Reports on HOUSING
Your Local Real Estate Snapshot

THE SAN DIEGO COUNTY HOUSING REPORT

OCTOBER 27, 2026 - WRITTEN BY STEVEN THOMAS

THE POWER OF PRICING

PRECISE PRICING HAS BEEN ESSENTIAL SINCE RATES BEGAN CLIMBING IN 2022, BUT WITH THE MARKET SLOWING FURTHER AMID THE RECENT SHARP RISE IN RATES, IT IS MORE CRITICAL THAN EVER.



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ACCURATE PRICING IS CRITICAL

THE DATA IS CLEAR: OVERPRICING CAN COST SELLERS MONEY, PROLONG THEIR TIME ON THE MARKET, OR LEAVE THEM WITHOUT A BUYER ALTOGETHER.

Walk into almost any retail store in the weeks, and often months, before Halloween, and you will find aisles filled with costumes, decorations, and bags of every candy imaginable. The goal is to sell as much merchandise as possible in a limited window. Imagine a store pushing prices higher than its competitors. They risk losing valuable price-conscious consumers who shop around and ultimately purchase elsewhere. As Halloween approaches, they must lower prices to move more product. If they wait too long and November 1st arrives, they slash prices at a deep discount. Had they priced correctly from the start, the store could have sold more at a much higher price.

Similarly, overpricing a home in today's market does not mean the seller will get more. In fact, it often leads to selling for substantially less or pulling a home off the market altogether. The most important factor in securing success today is accurate, precise pricing.

A seller only gets **one shot** at a first impression. Buyers wait on the sidelines for the next home that matches their criteria to hit the market. They anxiously check their favorite real estate app morning, noon, and night. When a home suddenly appears with the "New Listing" badge, buyers eagerly review every photo, the virtual tour, all the text, and, of course, the asking price. Today's buyers are savvy, and they know what homes cost. Even a turnkey home with all the bells and whistles will turn buyers away if the price is too high. They don't want to waste time and often choose not to tour the home in person.

Accurate pricing is powerful. The difference between selling and languishing on the market all boils down to deliberate, meticulous pricing. Yet far too many sellers learn the hard way that listing too high initially requires adjusting the asking price to secure a buyer willing to write a purchase offer. Sellers mistakenly believe buyers get excited when the price is lowered. The lowered price will show up in buyers' apps with the "Price Reduced" badge. Yet it won't generate the same excitement as when it first hit the market, underscoring the importance of pricing right from the start.

San Diego County - September 2026

Reduction	% of Sales	Sales to Last List Price Ratio	Sales to Original List Price Ratio	Median DOM
No Reduction	68%	100.0%	100.0%	14 Days
1% to 4%	15%	98.8%	96.3%	48 Days
5% or more	17%	98.2%	90.2%	66 Days

The sales price to **last** list price ratio is very revealing. This refers to the final list price before becoming a pending sale. These are averages, so exceptions exist, but the overall trend is telling. In San Diego County, 68% of all closed sales in September did not reduce the asking price. It was 75% in March. The sales price-to-last-list-price ratio for these homes was 100%, meaning, on average, appropriately priced homes sold at their initial asking price. A house listed at $1 million sold at its asking price. The median days on the

market before becoming a pending sale was only 14, indicating that accurate pricing also means considerably less time on the market.

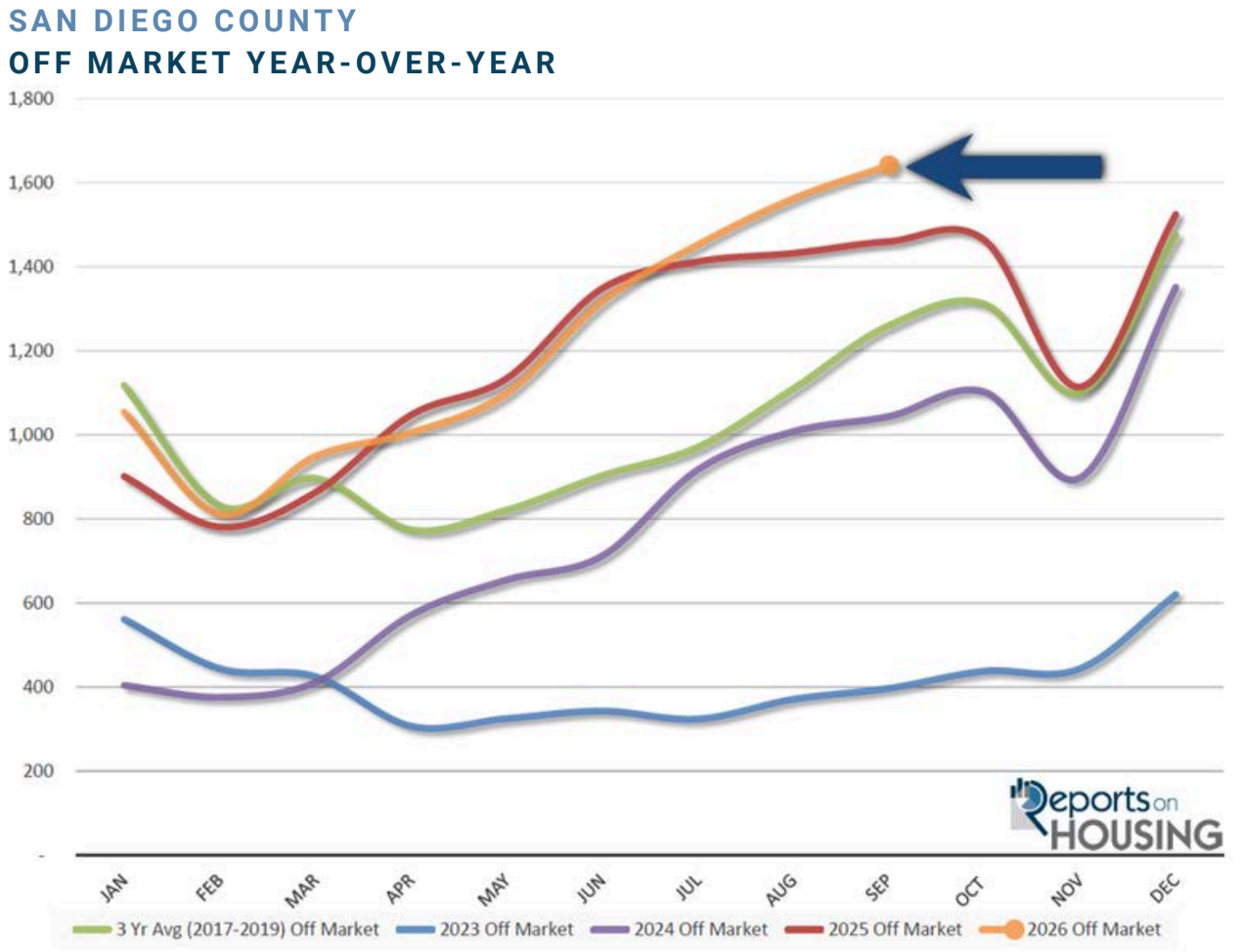
15% of all closed sales reduced their asking prices between 1% and 4%. These homes had a sales-to-last-list-price ratio of 98.8%; on average, it took well over a month (46 days) to go pending. A house that reduced its list price to $1 million sold for $988,000, a substantial $12,000 less than homes with no reduction.

