

REALTOR® NEWSLETTER

FAIR HOUSING MONTH
OPENING
DOORS TO
OPPORTUNITY



#FAIRHOUSING





PRESIDENT'S MESSAGE

Carol VanAusdal, President

These past few weeks have been trying for many of us since the announcement of the PROPOSED settlement by the National Association of REALTORS® (NAR). Many of you have contacted the Association, spoken with your Broker or seen the reporting on the news and social media. How do we make sense of it or know what to do?

I too have had questions and have attempted to keep informed by attending the Town Hall meetings that have been presented by our C.A.R. leadership team. Also staying abreast of what is coming from NAR by utilizing the central resource for updates at facts.realtor and materials about NAR's steadfast commitment to strengthen the association, defend REALTORS® and their immense value, and look to the future. At this point, we have no real answers and won't until a decision is made by the judge apparently not until January.

Increasingly, C.A.R. members who represent buyers are deciding to incorporate

buyer representation agreements into their daily practice. Of course, if this is a new addition to your practice, it may take some time for you to become familiar with the various terms and provisions contained in the C.A.R. Buyer Representation and Broker Compensation Agreement (C.A.R. Form "BRBC"). If you need information about the new Buyer Broker Representation Agreement (BRBC) and feeling intimidated, here's a [quick guide](#). Or take a look at [Buyer Representation Agreements: How They Work for You](#) and a great way to inform buyers about their broker's compensation is this [quick guide](#).

So let's instead keep doing business and focus on what we can control. In case you weren't aware there are many new features from our MLS making the listing process easier, offering online webinars for education and hosting a monthly Q&A to answer your questions. Our Association is still providing the highly successful Santa Cruz Pro series, weekly hosting on Thursday the Tour/Marketing

“Communication, Collaboration, and Volunteering.”

meeting, and many other educational opportunities that you can access information on by checking out MySCCAR.org. If you want to get TEXT updates instead of having to check emails just click on the homepage link or text START to 8314642000.

The next C.A.R. Business Meeting takes place in Sacramento from Monday, April 29 to Thursday, May 2, 2024. C.A.R. Legislative Day is Wednesday, May 1. C.A.R. Directors and Committee Members are

all attending. This is an opportunity to convene at the Capitol with over 2,000 REALTORS®. Our members will have the opportunity to meet and discuss real estate issues directly with their state legislators and staff, lobbying in support of homeownership opportunities. Look for an update on what happened in the next issue.

Learn the Buyer Broker Agreement

Two Dates Available!

Monday May 6th & Wednesday May 8th

9:00 - 11:30 AM

SCCAR Office, 2525 Main St., Soquel

In July of this year a **buyer broker representation form will become mandatory**. In June, C.A.R. will be issuing a forms update. This training will include some of the pending BRBC updates happening in June but will focus on using the form today with your clients.

- **Learn how to use the BRBC**
- **Why it is so important**
- **How to talk to clients when using it**
- **When the BRBC is enforceable**

Live Instruction with James Dill, Certified C.A.R. Instructor



Sponsor:

NAR SETTLEMENT FAQ

March 20, 2024

Background

On March 15, 2024, the National Association of REALTORS® (“NAR”) entered into a proposed settlement agreement to resolve litigation brought by home sellers relating to broker commissions. If approved by the court, the settlement would release the following from liability nationwide for such claims:

- NAR
- All NAR members, other than agents affiliated with HomeServices of America (the last remaining corporate defendant in the Sitzer-Burnett case) and its related companies
- All state/territorial and local REALTOR® associations
- All MLSs that are wholly owned by REALTOR® associations (“REALTOR® MLSs”)
- All brokerages with an NAR member as principal whose total transaction volume for residential sales in 2022 was \$2 billion or below
- Brokerages with an NAR member as principal whose total transaction volume for residential sales in 2022 exceeded \$2 billion, if they choose to opt in
- MLSs not wholly owned by a REALTOR® association (“Non-REALTOR® MLSs”), if they choose to opt in

1. What are the major terms of the settlement?

- **Monetary:** NAR will pay \$418 million over approximately four years.
- **Practice changes:** NAR has agreed to implement certain practice changes, which are discussed in more detail in Question #2 below. These practice changes include the prohibition of offers of compensation on the MLS, and a new rule requiring MLS participants working with buyers to enter into written representation agreements before the buyer tours a home. MLSs will also need to implement certain practice changes, many of which are similar to the practice changes agreed to by NAR, in order to be released from liability.
- **No admission of liability:** NAR continues to deny any wrongdoing with respect to its cooperative compensation policies.
- **Date ranges:** The settlement applies to sales of homes that were listed on an MLS during the following date ranges:

1	Homes listed on MLSs identified in the Moehrl case (the “Moehrl MLSs”)	March 6, 2015 to date of Class Notice (which will be sent out no earlier than 120 days after a motion for preliminary approval of the settlement is filed)
2	Homes listed on MLSs identified in the Sitzer-Burnett case (the “Sitzer-Burnett MLSs”)	April 29, 2014 to date of Class Notice
3	Homes listed on MLS PIN	December 17, 2016 to date of Class Notice

