

kw BAY AREA
ESTATES
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Luxury
BAY AREA ESTATES

Market Update

APRIL 2026

KW Bay Area Estates

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KW Bay Area Estates

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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.

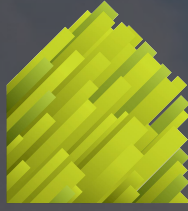
6 Don't have your credit report pulled too many times - this can hurt your credit score.



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 1,150 closed sales at a median price of \$1.7m. There was a total of 2,122 new listings with an average of 20 days on the market without price reduction and with an average price per square foot of \$1,110.



Overview

April 2026

New Listings

2,122

+12.2% Year-over-Year

Closed Sales

1,150

-1.9% Year-over-Year

Average Days-on-Market

20

+25.0% Year-over-Year

Average Price Per SqFt

\$1,110

-1.7% Year-over-Year

Median Sale Price

\$1.7M

-2.9% Year-over-Year

Total Volume

\$2.4B

+1.6% 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

1,435

New Listings

831

Closed Sales

16

Average
Days-on-Market

\$1,235

Average Price
Per SqFt

\$2.1M

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





CONDO

Condo & Townhomes

687

New Listings

319

Closed Sales

32

Average
Days-on Market

\$786

Average Price
Per SqFt

\$1.1M

Median Sale Price

\$358M

Total Volume

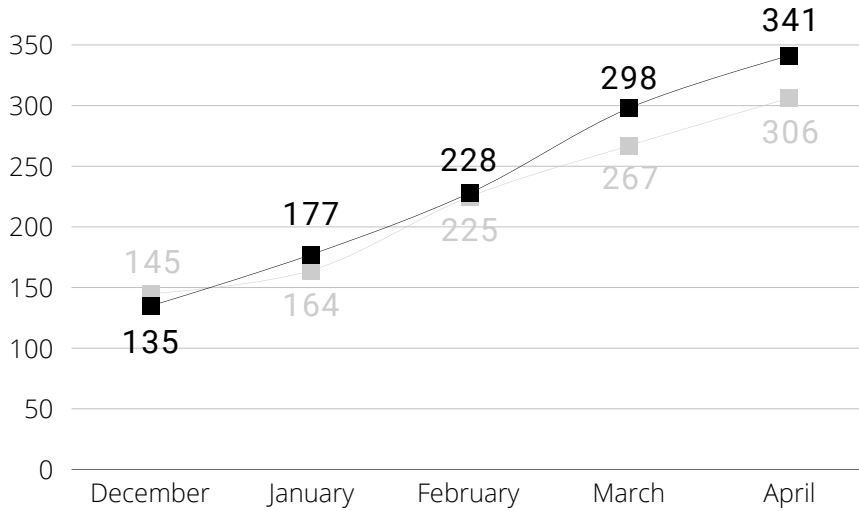
Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

(+\$3,000,000 & above)

■ Current Year

■ Previous Year



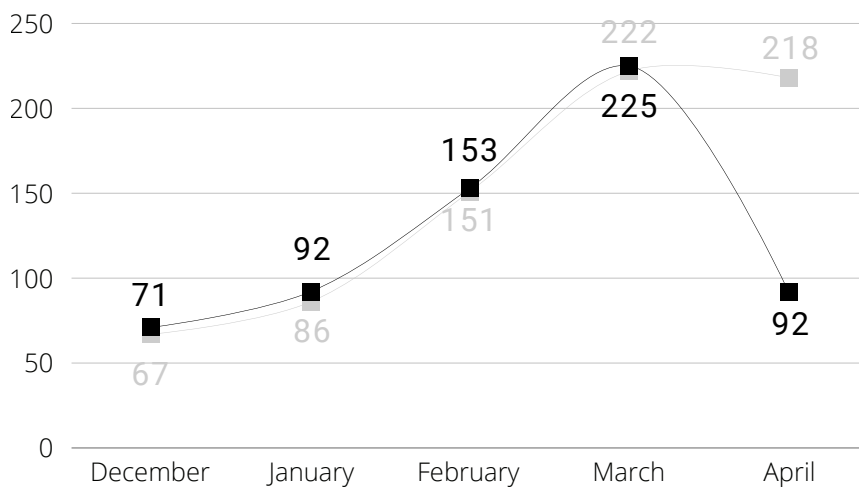
Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

(+\$3,000,000 & above)

■ Current Year

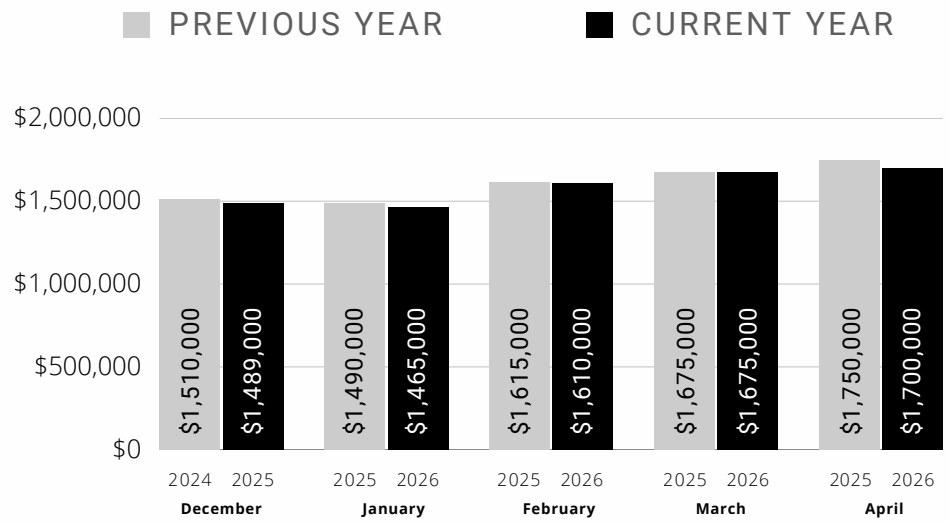
■ Previous Year



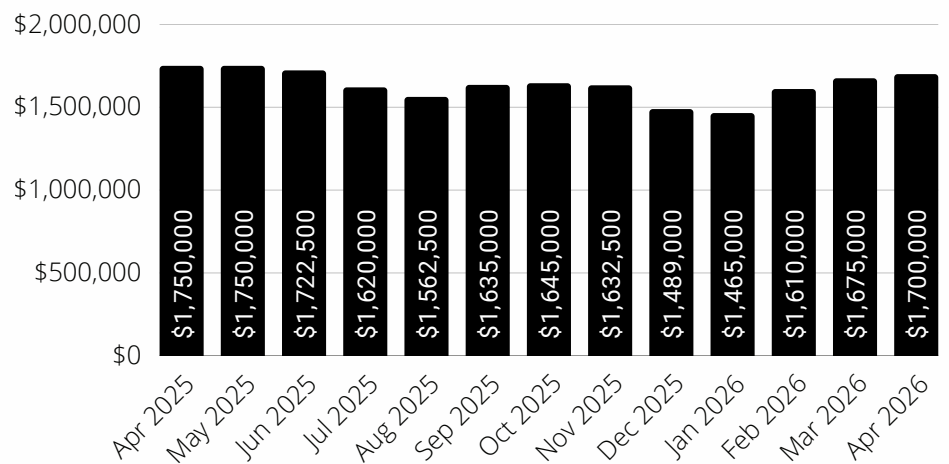


Median Sales Price

BY MONTH, YEAR-OVER-YEAR

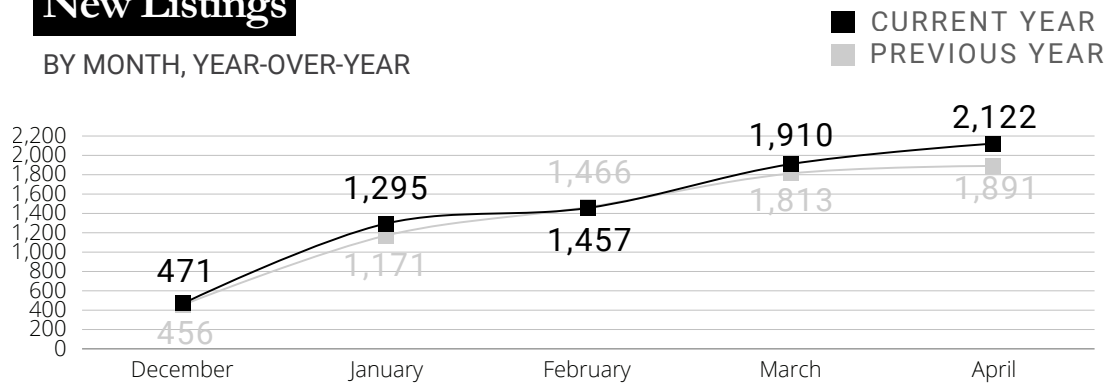


BY MONTH



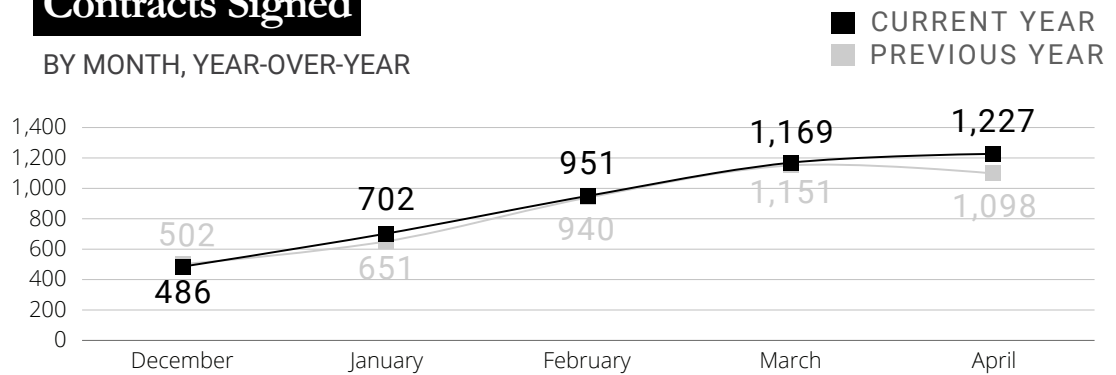
New Listings

BY MONTH, YEAR-OVER-YEAR



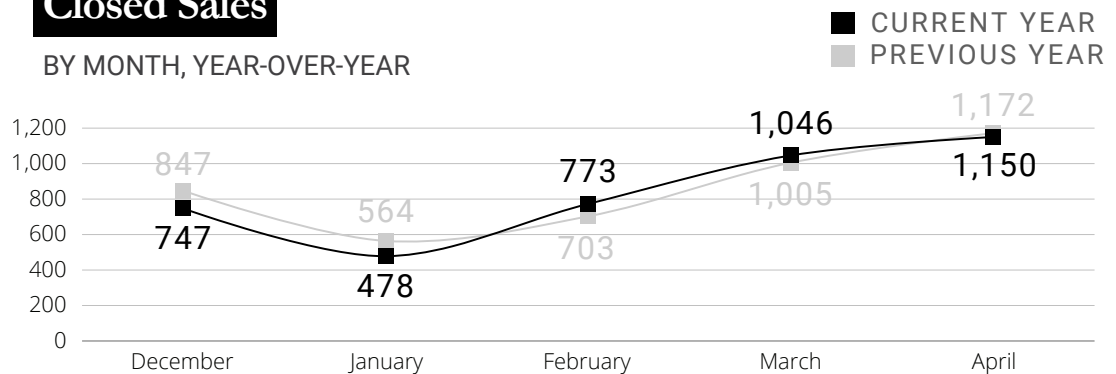
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



