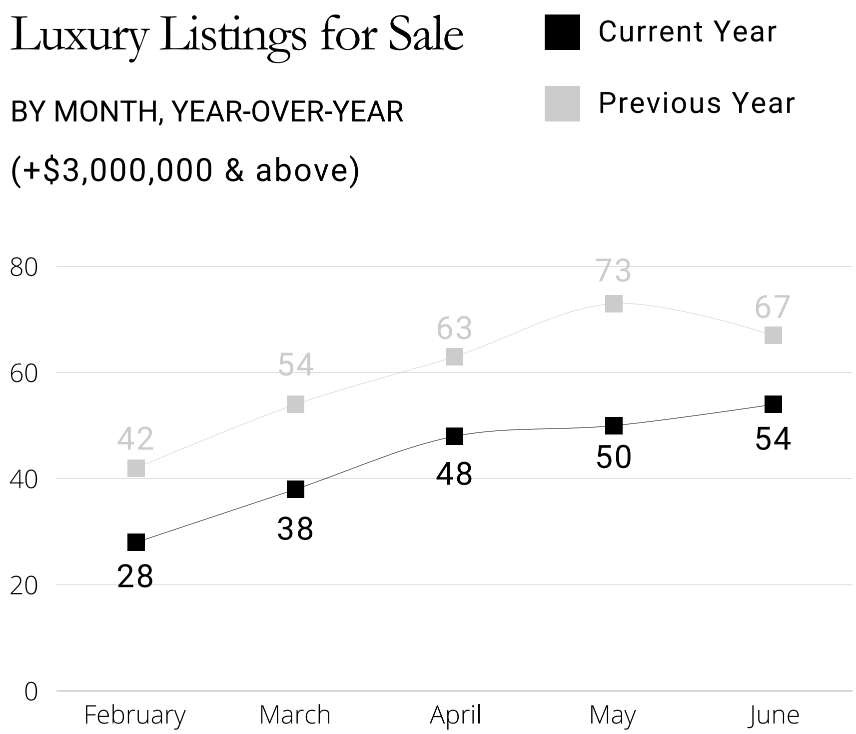
$800K
Median Sale Price

$44M
Total Volume

Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

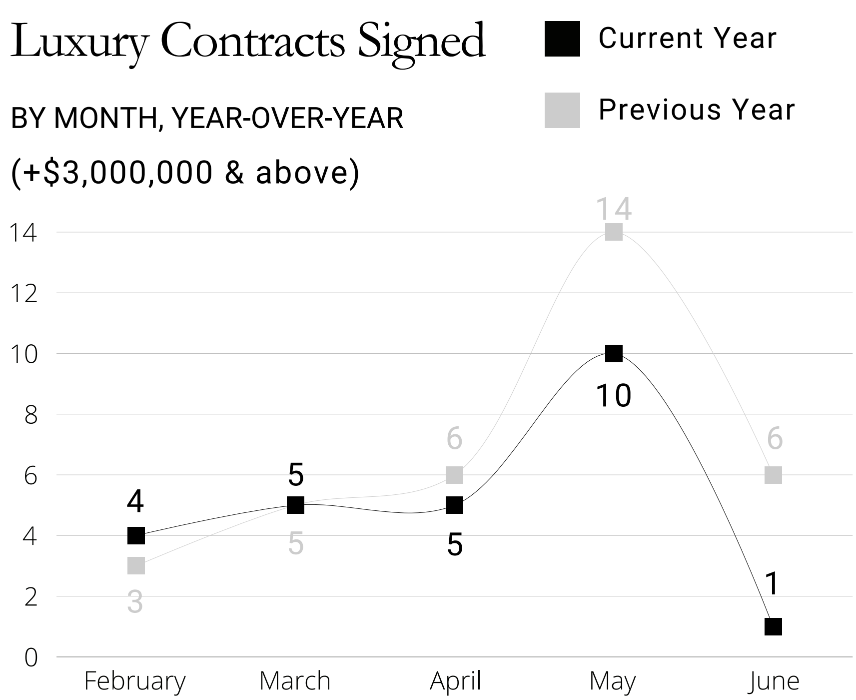
(+$3,000,000 & above)



