

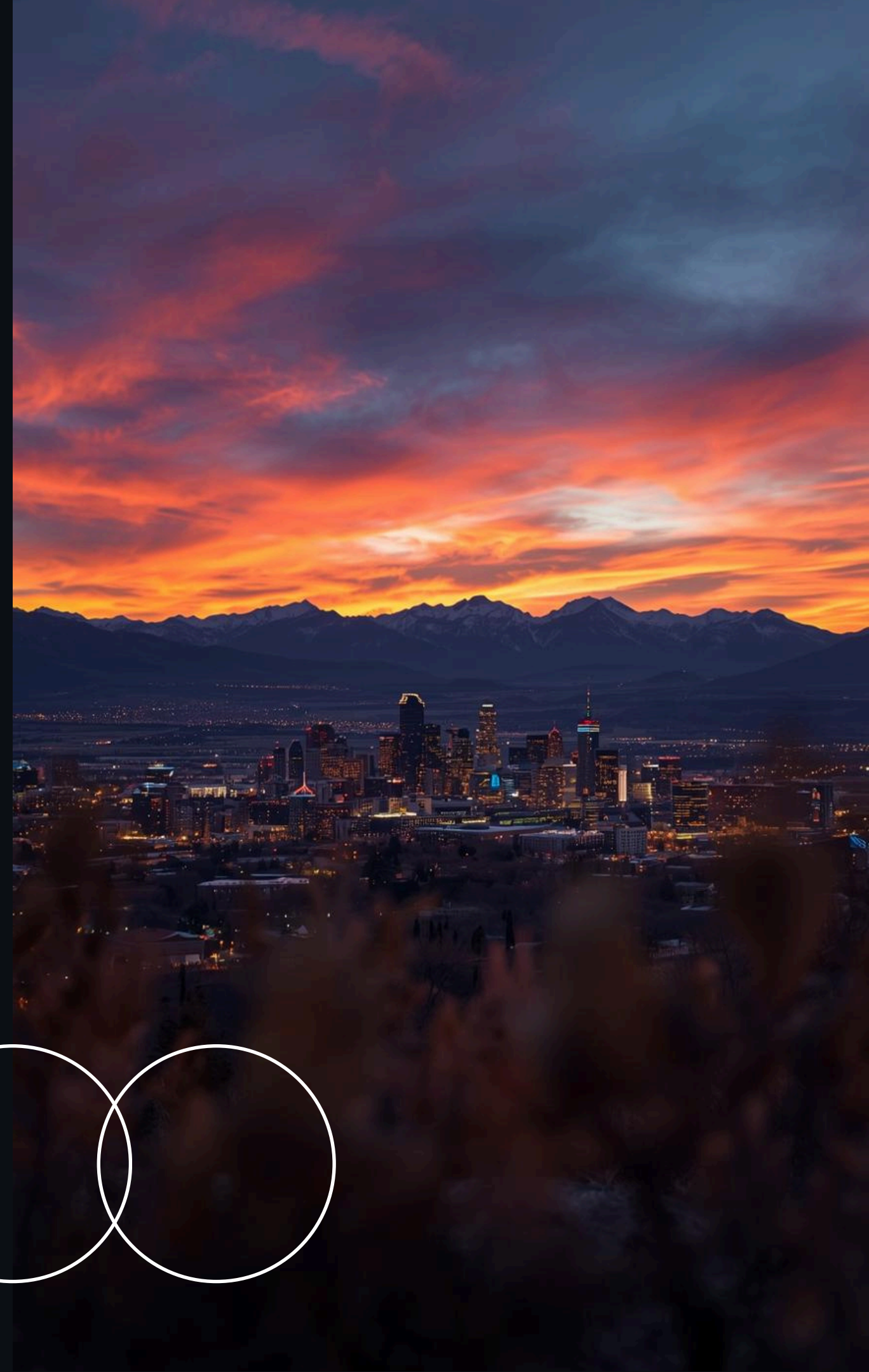
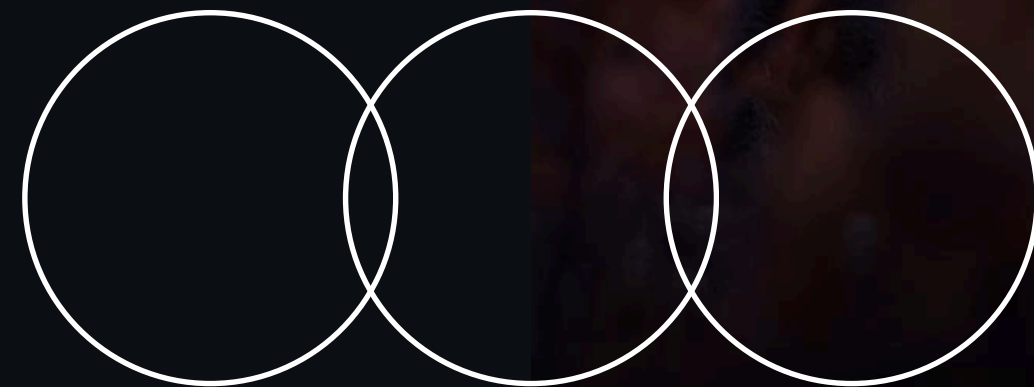
801 HOME GUIDE