For homes that reduced their asking prices by 5% or more, 17% of closed sales in September had a sales-to-last list price ratio of 98.2% after 66 days on the market, over two months. A home that finally reduced its price to $1 million sold for $982,000, $18,000 less than homes that didn't need to reduce their asking price.

The sales price-to-original-list-price ratio shows the gap between a home's original asking price and what buyers are ultimately willing to pay. This is the price a home is listed at when it first comes on the market, before any price reductions. For homes that reduced the asking price by 1% to 4%, the sales price-to-original-list-price ratio was 96.3%. For example, a house initially listed at $1,026,000 had to reduce the asking price to $1 million to sell and ultimately sold for $988,000, $38,000 less than the original price.

Homes that reduced the asking price by at least 5% had a sales-to-original list price ratio of 90.2%. A house initially listed at $1,089,000 had to lower the asking price, often more than once, to $1 million to find success, and ultimately sold for $982,000. That is an astonishing $107,000 less than the original asking price.

These are just the recent success stories. Many sellers wither on the market. A revealing 41% of all available homes have had their asking price reduced at least once. Sellers aim to attract buyers willing and able to write an offer, yet many don't entertain a single one.



After being exposed to the market without success, sellers have to choose between lowering their asking prices further or delisting, throwing in the proverbial towel and pulling their homes off the market. In September, 1,641 homes were delisted. That is 12% higher than last September, and 57% higher than in September 2024. It is also 30% higher than the 3-year average before the pandemic (2017-2019), which is revealing because, from January through September, 29% fewer homes were placed on the market than the 3-year pre-COVID average. This clearly shows that many homeowners do not really have to sell. They lack the motivation to price appropriately to sell.

In today's housing market, pricing is everything. There is power in pricing. Sellers who price accurately from the start attract more buyers, sell faster, and often walk away with more money. Those who overprice risk long market times, repeated price reductions, and ultimately selling for substantially less, or not at all. The goal is not to test the market or chase an unrealistic price. It is to get the price right from day one.

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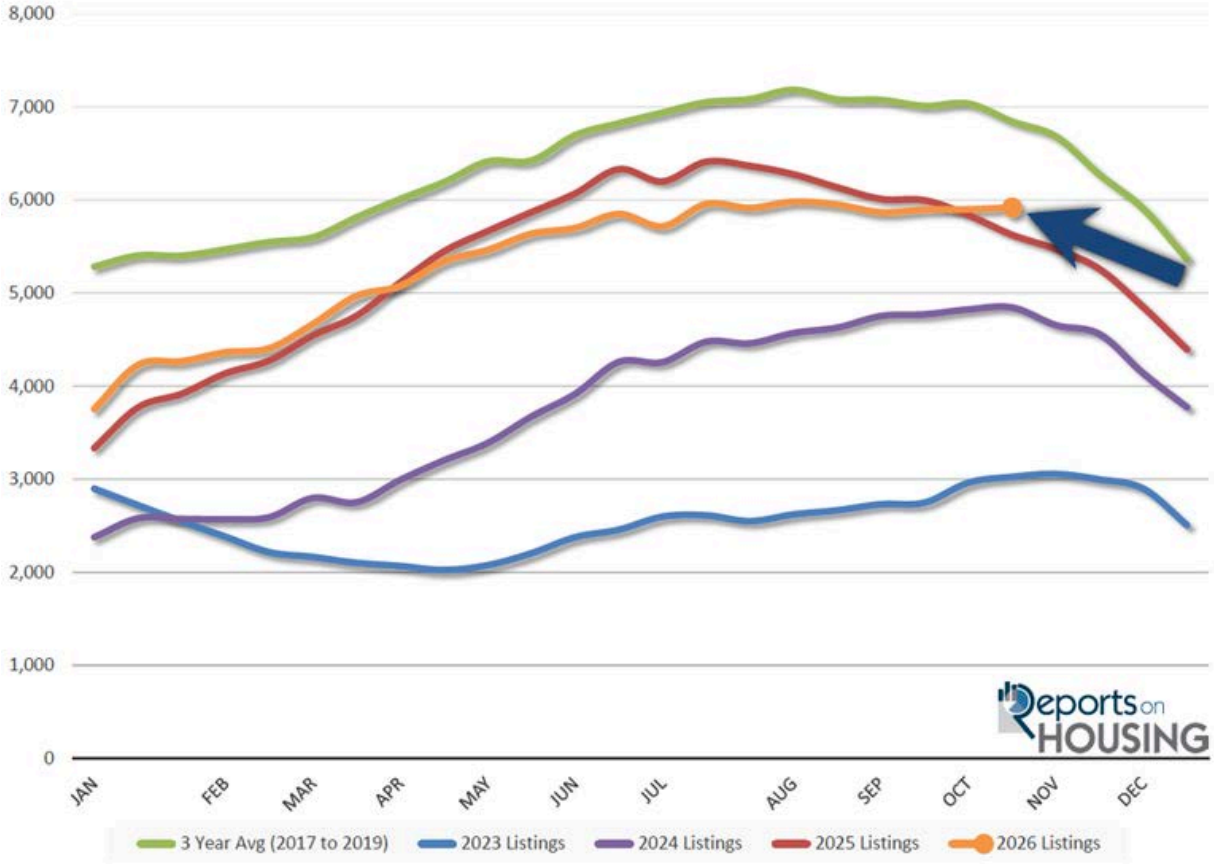
ACTIVE LISTINGS

