

OFFERING MEMORANDUM

SUGAR HOUSE TOWNES

321 E 2100 S,
SALT LAKE CITY UT 84104

LISTED BY

KW SALT LAKE CITY
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THE OFFERING

PROPERTY ADDRESS	321 E 2100 S
SQUARE FEET	1,738+ sqft
BEDROOMS	4
BATHROOMS	3
PRICE PER UNIT	\$549,900+
TYPE	CONDO



PROPERTY OVERVIEW

01

PROPERTY OVERVIEW

HIGHLIGHTS

SITE PLAN

FLOOR PLAN



HIGHLIGHTS

321 E 2100 S in Salt Lake City is a rare opportunity for a new construction investment. These townhome-style condos offer modern layouts and finishes with four-bedroom floorplans providing higher rental potential than typical three-bedroom products, making them especially competitive for long-term tenants or short-term rental income. At a competitive price point, paired with its desirable size, zoning, and new build quality, this project stands out as a smart investment in one of Salt Lake's most dynamic corridors.



321 E 2100 S SALT LAKE CITY
UT 84115



TOWNHOME-STYLE
CONDOMINIUM



FOUR BEDROOMS HIGHER
RENTAL POTENTIAL



CB (COMMERICAL BUSINESS)
ZONING AREA

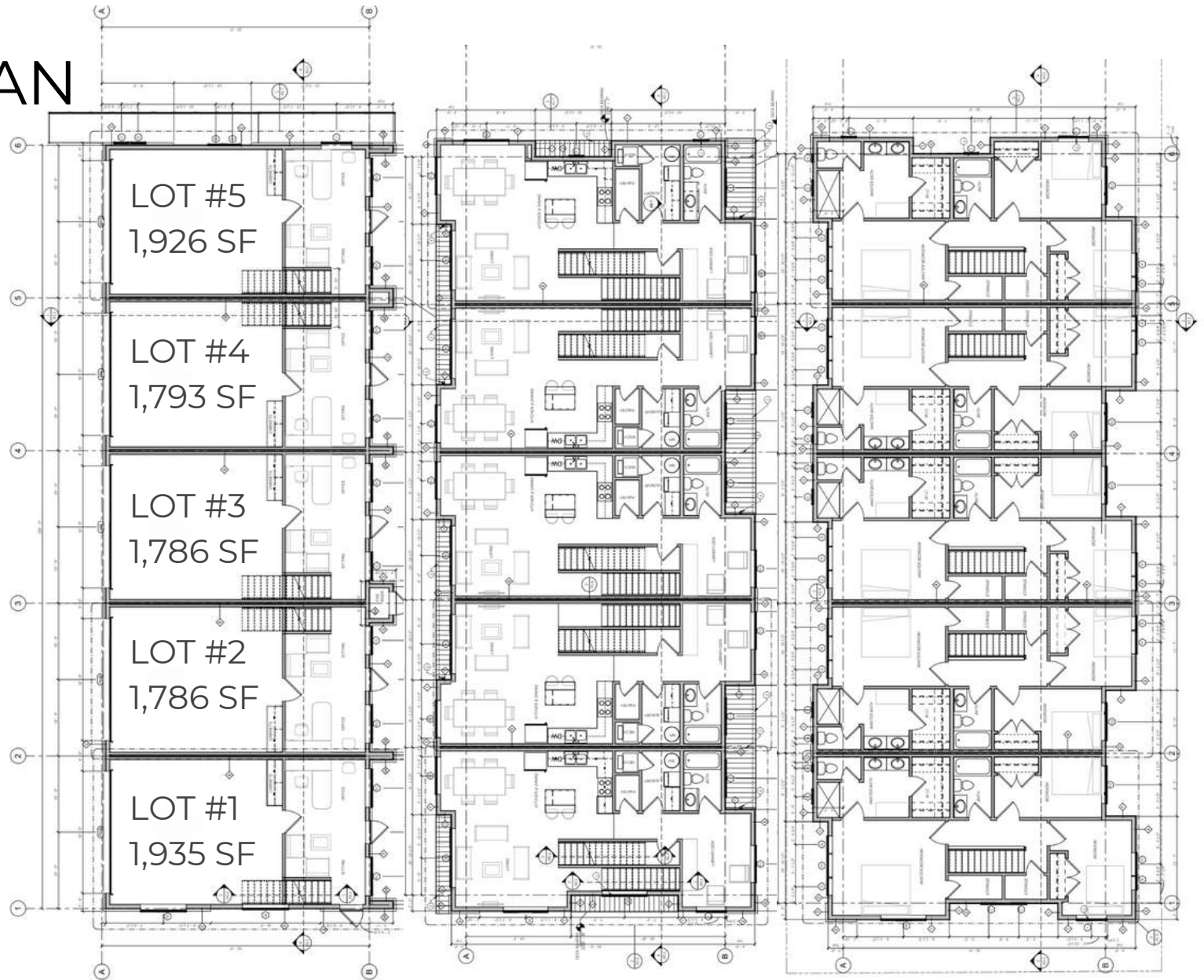