2026 Salt Lake County Home Buyer Guide

Presented by Tasha Rodriguez, eXp Realty

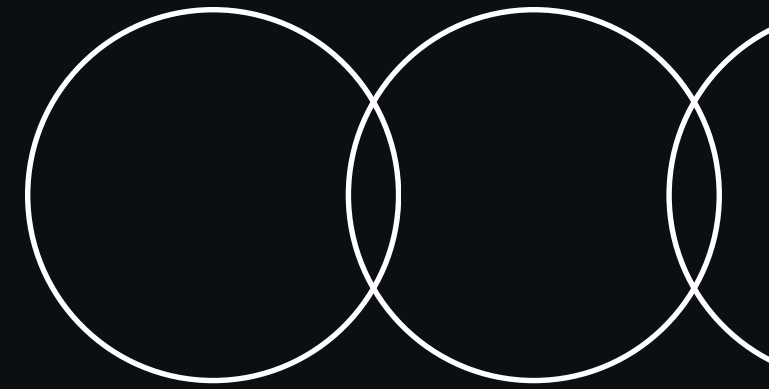
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The 2026 Buyer Market Overview

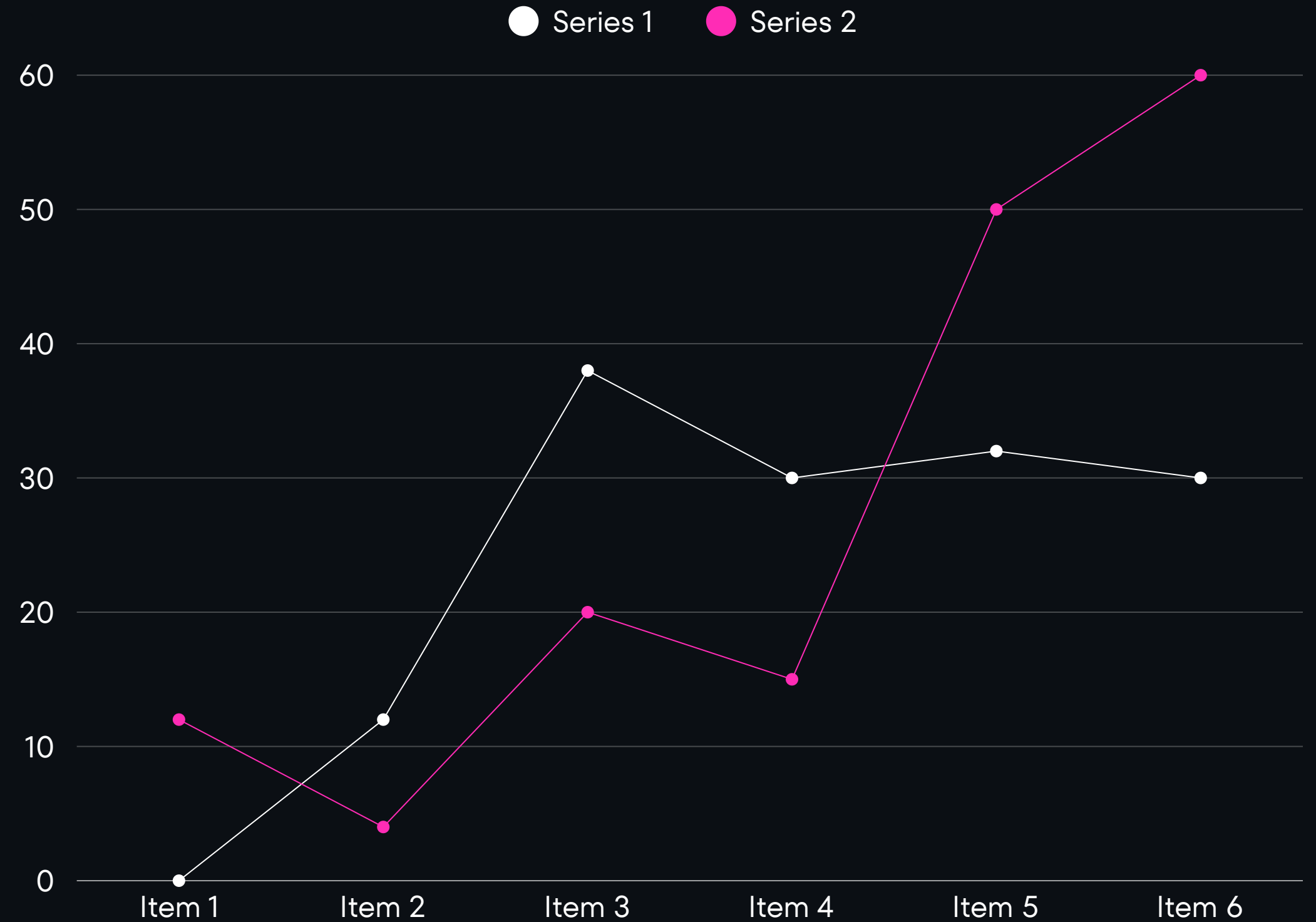
What today's numbers mean for buyers



2026 Market Forecast Overview

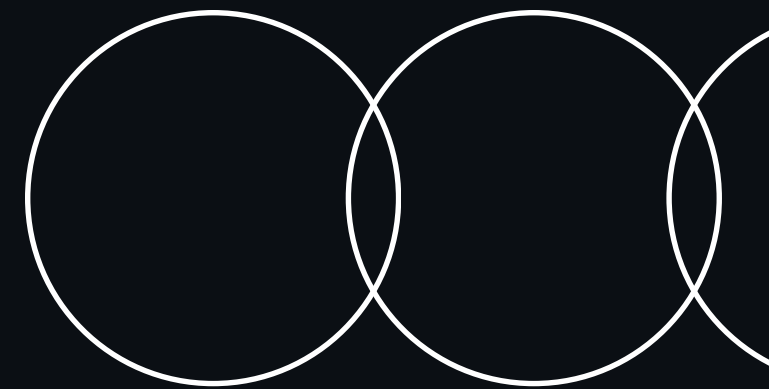
The 2026 housing market is projected to see stable prices and modest sales improvements—creating opportunity for prepared buyers to negotiate smartly in Salt Lake County.

Buyers who prepare early (budget + lender + strategy) win better terms.

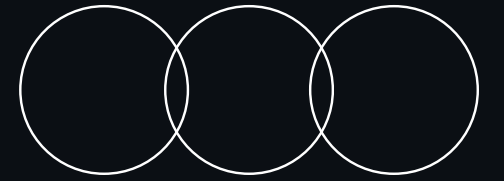


Rates & Payments

Build a payment-first plan (no guesswork)



Home Buying Process



Plan

Get Approved

Tour & Choose

Offer & Close



Clarify your budget, must-haves, and neighborhoods before you tour.

Secure a strong pre-approval and understand your true monthly payment.

Tour strategically, compare value/condition, and move fast on the right home.

Write a winning offer, negotiate terms, then navigate inspection, appraisal, and closing.

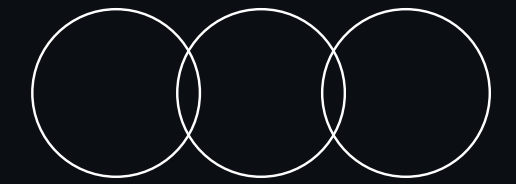
Get Ready to Buy

The pre-tour checklist that makes offers stronger

Before you fall in love with a home, lock in your budget, lender approval, and a clear needs-vs-wants list. Prepared buyers move faster, negotiate better, and avoid costly surprises.