THE INVENTORY INCREASED BY 20 HOMES OVER THE PAST TWO WEEKS.

August, the supply of available homes has dropped by only 62 (-1%). Last year, during the same time period, it dropped by 211 homes (-4%). The higher mortgage-rate environment, with rates stuck above 7% since September 11th, has led to fewer pending sales, meaning more sellers are languishing on the market and competition among sellers is increasing.

SAN DIEGO COUNTY

ACTIVE LISTING INVENTORY YEAR-OVER-YEAR



This elevated, stagnant inventory will continue until housing transitions to the Holiday Market the week before Thanksgiving, the slowest time of year for housing. At that point, fewer homes come to market, and many sellers delist their homes.

Last year, the inventory was 5,624 homes, **down 295 homes (-5%)**. The 3-year average before COVID (2017 through 2019) was 6,841 homes, 922 more (+16%).

Homeowners continue to "hunker down" in their homes, unwilling to move because of their current, underlying, locked-in, low fixed-rate mortgage. This trend has eased from the lows set in 2023. Through September, 30,439 homes were listed in San Diego County, 12,360 fewer than the 3-year average before COVID (2017-2019), or 29% less. In 2025, 31,804 homes entered the market (4% more), compared with 27,964 in 2024 (8% fewer) and 22,624 in 2023 (26% fewer).

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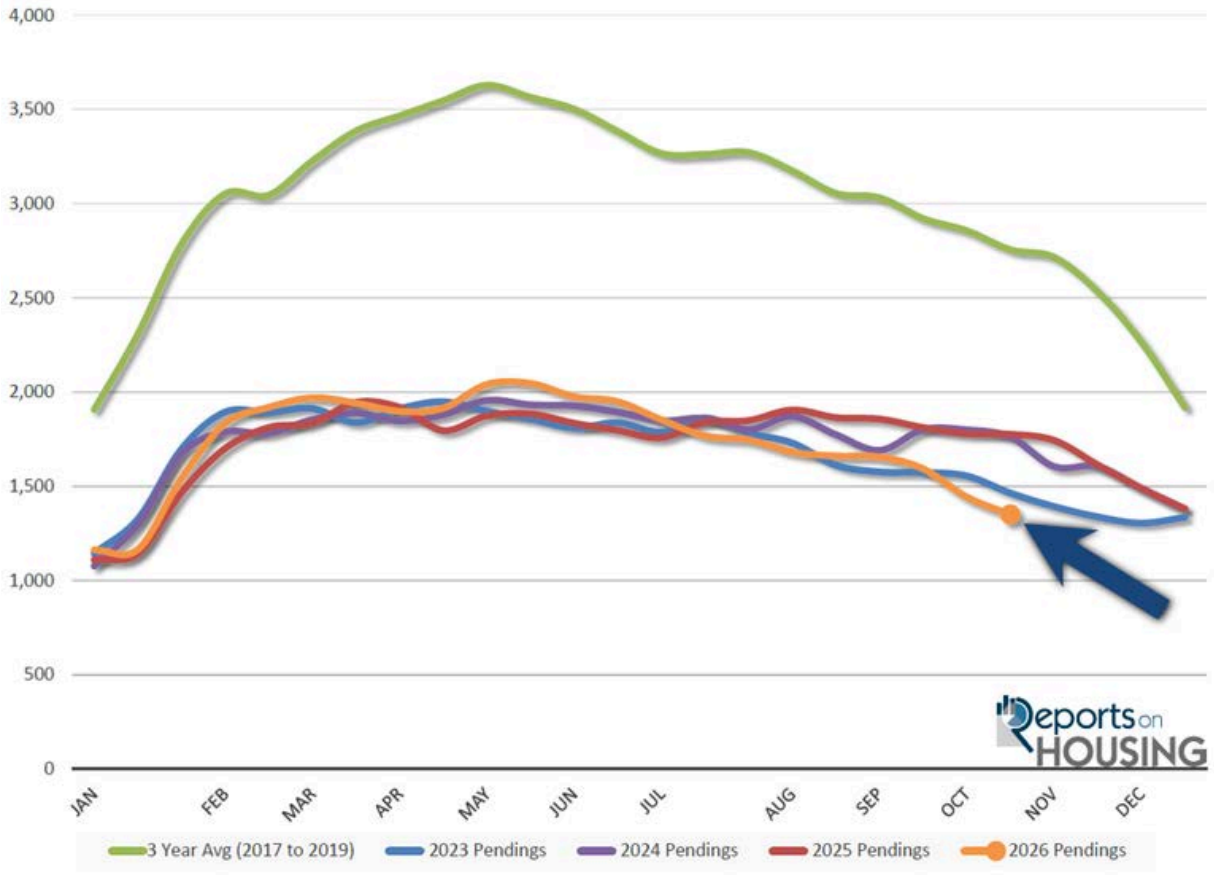
DEMAND

DEMAND DECLINED BY 92 PENDING SALES OVER THE PAST COUPLE OF WEEKS.

