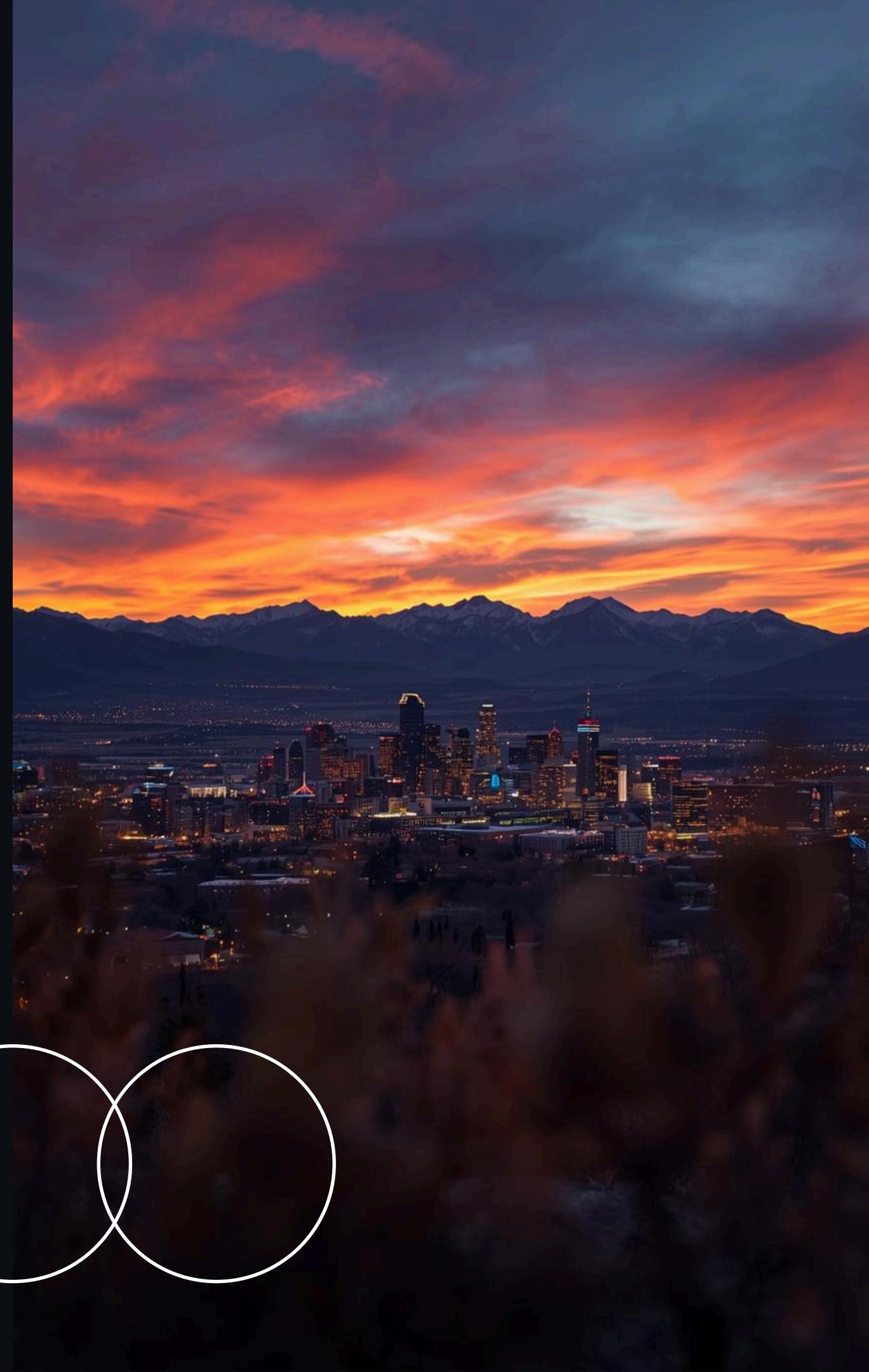
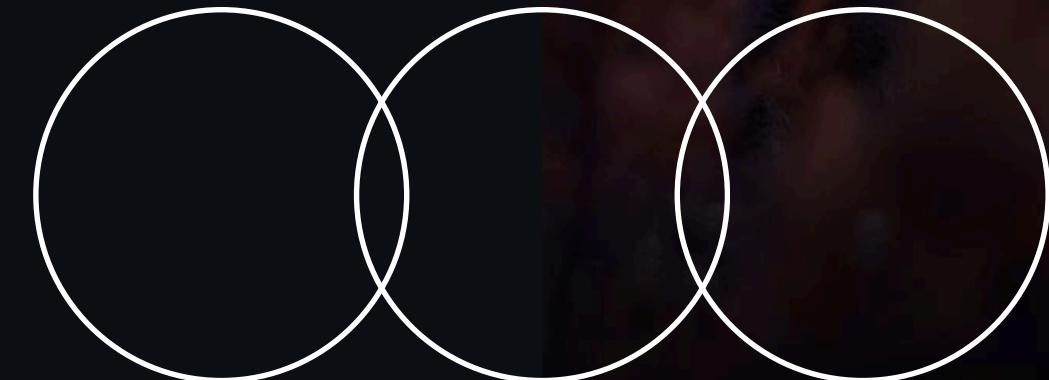