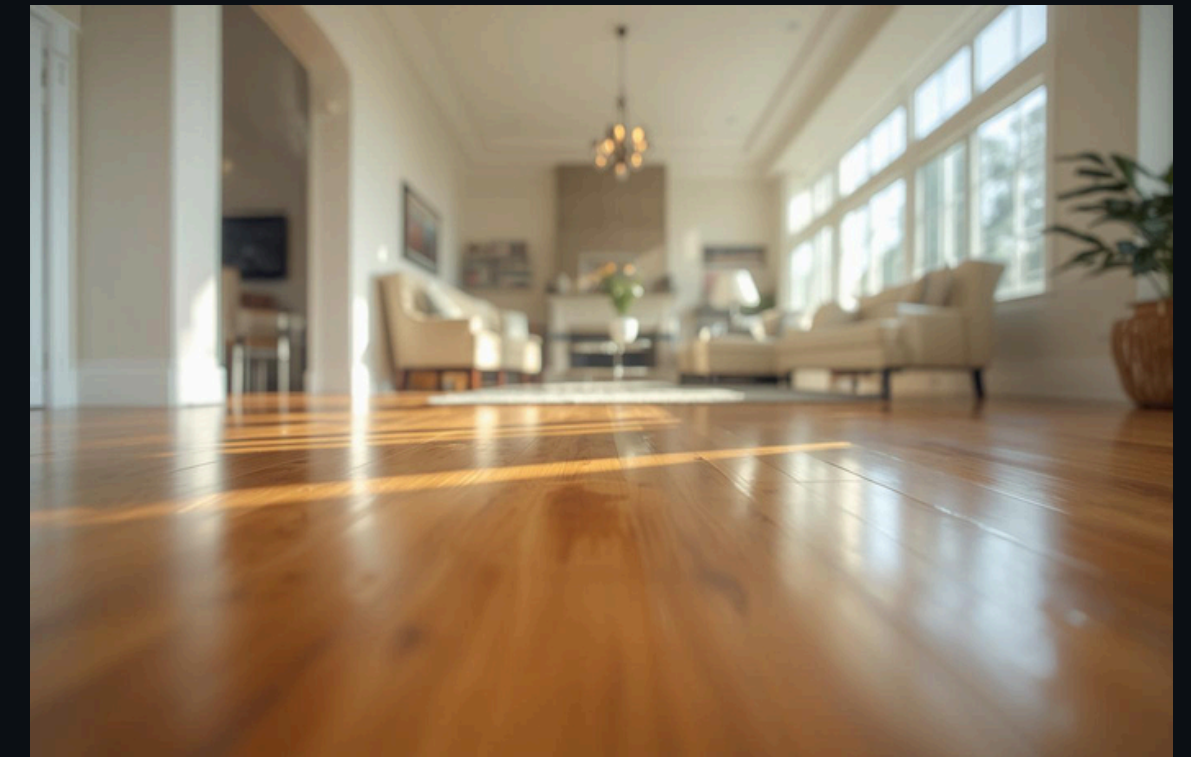


What Buyers Want in 2026



Move-in-ready feel = more leverage

Buyers pay the most attention to kitchens, bathrooms, and flooring. Homes that feel clean, maintained, and “turn-key” tend to win—even when buyers are comparing multiple options online.



Offer Strategy Essentials



01

Strong financing and proof of funds can beat a higher offer with uncertainty.



02

Terms matter: closing timeline, seller credits, and smart contingencies.



03

Move quickly on the right home—your first offer is often your best shot.

Negotiation Levers

Seller Credits

Credits can help with closing costs or a rate buydown—often improving payment.

Inspection Strategy

Use inspections to reduce risk. Ask for credits strategically when issues matter.

Timeline

A flexible closing date can make your offer stand out—especially for busy sellers.

Competing Offers

In multiple offers, clarity and certainty win—clean terms, quick response, solid lender.

Appraisal Plan

Know comps early and plan for appraisal outcomes so you're not surprised.