Demand, a snapshot of new pending sales over the prior month, fell from 1,443 to 1,351 over the past couple of weeks, down 92 pending sales (-6%) and to its lowest October reading since tracking began in 2012. Demand is reaching a level of inherent demand, so it will begin to level out. Rates stuck above 7% are fueling the low demand. The three-quarter-point jump in mortgage rates in September poured cold water on demand. It was too large a jump in such a short period, the largest 4-week climb since September 2022 during the FED's hiking cycle. Mortgage rates today are 7.33% (Mortgage News Daily), up from 6.19% a year ago. At these levels, demand drops, and fewer potential buyers can afford a home.

Last year, demand was 1,776 pending sales, **up 425 (+31%)**. The 3-year average before COVID (2017 to 2019) was 2,755 pending sales, **104% more than today, or an additional 1,404**.

SAN DIEGO COUNTY
DEMAND YEAR-OVER-YEAR



As the Federal Reserve has indicated, it is essential to monitor all economic releases for

signs of a slowdown. These releases can push mortgage rates up or down, depending on how they compare with market expectations. It is also important to monitor any developments in the Iran conflict and its impact on the oil market, and ultimately inflation, which can also cause mortgage rates to rise or fall. This week, the Federal Reserve will meet and hold a press conference to announce its decision on the Federal Funds rate. The Personal Consumption Expenditures – Price Index (PCE), the Fed's preferred inflation gauge, will be released on Thursday. Next week is jobs week, which includes job openings, wages, and the number of jobs created or lost, among the month's most important economic data points. Midterm elections are also next Tuesday. The next two weeks will be pivotal for rates.

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EXPECTED MARKET TIME

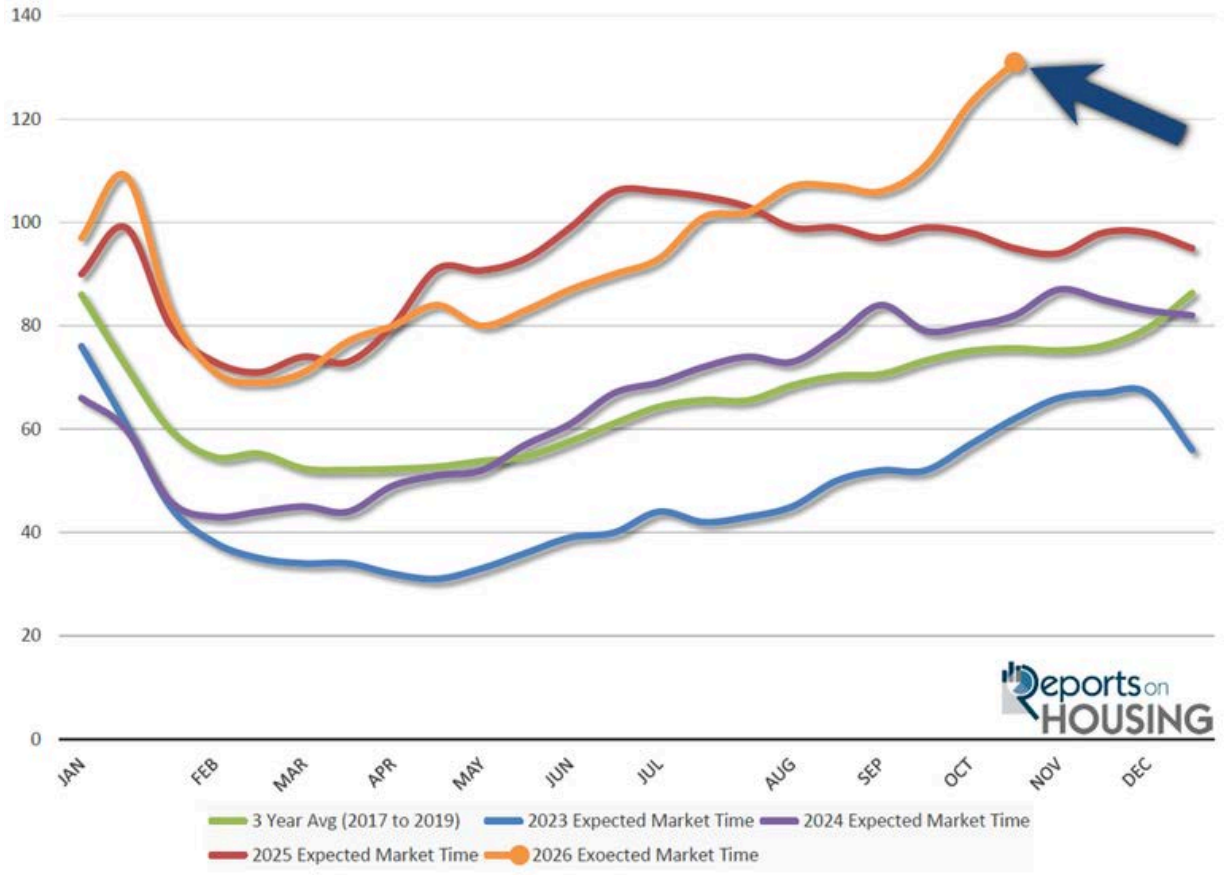
THE EXPECTED MARKET TIME HAS INCREASED TO ITS HIGHEST LEVEL SINCE TRACKING BEGAN IN 2012.

With the supply of available homes increasing by 20 homes, **nearly unchanged**, and demand falling by 92 pending sales, **down 6%**, the Expected Market Time (the number of days it takes to sell all San Diego County listings at the current buying pace) increased from 123 to 131 days in the past couple of weeks, its highest reading since tracking began in 2012. The previous record was 124 days, which was set in January 2019.