Luxury Contracts Signed

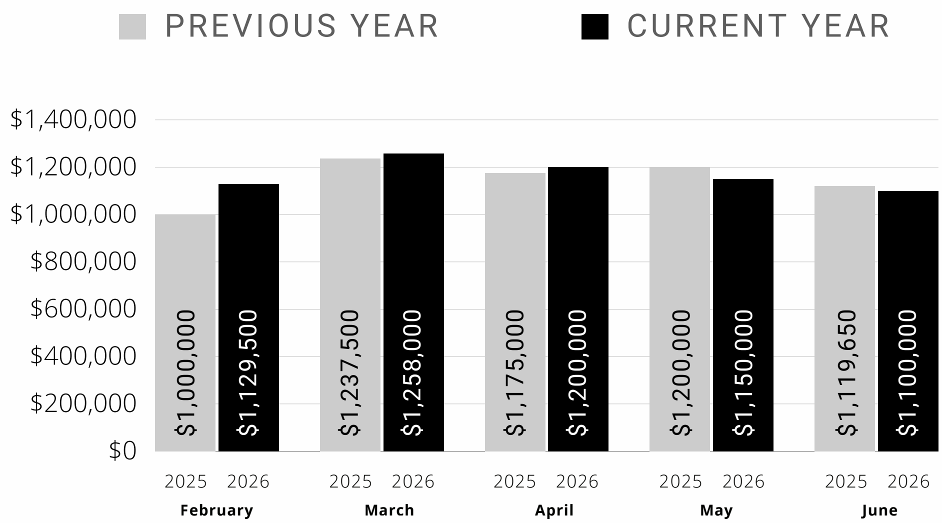
BY MONTH, YEAR-OVER-YEAR

(+$3,000,000 & above)