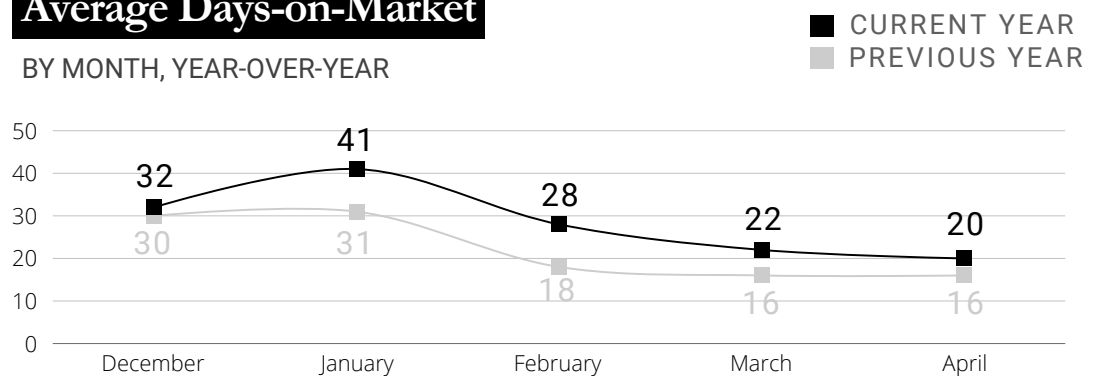
Closed Sales

BY MONTH, YEAR-OVER-YEAR



Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR





San Mateo County

What's in the San Mateo County data?

The market for Single Family Homes, Condo, and Townhomes units saw 541 closed sales at a median price of \$1.8m. There was a total of 762 new listings with an average of 21 days on the market without price reduction and with an average price per square foot of \$1,189.



Overview

April 2026

New Listings

762

-0.7% Year-over-Year

Closed Sales

541

+7.1% Year-over-Year

Average Days-on-Market

21

-8.7% Year-over-Year

Average Price Per SqFt

\$1,189

+4.1% Year-over-Year

Median Sale Price

\$1.8M

+5.9% Year-over-Year

Total Volume

\$1.3B

+14.4% 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

565

New Listings

418

Closed Sales

19

Average
Days-on-Market

\$1,300

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





CONDO

Condo & Townhomes

197

New Listings

123

Closed Sales

31

Average
Days-on Market

\$814

Average Price
Per SqFt

\$945K

Median Sale Price

\$132M

Total Volume

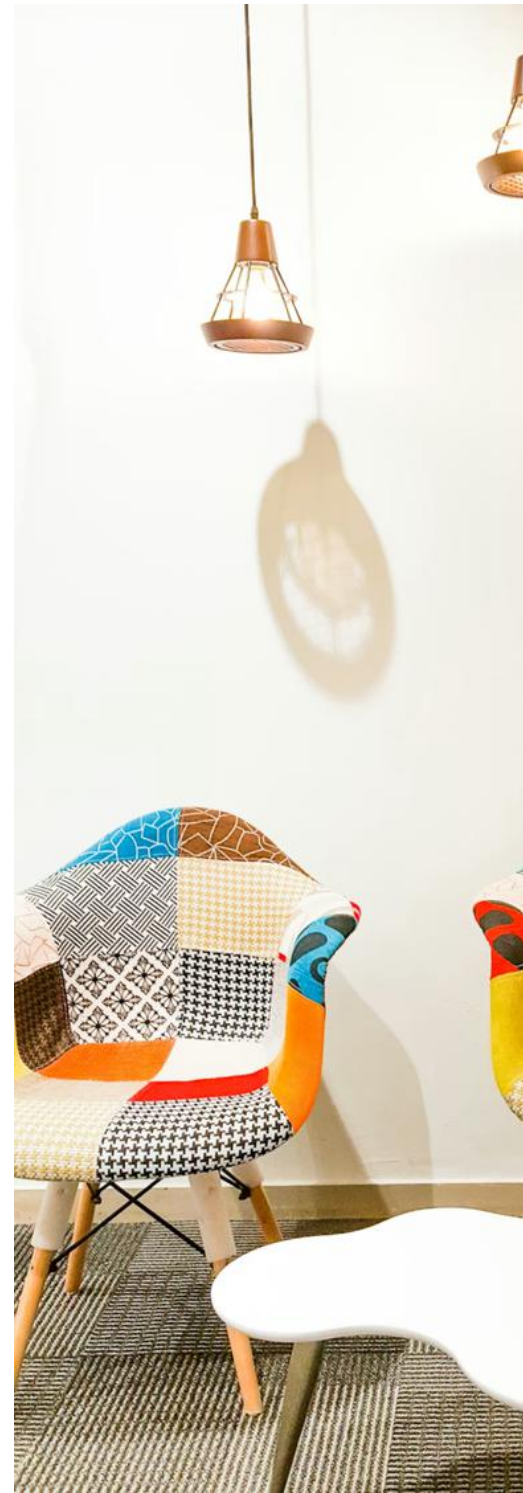
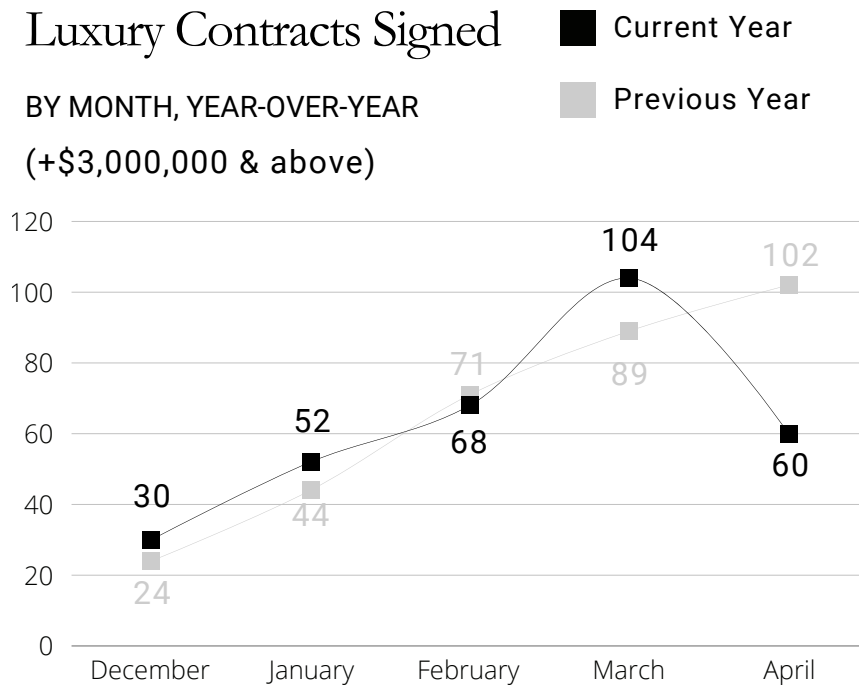
Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR
(+\$3,000,000 & above)



Luxury Contracts Signed

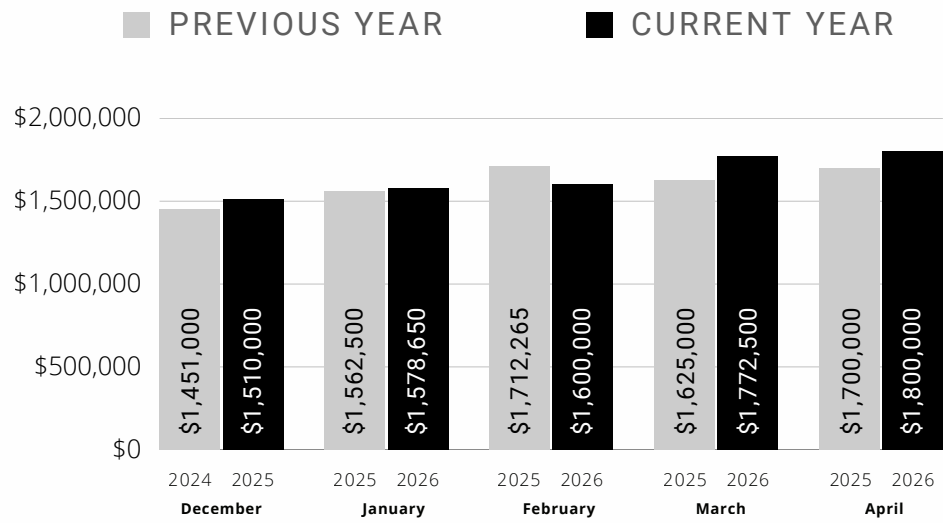
BY MONTH, YEAR-OVER-YEAR
(+\$3,000,000 & above)



