

Watsonville 95076

ZIP code · CA · California > Santa Cruz County > Watsonville

BALANCED MARKET

\$710K

MEDIAN SALE PRICE

-10.3%

1-YR CHANGE

364

SALES (12 MO)

\$745K

MEDIAN VALUE (AVM)

Market temperature

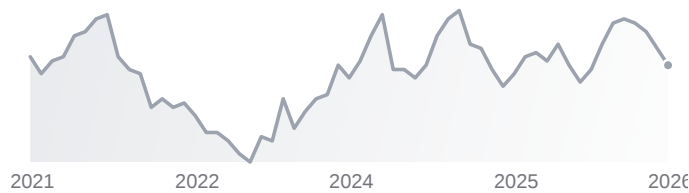
Balanced market · 41 / 100



MARKET TRENDS (5 YEARS)

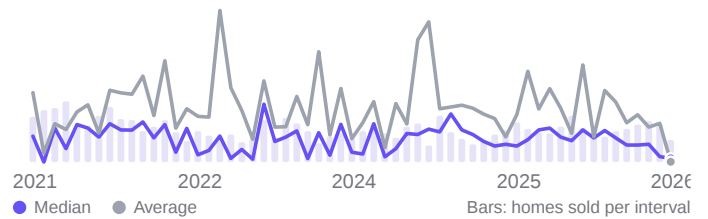
Market temperature (0–100)

41 / 100



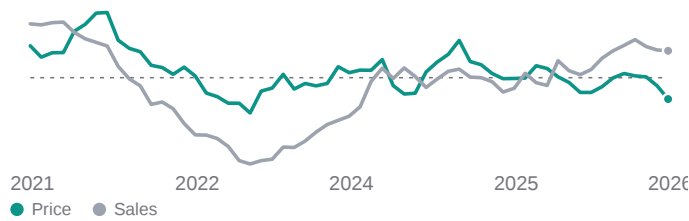
Sale prices

Median \$680K · Average \$661K



Growth (year over year)

Price -10.3% · Sales +13.0%



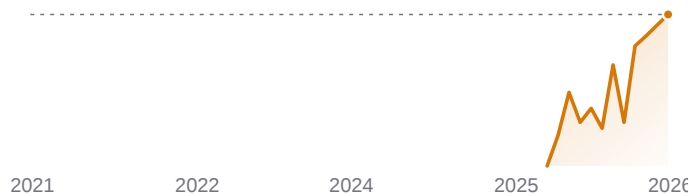
Price per square foot

\$482/ft²



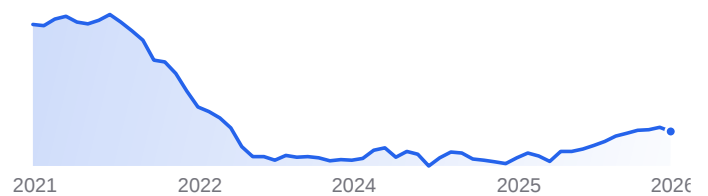
Sale premium vs estimated value

+0.0%



Annual turnover (share of homes sold)

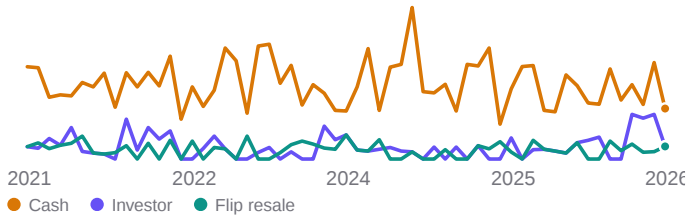
2.2%



BUYERS & OUTCOMES

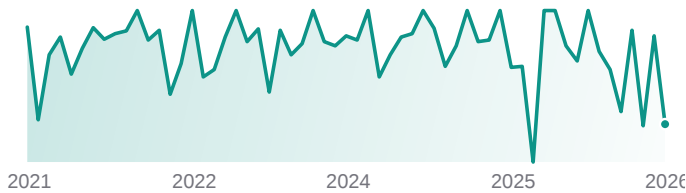
Buyer mix

Cash 20% · Investor 5.0% · Flip resale 5.0%



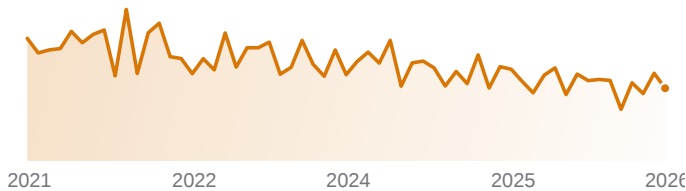
Sellers who sold at a gain

79%

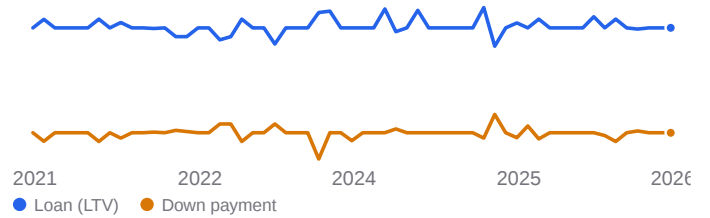


Median annualized return at resale

+4.1%



Financing (share of purchase price) Loan (LTV) 80% · Down payment 20%



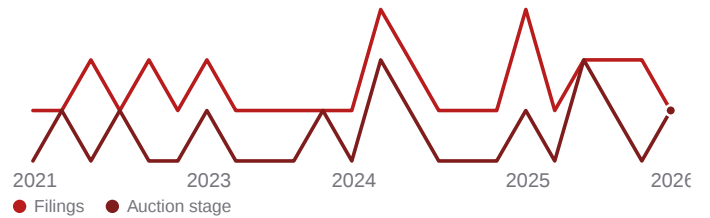
Typical hold before selling

11.2 yrs



Preforeclosure filings

Filings 1 · Auction stage 1



HOUSING STOCK

Homes	16,865
Median value (AVM)	\$745K
Median size	1,482 ft²
Median bedrooms	3
Median year built	1973
Single family	65%
Condos	4.8%

EQUITY & OWNERSHIP

Equity rich (LTV 50% or less)	61%
Underwater (LTV 125% or more)	1.7%
Owner occupied	71%
Company owned	31%
Median loan-to-value	39%

Typical ownership tenure

17.1 yrs

COMMUNITY

Population	83,352
Density	573 / mi²
Median household income	\$83K
Average household income	\$114K
Crime index (US avg 100)	79
Air pollution index (US avg 100)	84
Earthquake index (US avg 100)	510
Homes occupied	93%
Bachelor's or higher	14%
Poverty rate	14.9%
Unemployment	1.9%
Average temp	57°F
Annual precip	23 in
Sunshine	74%

Market metrics are derived from recorded arms-length deeds through July 2026. Temperature blends price momentum, sales velocity, turnover and resale outcomes, ranked nationally against geographies of the same type.