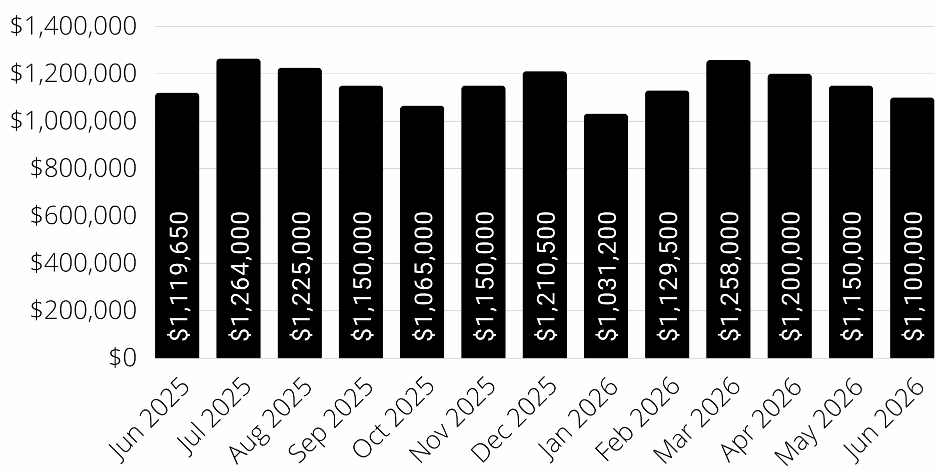


Median Sales Price

BY MONTH, YEAR-OVER-YEAR



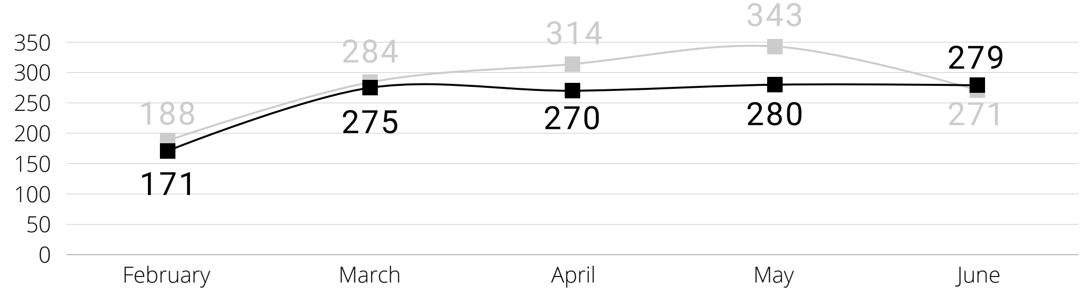
BY MONTH



New Listings

BY MONTH, YEAR-OVER-YEAR

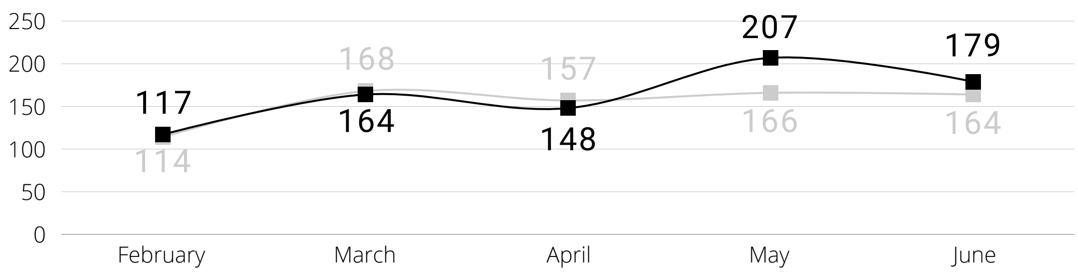
CURRENT YEAR
PREVIOUS YEAR



Contracts Signed

BY MONTH, YEAR-OVER-YEAR

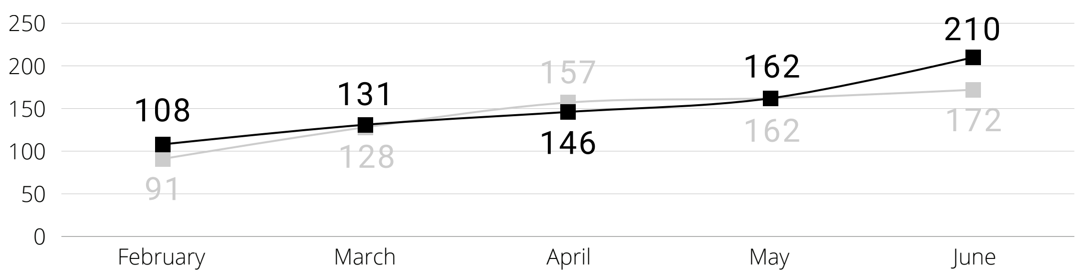
CURRENT YEAR
PREVIOUS YEAR



Closed Sales

BY MONTH, YEAR-OVER-YEAR

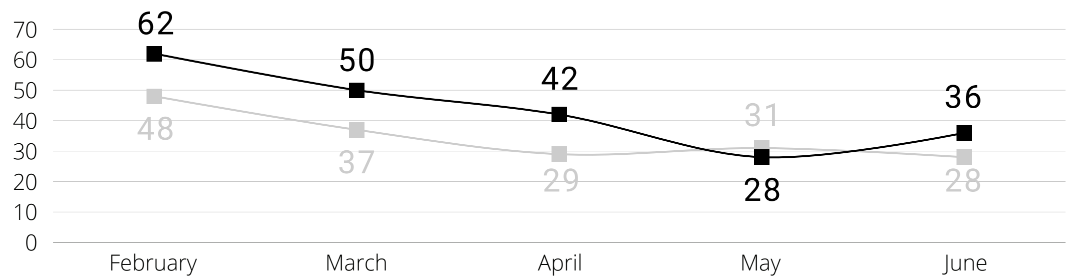
CURRENT YEAR
PREVIOUS YEAR



Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR

CURRENT YEAR
PREVIOUS YEAR



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Monterey County

What's in the Monterey County data?

The market for Single Family Homes, Condo, and Townhomes units saw 185 closed sales at a median price of $900k. There was a total of 280 new listings with an average of 44 days on the market without price reduction and with an average price per square foot of $853.

Overview

June 2026

New Listings

280

+16.7% Year-over-Year

Closed Sales

185

+2.2% Year-over-Year

Average Days-on-Market

44

-15.4% Year-over-Year

Average Price Per SqFt

$853

+8.3% Year-over-Year

Median Sale Price

$900K

-2.7% Year-over-Year

Total Volume

$321M

+19.2% 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 June change with late reported activity. Data from sources deemed reliable but June contain errors and are subject to revision.

SFH

Single Family Homes

251

New Listings

158

Closed Sales

44

Average Days-on-Market

$879

Average Price Per SqFt

$945K

Median Sale Price

$296M

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 June change with late reported activity. Data from sources deemed reliable but June contain errors and are subject to revision.