With an Agent vs Going Solo

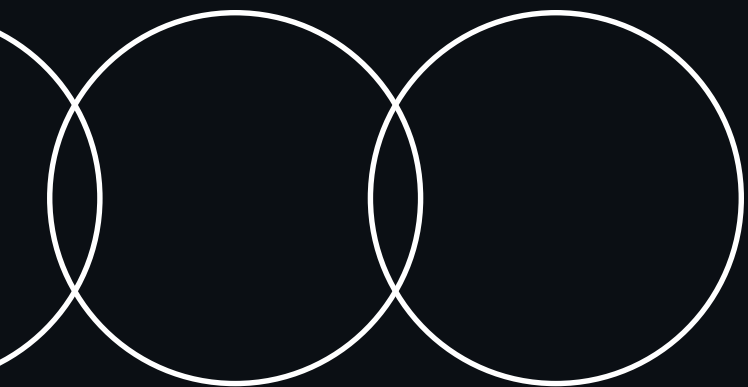
What changes when you have
representation

With an Agent

Strategy, comps, and negotiation support—plus guidance through contracts, inspections, appraisal, and closing to reduce risk.

Without an Agent

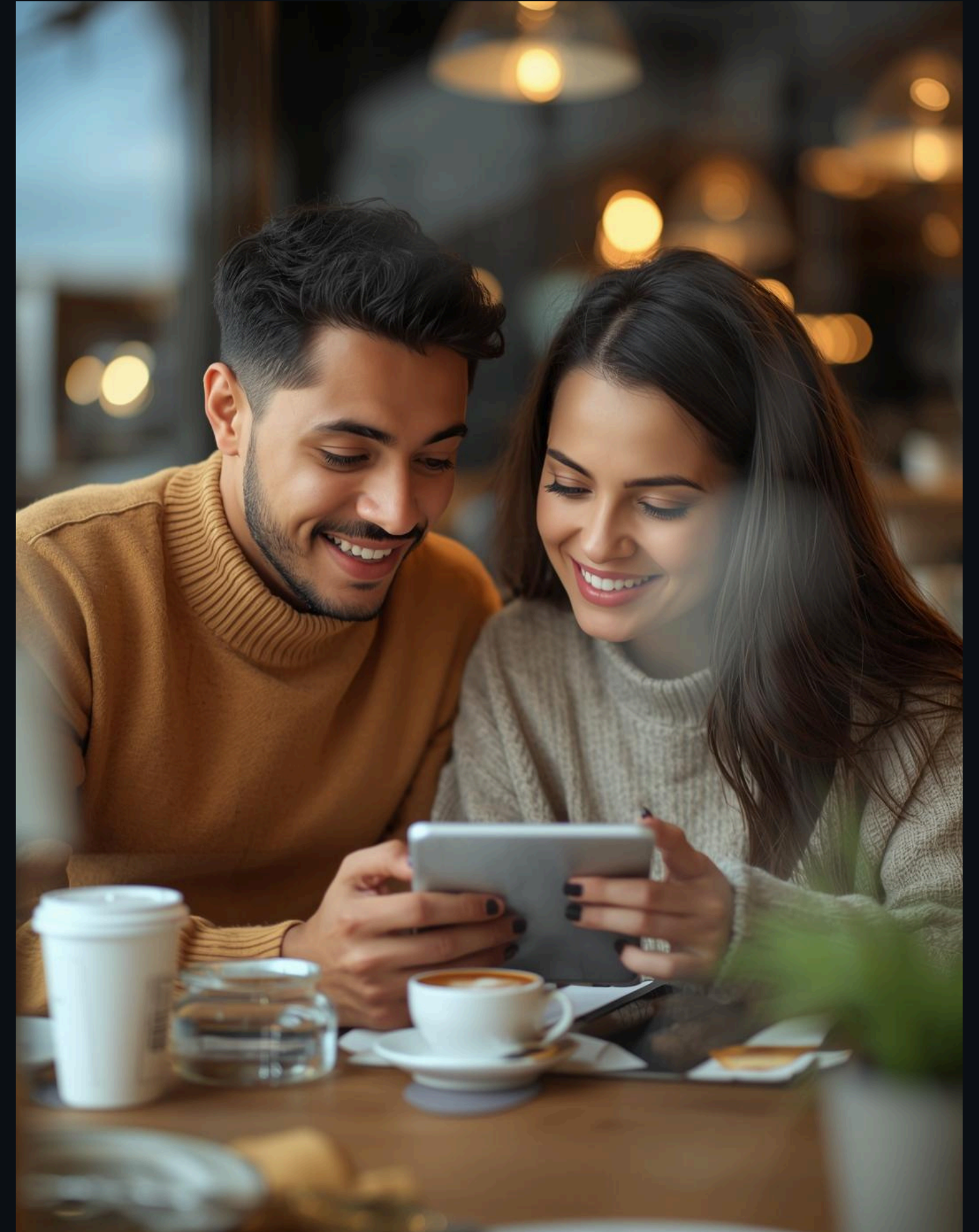
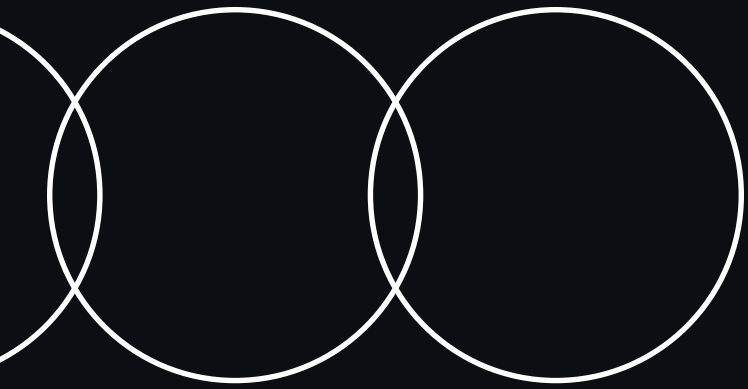
More responsibility and risk: value mistakes, weaker negotiation leverage, and contract/inspection pitfalls without an advocate.