4	Homes in Arkansas, Kentucky, and Missouri but not on the Moehrl MLSs, the Sitzer-Burnett MLSs, or MLS PIN	October 31, 2018 to date of Class Notice
5	Homes in Alabama, Georgia, Indiana, Maine, Michigan, Minnesota, New Jersey, Pennsylvania, Tennessee, Vermont, Wisconsin, and Wyoming, but not on the Moehrl MLSs, the Sitzer-Burnett MLSs, or MLS PIN	October 31, 2017 to date of Class Notice
6	All other homes	October 31, 2019 to date of Class Notice

2. What practice changes will NAR be implementing?

As part of the settlement agreement, NAR has agreed to implement the following practice changes:

- Prohibit offers of compensation on the MLS.
- Require REALTOR® MLSs to eliminate all broker compensation fields on the MLS and to prohibit offers of compensation via any other field.
- Eliminate and prohibit any requirements conditioning participation or membership in a REALTOR® MLS on offering or accepting offers of compensation to buyer brokers.
- Agree not to create or support any non-MLS mechanism for listing brokers/sellers to make compensation offers to buyers (however, data may still be shared with third parties so long as the data is not used sidestep these changes).
- Require REALTOR® MLS participants working with a buyer to enter into a written agreement before the buyer tours any home, which must specify the amount of compensation that the participant will receive from any source or how this amount will be determined.
- Prohibit REALTORS® and REALTOR® MLS participants from representing that their services are free unless they will receive no compensation from any source.
- Require REALTORS® and REALTOR® MLS participants acting on behalf of sellers to disclose and obtain approval from sellers for any amount of payment they will make to buyers. This disclosure must be in writing and be provided in advance of an agreement to pay buyers.
- Require REALTORS® and REALTOR® MLS participants to disclose to sellers and buyers that broker commissions are not set by law and are fully negotiable in their (1) listing agreement, (2) agreement with buyers, and (3) in any pre-closing disclosure documents if these agreements and documents are not government-specified forms. If these documents are government-specified forms, then a disclosure must be included stating that broker commissions are not set by law and are negotiable.

NAR has stated that these practice changes will go into effect in mid-July 2024. However, it is possible that some MLSs will start implementing changes earlier, so please make sure to stay up to date on any changes to the MLSs that you are subscribed to.

3. Can offers of compensation be conveyed through channels other than the MLS?

Yes. Offers of compensation to buyer brokers can still be made – just not on the MLS. Also, sellers can continue to offer buyer concessions on the MLS.

4. What do REALTOR® MLSs need to do in order to be released under the settlement agreement?

In order to be released, REALTOR® MLSs must agree to the practice changes set forth in the settlement agreement by executing Appendix B to the settlement agreement. Appendix B must be submitted within 60 days of the filing of the motion for preliminary approval.

5. For brokerages, what does “total transaction value” mean?

The settlement agreement defines “total transaction value” as the aggregate dollar value of all residential home sales and purchases of a real estate brokerage, together with the aggregate dollar value of all residential home sales and purchases of that brokerage’s direct and indirect parents (including holding companies), subsidiaries, affiliates, associates and of each’s franchisees. For any transactions in which a real estate broker represented both the buyer and seller, that transaction would be counted twice.

6. Can a REALTOR®, association, brokerage or MLS that is covered by this settlement be sued in a different lawsuit relating to broker commissions?

It depends on the specific facts and circumstances. If the proposed settlement is approved, then the released parties should be protected from many similar types of antitrust claims. However, it is possible that some class members will choose to opt out of the settlement. Additionally, the proposed settlement only covers claims by home sellers; it does not extend to claims by home buyers.

7. Will NAR increase membership dues to fund the settlement payment?

NAR has stated that membership dues for 2024 will not change because of the settlement.

8. What are the next steps in the settlement process?

A motion for preliminary approval of the settlement will be submitted to the court. The court review process will likely take several months.

REAL FACTS. RIGHT NOW.

Authenticated, actionable information regarding the **proposed settlement agreement** and what it means to you and the valuable role you play in the transaction.

facts.REALTOR

 **NATIONAL
ASSOCIATION OF
REALTORS®**

REALTORS® are members of the National Association of REALTORS®.



KNOW YOUR TOUR RULES

Our weekly tour schedules are set in advance to accommodate everyone's availability to schedule and view properties. As per our tour rules, it is required that you be present and host your open house for the entire duration of the specific Area's scheduled times. Please click here to access the current Area schedule, and thank you for your cooperation.

SCCAR Tour Times:

North County
Areas 23 - 43 - 9:30 AM - 12:30 PM

Mid County
Areas 44 - 51 - 12:30 - 3:00 PM

South County
Areas 52 - 59 & 199 - 11 AM - 2 PM



Join us at our tour marketing meetings which are held every Thursday from 9 - 9:30 AM at our office.