CONDO

Condo & Townhomes

29
New Listings

27
Closed Sales

41
Average
Days-on Market

$695
Average Price
Per SqFt

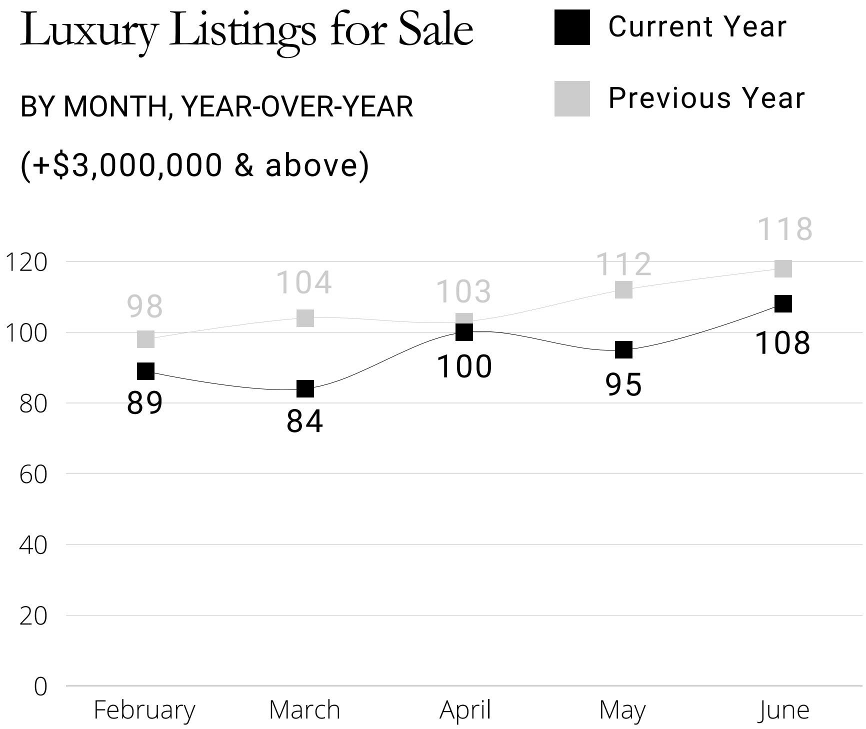
$650K
Median Sale Price

$25M
Total Volume

Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

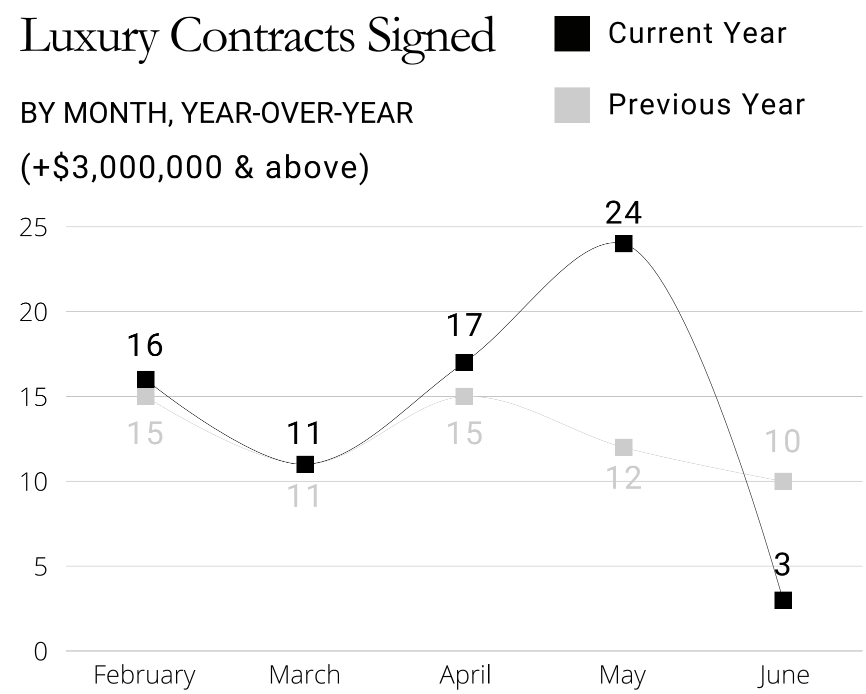
(+$3,000,000 & above)