Tour Like a Pro

Big-ticket items to notice fast

Higher prices mean buyers are more cautious and more informed. Look closely at roof, HVAC, foundation/drainage, windows, and major systems so you can make confident decisions.



Buyer Checklist

Do these 3 things before you start touring

Get Pre-Approved

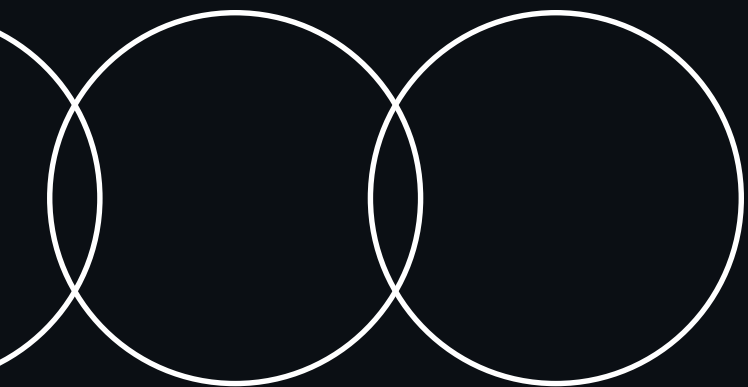
Get a strong pre-approval and confirm your comfortable monthly payment range.

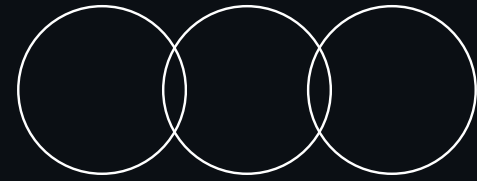
Know Your True Costs

Plan for down payment, closing costs, taxes/insurance escrow, and HOA if applicable.

Clarify Needs vs Wants

Pick your dealbreakers (keep it to 3) and target your top neighborhoods.





BUY2026

Ready for a Personalized 2026 Buyer Plan?

Text BUY2026 to 385.503.3224 for a custom payment-based plan,
neighborhood strategy, and winning-offer game plan.

Email: Tasha.Rodriguez@exprealty.com

www.801homeguide.com

Sources & Notes

- Salt Lake Board of Realtors: 2026 Housing Forecast (slides + report)
- Market projections are based on current data and trends
- Future conditions may vary due to economic factors
- Interest rate commentary is not a guarantee
- Local conditions may differ by neighborhood, price point, and property type
- This guide is for informational purposes only
- Consult a real estate professional for personalized advice
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