DIVERSITY CALENDAR

Businesses continue to work hard to create DEI programs that ensure that all their employees feel understood and have a sense of belonging. One way to achieve this is to use a Diversity Calendar 2024 covering DEI holidays in 2024 as well as cultural events throughout the year. Below are some items for recognition for April - June.

April 22 – Earth Day

Celebrate the 54th annual celebration of Earth Day by attending neighborhood or beach cleanups, planting a tree, or even helping to lead some type of recycling effort in your workplace.

April 22 – 30 – Passover

Passover or Pesach celebrates the freeing of enslaved Israelites. It is also known as the Festival of Unleavened Bread as Matzo or Matzah is eaten during Seder dinner.

May 4 – National Day of Prayer

Even before being signed into law in 1952, days of prayers occurred during the Continental Congress as far back as 1775.

May 17 – International Day Against Homophobia, Transphobia, and Biphobia

This annual day hopes to raise awareness of issues relating to the LGBTQ+ community.

May 19 – Malcolm X's Birthday

The well-known Muslim minister and human rights activist helped advance civil rights as an advocate for Black empowerment. He was assassinated in 1965.

May 26 – Buddha's Birthday

Sing Happy Birthday to Prince Siddhartha Gautama, who became the Gautama Buddha and founded modern-day Buddhism.

June 2 – Indian Citizenship Act of 1924

While this act gave Native Americans American citizenship, they didn't earn the right to vote until 1957.

June 12 – Loving Day

This day honors the anniversary of the court decision *Loving v. Virginia* that legalizes interracial marriage and struck down anti-miscegenation laws in 16 states at the time.

June 18 – International Day of Countering Hate Speech

This day was established in 2019 by the UN in response to rising trends of growing racism and xenophobia, antisemitism, and anti-Muslim hatred globally.

June 19 – Juneteenth

Juneteenth commemorates the emancipation of all African American slaves. It was first recognized as a federal holiday by President Joe Biden. It is this day that the last enslaved African Americans learned of their freedom nearly two years after it was issued.

June 22 – Windrush Day

First observed in the United Kingdom, Windrush Day honors African-Caribbean immigrants who came to the country during a labor shortage after World War II.

#DIVERSITYANDINCLUSION

#DIVERSITY

#DIVERSITYMATTERS

Report as of

April 2024



California Latest Market Data

How the market is doing



*Daily Average for week ending April 6, 2024

470

Closed Sales per day*



509

Pending Sales per day*



760

New Listings per day*



% change indicates change from last week



What REALTORS® are saying



8.0%

19.5%

Closed a sale



10.7%

23.2%

Entered escrow



10.1%

24.0%

Listed a property

% change indicates change from last month

What REALTORS® think will happen



0.5%

37.3%

Sales will be **up**

19.7%

39.1%

Prices will be **up**

2.7%

46.7%

Listings will be **up**

% change indicates change from last month

Source: California Association of REALTORS®

UPCOMING EVENTS & EDUCATION

APRIL 24 CHARITY CORNHOLE TOURNAMENT

LOCAL HISTORY & CULTURE APRIL 26

APRIL 27 BOWL FOR KIDS' SAKE

MAY 22 MREP APPY HOUR

LAND USE IN SANTA CRUZ COUNTY MAY 24

JUNE 12 HAWAIIAN SUMMER BASH

JUNE 28 PLANNING & DEVELOPMENT

Register online at mysccar.org. Keep up to date on our offerings by following us on [facebook](#) or sign up for text alerts at 831-464-2000!



ANSWER THE CALL!

Apply to serve on the 2025 SCCAR Board of Directors!

Interested REALTOR® members of SCCAR are encouraged to complete and submit an application no later than May 6, 2024

[Learn More >>](#)

NEW AGENT TRAINING SERIES

What Attendees are Saying

“I would LOVE apart two! Loved the speaker. So much great information and so engaging. I wish I had this kind of training from the beginning of my career. So much great information and training!!”

“Very good information. Time went really quick. Really great speaker!”

“Very good topic, I got a bunch of tips and ideas. I think the speaker was really good. Overall very good class and I would recommend.”

Our next series begins August 5! Learn more --> <https://mysccar.org/wpress/new-agent-training-series>



WELCOME OUR NEWEST AFFILIATE MEMBER

Jon Perry

<https://neversee.me>
928.502.0466



Imaginary Friends Design Studios (iF) isn't just a hub of creativity; it's a crucible where imagination merges with the digital frontier to shape the visual identities of businesses and events. For over two decades, iF has sketched the dreams of visionaries into tangible triumphs of design and communication. Specializing in logo creation, brand storytelling, website design, and social media mastery, iF translates the language of business goals into the vernacular of visual impact.

In the hands of iF's artisans, a brand's essence is elevated into symphonies of color, form, and function, each element meticulously orchestrated to resonate with audiences far and wide. From the grandeur of local events to the intimate narrative of a start-up, iF captures the unique spirit of each project, a commitment to storytelling

that has earned them national acclaim and multiple Addy awards.

