



WELCOME TO

Utah

REAL ESTATE IS BUZZING
IN THE BEEHIVE STATE

A REAL ESTATE EBOOK FROM

INTRODUCING ONE OF THE HOTTEST REAL ESTATE MARKETS

Utah

From the breathtaking desert scenery found in Utah's National Parks to the world-class ski resorts surrounding Salt Lake City, the Beehive State has a lot to offer. Those encapsulated by the state's natural beauty, however, will soon discover that Utah is much more than just a pretty playground; it's a great place to live.

Salt Lake City, beyond its proximity to the natural surroundings, is touted as having one of the most diverse and robust economies in the country and offers the dining, shopping, and entertainment pleasantries one might seek in a big city. Yet Salt Lake City, among many of the state's smaller cities, remains one of the more affordable real estate markets in the west, attracting more and more people each year. The only question that remains is where are people moving to? Here are some of the hottest markets buzzing in the

Beehive State.

Hottest spots in Utah

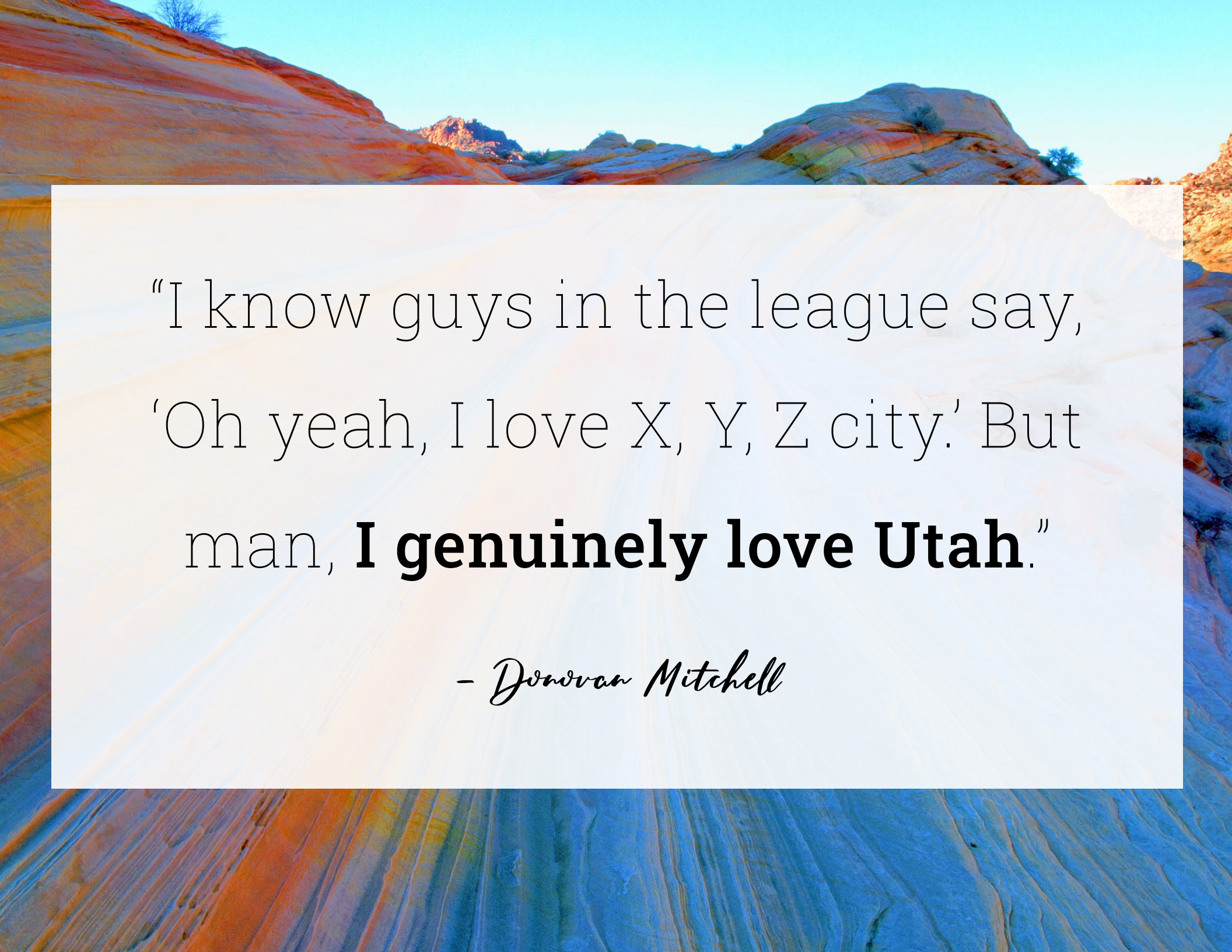


#4: OGDEN

Roughly a 37-minute drive north of Salt Lake City, the city of Ogden, Utah offers a little something for everyone. Buildings that were once prohibition-era speakeasies now serve the community as boutiques and chic dining digs. For those that love the outdoors, Ogden acts as the gateway to ski resorts like Snowbasin, Powder Mountain, and the Nordic Valley. Housing prices, despite its fantastic location, remain affordable coming in at about \$150k less than Salt Lake City. Of course, that's bound to change. Ogden is regarded by the National Association of REALTORS® as one of the top 10 metros poised to outperform the market over the next 3 to 5 years.