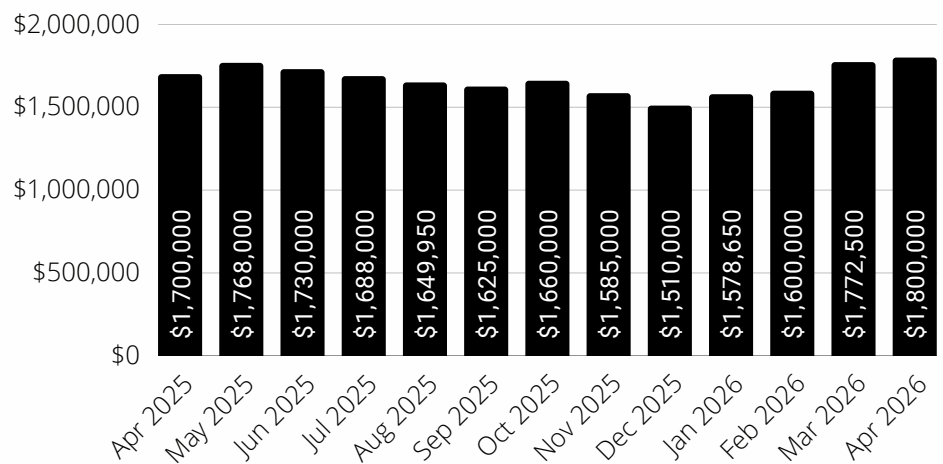


Median Sales Price

BY MONTH, YEAR-OVER-YEAR

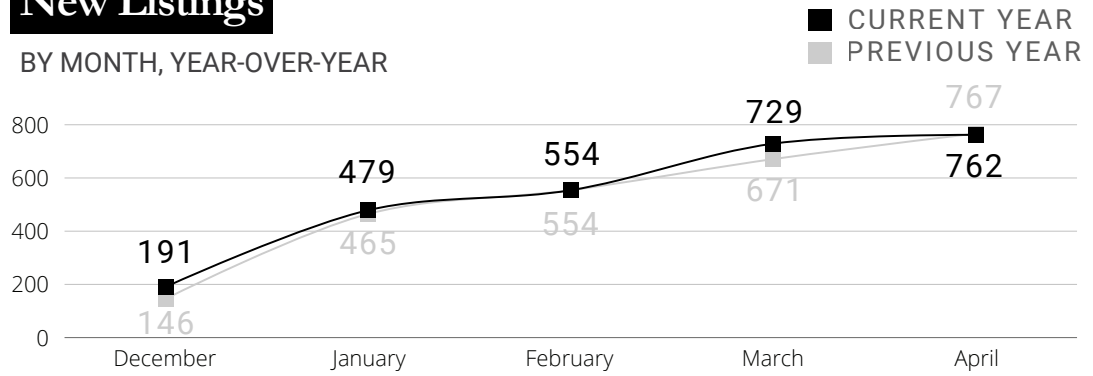


BY MONTH



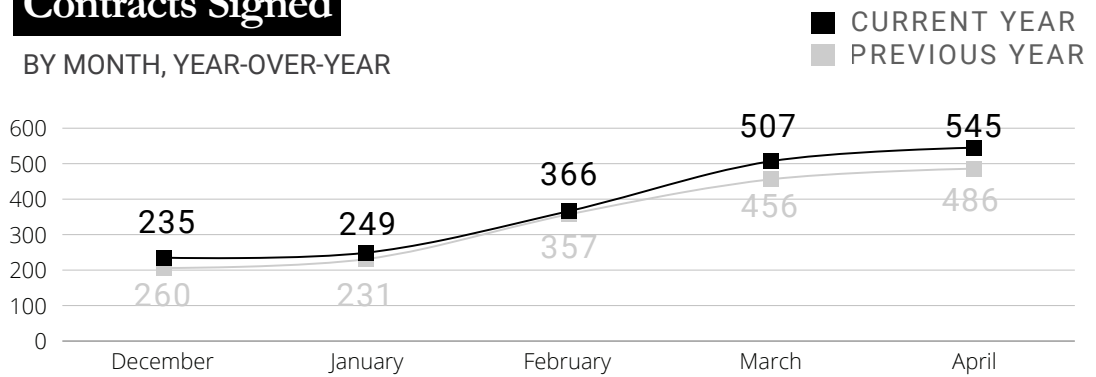
New Listings

BY MONTH, YEAR-OVER-YEAR



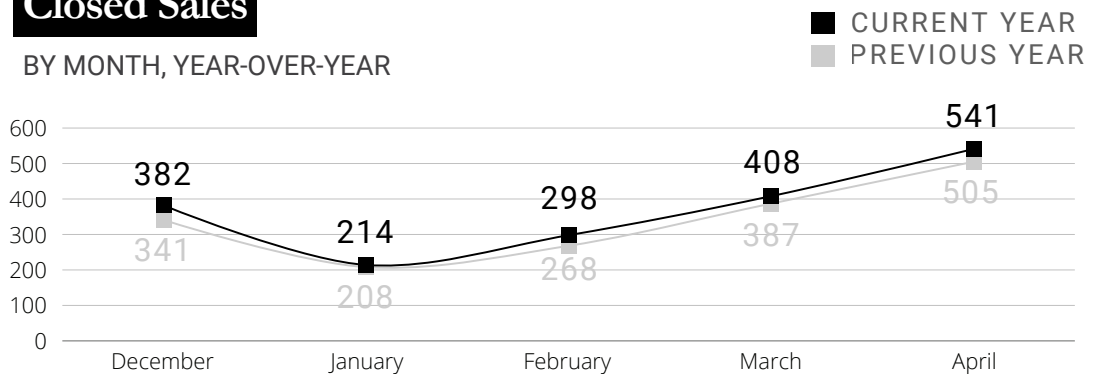
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



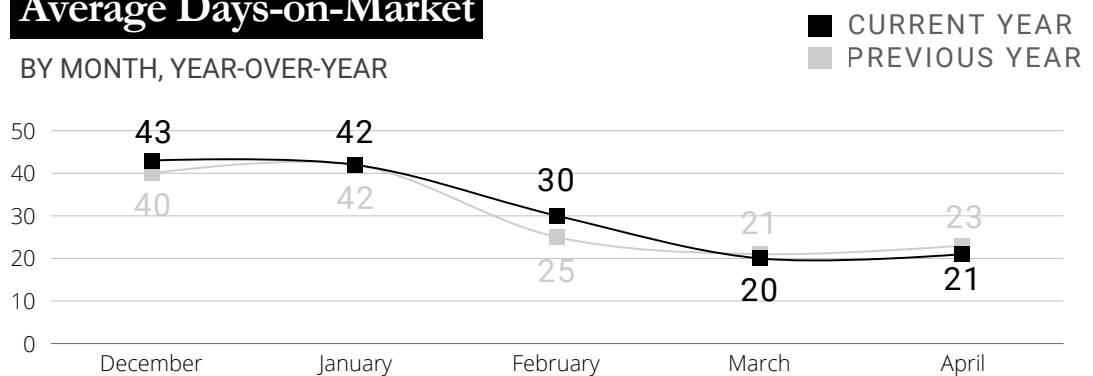
Closed Sales

BY MONTH, YEAR-OVER-YEAR



Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR





San Francisco County

What's in the San Francisco County data?

The market for Single Family Homes, Condo, and Townhomes units saw 483 closed sales at a median price of \$1.6m. There was a total of 669 new listings with an average of 21 days on the market without price reduction and with an average price per square foot of \$1,227.



Overview

April 2026

New Listings

669

-0.5% Year-over-Year

Closed Sales

483

+15.0% Year-over-Year

Average Days-on-Market

21

-36.4% Year-over-Year

Average Price Per SqFt

\$1,227

+15.1% Year-over-Year

Median Sale Price

\$1.6M

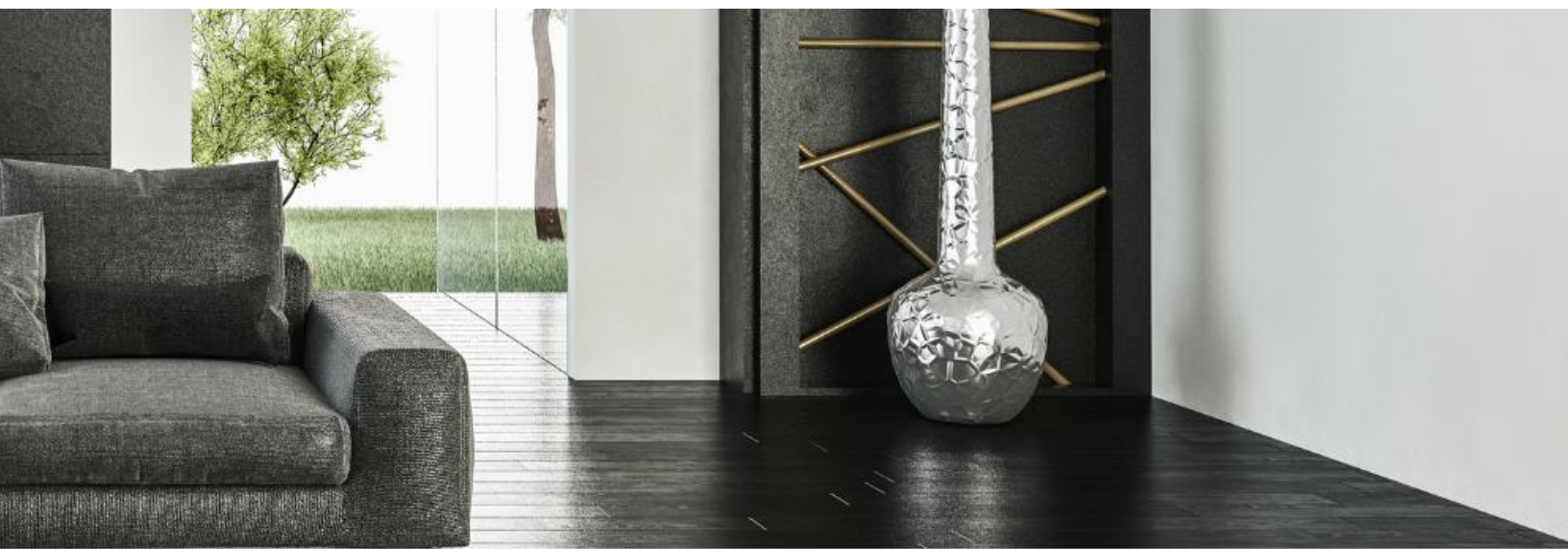
+11.4% Year-over-Year

Total Volume

\$1.1B

+42.9% 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 may change with late reported activity. Data from sources deemed reliable but may contain errors and are subject to revision.