The heartbeat of iF is its team—a collective of seasoned professionals whose expertise shapes strategies and crafts creative marvels. They're the architects of connection, building bridges between businesses and their communities with creativity that endures and enchants. It's this blend of innovation, dedication to quality, and pursuit of the exceptional that signifies the work of iF.

Every client's journey is a voyage, and iF is the compass that points to uncharted territories of potential and possibility. The studio's legacy is built on transforming the everyday into the extraordinary, ensuring that every brand's voice is heard and every story is felt.

Take the step into a world where your brand's narrative is not just told, but vividly brought to life. Imaginary Friends Design Studios is your collaborator in this creative odyssey, your ally in the narrative journey. Your brand's saga can be as compelling and captivating as the greatest stories ever told, with iF as the scribe.

The narrative of success is yours to command—begin the journey with iF. Your story awaits.



WELCOME TO THE CLUB!

Aldina Maciel, Aldina Real Estate, Inc.

Lynnette Sousa, Aldina Real Estate, Inc.



SCCAR Centennial Club

Aldina Maciel and Lynnette Sousa join a special group of members whose support helps protect private property rights and our business. Welcome to the **SCCAR Centennial Club** Aldina & Lynnette Centennial Club members contribute additionally to the REALTOR Action Fund (RAF). Learn more [here](#).

What is RAF Doing for You?

HOMEOWNERSHIP MATTERS
**HELP
PROTECT
YOUR
LIVELIHOOD**



- FIGHTING** Costly and Time Consuming Point of Sale Bills!
- FIGHTING** Independent Contractor Withholding!
- FIGHTING** Statewide Service Taxes!
- PRESERVING** Dual Agency
- PRESERVING** Mortgage Interest Deduction!



Yes. I will contribute to the voluntary REALTOR® ACTION FUND, because it is needed to protect my livelihood.

Protecting
**PRIVATE
PROPERTY
RIGHTS**
on every level!!!

**FOR MORE
INFO** →

WHAT IS THE FAIR HOUSING ACT?

The Fair Housing Act protects homebuyers from discrimination as they get a mortgage, rent a home, buy a home, seek housing assistance, or participate in other housing-related activities.

The Fair Housing Act prevents discrimination based on race, color, sex, national origin, religion, disability, or familial status.

REALTORS® can reference NAR's Code of Ethics for information on upholding fair housing ideals.

NAR opposes discrimination in housing based on race, color, religion, sex, handicap, familial status, sexual orientation, gender identity, and national origin. This policy is embodied in NAR's Code of Ethics. NAR also authorizes sanctions in response to a

finding that a member has violated any fair housing law, including local and state laws that prohibit discrimination based on sexual orientation or gender identity. NAR policy is to support equal opportunity on the basis of sexual orientation and gender identity and the NAR Code of Ethics was amended in 2010 and 2013, to include this updated policy in the Code of Ethics.

On November 13, 2020, NAR's Board of Directors strengthened REALTORS®' commitment to upholding fair housing ideals, approving a series of recommendations from NAR's Professional Standards Committee that extend the application of Article 10 of the Code of Ethics to discriminatory speech and conduct outside of members' real estate practices.

In February 2021, the U.S. Department of Housing and Urban Development (HUD) announced(link is external) that it will enforce the sex discrimination provision of the Fair Housing Act to prohibit discrimination based on sexual orientation and gender identity. NAR applauds this move by HUD to effectively expand civil rights protections to LGBTQ Americans seeking housing and housing-related services.

Fair Housing Month signifies a recommitment to advancing equitable opportunities and expanding homeownership.

[Learn more.](#)



1ST ANNUAL
SANTA CRUZ COUNTY

CLEANUP DAY

SATURDAY, MAY 11

9- 11 AM

Twin Lakes Beach

**STOP LITTER AND
ILLEGAL DUMPING**



**KEEP SANTA CRUZ
COUNTY BEAUTIFUL**

Email andrea@mysccar.org to sign up!

SUPPORTED BY:



Land Use in Santa Cruz County



Friday, May 24, 2024
9:30 -11 am
SCCAR Office
Register @ mysccar.org

Learn about minimum steps to determine build ability, the biggest hurdles working with planning/building depts, methods for changing use designations and removing old easements and much more!

Speakers:

Jordan Ciliberto, Law Office of Jordan A. Ciliberto
John Swift/Ken Hart, Swift Consulting Services, Inc.

Local Planning Departments Panel

Be in the Know About New Developments!

Planners from the County, Santa Cruz, Capitola, Scotts Valley and Watsonville will speak about building, development, long range planning and special projects happening in our area.

Friday, June 28, 2024
9:30 - 11:30 AM at SCCAR, 2525 Main St., Soquel

WHEN IT COMES TO 3D WALKTHROUGH TECHNOLOGY TOUR FACTORY HAS GOT YOU COVERED!

Tour Factory offers both iGuide and Matterport 3D walkthroughs and PDF floor plans.

The walkthrough engages buyers longer with an immersive 3D experience and the printable PDF floor plans incorporate into your marketing materials and give buyers a better understanding of how the home flows.