801 HOME GUIDE

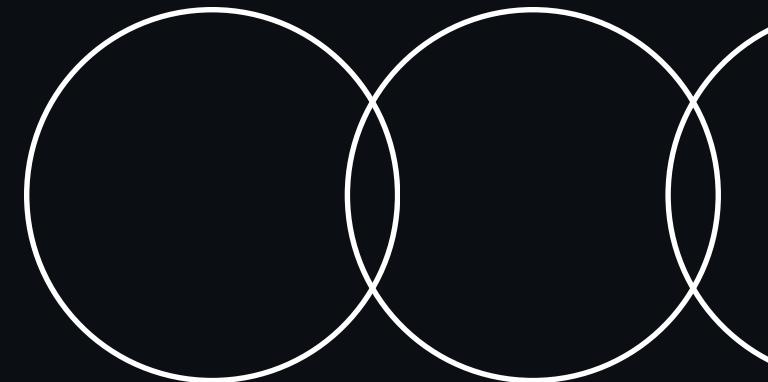
2026 Salt Lake County Home Seller Guide

Presented by Tasha Rodriguez, eXp Realty
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The 2025 Market Overview

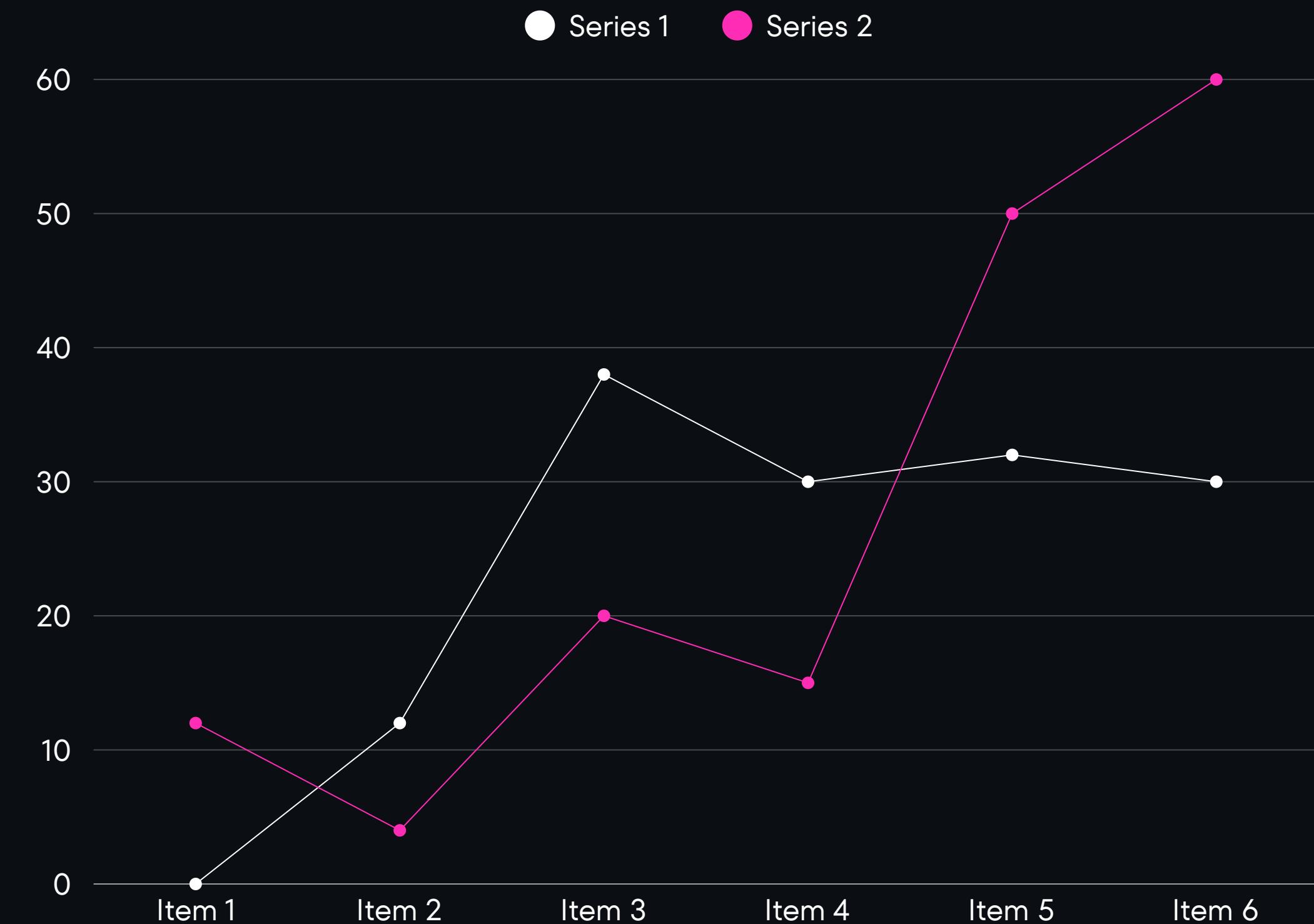
Sales trends and stability



2026 Market Forecast Overview

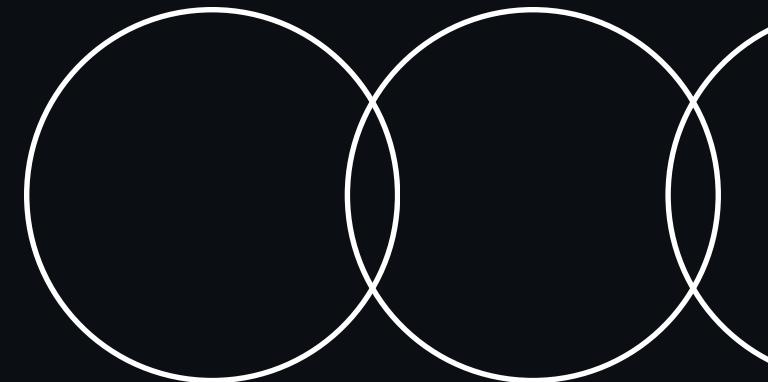
The 2026 housing market anticipates stable prices and modest improvements in sales, reflecting a balanced environment for buyers and sellers in Salt Lake County this year.

Sales increase with stable pricing for all property types.

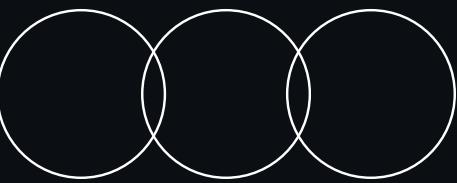


Key Market Influencers

Understanding economic forces ahead



Home Selling Process



Strategy



Develop a tailored pricing and marketing strategy that suits your home's unique features.

Preparation



Prepare your home through repairs, staging, and cleaning to attract potential buyers.

Launch



List your home on MLS, promote through various channels, and schedule showings.

Negotiation



Review offers, negotiate terms, and choose the best deal that meets your needs.

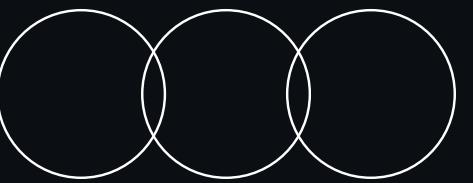
Prep Your Home for Buyers

Key Steps to Attract Today's Buyers

To successfully attract buyers in today's market, prioritize decluttering, addressing minor repairs, and enhancing curb appeal. A clean, well-presented home creates a favorable impression and reduces future renegotiations.

