

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.

Sincerely,

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P.S. Considering a move? With over \$2 billion in local sales and more Montecito properties sold than any other agent over the past 38 years, I offer expert negotiation, strategic marketing, and deep market knowledge. If you're curious about current value or timing, let's connect for a confidential conversation. Call (805) 565-4896 or email danencell@aol.com.