Last year, it was 95 days, substantially faster than today. The 3-year average before COVID (2017 to 2019) was 76 days, also considerably faster than today.

The Expected Market Time for condominiums and townhomes increased from 142 to 161 days in the past two weeks. It was 113 days last year. For detached homes, the Expected Market Time rose from 117 to 123 days. It was 86 days a year ago. The detached-home market remains faster than the attached-home market.

SAN DIEGO COUNTY
EXPECTED MARKET TIME YEAR-OVER-YEAR (IN DAYS)



LUXURY END

THE LUXURY MARKET CONTINUED TO FREEZE OVER THE PAST COUPLE OF WEEKS.

Over the past couple of weeks, the luxury home inventory priced above $2 million (the top 10% of the San Diego County housing market) rose by six homes, from 838 to 844 (+1%). Luxury demand fell by 19 pending sales to 120 (-14%). With supply rising and demand falling, the Expected Market Time for luxury homes priced above $2 million increased from 181 to 211 days, its slowest level since mid-January. Expect the luxury market to continue slowing through year-end.

Year over year, the active luxury inventory is down by 79 homes (-9%), and luxury demand is down by 39 pending sales (-25%). Last year's Expected Market Time was 174 days, faster than today.

Over the past two weeks, the Expected Market Time for homes priced between $2 million and $4 million rose from 138 to 172 days. For homes priced between $4 million and $6 million, the Expected Market Time increased from 259 to 321 days. For homes priced above $6 million, the Expected Market Time decreased from 573 to 358 days. Luxury is at 211 days overall. At 211 days, a seller would be looking to place their home in escrow around **April 2027**.

SAN DIEGO COUNTY MARKET BREAKDOWN

PRICE RANGES & MARKET SPEED	MARKET TIME	% OF CURRENT INVENTORY	% OF CURRENT DEMAND	LAST YEAR
$0 - $750k	143 Days	40%	36%	96 Days
$750k - $1m	113 Days	22%	25%	72 Days
$1m - $1.25m	110 Days	10%	12%	89 Days
$1.25m - $1.5m	105 Days	7%	9%	96 Days
$1.5m - $2m	113 Days	7%	9%	93 Days
$2m - $4m	172 Days	9%	7%	148 Days
$4M - $6M	321 Days	2%	1%	244 Days
$6m +	358 Days	3%	1%	270 Days

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SAN DIEGO COUNTY HOUSING SUMMARY

OCTOBER 27, 2026 - THE POWER OF PRICING

- **INVENTORY**: The active listing inventory in the past couple of weeks increased only by 20 homes, nearly unchanged, and now stands at 5,919. Last year, 5,624 homes were on the market, 295 fewer (-5%). The 3-year average before COVID (2017 to 2019) was 6,841, which is 16% higher. From January through September, 29% fewer homes came on the market than the 3-year average before COVID (2017-2019), or 12,360 fewer. Additionally, 1,365 fewer sellers came to market this year than last year, but 2,475 more than in 2024 and 7,815 more than in 2023.

- **DEMAND**: Buyer demand, the number of pending sales over the prior month, decreased by 92 in the past two weeks, and now stands at 1,351 (down 6%), its third-largest drop of the year and its lowest October reading since tracking began in 2012. Last year, there were 1,776 pending sales, **up 31%**. The 3-year average before COVID (2017 to 2019) was 2,755, which is 104% higher than today, more than double.

- **MARKET TIME**: With supply unchanged and demand continuing to fall, the Expected Market Time, the number of days to sell all San Diego County listings at the current buying pace, rose from 123 to 131 days over the past couple of weeks, its slowest level since tracking began in 2012. Last year, it was 95 days, faster than today. The 3-year average before COVID (2017-2019) was 76 days, considerably faster than today.

- **LUXURY**: Over the past two weeks, the Expected Market Time for homes priced between $2 million and $4 million rose from 138 to 172 days. For homes priced between $4 million and $6 million, the Expected Market Time increased from 259 to 321 days. For homes priced above $6 million, the Expected Market Time decreased from 573 to 358 days.

- **DISTRESSED HOMES**: Short sales and foreclosures combined comprised only 1.8% of all listings and 3.0% of demand. 33 foreclosures and 74 short sales are available today in San Diego County, bringing the total of distressed homes on the active market to 107, up five from two weeks ago. Last year, 52 distressed homes were on the market, less than today.

- **CLOSED SALES**: There were 1,852 closed residential resales in September, down 7% compared to September 2025's 2,002 sales, and down 5% from August. The sales-to-list price ratio in San Diego County was 99.8%. Foreclosures accounted for 0.2% of all closed sales, and short sales accounted for 0.3%. That means that 99.5% of all sales were sellers with equity.

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Your Local Real Estate Snapshot