SFH

Single Family Homes

322

New Listings

246

Closed Sales

15

Average
Days-on-Market

\$1,284

Average Price
Per SqFt

\$2.1M

Median Sale Price

\$725M

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





CONDO

Condo & Townhomes

347

New Listings

237

Closed Sales

28

Average
Days-on Market

\$1,166

Average Price
Per SqFt

\$1.3M

Median Sale Price

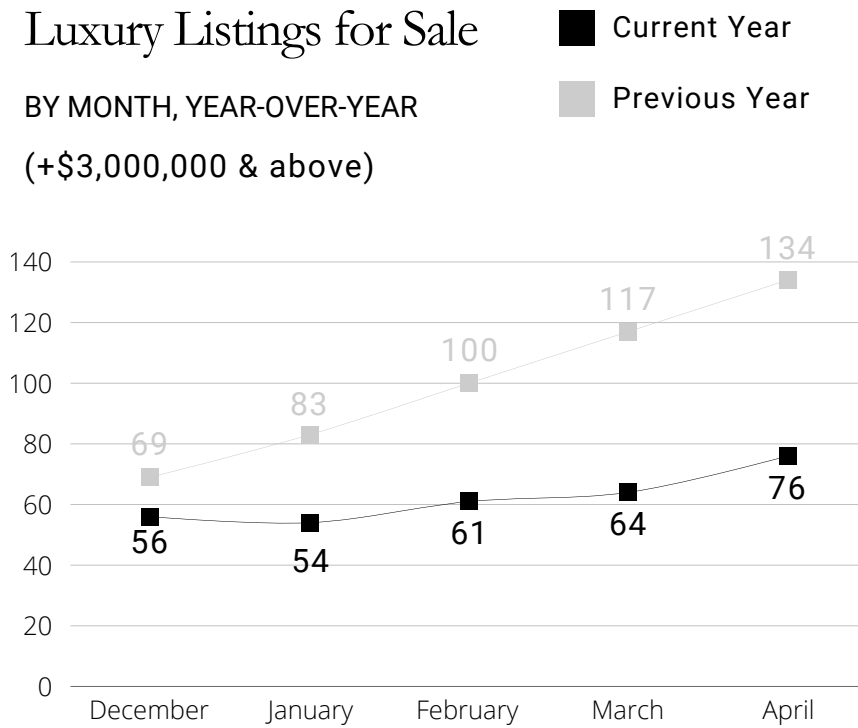
\$390M

Total Volume

Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

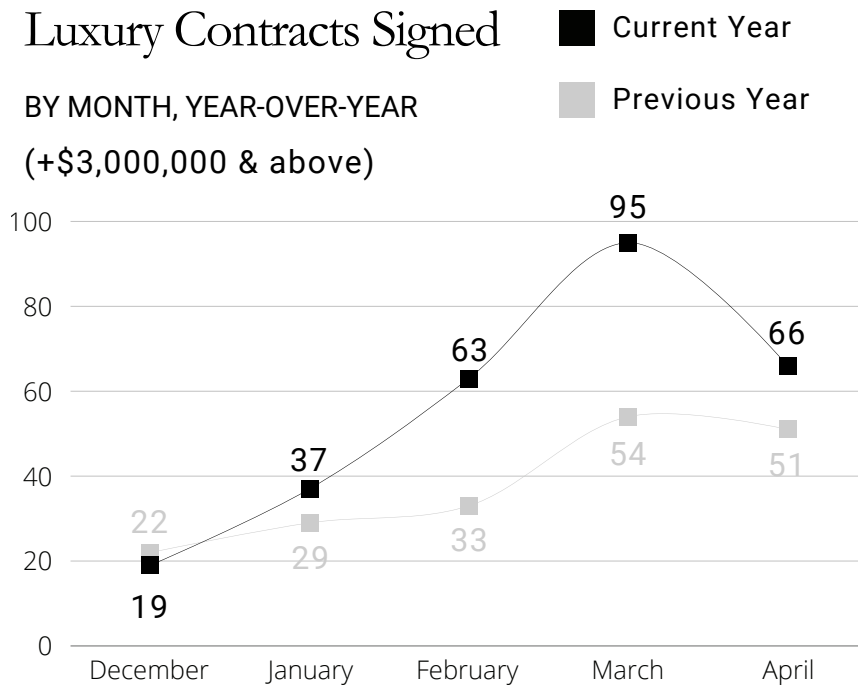
(+\$3,000,000 & above)



Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

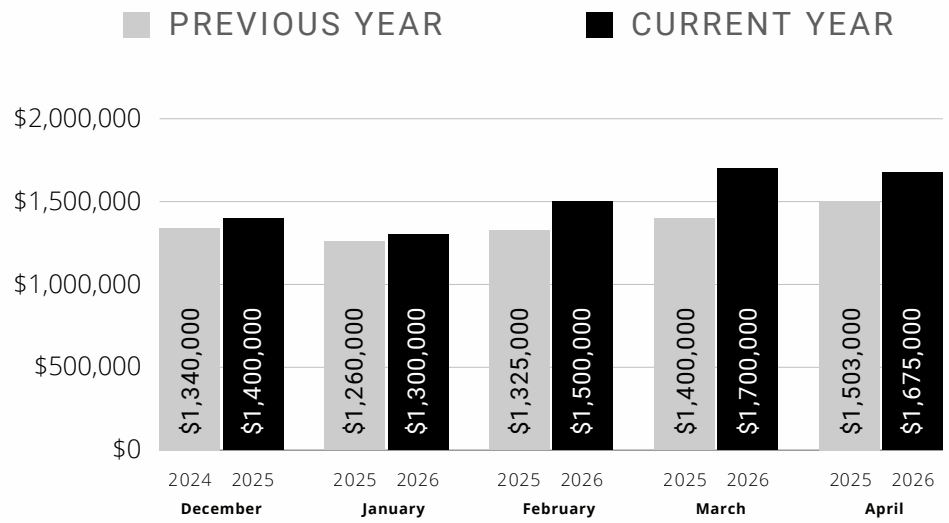
(+\$3,000,000 & above)



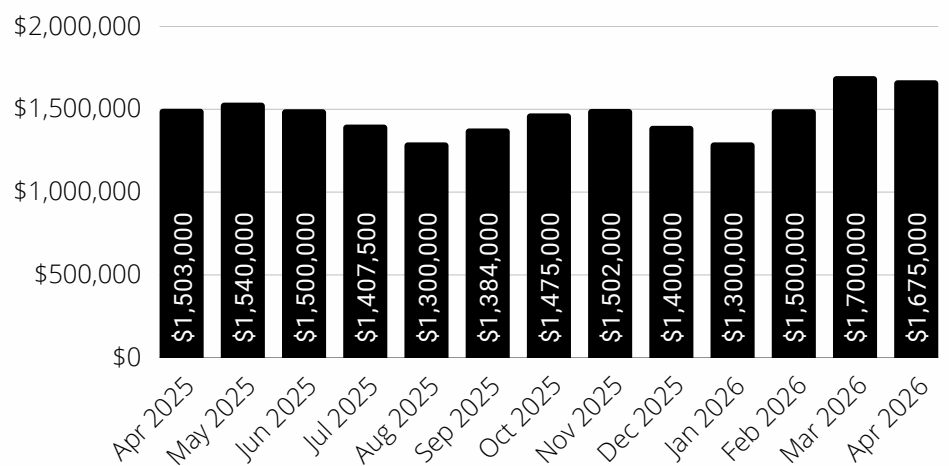


Median Sales Price

BY MONTH, YEAR-OVER-YEAR

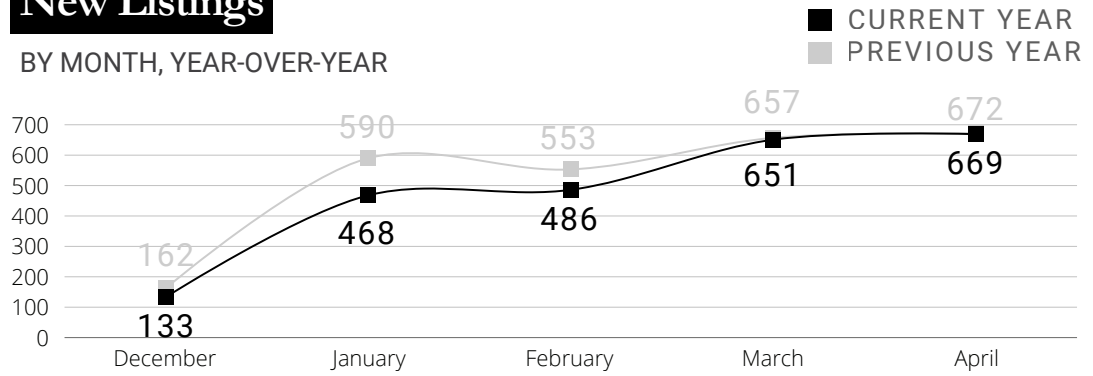


BY MONTH



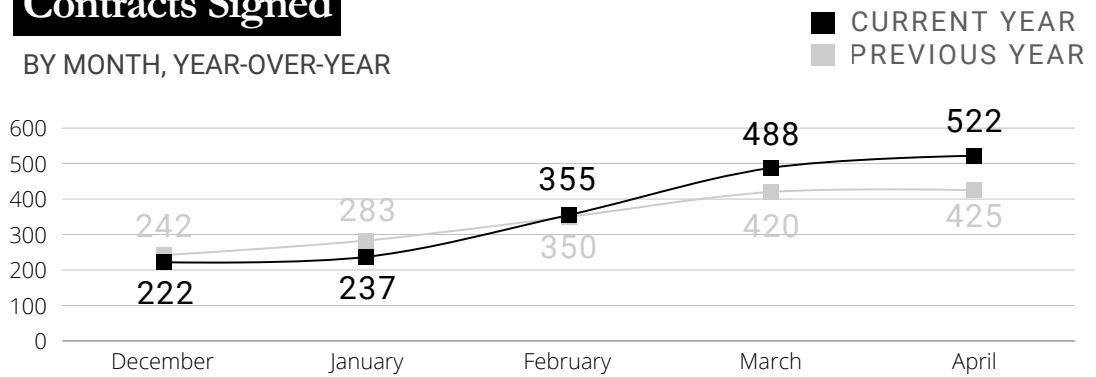
New Listings

BY MONTH, YEAR-OVER-YEAR



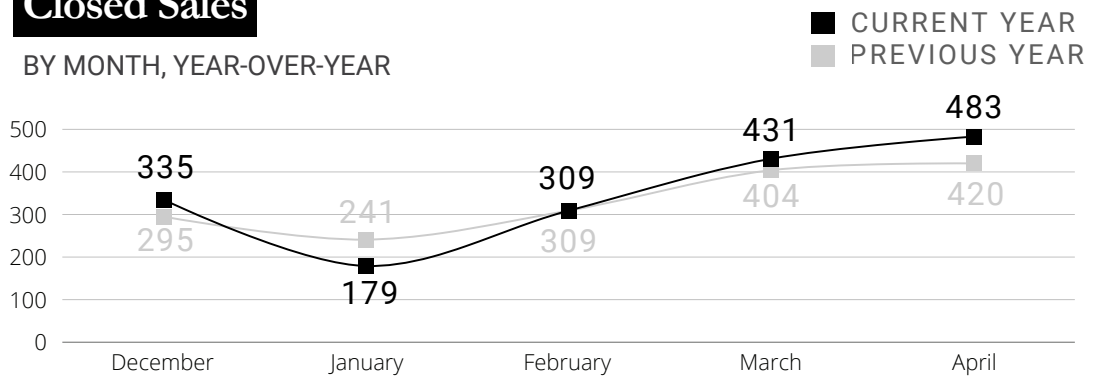
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