COMPETITIVE PRICE AND
INCENTIVES

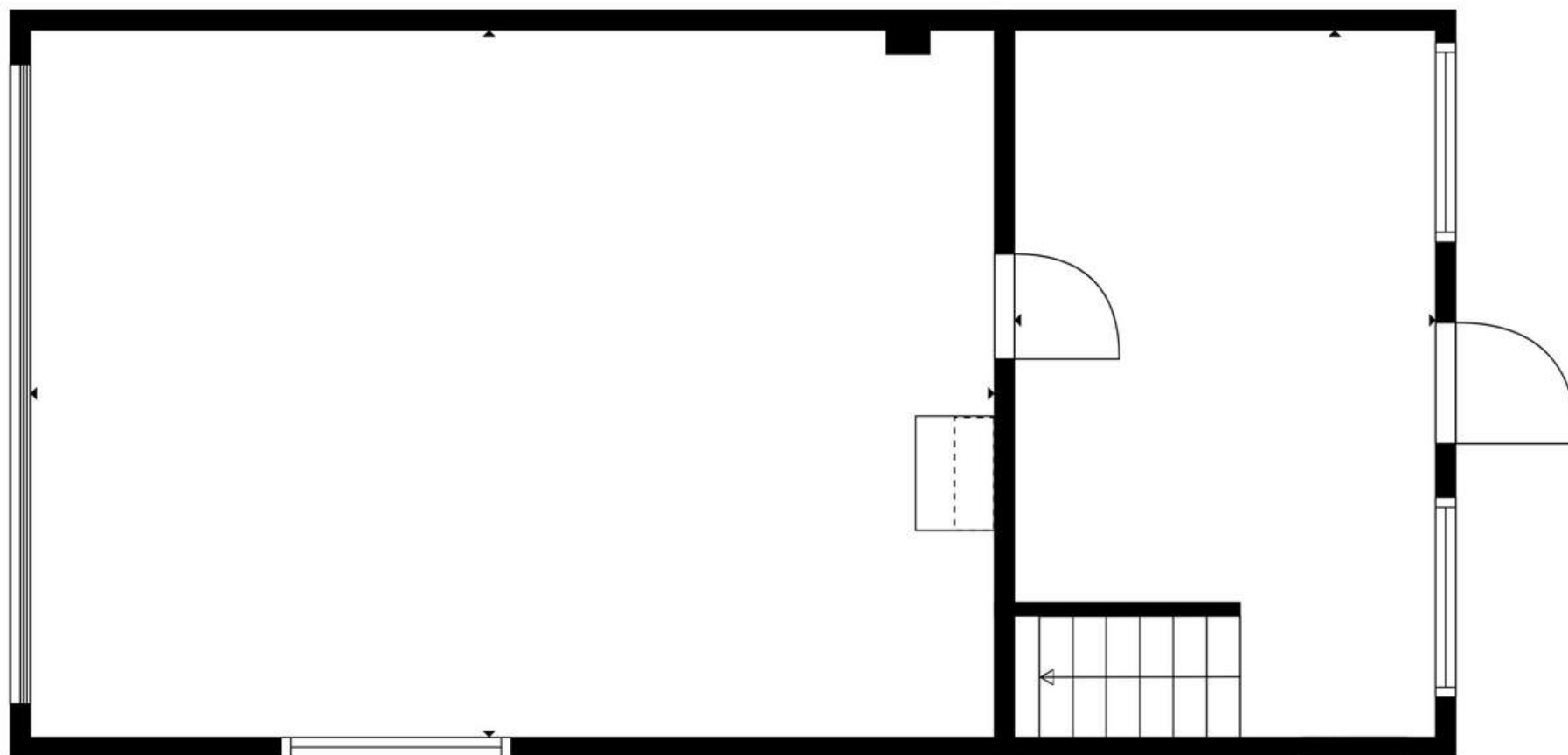


QUALITY NEW
CONSTRUCTION LIFESTYLE

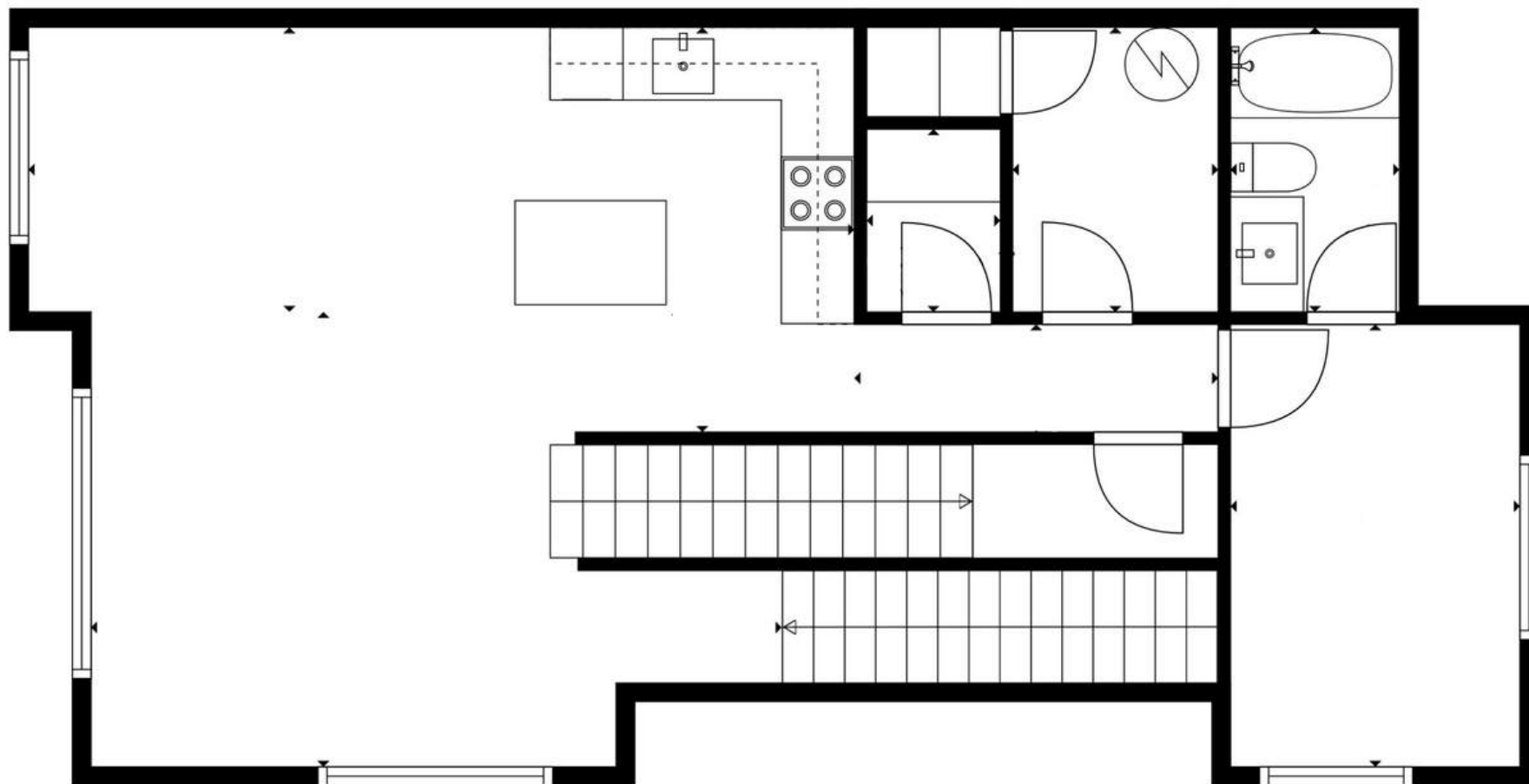
SITE PLAN



FLOOR PLANS



FLOOR PLANS



FLOOR PLANS

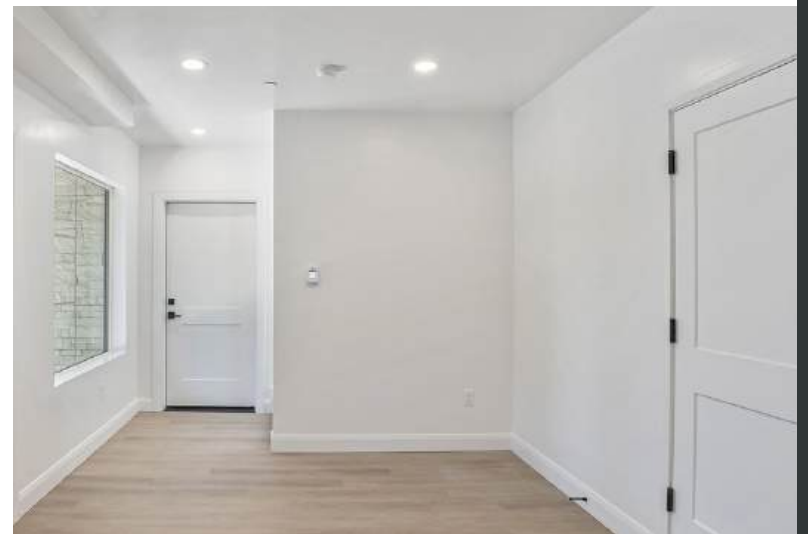


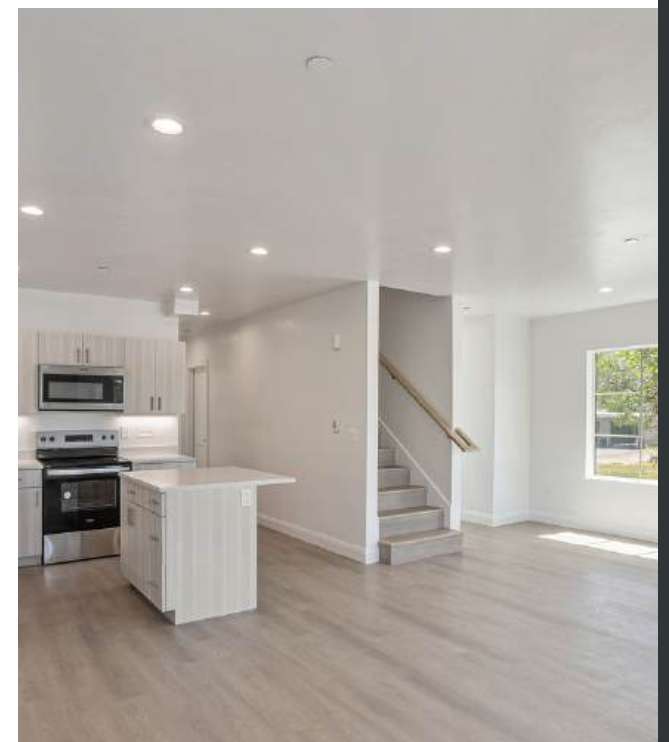
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PROPERTY PHOTOS















