Utah Home Seller Guide

How to sell for top dollar

Kris Bowen
Associate Broker - Utah Real Estate License #5504762-AB00
23 years - 1,400+ Utah transactions - Former Channel 2 News Real Estate Partner

10 W. Broadway, 7th Floor, Salt Lake City, UT 84101 - 801-999-8005 - krisbowen.com

Welcome

Selling a home in Utah in 2026 looks different than it did in 2021. The market has normalized - inventory is up, days on market are longer, and presentation matters more than ever. This guide walks through the 10 phases of a successful Utah home sale, drawn from 23 years and 1,400+ Utah transactions. Questions? Call me at 801-999-8005.

Phase 1: Understand Your Why and Timeline

Are you upsizing, downsizing, relocating, or cashing out an investment? Your motivation shapes pricing strategy, negotiation flexibility, and timing. Selling a home before buying the next is a different transaction than buying first then selling.

Phase 2: Get a Real Net Sheet

Before pricing, know your bottom line. A Utah net sheet should account for: agent commissions (typically 5-6% total), title and escrow (about $1,500-$3,000), tax prorations, mortgage payoff (request payoff statement from lender), and any seller concessions you may need to offer.

Phase 3: Price Strategically

The biggest mistake Utah sellers make is overpricing. Listings priced 3% or more over market take 2-3x longer to sell and ultimately sell for less than properly priced comps. Get a real CMA based on closed comps within the last 60-90 days, not active listings (which may also be overpriced).

Phase 4: Pre-List Prep

Deep clean, declutter, paint touch-ups, landscape refresh, professional staging (proven to increase sale price 5-10%), professional photography (HDR + drone), and a 3D Matterport tour. Our GoMarketReady program handles all of this with no upfront cost.

Phase 5: List and Market

Modern marketing means MLS + Zillow/Realtor syndication + YouTube property tour + paid social ads + email blast to your agent buyer database + open houses. A passive listing in 2026 will sit; you need active distribution.

Phase 6: Showings and Offer Management

Expect 10-25 showings before a strong offer in current Utah market conditions. Your agent should provide weekly feedback. If you have 15+ showings and no offers, the price is wrong - adjust within 14-21 days.

Phase 7: Negotiate the Offer

Beyond price, evaluate financing strength (cash beats conventional beats FHA/VA for risk), contingency timelines, closing date flexibility, and earnest money amount. The highest offer is not always the best offer.

Phase 8: Under Contract - Manage Contingencies

Buyer inspects, appraises, and finalizes financing. Be responsive - every hour of delay creates risk. Most Utah contracts have 5-14 day inspection windows and 21-30 day financing contingencies.

Phase 9: Closing Prep

Cancel utilities effective day after closing, hire movers, complete agreed-upon repairs, gather warranties and manuals for buyer, and review final settlement statement (HUD-1 or CD) 2-3 days before closing.

Phase 10: Closing Day and After

Sign at the title company. Wire instructions for your proceeds - confirm with the title officer by phone, never by email (wire fraud is real). Funds typically arrive the same day. Keep all closing documents for tax purposes.

Frequently Asked Questions

How long does selling a home in Utah take?

In 2026, Utah median days on market is roughly 40-55 days from list to under-contract, plus 25-35 days from under-contract to closing. Plan on 60-90 days total from list to closing.

How much will I net from my Utah home sale?

Roughly: sale price minus mortgage payoff minus 6-8% (agent commissions + closing costs). A $600K sale with a $300K mortgage payoff typically nets around $258-270K.

Should I sell my Utah home myself (FSBO)?

Statistically, FSBO homes sell for 6-10% less than agent-listed homes - typically more than the commission they save. Unless you have professional real estate experience, FSBO usually costs more than it saves.

When is the best time to list a Utah home?

Late February through May has historically produced the highest sale prices in Utah. Mid-summer slows slightly as families travel. October-December is the slowest season for sellers in Utah.

What is GoMarketReady?

GoMarketReady is our concierge pre-listing program. We handle cleaning, repairs, staging, painting, landscape refresh, and photography up front - at no cost to you until closing.

Ready to talk?

Whether you are ready to list your Utah home today or are 6-12 months out, the right first conversation saves time and money. Initial consultations are always free.

Kris Bowen

801-999-8005

hello@krisbowen.com - krisbowen.com