SAN DIEGO COUNTY MARKET TIME REPORT

OCTOBER 27, 2026 - THE POWER OF PRICING

SAN DIEGO COUNTY CITIES 10/22/2026	CURRENT ACTIVES	DEMAND (LAST 30 DAYS PENDING)	MARKET TIME (IN DAYS)	MARKET TIME 2-WEEKS AGO	MARKET TIME 4-WEEKS AGO	MARKET TIME 1-YEAR AGO	MARKET TIME 2-YEARS AGO	MEDIAN ACTIVE LIST PRICE
Alpine	39	12	98	48	50	177	62	$900k
Bonita	22	11	60	77	132	60	49	$1.3m
Bonsall	27	5	162	218	218	155	330	$1.5m
Borrego Springs	56	2	840	735	430	410	323	$343k
Campo	12	3	120	140	Infinite	128	75	$522k
Cardiff by the Sea	9	0	Infinite	70	60	75	180	$3.0m
Carlsbad	233	54	129	114	93	84	103	$1.5m
Carmel Valley	59	15	118	120	129	70	89	$1.1m
Chula Vista	284	94	91	101	101	66	57	$759k
City Heights	50	15	100	244	199	106	55	$510k
Clairemont	78	18	130	65	54	65	54	$1.1m
Coronado	106	14	227	245	195	158	152	$3.3m
Del Cerro	77	15	154	113	125	67	47	$900k
Del Mar	37	6	185	252	150	210	120	$4.0m
Downtown	322	33	293	274	191	216	185	$737k
El Cajon	242	70	104	97	96	71	75	$722k
Encanto	65	20	98	124	86	54	106	$760k
Encinitas	105	29	109	119	118	88	71	$2.5m
Escondido	285	85	101	137	112	100	66	$830k
Fallbrook	190	35	163	105	101	112	107	$959k
Imperial Beach	76	10	228	225	311	159	144	$837k
Jamul	21	6	105	107	144	114	124	$1.1m
Julian	56	5	336	177	306	173	138	$720k
La Jolla	182	23	237	198	166	159	144	$3.0m
La Mesa	123	32	115	110	85	68	80	$900k
Lakeside	84	25	101	145	77	102	79	$819k
Lemon Grove	25	5	150	81	108	84	56	$795k
Linda Vista	51	19	81	70	111	78	66	$618k
Mira Mesa	72	15	144	85	61	92	71	$889k
Mission Hills/Hillcrest	104	18	173	161	126	163	68	$1.1m
Mission Valley	123	14	264	139	203	140	57	$515k
National City	46	8	173	220	130	87	150	$690k
Normal Heights	48	7	206	92	81	107	43	$1.1m
North Park	61	17	108	113	96	76	58	$580k
Ocean Beach	42	13	97	56	88	96	76	$1.7m
Oceanside	331	97	102	91	86	74	66	$790k
Old Town SD	65	13	150	124	81	105	147	$725k
Otay Mesa	106	13	245	103	95	88	70	$669k
Pacific/Mission Beach	113	19	178	210	103	132	178	$1.7m
Paradise Hills	47	17	83	79	134	32	50	$695k
Pauma Valley	12	2	180	450	480	240	80	$947k
Pine Valley	10	1	300	Infinite	165	140	390	$757k
Point Loma	46	9	153	258	173	141	129	$1.6m
Poway	68	18	113	122	104	95	122	$1.4m
Ramona	128	18	213	148	121	126	85	$897k
Rancho Bernardo	142	41	104	142	125	91	69	$775k
Rancho Peñasquitos	52	16	98	132	99	72	66	$1.2m
Rancho Santa Fe	89	10	267	186	240	263	249	$7.8m
San Carlos	44	10	132	77	79	104	71	$827k
San Diego	2,231	496	135	122	111	98	79	$800k
San Marcos	178	49	109	128	135	76	73	$822k

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SAN DIEGO COUNTY MARKET TIME REPORT

OCTOBER 27, 2026 - THE POWER OF PRICING

SAN DIEGO COUNTY CITIES 10/22/2026	CURRENT ACTIVES	DEMAND (LAST 30 DAYS PENDING)	MARKET TIME (IN DAYS)	MARKET TIME 2-WEEKS AGO	MARKET TIME 4-WEEKS AGO	MARKET TIME 1-YEAR AGO	MARKET TIME 2-YEARS AGO	MEDIAN ACTIVE LIST PRICE
San Ysidro	16	0	Infinite	225	170	72	60	$405k
Santaluz	94	17	166	102	101	144	64	$1.5m
Santee	95	23	124	120	83	55	42	$699k
Scripps Ranch	57	26	66	82	91	120	64	$999k
Solana Beach	38	6	190	159	113	65	293	$2.0m
Spring Valley	103	27	114	131	89	91	49	$725k
Tierrasanta	28	13	65	78	55	55	42	$774k
University City	80	24	100	117	123	218	133	$687k
Valley Center	75	10	225	168	213	105	104	$1.0m
Vista	143	43	100	76	64	88	92	$900k
All of S.D.	5,919	1,351	131	123	111	95	82	$875k

SAN DIEGO COUNTY
PRICE RANGES REPORT

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SAN DIEGO COUNTY PRICE RANGE REPORT

OCTOBER 27, 2026 - THE POWER OF PRICING

SAN DIEGO COUNTY ATTACHED HOMES 10/22/2026	CURRENT ACTIVES	DEMAND (LAST 30 DAYS PENDING)	MARKET TIME (IN DAYS)	MARKET TIME 2-WEEKS AGO	MARKET TIME 4-WEEKS AGO	MARKET TIME 1-YEAR AGO	MARKET TIME 2-YEARS AGO	MEDIAN ACTIVE LIST PRICE
All of S.D.	1,554	289	161	142	144	113	93	$649k
S.D. $0-$500k	412	62	199	159	175	113	94	$415k
S.D. $500k-$750k	611	115	159	140	136	106	75	$629k
S.D. $750k-$1m	248	64	116	125	134	114	96	$849k
S.D. $1m-$2m	247	43	172	145	131	119	121	$1.3m
S.D. $2m+	36	5	216	146	171	176	189	$2.8m

SAN DIEGO COUNTY DETACHED HOMES 10/22/2026	CURRENT ACTIVES	DEMAND (LAST 30 DAYS PENDING)	MARKET TIME (IN DAYS)	MARKET TIME 2-WEEKS AGO	MARKET TIME 4-WEEKS AGO	MARKET TIME 1-YEAR AGO	MARKET TIME 2-YEARS AGO	MEDIAN ACTIVE LIST PRICE
All of S.D.	4,365	1,062	123	117	103	86	77	$965k
S.D. $0-$500k	574	74	233	208	145	125	118	$399k
S.D. $500k-$750k	745	242	92	104	97	61	51	$649k
S.D. $750k-$1m	1,043	279	112	104	87	61	55	$885k
S.D. $1m-$1.25m	483	146	99	91	84	85	70	$1.1m
S.D. $1.25m-$1.5m	352	102	104	93	78	89	70	$1.4m
S.D. $1.5m-$2m	360	104	104	97	103	87	98	$1.7m
S.D. $2m-$4m	498	88	170	137	123	146	129	$2.8m
S.D. $4m-$6m	199	22	271	274	226	242	221	$5.3m
S.D. $6m+	111	5	666	1,650	1,130	262	404	$12.5m