Your listing deserves the best! Choose an iGuide or Matterport 3D product in addition to still photos for the maximum marketing experience to impress your sellers and engage potential buyers

iGuide

Floor Plans Included

All orders include a 3D walkthrough PLUS a full color PDF floor plan with 99.6% accuracy at no additional cost.

No Monthly Fees

Only a one-time payment is required to gain access to iGuide's services for as long as needed.

Accomplish Scans Quicker

iGuide's PLANIX cameras capture information for virtual tours and floor plans at the same time.

Precise Measurements

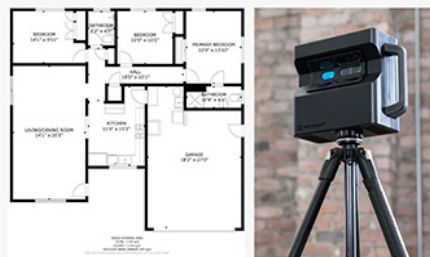
Virtual tours created with PLANIX camera laser technology incorporate adjustable measurement systems.

ANSI-Compliant Measurements

This will ensure more accurate residential square footage measurements to minimize square footage disputes.



Matterport



"Dollhouse" View

These "Dollhouse" models are property replicas without the ceiling created by combining 360 photography, 3D measurements, and artificial intelligence.

Versatile Equipment

Matterport offers its own automatic camera or can work with a 3D camera, a 360° spherical camera, or iPhone.

Property Intelligence

Matterport's powerful A.I. analyzes any property or portfolio at scale to improve business operations and enhance customer experiences.





Santa Cruz County Association of REALTORS®

HAWAIIAN SUMMER BASH

WEDNESDAY, JUNE 12, 2024

12 - 3 PM

SCCAR PATIO, 2525 MAIN ST., SOQUEL

DARN YOUR BEST HAWAIIAN FLARE AND JOIN US FOR OUR ANNUAL SUMMER BASH!

FOOD

TASTY HAWAIIAN FARE FROM PONO HAWAIIAN GRILL

DRINK

COOL TROPICAL DRINKS, WINE, BEER AND NON ALCOHOLIC BEVERAGES

FUN

LIVE MUSIC, NETWORKING, BAKING CONTEST AND A BOOZE BUCKET SILENT AUCTION!

Register for \$5 until June 1, 2024!
\$10 after or \$15 at the door





SCCAR's Annual Charity Golf Tournament

Friday, August 16, 2024
Spring Hills Golf Course
Watsonville, CA

Benefitting



Join Team SCCAR for a Volunteer Experience

at Second Harvest Food Bank!

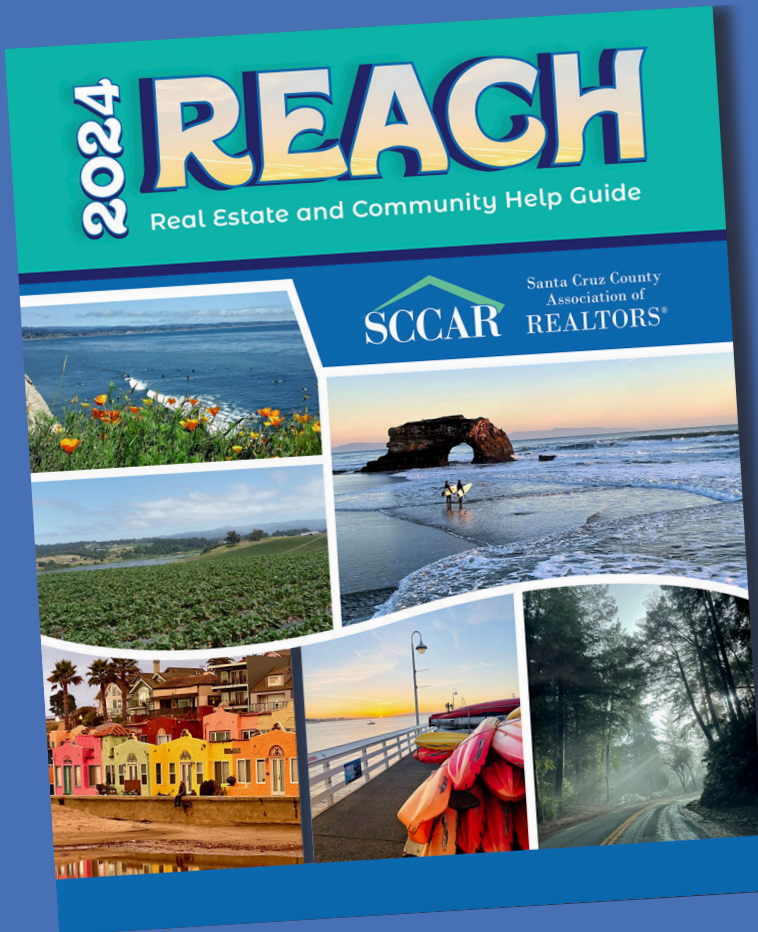


Wednesday, September 4, 2024
9 AM – 11 AM

Email andrea@mysccar.org
to participate!