Luxury Contracts Signed

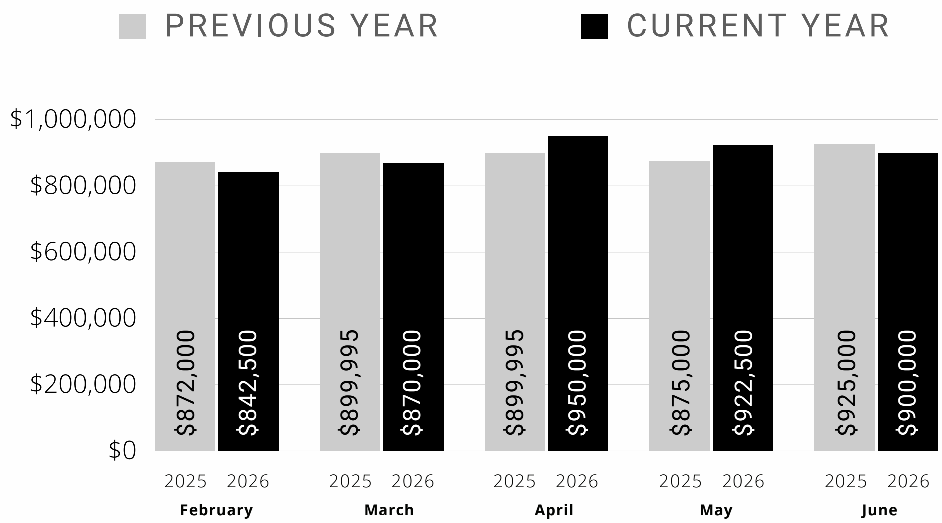
BY MONTH, YEAR-OVER-YEAR

(+$3,000,000 & above)

