

Ventura Market Guide

by



CASSANDRA SUTTON
HOMES





Welcome!

Welcome to Ventura, officially known as San Buenaventura, where the rugged beauty of the California coast meets a soulful, "city of good fortune" spirit. Nestled between the mountains and the Pacific, Ventura is Southern California's best-kept secret—an authentic surf town where the air is salted by the spray of Surfer's Point and the hills are painted with the blooms of the Ventura Botanical Gardens. Its beauty is found in the "trifecta" of its downtown: a historic mission, a golden beach, and a vibrant city center all within five walkable blocks.

-Cassandra Sutton

VENTURA (SAN BUENAVENTURA), CALIFORNIA

Ventura County | 2026 Market Profile



I. EXECUTIVE MARKET SNAPSHOT

Metric	Data
Population (2026 Est.)	110,763
Median Household Income (2023–2026)	\$98,705
Median Home Price	\$899,000
Price Range (Recent Sales)	\$870,000 – \$983,741
Average Days on Market	31–35 Days (Median ~32 Days)

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II. EDUCATION OVERVIEW

Ventura is served by multiple school districts within Ventura County, coordinated through the Ventura County Office of Education (VCOE).

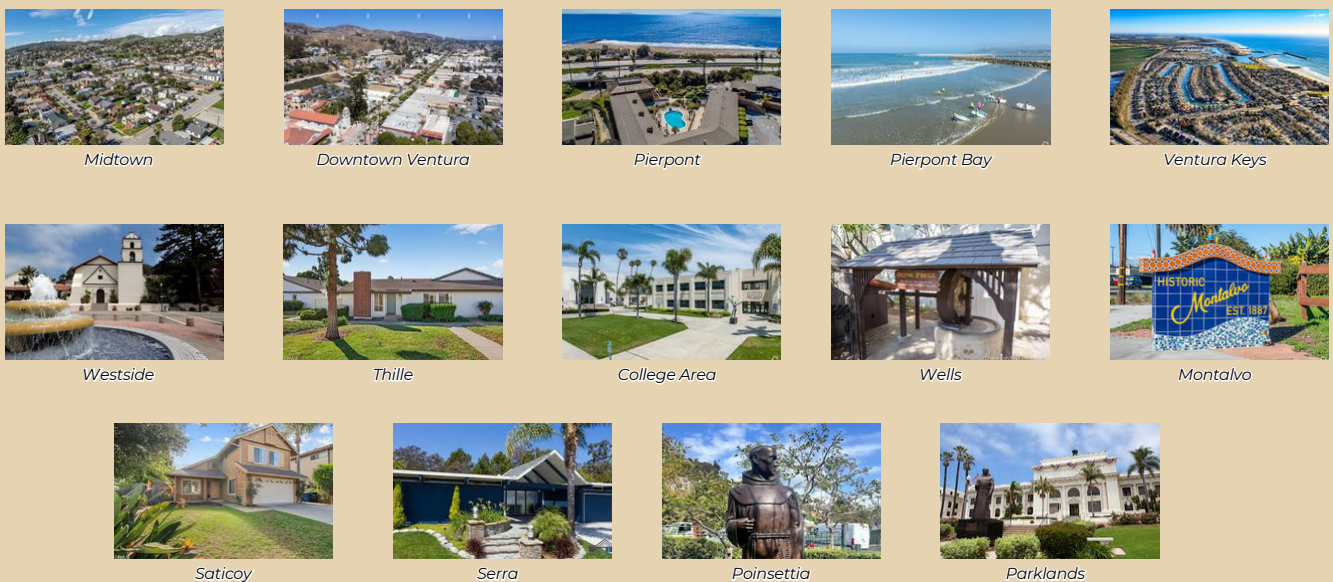
Primary Districts Include:



School performance data available at: [Niche Rankings](#), [GreatSchools](#), [California School Dashboard](#)

III. RESIDENTIAL SUBMARKETS

Notable neighborhoods within Thousand Oaks include:



School zoning boundaries and performance metrics should be verified directly with the district, as attendance areas may change annually.

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IV. MAJOR ECONOMIC DRIVERS

Ventura's economy blends tourism, defense, healthcare, outdoor retail, and public sector employment.

Employer	Data
Naval Base Ventura County	Defense
County of Ventura	Government
Patagonia Works	Outdoor Apparel / Corporate
Haas Automation	Manufacturing
J.M. Smucker Co	Food Manufacturing
Baxter Healthcare	Healthcare
Amgen (Regional Impact)	Biotechnology

V. LIFESTYLE & COMMUNITY PROFILE

Parks & Outdoor Amenities



Ventura offers beaches



harbor access



Surfer's Poin



Ventura Pier



hillside trail systems

REFERENCE

Dining & Retail Corridor



Downtown Ventura's restaurant corridor



harbor dining



boutique shopping.

REFERENCE

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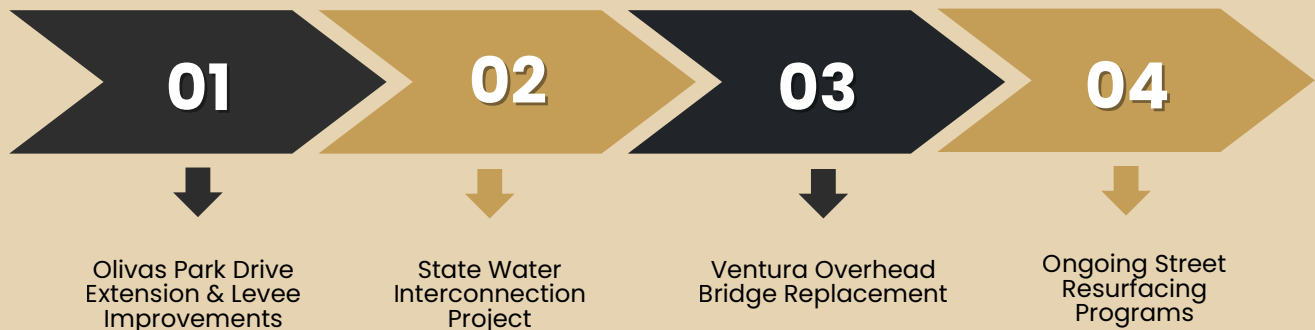
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Lifestyle Characterization

Ventura is Ventura County's coastal anchor city and county seat. Known for its beaches, surf culture, historic downtown, and harbor community, it attracts lifestyle-driven buyers seeking coastal living without Los Angeles density. The market blends tourism appeal with year-round residential stability.

VI. DEVELOPMENT & INFRASTRUCTURE PIPELINE (2026)



VII. MARKET COMMENTARY

Ventura's 2026 housing market reflects strong coastal demand with relatively low days on market. Pricing remains competitive compared to Southern California coastal cities while offering beach access and lifestyle amenities. The combination of tourism, public sector employment, and harbor activity supports long-term market stability.

VIII. PRIMARY DATA SOURCES

- Redfin Market Data
- City of Ventura Planning Department
- Ventura County Office of Education
- California School Dashboard
- Niche School Rankings
- GreatSchools.org
- U.S. Census Bureau



Final Thoughts

Buying a home is more than a transaction—it's a major life milestone. My role is to guide you, advocate for you, and make the process as smooth and informed as possible.

I'm honored to be part of your journey home.

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