The 2027 Salt Lake County Home Seller Guide

Start to sold, with a price that holds up and a net you can plan around.

Tasha Rodriguez | eXp Realty Utah | Keep it Real



02 | WHO THIS IS FOR



Homeowners in Herriman, Riverton, Bluffdale, and across Salt Lake County thinking about selling in 2027. Here's the full process, what today's buyers want, and how to protect your bottom line without over-renovating.

1. 2027 MARKET SNAPSHOT

Salt Lake County residential, per WFRMLS.

Median sold price	Median sold price	Median days on market
$547,500	$560,000	46
(Oct 2026)	(Oct 2025)	(Oct 2026)
Median days on market	**Homes sold**	**Homes sold**
38	817	1,067
(Oct 2025)	(Oct 2026)	(Oct 2025)

Active listings on November 10, 2026: 3,912, about 4.8 months of supply.

Rates: Freddie Mac's 30-year fixed average was 7.18% on November 5, 2026, up from 6.22% a year earlier.

WHAT IT MEANS FOR YOUR PRICE

Fewer buyers, more competing listings, and homes taking longer to sell. Buyers are payment-focused and comparing options. Homes priced to the market still sell. Homes priced to a wish sit.



2. START-TO-SOLD TIMELINE

Stage	Typical timing
Pricing consult + prep plan	2 to 4 weeks before listing
Repairs, cleaning, staging touches	1 to 3 weeks
Photos, video, launch prep	The week before going live
On the market	Depends on price and condition
Under contract to closing	Usually 30 to 45 days



3. PRICING TO REALITY

Your first two weeks on the market bring the most attention.

Price right from day one. Overpricing doesn't leave room to negotiate. It leaves your home sitting, then chasing the market down with price cuts.

The buyer's appraisal has to support your price. A number that won't appraise isn't a real number.

I price from recent sold comps in WFRMLS, not online estimates.

KEEP IT REAL

Price to the market you're in, then structure the deal to protect your net.



4.

PREP THAT PAYS VS. OVER-RENOVATING

WORTH DOING:

Deep clean, declutter, and depersonalize.

Neutral paint touch-ups.

Bright lighting: new bulbs, open blinds.

Curb appeal: trim, mow, clean the entry.

Fix the small stuff: leaks, loose handles, burnt-out fixtures.

USUALLY NOT WORTH IT RIGHT BEFORE SELLING:

Full kitchen or bath remodels.

Taste-specific upgrades.



NEED CASH FOR PREP?

eXp Ready lets you fund pre-listing prep through Notable and repay it at closing, so you're not paying out of pocket upfront. I'm Notable Pay-at-Close Certified and can walk you through it.

5. WHAT 2027 BUYERS EXPECT

- Move-in ready condition.
- Clean, bright, well-kept homes.
- Updated basics: working systems, fresh paint, good lighting.
- Clear, honest disclosures up front.
- Help with closing costs or a rate buydown, because buyers are watching their monthly payment.



6. YOUR NET: UTAH SELLER COSTS

Item	What to know
Mortgage payoff	Your remaining balance plus interest to the payoff date.
Real estate commission	Negotiable, not set by law.
Owner's title policy	Customarily paid by the seller under the Utah REPC.
Title and escrow fees	Settlement and recording charges.
Prorated property taxes	Your share for the year up to closing.
HOA fees	Transfer or reinvestment fees, if your HOA has them.
Buyer concessions	Only if you agree to them.
Repairs	Only if you agree to them.

Good news: Utah has no real estate transfer tax.

Before you list, I'll walk you through an estimated net sheet so you know your number before you sign anything.



7. OFFERS, APPRAISAL + NEGOTIATION

Compare offers on more than price:

- Loan type and pre-approval strength.
- Earnest money amount.
- Due Diligence and Financing & Appraisal Deadlines.
- Concessions requested.
- Settlement and possession dates.

Appraisal: As of November 2, 2026, Fannie Mae and Freddie Mac loans use the new UAD 3.6 appraisal report. Have a list of your upgrades and dates ready for the appraiser.

If the appraisal comes in low:

renegotiate, ask the buyer to cover the gap, request a reconsideration of value with better comps, or meet in the middle.





8. YOUR OPTIONS

Option	Best for	Trade-off
Full-market listing	Top dollar, maximum exposure	Showings and prep.
Cash offer (eXp Express Offers)	Speed, certainty, sell as-is, no showings	Usually less than full market value.
For sale by owner	Sellers with time and experience	Pricing, contracts, and negotiation risk are all on you.

I'll show you the full-market and cash numbers side by side, so you choose with real math.

ABOUT TASHA



Hi, I'm Tasha Rodriguez, a Realtor with eXp Realty serving Herriman, Riverton, Bluffdale, and South Salt Lake County. I've been in real estate since 2009, and I'm known for straight talk, smart pricing, and real numbers. Sellers tell me I'm direct, understanding, and I make the process easy. Let's keep it real and get it right.

UT LIC 13614487-SA00



What's Your Home Really Worth?

Text **SELL2027** to 385-503-3224
for your pricing and net sheet consult.

www.801homeguide.com

Tasha Rodriguez · eXp Realty Utah

Keep it Real