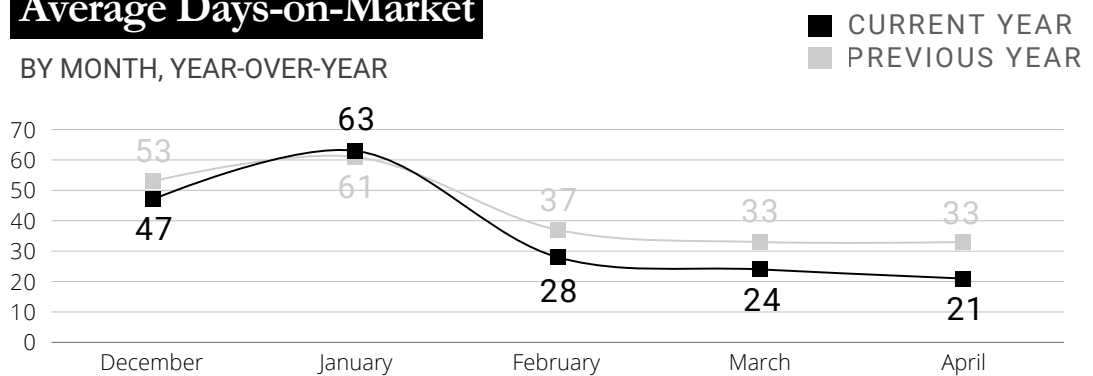
Closed Sales

BY MONTH, YEAR-OVER-YEAR



Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR

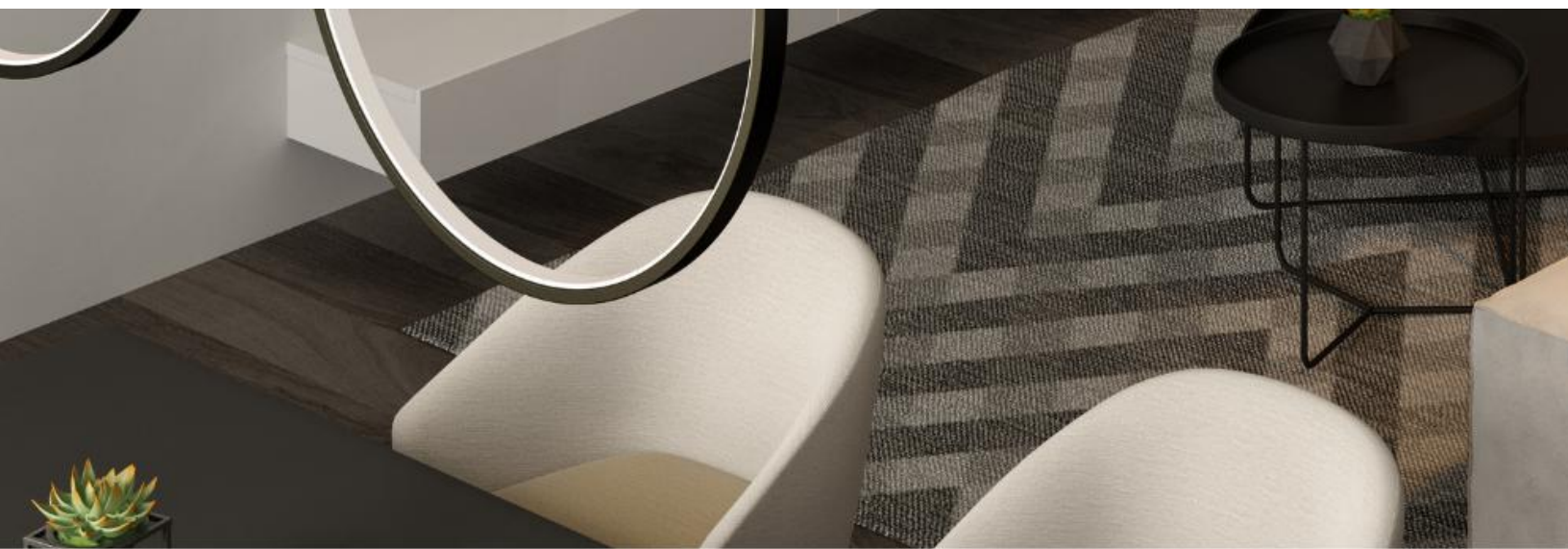




Alameda County

What's in the Alameda County data?

The market for Single Family Homes, Condo, and Townhomes units saw 890 closed sales at a median price of \$1.1m. There was a total of 1,708 new listings with an average of 24 days on the market without price reduction and with an average price per square foot of \$735.



Overview

April 2026

New Listings

1,708

-0.8% Year-over-Year

Closed Sales

890

-2.5% Year-over-Year

Average Days-on-Market

24

+4.4% Year-over-Year

Average Price Per SqFt

\$735

-1.3% Year-over-Year

Median Sale Price

\$1.1M

-6.4% Year-over-Year

Total Volume

\$1.1B

-3.3% 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

1,211

New Listings

685

Closed Sales

21

Average
Days-on-Market

\$784

Average Price
Per SqFt

\$1.3M

Median Sale Price

\$983M

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





CONDO

Condo & Townhomes

497

New Listings

205

Closed Sales

33

Average
Days-on Market

\$572

Average Price
Per SqFt

\$700K

Median Sale Price

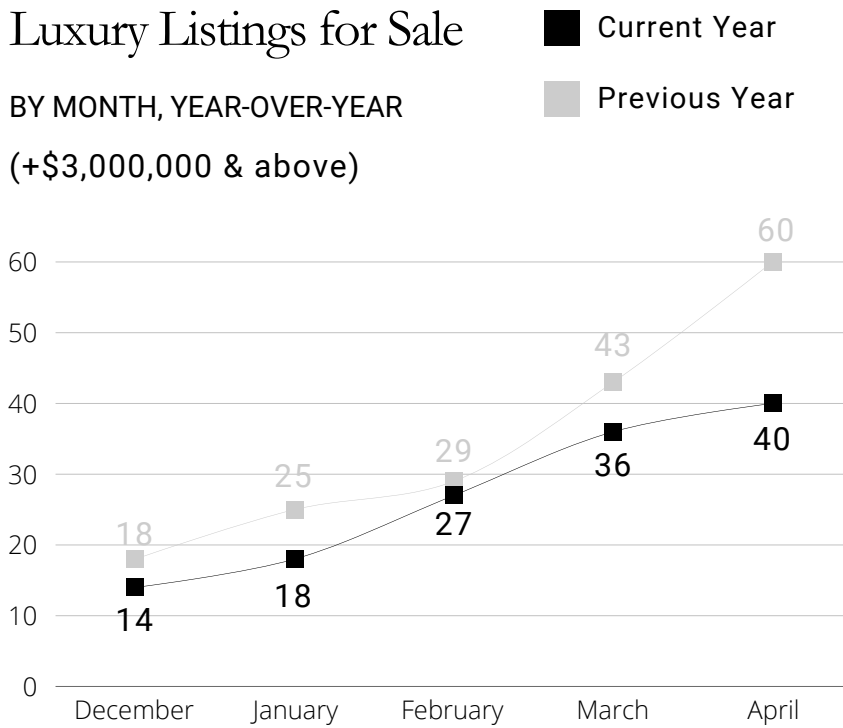
\$148M

Total Volume

Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

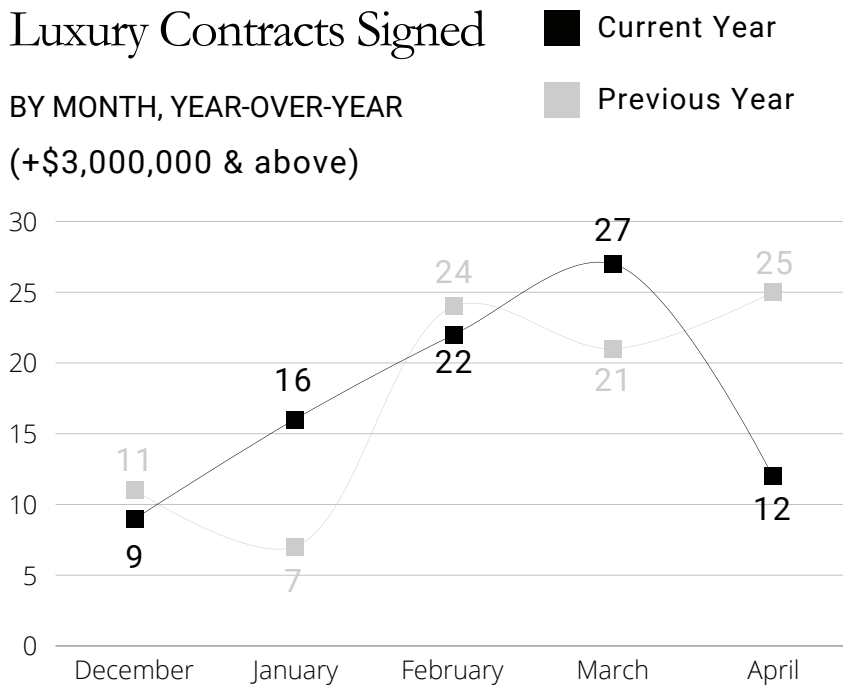
(+\$3,000,000 & above)



Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

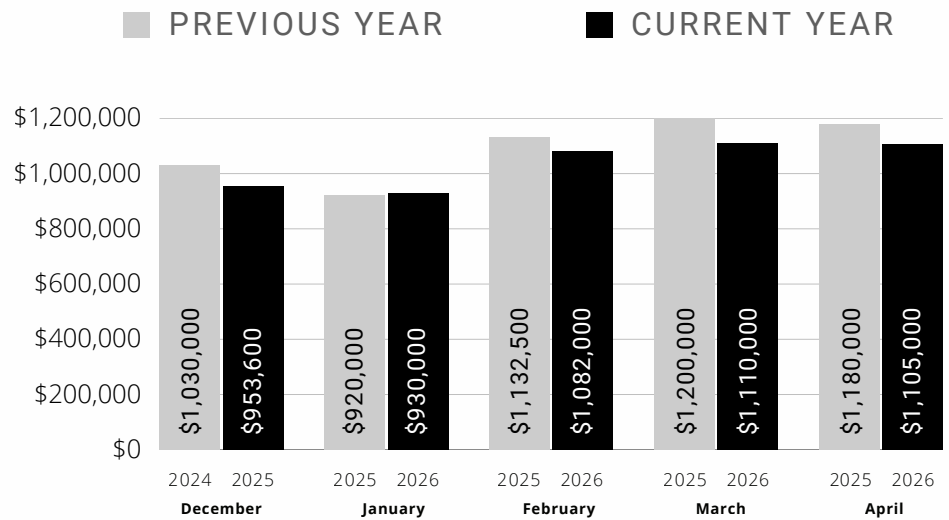
(+\$3,000,000 & above)