THE REACH GUIDE IS BACK!



Back by popular demand the REACH Guide is a full color publication featuring all active SCCAR REALTOR and Affiliate members.

We will have limited hard copies available in our office and a pdf version online.

Look for our notice on it's arrival in late April!



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Look no further.
Having one special person for your car, home and life insurance lets you get down to business with the rest of your life. It's what I do.
GET TO A BETTER STATE.SM
CALL ME TODAY.



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State Farm Indemnity Company, State Farm Fire and Casualty Company,
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EMPOWER OUR FUTURE.**

C2EX
COMMITMENT TO EXCELLENCE

C2EX.realtor

REALTOR NATIONAL ASSOCIATION of REALTORS®

>> THE NEW C2EX APP EXPERIENCE <<



You can access C2EX, NAR's innovative professional endorsement program, as a mobile app—anywhere, anytime—along with a digital coach who assists and motivates you on your endorsement journey. [Learn more!](#)



Supra Highlights

2023

#1 in real estate access solutions



33+ Million
listing accesses¹

1+ Million
keyholders

138,044
new subscribers²

3.5+ Million
lockboxes

The benchmark in adoption and participation.

Access Solutions

- ✓ 143 new and renewed customers
- ✓ Managed Access service expanded to 135 organizations representing 335,429 keyholders



Launched new Supra powers to:

- Streamline keyholder setup with secure self-signup convenience – or white glove service
- Manage keyholders and boxes from your membership system via Supra Data Connect API
- Trust Supra for security and reliability with our upgraded data infrastructure

Showing Management

powered by **BrokerBay**

- ✓ 40+ organizations, up 30%
- ✓ Approaching 300,000 subscribers
- ✓ 18+ Million showings processed



Elevated showing management with new tools & support:

- Launched Offline Mode and Showing Insights tool
- Boosted knowledge base content
- Expanded Live Concierge service



BIG NEWS! Open lockboxes from scheduling app!

Sales & Marketing

- Reached 14,000 followers on Facebook and LinkedIn, providing fresh news and content to agents
- 100+ sponsorships at state and local events, continuing support of our valued organization partners
- Hosted two customer leadership forums and received comments like these:

“ Supra has the trifecta – great product, great customer service, and great culture! ”

“ Supra is transitioning into an Alpha company in the real estate sector... They are experts! ”

“ Great opportunity to share and talk about challenges and successes. ”