Local Tip: For a creative take on pizza, and likely one of the best slices you'll ever have, go check out Lucky Slice Pizza on Ogden's historic 25th street.

The median home price in Ogden is \$232,741, which is an 8.8% increase from the previous year. Zillow predicts this will rise another 5.2% within the next year.



"I know guys in the league say,
'Oh yeah, I love X, Y, Z city.' But
man, **I genuinely love Utah.**"

- Donovan Mitchell

#3: SALT LAKE CITY

Hottest spots in Utah

Perhaps Utah's most widely known city, and regarded as having one of the nation's strongest and most diverse economies, the word is out about Salt Lake City. In the past decade, Salt Lake County has added 123,305 residents, with no signs of slowing down. That's a 12 percent growth in population, however, home values in the area have nearly doubled. In 2010, the average home value was about \$238k. Today, that figure hovers around \$415k, and it's projected to keep growing.

Local tip: Utahns that call Salt Lake City home enjoy the spoils of the big city, including watching the Utah Jazz play, dining at fancy eateries, and sipping cocktails at hip bars, but if that's not your scene check out the summer farmer's market in Pioneer Park where there's a little something for everyone.

The median home value in Salt Lake City is \$415,335, which is a 5.4% increase from the previous year. Zillow predicts this will rise another 4.2% within the next year.





Hottest spots in Utah

#2: PROVO

Only 45 miles south of Salt Lake City, Provo is known predominantly as the home of Brigham Young University, but as it turns out, there's a lot more going on here than studying and football. The Provo-Orem metro was recognized as having one of the country's top 10 fastest-growing populations from 2017-2018. What's more, Provo sits at the base of the Wasatch Mountains, lending itself well to those who like to live an active lifestyle.

Local tip: Need to clear your mind? Mother nature has got you covered. Take the 1.4-mile out-and-back jaunt up to Bridal Veil Falls. It's an easy trail for most hikers seeking a closer look.

The median home value in Provo is \$317,105, which is a 5.4% increase from the previous year. Zillow predicts this will rise another 5% within the next year.



"I have friends in
Utah **who care about
me as a person**, not
for what I am."

- Rick Majerus



Hottest spots in Utah

#1: ST. GEORGE

According to the digital financial magazine 24/7 Wall St., St. George, Utah, over the past 5-years experienced a 25.7% increase in their workforce, which was the largest percentage of job growth in the country. Not surprisingly, home values followed. A decade ago, buyers looking to buy a property in this southwestern Utah city were looking at taking out a loan for approximately \$200k. Today, buyers in St. George will need well over \$300k, and many experts agree that it's still a deal. With growth expected to continue, and plans to attract tech companies to the area, St. George definitely remains a market to keep on the radar.

Local tip: Take a day at Sand Hollow State Park. One of Utah's most popular state parks, Sand Hollow is known for its sand dunes, lake, and mountain views.

The median home value in St. George is \$329,543, which is a 4.1% increase from the previous year. Zillow predicts this will rise another 4.3% within the next year.



Why Utah Real Estate?

With a high demand for real estate, great jobs, and undeniable natural beauty, Utah markets are some of the best in the country for real estate professionals.

Quick Stats- UTAH

YEAR/YEAR MEDIAN HOME PRICES (FEB 2019 - FEB 2020):	5.2%
MEDIAN HOME VALUE:	\$352,595
MEDIAN RENT PRICE:	\$1,550
AVERAGE DAYS LISTED:	74
HOMES WITH NEGATIVE EQUITY:	8.2%
DELINQUENT MORTGAGES:	0.6%

MARKET OUTLOOK

In 2019, Utah's GDP growth rate finished 52% higher than the national average making it the 2nd highest in the nation. Arches National Park welcomes approx 1.5 million visitors per year, more than double since 2005. Zillow sees Utah as a buyers market that's projected to grow by 4.4% over the next year so long as supply does not outbuild the constant influx of new residents.

THERE'S NEVER A BETTER TIME TO BECOME A *Real Estate Agent in Utah*

Between the world-class recreation, the wealth of jobs, and the fact that there's always something unique going on, Utah has become an appealing destination for employers, individuals, and real estate agents alike. In the past 3-5 years, several of the state's cities have earned acclaim for economic and population growth. With numbers projected to grow in each respective market, now is the time for new real estate agents to start selling in Utah.

If you want to learn more about how you can easily get your license and join the ranks of Utah real estate agents, visit us at TheCEShop.com/Utah/UT-Real-Estate. There you'll be able to find out what exactly you'll need to do to become an agent and how The CE Shop can help you achieve your goals through our award-winning real estate education.

About Us

Founded in 2005, The CE Shop has become the leading provider of online real estate education. With industry-leading pass rates and support from Pre-Licensing through CE, our students are better prepared to set themselves up for success.

Our ever-expanding course catalog of Pre-Licensing, Exam Prep, and Continuing Education products are trusted throughout the industry and offer agents across the country the education they rely on.

With products available in all 50 states and D.C., we're driven by a desire to constantly improve, both for ourselves and our students.