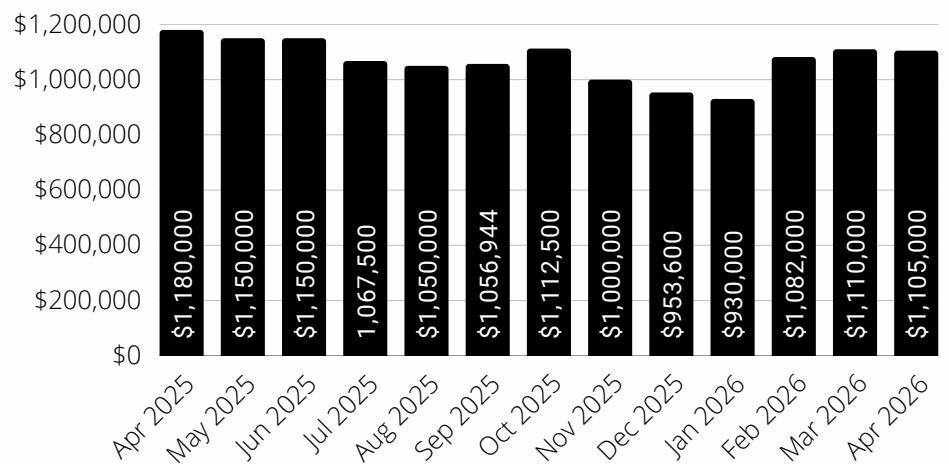


Median Sales Price

BY MONTH, YEAR-OVER-YEAR

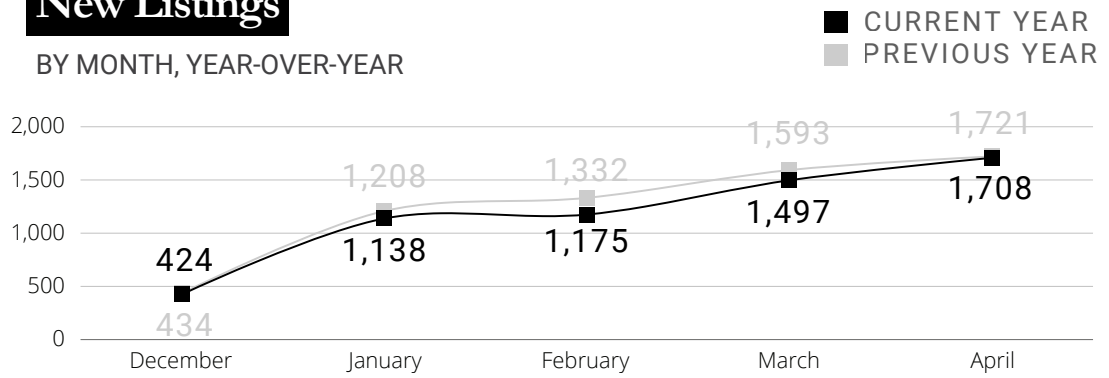


BY MONTH



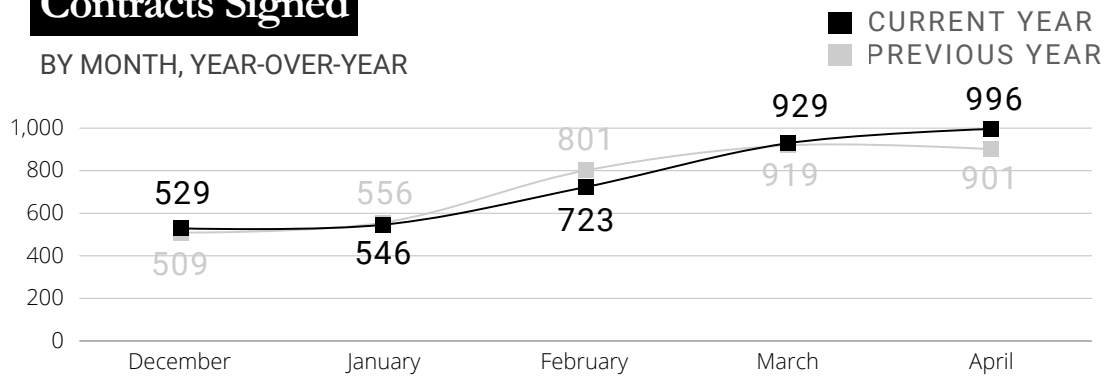
New Listings

BY MONTH, YEAR-OVER-YEAR



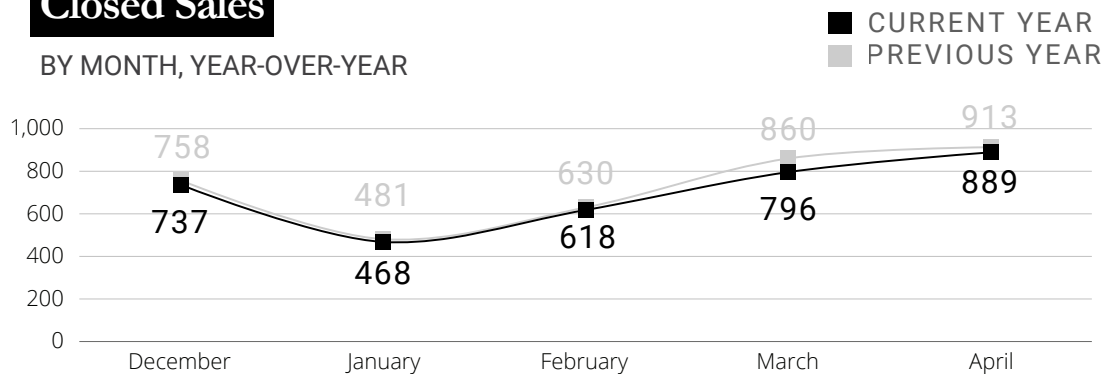
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



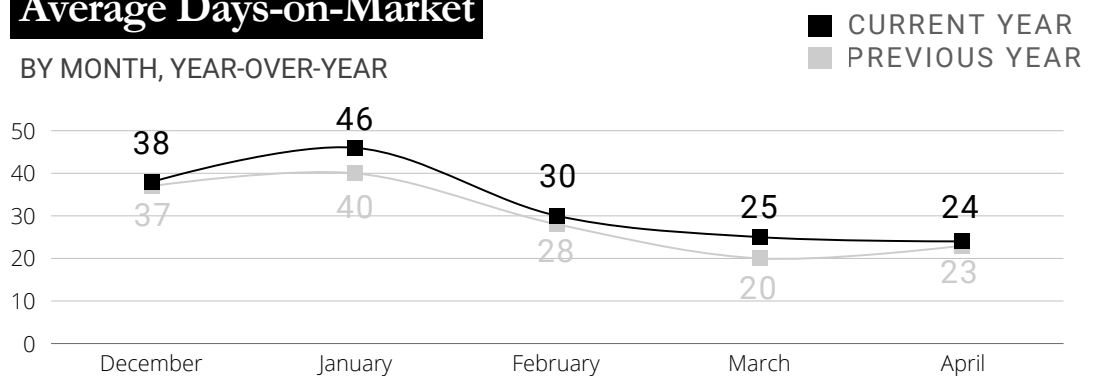
Closed Sales

BY MONTH, YEAR-OVER-YEAR



Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR





Santa Cruz County

What's in the Santa Cruz County data?

The market for Single Family Homes, Condo, and Townhomes units saw 144 closed sales at a median price of \$1.2m. There was a total of 292 new listings with an average of 42 days on the market without price reduction and with an average price per square foot of \$854.



Overview

April 2026

New Listings

292

-7.0% Year-over-Year

Closed Sales

144

-8.3% Year-over-Year

Average Days-on-Market

42

+44.8% Year-over-Year

Average Price Per SqFt

\$854

+6.9% Year-over-Year

Median Sale Price

\$1.2M

+2.1% Year-over-Year

Total Volume

\$201M

+0.2% 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

230

New Listings

107

Closed Sales

40

Average
Days-on-Market

\$910

Average Price
Per SqFt

\$1.3M

Median Sale Price

\$170M

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





CONDO

Condo & Townhomes

62

New Listings

37

Closed Sales

49

Average
Days-on Market

\$692

Average Price
Per SqFt

\$798K

Median Sale Price

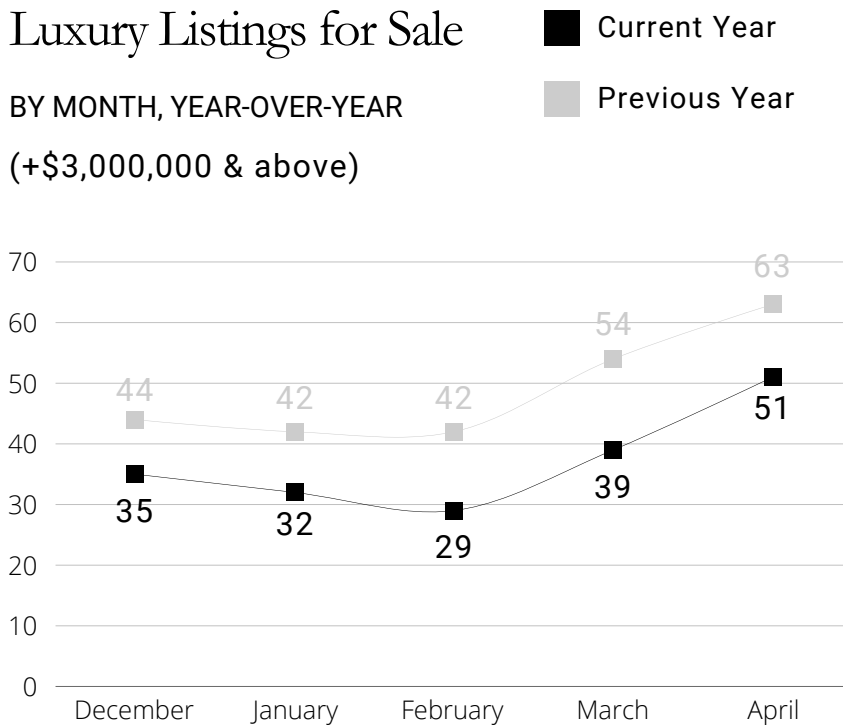
\$31M

Total Volume

Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

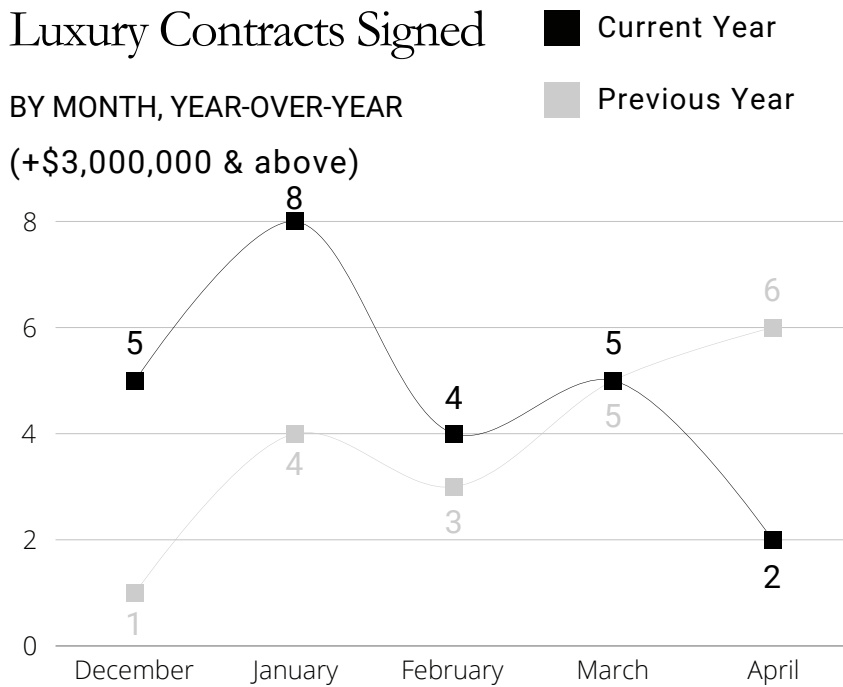
(+\$3,000,000 & above)



Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

(+\$3,000,000 & above)

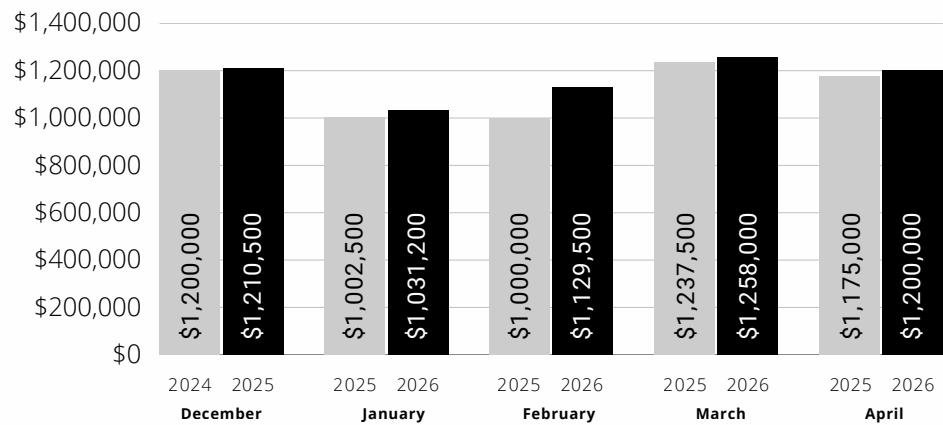




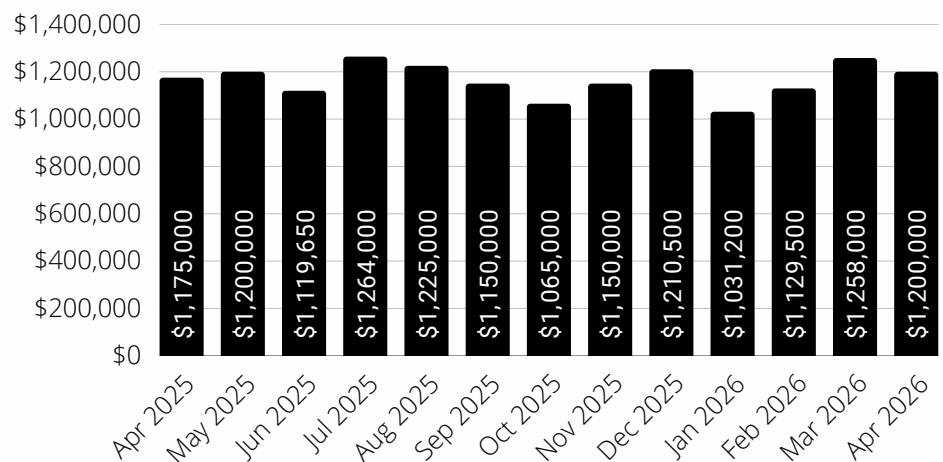
Median Sales Price

BY MONTH, YEAR-OVER-YEAR

■ PREVIOUS YEAR ■ CURRENT YEAR

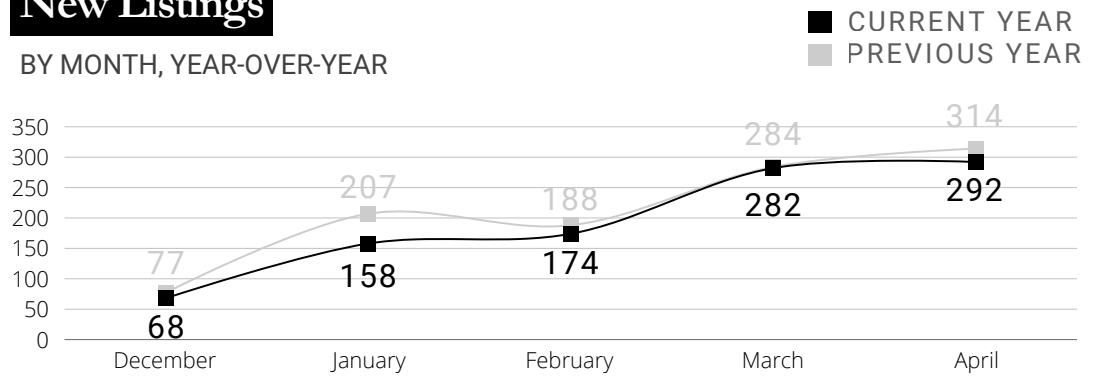


BY MONTH



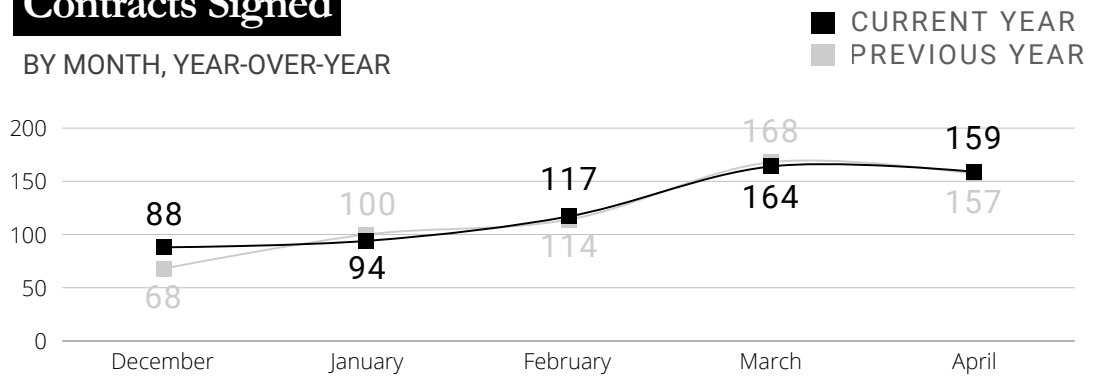
New Listings

BY MONTH, YEAR-OVER-YEAR



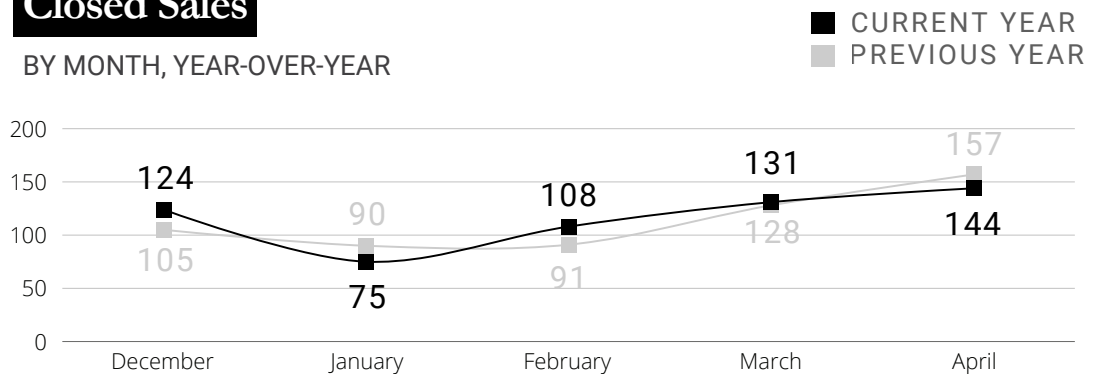
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



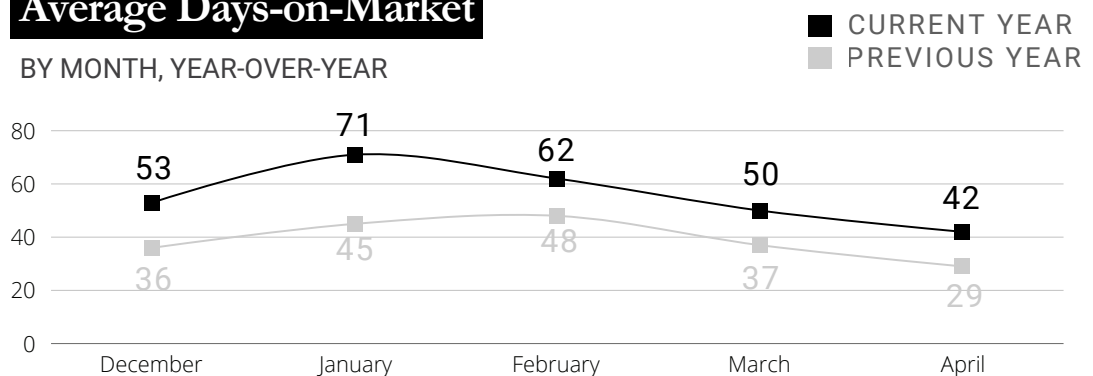
Closed Sales

BY MONTH, YEAR-OVER-YEAR



Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR





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 \$949k. There was a total of 334 new listings with an average of 48 days on the market without price reduction and with an average price per square foot of \$730.