SAN DIEGO COUNTY ALL HOMES 10/22/2026	CURRENT ACTIVES	DEMAND (LAST 30 DAYS PENDING)	MARKET TIME (IN DAYS)	MARKET TIME 2-WEEKS AGO	MARKET TIME 4-WEEKS AGO	MARKET TIME 1-YEAR AGO	MARKET TIME 2-YEARS AGO	MEDIAN ACTIVE LIST PRICE
All of S.D.	5,919	1,351	131	123	111	95	82	$875k
S.D. $0-$500k	986	136	218	184	157	116	100	$400k
S.D. $500k-$750k	1,356	357	114	117	111	86	65	$638k
S.D. $750k-$1m	1,291	343	113	107	94	72	64	$877k
S.D. $1m-$1.25m	591	161	110	96	88	89	75	$1.1m
S.D. $1.25m-$1.5m	404	115	105	95	81	96	80	$1.4m
S.D. $1.5m-$2m	447	119	113	107	112	93	103	$1.7m
S.D. $2m-$4m	527	92	172	138	124	148	135	$2.8m
S.D. $4m-$6m	150	14	321	259	216	244	236	$5.0m
S.D. $6m+	167	14	358	573	528	270	409	$9.8m

*Data tabulated from CRMLS. This data may not reflect all real estate activity in the market. Due to Range Price listings, "All Homes," "Attached" and "Detached" totals do not add up and are slightly off.

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SAN DIEGO COUNTY SOLD REPORT

OCTOBER 27, 2026 - THE POWER OF PRICING

SAN DIEGO COUNTY CITIES	UNITS SOLD SEPT 2026	MEDIAN SALES PRICE	MEDIAN LIST PRICE	SALES TO LIST PRICE RATIO	LOW PRICE	HIGH PRICE	MEDIAN SQ FT.	MEDIAN $ PER SQ FT.	MEDIAN DOM	UNITS SOLD SEPT 2025
Alpine	17	$919,300	$919,300	98.1%	$255,000	$1,325,000	2,396	$384	37	13
Bonita	9	$750,000	$770,000	100.0%	$360,000	$1,425,000	1,631	$460	38	9
Bonsall	7	$1,900,000	$1,999,000	100.0%	$479,000	$3,650,000	4,802	$396	28	5
Borrego Springs	1	$408,000	$415,000	98.3%	$408,000	$408,000	1,057	$386	88	6
Campo	1	$392,500	$399,900	98.1%	$392,500	$392,500	1,056	$372	6	6
Cardiff by the Sea	5	$2,350,000	$2,399,000	100.0%	$1,515,000	$3,700,000	2,496	$942	13	4
Carlsbad	89	$1,550,000	$1,595,000	98.7%	$406,500	$4,000,000	2,037	$761	22	89
Carmel Valley	32	$2,066,450	$2,099,000	98.2%	$540,000	$4,491,100	2,283	$905	21	34
Chula Vista	108	$844,000	$839,950	100.0%	$350,000	$1,940,000	1,716	$492	19	136
City Heights	11	$645,000	$649,000	100.0%	$468,000	$897,000	1,044	$618	41	25
Clairemont	31	$1,075,000	$1,065,000	100.0%	$265,000	$1,975,000	1,281	$839	15	31
Coronado	22	$2,441,250	$2,496,500	95.9%	$855,000	$14,000,000	2,032	$1,201	33	29
Del Cerro	16	$936,908	$969,000	100.4%	$229,000	$1,600,000	1,349	$695	23	19
Del Mar	9	$1,800,000	$1,850,000	95.8%	$640,000	$21,000,000	1,426	$1,262	43	8
Downtown	48	$682,000	$699,450	97.7%	$215,000	$3,750,000	1,057	$646	39	46
El Cajon	82	$775,000	$779,500	100.0%	$95,000	$2,124,000	1,491	$520	15	74
Encanto	19	$730,000	$715,000	101.4%	$582,535	$900,000	1,371	$532	18	22
Encinitas	40	$1,794,500	$1,792,000	98.2%	$385,000	$8,700,000	1,640	$1,094	23	51
Escondido	115	$890,000	$900,000	99.4%	$280,500	$2,070,000	1,994	$446	31	136
Fallbrook	51	$917,500	$929,000	99.3%	$279,000	$2,400,000	2,401	$382	41	56
Imperial Beach	12	$915,000	$947,000	98.8%	$460,000	$1,835,000	1,673	$547	35	18
Jamul	3	$867,000	$825,000	99.2%	$645,000	$875,000	2,072	$418	32	7
Julian	2	$562,250	$560,450	100.2%	$515,000	$609,500	1,138	$494	43	7
La Jolla	37	$1,825,000	$1,900,000	98.0%	$515,000	$7,600,000	2,056	$888	19	51
La Mesa	59	$855,000	$875,000	100.0%	$258,000	$1,850,000	1,470	$582	20	37
Lakeside	22	$835,000	$799,000	100.0%	$248,800	$1,350,000	1,606	$520	19	29
Lemon Grove	15	$647,500	$649,900	100.0%	$324,000	$1,100,000	1,088	$595	24	13
Linda Vista	23	$784,000	$789,999	99.0%	$230,000	$1,910,000	1,248	$628	13	25
Mira Mesa	26	$980,000	$986,500	99.2%	$385,000	$1,515,000	1,393	$704	25	24
Mission Hills/Hillcrest	28	$950,000	$1,008,500	99.4%	$401,300	$4,300,000	1,246	$762	20	25
Mission Valley	25	$750,000	$775,000	97.1%	$345,000	$1,800,000	1,349	$556	24	21
National City	5	$730,000	$719,900	100.7%	$700,000	$875,000	1,132	$645	23	11
Normal Heights	16	$1,050,000	$1,130,500	98.3%	$580,000	$2,500,000	1,088	$965	17	18
North Park	27	$949,000	$875,000	100.0%	$355,000	$1,630,000	1,118	$849	24	21
Ocean Beach	9	$1,575,000	$1,499,000	100.0%	$739,000	$3,499,000	1,381	$1,140	15	20
Oceanside	143	$850,000	$849,000	100.0%	$299,000	$7,450,000	1,444	$589	22	130
Old Town SD	18	$752,875	$768,500	99.5%	$365,000	$2,500,000	1,415	$532	37	21
Otay Mesa	32	$699,950	$699,950	100.5%	$534,000	$1,100,000	1,504	$465	24	44
Pacific/Mission Beach	27	$1,175,000	$1,300,000	97.9%	$250,000	$3,440,000	1,271	$924	12	23
Paradise Hills	12	$749,000	$747,000	100.1%	$420,000	$872,500	1,367	$548	20	14
Pauma Valley	3	$609,400	$625,000	100.0%	$399,000	$820,000	1,600	$381	15	0
Pine Valley	3	$756,000	$759,999	100.0%	$735,000	$799,000	2,220	$341	30	1
Point Loma	17	$1,659,000	$1,695,000	99.1%	$560,000	$3,450,000	1,743	$952	25	18
Poway	23	$1,215,000	$1,225,000	99.5%	$625,000	$3,100,000	1,780	$683	19	40
Ramona	21	$810,000	$799,000	100.0%	$275,000	$1,800,000	1,922	$421	16	43
Rancho Bernardo	46	$867,000	$882,000	98.3%	$370,000	$3,700,000	1,499	$578	30	55
Rancho Penasquitos	30	$1,164,500	$1,224,500	100.0%	$350,000	$2,850,000	1,727	$674	24	23
Rancho Santa Fe	22	$5,075,000	$5,047,500	96.0%	$2,200,000	$14,500,000	4,591	$1,105	44	21
San Carlos	33	$991,240	$999,900	100.0%	$305,000	$1,547,000	1,738	$570	24	16
San Diego	677	$905,000	$924,000	99.2%	$215,000	$6,150,000	1,394	$649	23	716
San Marcos	65	$930,000	$920,000	99.4%	$365,000	$2,492,849	1,704	$546	33	78
San Ysidro	1	$627,500	$635,000	98.8%	$627,500	$627,500	1,257	$499	75	3
Santaluz	27	$1,339,000	$1,350,000	98.9%	$500,000	$6,150,000	2,112	$634	17	25
Santee	47	$736,900	$729,900	100.1%	$370,000	$1,599,000	1,323	$557	15	33
Scripps Ranch	20	$937,500	$969,000	98.4%	$378,000	$3,500,000	1,609	$583	30	20
Solana Beach	12	$2,575,000	$2,722,000	96.1%	$1,040,000	$6,676,087	2,033	$1,267	35	21

