

Daniel Encell's

Real Estate Update
1st Quarter 2026

Nationwide

The National Association of Realtors' housing economists are projecting the following for 2026: easing mortgage rates; rising inventory (both from an increase in new-home construction and an increase in resale inventory); steadier price growth (roughly in line with inflation – around 3%); and, an increase in existing home sales of about 14% as affordability improves. Let's hope they are right!

Santa Barbara County - South Coast

Real estate along the South Coast was hitting on all cylinders during 2025 as inventory levels, prices, and sales all posted impressive gains. Starting with inventory, **Total Active Listings** jumped 21% to 1601 properties offered for sale in 2025. Improved selection led to an 11% increase in the **Number Sold** as 1342 properties traded hands. Prices were strong with **Average Sale Price** climbing 4% to \$2,917,259 and **Median Sale Price** improving 8% to \$1,850,000. **Overall Sold Volume** shot up 16% to \$3,914,961,113. On average, properties along the South Coast sold for 97% of their last list price – an increase of 1% compared to 2024.

Montecito

Montecito enjoyed one of the strongest improvements in inventory of any community along the South Coast during 2025 as **Total Active Listings** surged 35% to 242 properties. Buyers took advantage of increased selection as the **Number Sold** skyrocketed 31% and 190 properties traded hands. Prices were luke-warm as **Average Sale Price** was virtually unchanged from 2024 at \$7,550,424 and **Median Sale Price** rose 6% to \$5,875,000. **Overall Sold Volume** jumped 31% to \$1,434,580,745. On average, homes in Montecito sold for 95% of their last list price – an improvement of 1% compared to 2024. The largest sale in Montecito for 2025 was 700 Picacho Lane for \$60,000,000.

With the unseasonably early rains turning Montecito a beautiful green, look for a vibrant spring selling market.

San Roque

Activity in San Roque was mixed in 2025 – inventory levels improved, but significantly less than most areas along the South Coast; sales were flat; and prices posted some of the strongest gains of any local community. **Total Active Listings** climbed 10% as 366 new listings were introduced to the market in MLS Area 15. Despite increased selection, sales were unchanged as 308 properties traded hands. **Average Sale Price** rose 7% to \$2,428,424 and **Median Sale Price** jumped 9% to \$2,105,580. **Overall Sold Volume** was \$747,954,705 – 7% higher than a year ago. On average, properties in MLS Area 15 sold for 97% of their last list price – a decline of 1% compared to last year. The largest sale in San Roque was 777 N Ontare Road for \$3,750,000.

Upper East

Activity in the Upper East was mixed in 2025 – inventory levels improved, but significantly less than most areas along the South Coast; sales were flat; and prices posted some of the strongest gains of any local community. **Total Active Listings** climbed 10% as 366 new listings were introduced to the market in MLS Area 15. Despite increased selection, sales were unchanged as 308 properties traded hands. **Average Sale Price** rose 7% to \$2,428,424 and **Median Sale Price** jumped 9% to \$2,105,580. **Overall Sold Volume** was \$747,954,705 – 7% higher than a year ago. On average, properties in MLS Area 15 sold for 97% of their last list price – a decline of 1% compared to last year. The largest sale in the Upper East was 530 Plaza Rubio for \$7,200,000.

Riviera

Activity on the Riviera was mixed in 2025 – inventory levels improved, but significantly less than most areas along the South Coast; sales were flat; and prices posted some of the strongest gains of any local community. **Total Active Listings** climbed 10% as 366 new listings were introduced to the market in MLS Area 15. Despite increased selection, sales were unchanged as 308 properties traded hands. **Average Sale Price** rose 7% to \$2,428,424 and **Median Sale Price** jumped 9% to \$2,105,580. **Overall Sold Volume** was \$747,954,705 – 7% higher than a year ago. On average, properties in MLS Area 15 sold for 97% of their last list price – a decline of 1% compared to last year. The largest sale on the Riviera was 1809 Mira Vista Avenue for \$8,250,000.