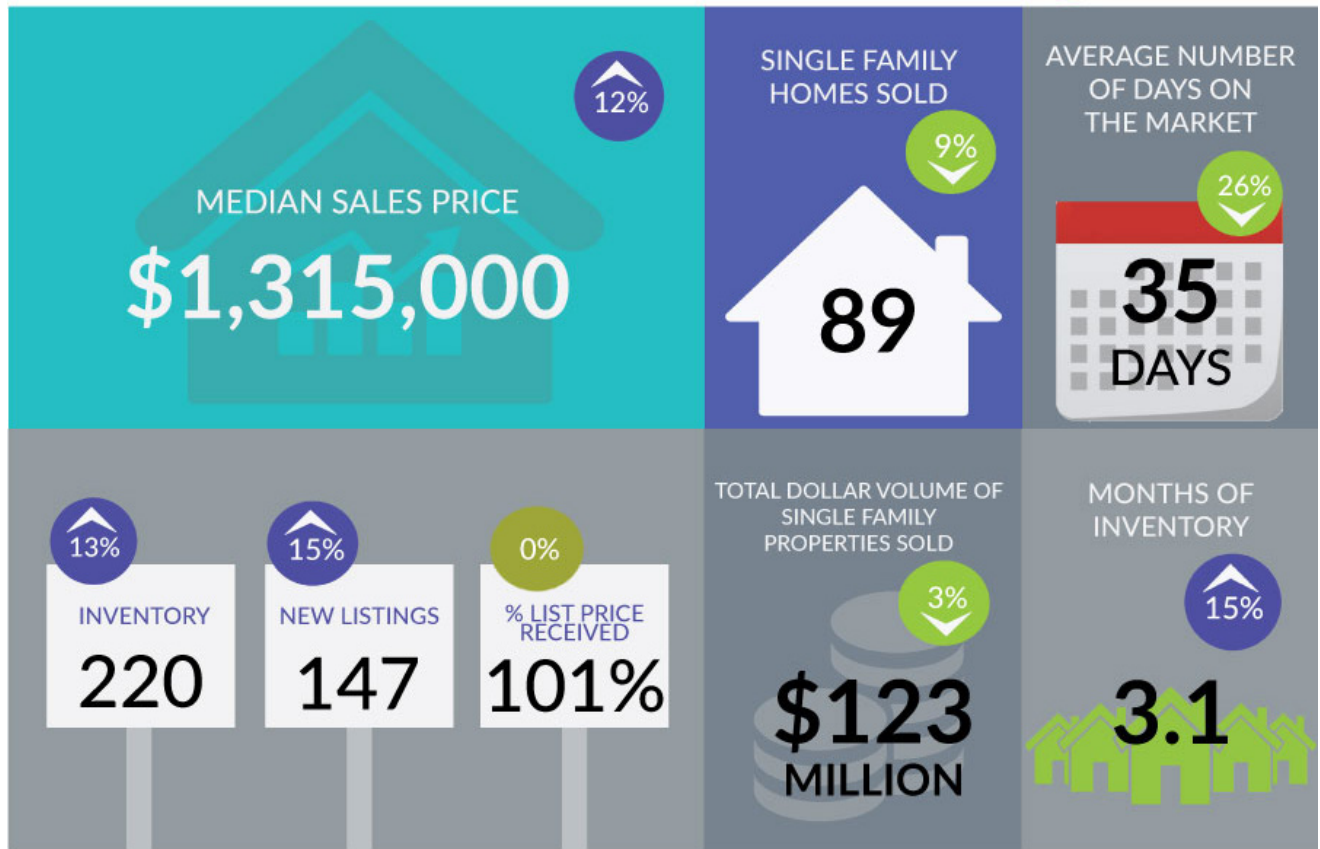
Support

- 100% North America-based support
- ASA cut 30% from prior year; 15 seconds ASA for scheduling
- Contact experience enhanced, featuring:
 - Hold place in line, get a call back
 - System status updates keep callers in the know
 - 10 new self-help items available 24/7



¹The Supra system enables over 70% of all accesses via networked electronic lockboxes; based on publicly available statistics and Supra-recorded data of lockbox openings via the Supra eKEY app in 2023. ² for Supra Keys

MARCH 2024 MARKET SNAPSHOT - SINGLE FAMILY HOMES - YEAR OVER YEAR



Mar 23 v Mar 24 - MLS Class 1, excludes Condo/Townhome. Produced by SCCAR with data provided by MLS Listings, Inc.

Quarterly Santa Cruz County Housing Statistics

Q1 2024: Santa Cruz County - Single Family Residential												
Area	New	Inventory	Sold	Avg. DOM	Avg. Sale Price	Median Sale Price	Median \$/Sqft	% LP Rec'd	Sale Volume	Avg. Home Sq. Ft.	Avg. Lot Sq. Ft.	Months of Inventory
Adult Village	9	3	9	27	\$560,333	\$559,000	\$513	99%	\$5,043,000	1,083	4,506	1
Aptos	9	7	10	39	\$1,333,650	\$1,360,750	\$624	101%	\$13,336,500	2,105	24,350	2.1
Ben Lomond	16	12	10	83	\$919,400	\$880,000	\$536	94%	\$9,194,000	1,739	63,876	3.6
Boulder Creek	30	18	23	35	\$712,543	\$689,000	\$539	100%	\$16,388,500	1,352	16,208	2.3
Brookdale	4	4	1	11	\$950,000	\$950,000	\$527	106%	\$950,000	1,804	121,576	12
Capitola	18	10	7	34	\$1,817,857	\$1,625,000	\$1,709	101%	\$12,725,000	1,264	4,885	4.3
Corralitos	11	10	2	69	\$1,690,000	\$1,690,000	\$532	104%	\$3,380,000	3,282	156,381	15
Davenport	0	1	0									
Felton	9	11	3	50	\$779,000	\$700,000	\$691	100%	\$2,337,000	1,154	31,407	11
La Selva Beach	11	8	7	79	\$1,682,500	\$1,580,500	\$918	97%	\$11,777,500	1,928	209,526	3.4
Scotts Valley	18	9	8	25	\$1,508,625	\$1,464,500	\$754	99%	\$12,069,000	2,114	18,170	3.4
Seacliff	6	3	4	39	\$1,125,750	\$1,089,000	\$1,033	100%	\$4,503,000	1,095	3,746	2.3
Soquel	16	12	8	56	\$1,609,593	\$1,395,000	\$736	98%	\$12,876,750	2,343	48,907	4.5
Watsonville	9	7	6	23	\$783,166	\$806,000	\$608	100%	\$4,699,000	1,536	5,721	3.5
Empire Grade Road	0	0	1	48	\$1,162,000	\$1,162,000	\$447	93%	\$1,162,000	2,600	73,399	0
Bonny Doon Central	0	1	0									
College Road	0	1	3	106	\$971,333	\$740,000	\$628	98%	\$2,914,000	1,029	356,698	1
Rio Del Mar/Seascape	35	18	17	43	\$1,672,294	\$1,595,000	\$849	102%	\$28,429,000	2,063	8,107	3.2
Live Oak	29	13	19	18	\$1,697,434	\$1,393,500	\$1,045	103%	\$32,251,252	1,482	7,089	2.1
East Santa Cruz	32	18	16	24	\$1,518,212	\$1,337,500	\$877	104%	\$24,291,400	1,733	6,891	3.4
Lompico-Zayante	11	12	4	75	\$595,875	\$625,500	\$358	95%	\$2,383,500	1,500	23,196	9
Los Gatos Mountains	24	9	18	50	\$1,633,305	\$1,637,500	\$610	98%	\$29,399,500	2,759	533,223	1.5
Larkin Valley	5	3	3	9	\$1,071,666	\$1,195,000	\$576	107%	\$3,215,000	1,820	87,076	3
Scotts Valley North	6	4	7	34	\$1,458,085	\$1,250,000	\$645	100%	\$10,206,600	2,299	72,061	1.7
West Santa Cruz	29	20	14	55	\$1,349,000	\$1,250,000	\$1,125	105%	\$18,886,000	1,307	6,298	4.3
Scotts Valley South	8	3	5	56	\$1,649,000	\$1,470,000	\$797	99%	\$8,245,000	2,122	26,911	1.8
Amesti/Green Valley Road	7	3	8	26	\$1,010,000	\$826,000	\$585	98%	\$8,080,000	1,699	85,830	1.1