Reports on HOUSING
Your Local Real Estate Snapshot

SAN DIEGO COUNTY SOLD REPORT

OCTOBER 27, 2026 - THE POWER OF PRICING

SAN DIEGO COUNTY CITIES	UNITS SOLD SEPT 2026	MEDIAN SALES PRICE	MEDIAN LIST PRICE	SALES TO LIST PRICE RATIO	LOW PRICE	HIGH PRICE	MEDIAN SQ FT.	MEDIAN $ PER SQ FT.	MEDIAN DOM	UNITS SOLD SEPT 2025
Spring Valley	35	$775,000	$774,999	100.1%	$250,000	$1,082,474	1,538	$504	19	30
Tierrasanta	10	$1,037,500	$1,062,000	99.2%	$576,000	$1,370,000	1,629	$637	24	16
University City	25	$1,020,000	$1,029,000	97.7%	$470,000	$2,537,500	1,344	$759	37	20
Valley Center	22	$905,000	$899,000	100.0%	$715,000	$1,940,000	2,005	$451	33	14
Vista	46	$875,715	$884,500	99.7%	$275,000	$1,660,000	1,792	$489	34	58
All of S.D.	1,852	$900,000	$899,000	99.8%	$95,000	$21,000,000	1,590	$566	23	2,002
$0-$500k	186	$410,000	$417,000	99.7%	$95,000	$500,000	909	$451	34	197
$500k-$750k	419	$645,000	$650,000	100.0%	$502,000	$750,000	1,200	$538	26	468
$750k-$1m	474	$865,000	$869,000	100.0%	$750,385	$1,000,000	1,599	$541	21	547
$1m-$1.25m	250	$1,115,000	$1,149,995	98.8%	$1,005,000	$1,250,000	1,925	$579	23	267
$1.25m-$1.5m	184	$1,350,000	$1,350,000	98.9%	$1,251,000	$1,500,000	2,121	$637	23	155
$1.5m-$2m	148	$1,718,750	$1,749,500	98.9%	$1,501,928	$2,000,000	2,267	$758	16	161
$2m-$4m	148	$2,515,000	$2,499,000	98.4%	$2,010,000	$4,000,000	2,676	$940	16	163
$4m-$6m	24	$5,122,152	$5,349,500	95.3%	$4,100,000	$6,000,000	4,617	$1,109	31	31
$6m+	19	$7,495,000	$7,890,000	96.3%	$6,088,888	$21,000,000	4,382	$1,710	28	13

SAN DIEGO COUNTY HYPERLINKS (SHARABLE AND NON-SHAREABLE)