Samarkand

Activity in Samarkand was solid during 2025 with healthy gains in inventory, robust sales, and positive movement in prices. **Total Active Listings** jumped 23% as 316 new properties were added to MLS Area 20 in 2025. Improved selection helped boost sales as the **Number Sold** climbed 19% as 283 properties changed hands. **Average Sale Price** inched up 1% to \$2,111,828 and **Median Sale Price** improved 4% to \$1,839,000. **Overall Sold Volume** increased 20% to \$597,647,604. On average, properties in MLS Area 20 sold for 98% of their last list price – unchanged from 2024. The largest sale of 2025 in Samarkand was 311 Stanley Drive for \$3,533,132.

Bel Air Knolls

Activity in Bel Air Knolls was solid during 2025 with healthy gains in inventory, robust sales, and positive movement in prices. **Total Active Listings** jumped 23% as 316 new properties were added to MLS Area 20 in 2025. Improved selection helped boost sales as the **Number Sold** climbed 19% as 283 properties changed hands. **Average Sale Price** inched up 1% to \$2,111,828 and **Median Sale Price** improved 4% to \$1,839,000. **Overall Sold Volume** increased 20% to \$597,647,604. On average, properties in MLS Area 20 sold for 98% of their last list price – unchanged from 2024. The largest sale of 2025 in Bel Air Knolls was 1250 Bel Air Drive for \$4,490,000.

Hidden Valley

Activity in Hidden Valley was solid during 2025 with healthy gains in inventory, robust sales, and positive movement in prices. **Total Active Listings** jumped 23% as 316 new properties were added to MLS Area 20 in 2025. Improved selection helped boost sales as the **Number Sold** climbed 19% as 283 properties changed hands. **Average Sale Price** inched up 1% to \$2,111,828 and **Median Sale Price** improved 4% to \$1,839,000. **Overall Sold Volume** increased 20% to \$597,647,604. On average, properties in MLS Area 20 sold for 98% of their last list price – unchanged from 2024. The largest sale of 2025 In Hidden Velly was 4140 Hidden Oaks Road for \$3,015,000.

The Mesa

Activity on the Mesa was solid during 2025 with healthy gains in inventory, robust sales, and positive movement in prices. **Total Active Listings** jumped 23% as 316 new properties were added to MLS Area 20 in 2025. Improved selection helped boost sales as the **Number Sold** climbed 19% as 283 properties changed hands. **Average Sale Price** inched up 1% to \$2,111,828 and **Median Sale Price** improved 4% to \$1,839,000. **Overall Sold Volume** increased 20% to \$597,647,604. On average, properties in MLS Area 20 sold for 98% of their last list price – unchanged from 2024. The largest sale of 2025 on the Mesa was 1103 Harbor Hills Drive for \$6,750,000.

Campanil Hill

Activity in Campanil Hill was solid during 2025 with healthy gains in inventory, robust sales, and positive movement in prices. **Total Active Listings** jumped 23% as 316 new properties were added to MLS Area 20 in 2025. Improved selection helped boost sales as the **Number Sold** climbed 19% as 283 properties changed hands. **Average Sale Price** inched up 1% to \$2,111,828 and **Median Sale Price** improved 4% to \$1,839,000. **Overall Sold Volume** increased 20% to \$597,647,604. On average, properties in MLS Area 20 sold for 98% of their last list price – unchanged from 2024. The largest sale of 2025 on the Mesa was 845 Sea Ranch Drive for \$23,000,000.

Hope Ranch

Hope Ranch was the strongest performer in every single category along the South Coast for 2025 – listings, sales, and prices all skyrocketed! **Total Active Listings** jumped 140% as 48 new listings came on the market. With improved selection, the **Number Sold** climbed 107% as 29 properties traded hands. **Average Sale Price** rose 36% to \$7,250,000. **Overall Sold Volume** exploded with \$241,629,902 in sales – an increase of 183%. On average, properties in Hope Ranch sold for 93% of their last list price – a decline of 3% compared to a year ago. The largest sale in Hope Ranch during 2025 was 4621 Via Roblada for \$24,000,000.

Sincerely,

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P.S. Thinking about selling? With over \$2 billion in career sales over the past 38 years, I bring proven results, thoughtful strategy, and dedicated representation to every transaction. Reach out for a confidential discussion about your home or the current market. (805) 565-4896 | danencell@aol.com