Overview

April 2026

New Listings

334

+15.6% Year-over-Year

Closed Sales

185

-9.8% Year-over-Year

Average Days-on-Market

48

+17.1% Year-over-Year

Average Price Per SqFt

\$730

-5.4% Year-over-Year

Median Sale Price

\$949K

+5.5% Year-over-Year

Total Volume

\$275M

-7.8% 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

294

New Listings

160

Closed Sales

50

Average
Days-on-Market

\$741

Average Price
Per SqFt

\$979K

Median Sale Price

\$256M

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





CONDO

Condo & Townhomes

40

New Listings

25

Closed Sales

36

Average
Days-on Market

\$662

Average Price
Per SqFt

\$740K

Median Sale Price

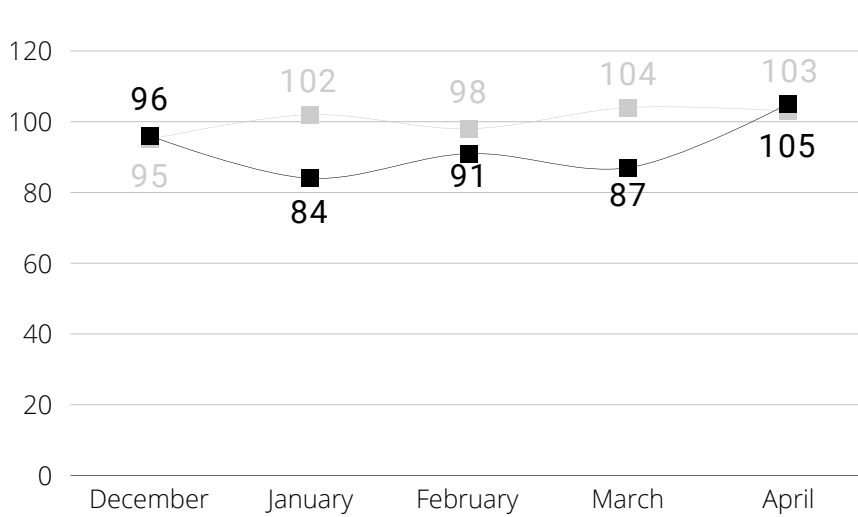
\$19M

Total Volume

Luxury Listings for Sale

BY MONTH, YEAR-OVER-YEAR

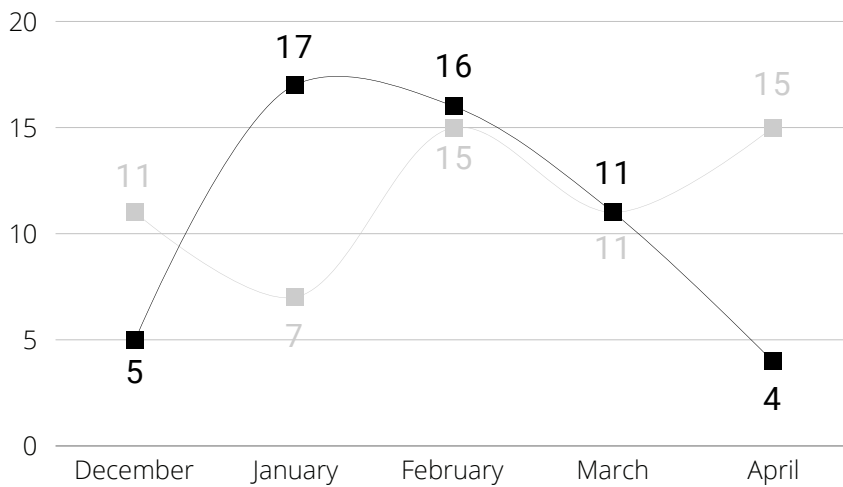
(+\$3,000,000 & above)



Luxury Contracts Signed

BY MONTH, YEAR-OVER-YEAR

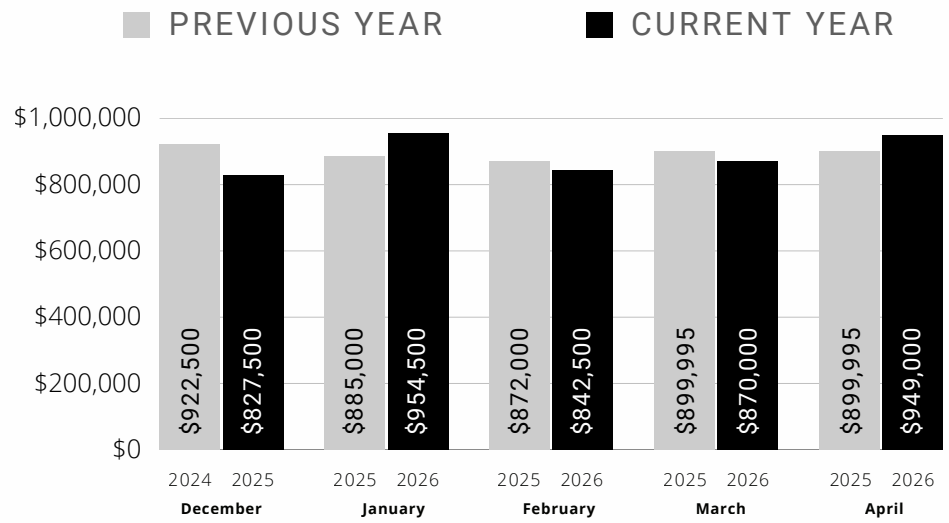
(+\$3,000,000 & above)



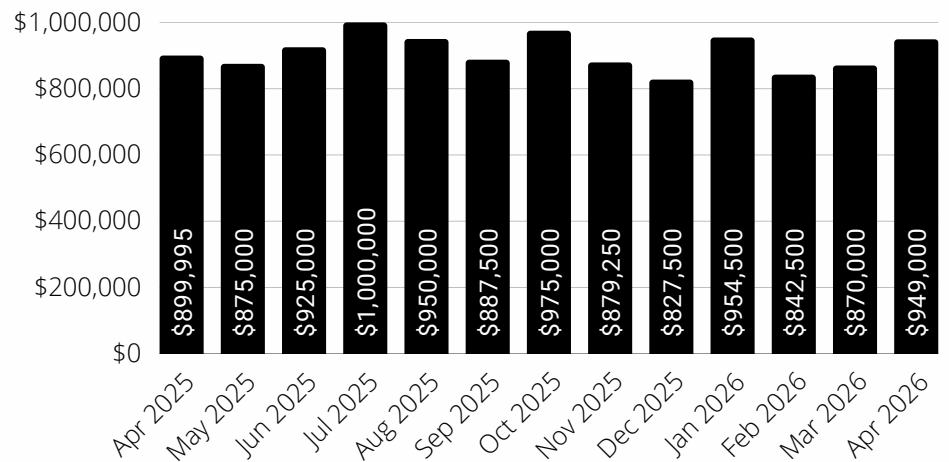


Median Sales Price

BY MONTH, YEAR-OVER-YEAR

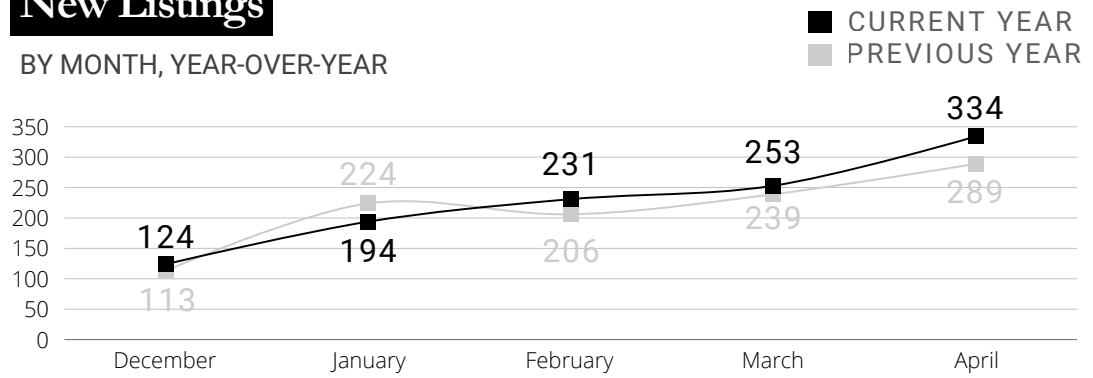


BY MONTH



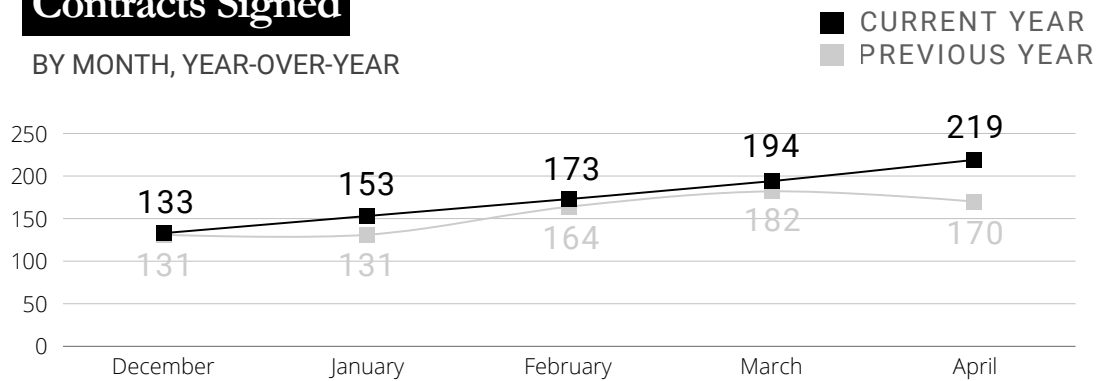
New Listings

BY MONTH, YEAR-OVER-YEAR



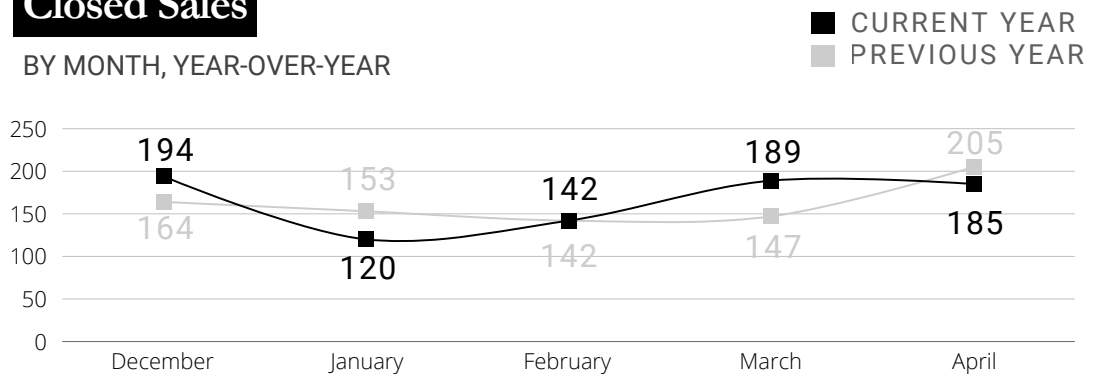
Contracts Signed

BY MONTH, YEAR-OVER-YEAR



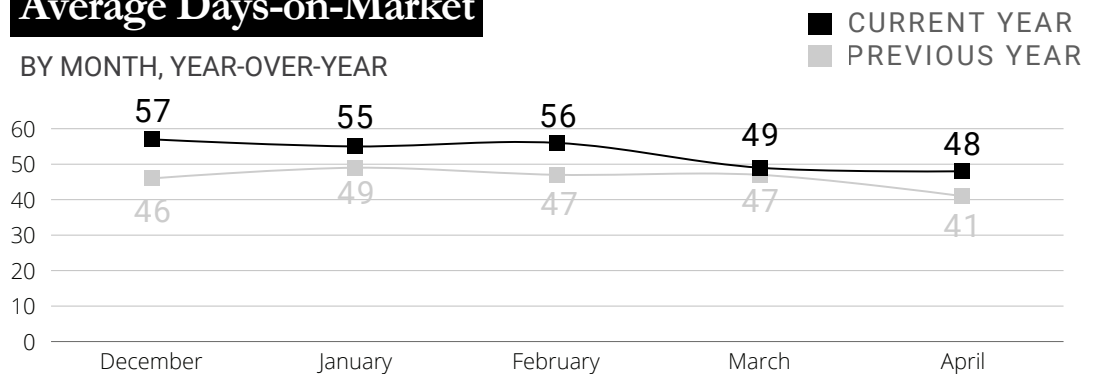
Closed Sales

BY MONTH, YEAR-OVER-YEAR



Average Days-on-Market

BY MONTH, YEAR-OVER-YEAR





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.







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