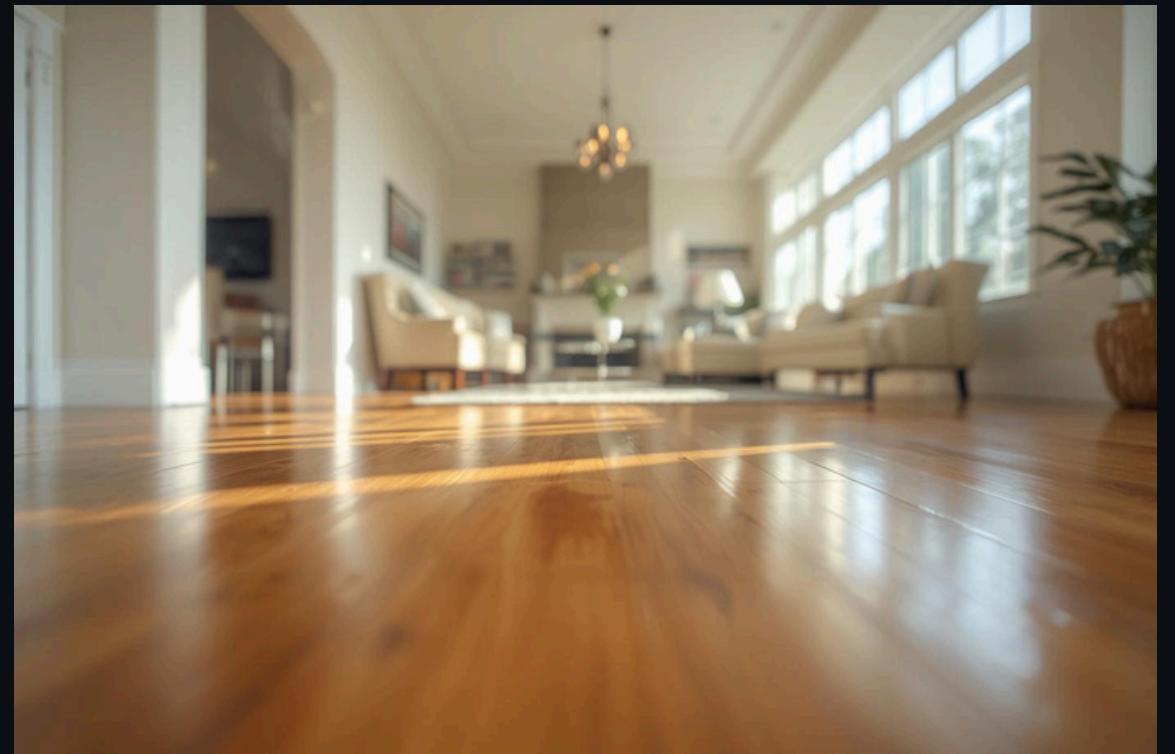


Renovations That Sell



Key Buyer Focus Areas

Buyers prioritize kitchens, bathrooms, and flooring. Simple updates can significantly enhance appeal without the need for costly renovations, creating a turn-key feel that attracts offers.



Pricing Strategy Essentials



01

Effective pricing maximizes visibility and attracts potential buyers quickly.



02

Adjustments based on feedback ensure competitive offers throughout the process.



03

Understanding buyer sensitivity leads to informed pricing decisions.

Negotiation Levers

Net Proceeds

Focus on net proceeds rather than just the offer price to understand the financial outcome of your sale.

Inspection Items

Be prepared for inspection items and possible credits, as these can significantly influence buyer negotiations.

Closing Timeline

Discuss the closing timeline and buyer strength; flexibility here can often lead to a smoother transaction.

Concessions

Consider potential concessions, such as covering closing costs, some or all of the buyer's agent commission to make your offer more appealing to buyers.

Appraisal Risk

Manage appraisal risk by pricing strategically and ensuring your home's condition meets buyer expectations.