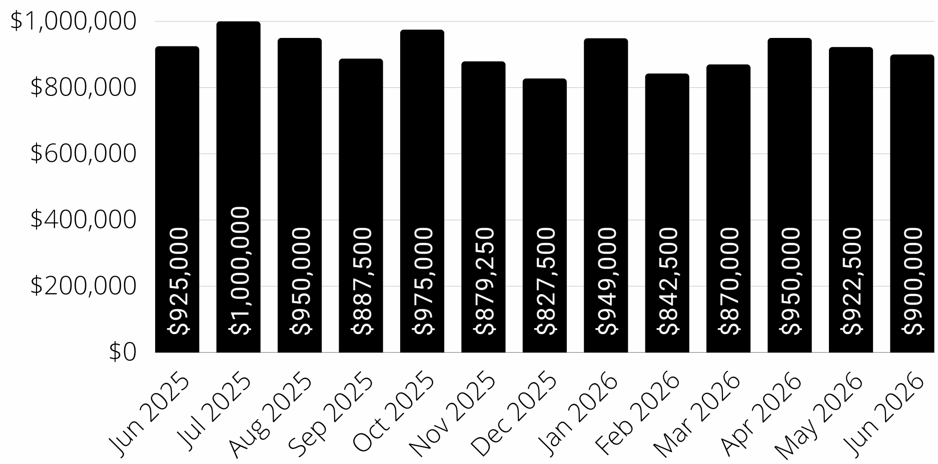


Median Sales Price

BY MONTH, YEAR-OVER-YEAR

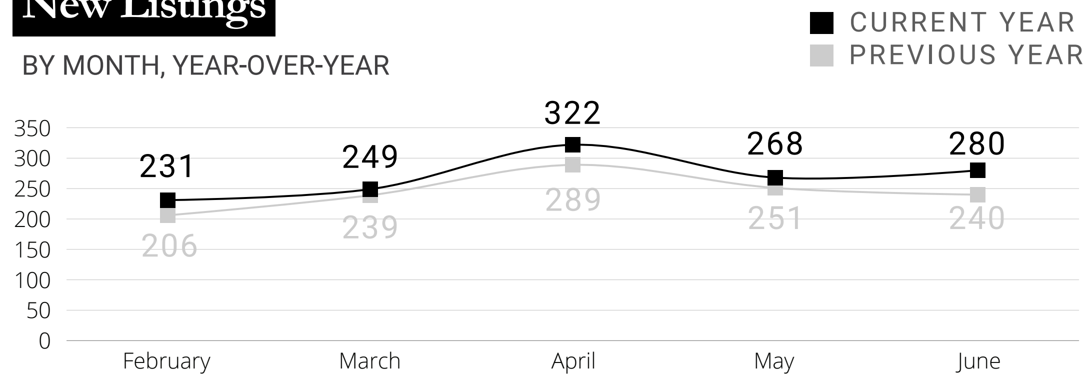


BY MONTH



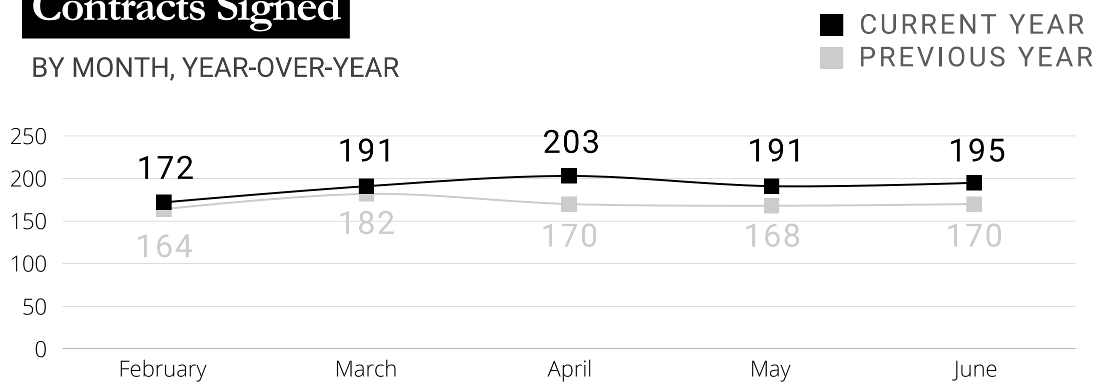
New Listings

BY MONTH, YEAR-OVER-YEAR



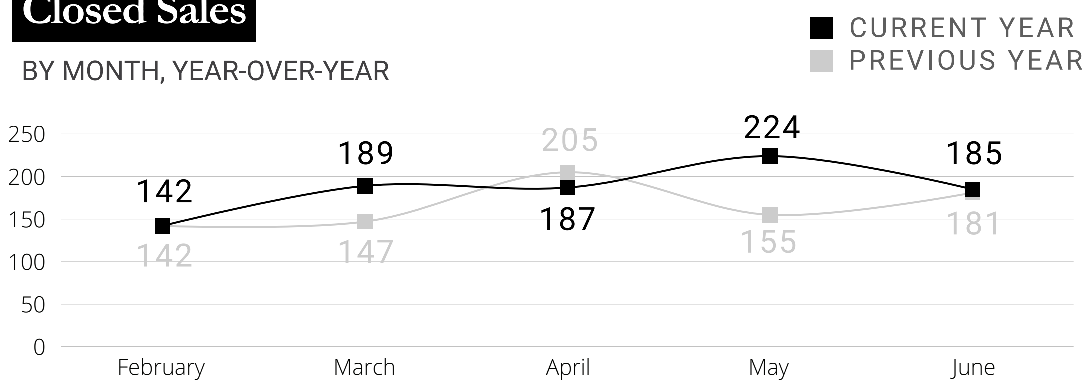
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



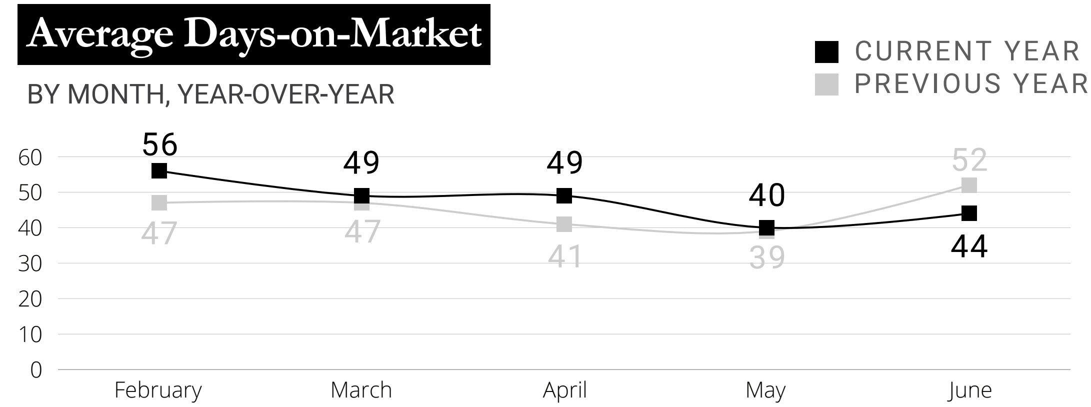
Closed Sales

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

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