Santa Cruz County Housing Statistics

March 2024: Santa Cruz County - Single Family Residential												
City	New	Inventory	Sold	Avg. DOM	Avg. Sale Price	Median Sale Price	Median \$/Sqft	% LP Rec'd	Sale Volume	Avg. Home Sq. Ft.	Avg. Lot Sq. Ft.	Months of Inventory
Aptos	14	25	12	46	\$1,554,375	\$1,442,500	\$823	102%	\$18,652,500	1,963	7,884	2.4
Ben Lomond	1	6	4	86	\$678,500	\$773,500	\$440	93%	\$2,714,000	1,511	11,228	1.1
Boulder Creek	13	19	6	48	\$611,250	\$585,000	\$464	101%	\$3,667,500	1,426	13,351	2.5
Brookdale	2	3	0									
Capitola	4	6	0									
Corralitos	2	4	0									
Felton	8	16	3	90	\$832,666	\$940,000	\$407	99%	\$2,498,000	1,956	24,858	4.4
Freedom	0	0	0									
La Selva Beach	0	4	0									
Los Gatos	6	8	3	27	\$1,636,833	\$1,675,000	\$570	97%	\$4,910,500	3,303	2,112,050	2
Mount Hermon	1	1	0									
Santa Cruz	34	50	22	35	\$1,351,613	\$1,250,000	\$1,067	104%	\$29,735,500	1,460	21,422	2.7
Scotts Valley	10	11	6	39	\$1,623,766	\$1,464,500	\$754	103%	\$9,742,600	2,323	40,177	2.4
Seacliff	0	1	0									
Soquel	5	7	1	53	\$1,365,000	\$1,365,000	\$601	96%	\$1,365,000	2,272	5,053	3.5
Watsonville	11	24	10	39	\$910,000	\$727,000	\$574	98%	\$9,100,000	1,496	178,169	2.3
Summary	111	185	67	51	\$ 1,173,778	\$1,250,000	\$574	99%	\$82,385,600	1,968	268,244	2.6

March 2024: Santa Cruz County - Common Interest Development												
City	New	Inventory	Sold	Avg. DOM	Avg. Sale Price	Median Sale Price	Median \$/Sqft	% LP Rec'd	Sale Volume	Avg. Home Sq. Ft.	Avg. Lot Sq. Ft.	Months of Inventory
Aptos	6	17	5	24	\$982,400	\$880,000	\$713.00	99%	\$4,912,000	1,225	1,982	3.4
Boulder Creek	0	2	3	56	\$601,333	\$639,000	\$542.00	99%	\$1,804,000	1,136	1,264	1.2
Capitola	4	5	6	15	\$762,416	\$736,250	\$729.00	100%	\$4,574,500	1,015	1,231	1.3
La Selva Beach	2	2	0									
Santa Cruz	8	13	5	12	\$650,000	\$525,000	\$778.00	99%	\$3,250,000	852	6,645	2.4
Scotts Valley	5	3	2	58	\$885,000	\$885,000	\$633.00	102%	\$1,770,000	1,405	1,263	1.5
Soquel	1	4	2	109	\$1,362,500	\$1,362,500	\$804.00	100%	\$2,725,000	1,694	1,335	4
Watsonville	7	12	3	18	\$579,333	\$638,000	\$502.00	103%	\$1,738,000	1,181	1,307	4
Summary	33	58	26	42	\$831,855	\$736,250	\$713	100%	\$ 20,773,500	1,215	2,147	2.5

Data provided by MLS Listings, Inc. and compiled by the Santa Cruz County Association of REALTORS®

MARKET MINUTE

April 08, 2024 – With the jobs report coming in stronger than expected for the third month in a row, a soft landing in 2024 is looking more and more likely for the economy. A decent growth rate in economic activity, however, is also keeping inflation elevated and delaying the Federal Reserve’s rate-cut movements. As such, Wall Street has adjusted its expectations on the number of cuts accordingly, which might have resulted in the most recent rate increases. Despite the change in expectations, futures contracts continue to point to a 50-75 basis-point (bps) decline in policy rate this year, which is consistent with what C.A.R. projected in its latest forecast. [Read more](#)



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