FSBO vs Agent

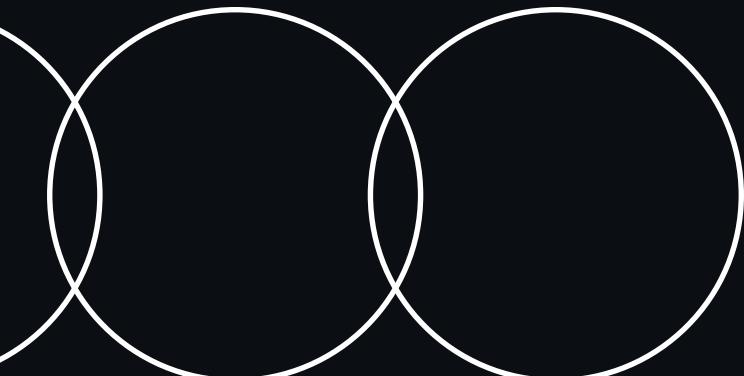
Weighing the benefits of selling independently or with help

FSBO Pros

Selling as a For Sale By Owner offers **complete control** over the process, allowing you to set your price and negotiate directly with buyers, potentially reducing certain costs.

FSBO Cons

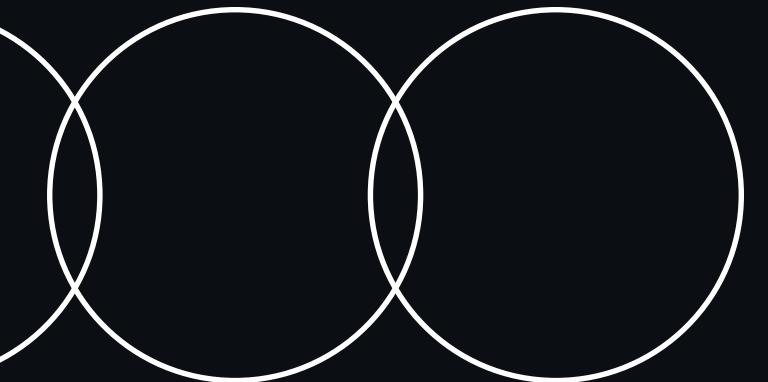
However, FSBO sellers face **pricing risks** and limited exposure, which can lead to lower offers and missed opportunities compared to the marketing reach and expertise an agent provides.



Buyers Have Changed

Understanding Modern Buyers

Today's buyers prioritize **research** and **condition** over features, requiring sellers to adapt strategies. This shift emphasizes **preparation** and **presentation** to attract discerning buyers effectively.



Seller Checklist

Essential steps to prepare your home for sale

Gather Documents

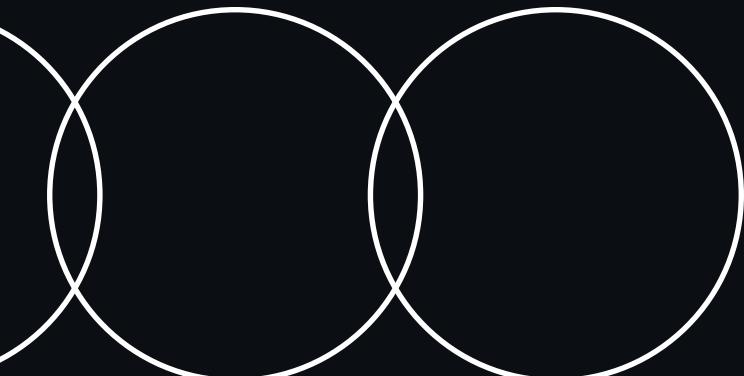
Compile important documents such as HOA details, warranties, and past maintenance records to streamline the selling process.

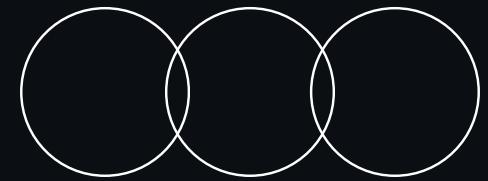
Service Systems

Ensure that your HVAC and safety devices are serviced and in good condition, enhancing buyer confidence in your home.

Declutter Spaces

Clear out closets and garage spaces to showcase storage and make your home feel more spacious and inviting to potential buyers.





95%

Homes sold at expected price

In today's market, **95% of homes** sell for their asking price when properly priced and prepared, ensuring sellers achieve their financial goals with confidence and efficiency.

Sources

- 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 rates are expected to remain in the low-6% range
- Local statistics reflect ongoing buyer sensitivity to price and condition
- The information presented is intended for informational purposes only
- Consult with a real estate professional for personalized advice and insights

