



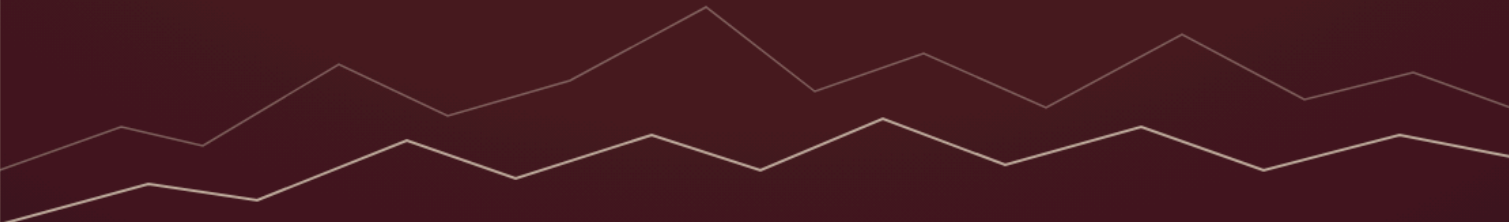
COLDWELL BANKER GLOBAL LUXURY

THE SELLER'S GUIDE TO

PRICING YOUR HOME

PARK CITY · CUSTOM PRICING ANALYSIS

Fall 2026 Edition

A stylized, white line-art graphic of a mountain range, consisting of several peaks and valleys, spanning the width of the page.

DEER VALLEY · PROMONTORY · EMPIRE PASS · GLENWILD · THE COLONY · JORDANELLE

Data-driven. Service-obsessed.

PREPARED BY MIKE DIAMOND · ASSOCIATE BROKER

WHERE THE MARKET STANDS

Buyers have choices. Price is how you win them.

Supply across Summit and Wasatch counties has built to its highest level since 2020. Buyers can compare more homes than they could a year ago, and they do. Homes priced to recent closed sales are still selling close to list. Homes priced to last year's peaks tend to sit.

8.7

Months of supply, all property types
12 months to June 30, 2026

97.4%

Single-family sale-to-list price ratio
First half 2026

27

Median days on market, single-family
First half 2026

Why online estimates miss in Park City

Utah is a non-disclosure state. Sale prices are not public record, so automated estimates work from incomplete data. They also can't see what moves value here: the view corridor, true ski access, HOA and rental rules, nightly-rental history, lot orientation and finish level. Two homes on the same street can be worth very different amounts.

How your Custom Pricing Analysis is built

- **Closed comparable sales.** The homes most like yours that actually sold, from MLS data, adjusted for the differences that matter to buyers.
- **Your competition.** The active and pending listings a buyer would tour alongside yours, and how they are priced.
- **Your segment's pace.** Months of supply and days on market for your community and price band, which sets how much room there is.
- **A recommended range.** A list-price range with the reasoning behind it, and the few changes that would move it up.

BEFORE WE TALK

What helps me price your home accurately

Have these ready if you can. None are required to get started.

About the home

- Updates and their dates: kitchen, baths, roof, mechanicals, windows
- Square footage and any finished space added since purchase
- HOA name, dues and any special assessments
- Furnishings you would consider including

About your plans

- Your ideal timing, and any date you need to hit
- Rental history and future bookings, if it rents
- Whether you are buying again, here or elsewhere
- The number you have in mind. It helps to know where we start.

What happens next: I review your address, pull the comparable sales and current competition, and reach out within one business day to confirm a few details. You get the analysis with no obligation to list.

About Mike Diamond

Mike Diamond is an Associate Broker and Team Lead with Park City Brokers | Coldwell Banker Global Luxury. He has worked the Park City luxury market since 2014, with a focus on Promontory, Deer Valley, Empire Pass and the Jordanelle. Many of his buyers come from out of state, which is who your home needs to reach.

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Sources and notes

Keye Team, Park City Real Estate Market Report Q2 2026, Park City MLS data for the 12 months ending June 30, 2026 (keyeteam.com). Real Estate in Park City, Mid-Year 2026 Market Report, first-half 2026 single-family figures (realestateinparkcity.com). Figures are as reported by those sources and have not been independently verified. This guide and any pricing analysis are not an appraisal. Information is deemed reliable but not guaranteed. Utah license 9492175-AB00. Equal Housing Opportunity.