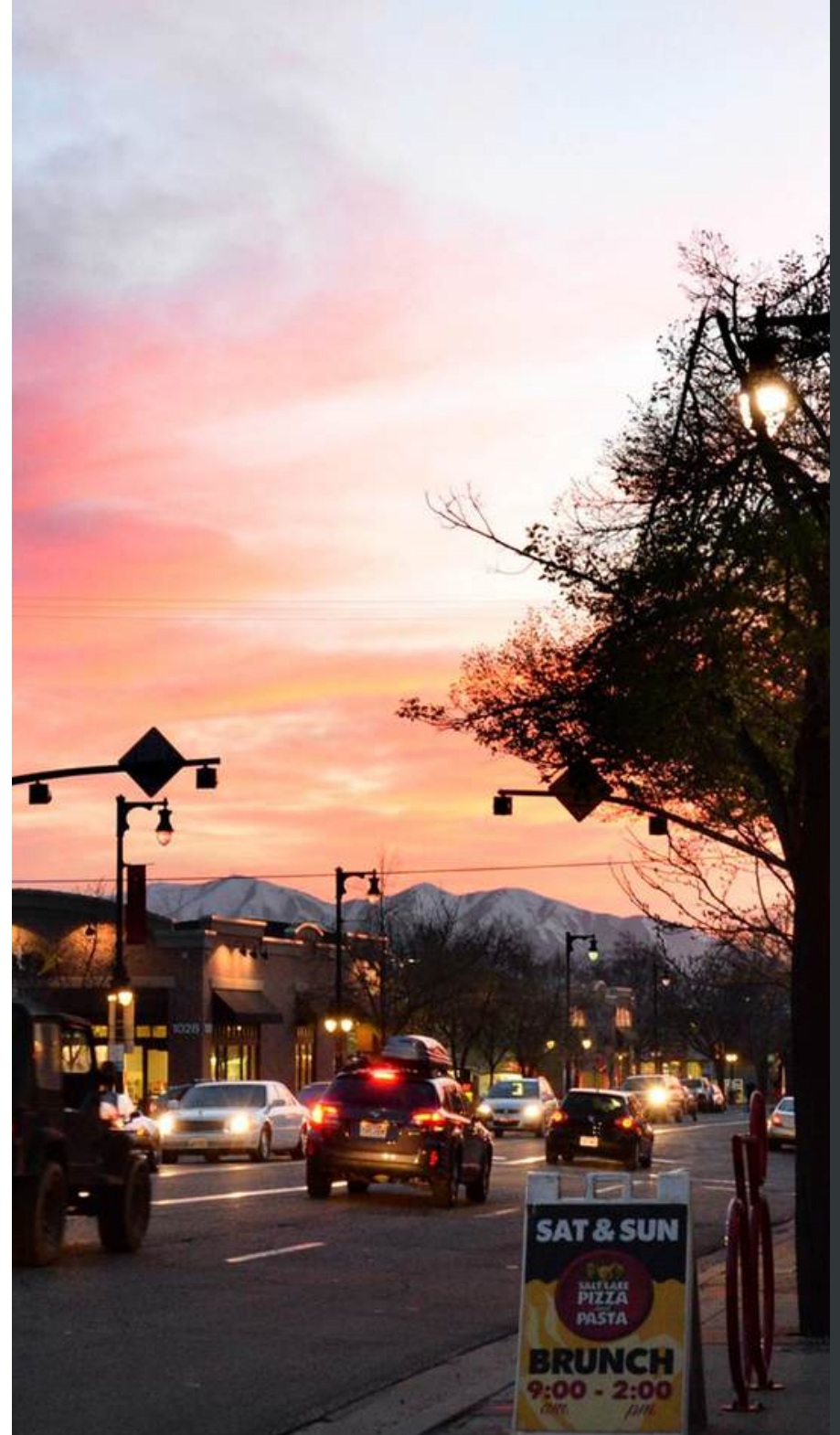
03

FINANCIAL OVERVIEW

FINANCIAL PROJECTION

NEARBY ALIKE RENTALS

NEARBY ALIKE SALES



FINANCIAL PROJECTION

OPERATING EXPENSES

	PROJECTION	ACTUAL
Mortgage Payment		
Landscape or Exterior Maintenance	\$0/month	\$0/month
HOA Fees (water, sewer, trash, exterior maintenance)	\$200/month	\$200/month
Electricity and Wi-Fi	\$200/month	
Insurance (optional HO-6 or landlord policy)	\$70/month	
Total Ownership Expenses		

SHORT-TERM RENTAL EXPENSES

	PROJECTION	ACTUAL
Restock and Yearly System Maintenance	\$125/month	
Cleaning Services		
Property Management (optional)		
Total Rental Expenses		

ALIKE LONG-TERM LEASE COMPARABLES

THE IZZY TOWNHOMES

556 E 2100 S, SALT LAKE CITY, UT 84106

Sq. Ft.	1,250
Bed / Bath	2Bed / 2.5Bath
Monthly	\$2,850
Parking	Shared garage
Notes	Three vacant

BLUEKOI TOWNHOMES

1712 S 900 E, SALT LAKE CITY, UT 84105

Sq. Ft.	1,279
Bed / Bath	2Bed / 2Bath
Monthly	\$3,088
Parking	Shared garage
Notes	One vacant

ALIKE LONG-TERM LEASE COMPARABLES



FOLSOM ROW TOWNHOMES
815 W 100 S, SALT LAKE CITY, UT 84106

Sq. Ft.	1,550
Bed / Bath	3Bed / 3.5Bath
Monthly	\$2,900
Parking	1-Car Garage
Notes	One vacant



BLACK FOREST TOWNHOMES
2559 S 700 E, SALT LAKE CITY, UT 84106

Sq. Ft.	1,817
Bed / Bath	3Bed / 2.5Bath
Monthly	\$3,964
Parking	Shared garage
Notes	One vacant

ALIKE SHORT-TERM LEASE COMPARABLES

SIMPSON AVENUE TOWNHOMES

608 E E SIMPSON AVE, SALT LAKE CITY, UT 84106

Sq. Ft.	2,200
Bed / Bath	4Bed / 3.5Bath
Nightly	\$240
Weekly	\$1,450
Notes	Nearly fully booked for Nov

THE REGENCY ON 9TH

1590 W 900 S, SALT LAKE CITY, UT 84104

Sq. Ft.	1,640
Bed / Bath	4Bed / 2.5Bath
Nightly	\$275
Weekly	\$1,550
Notes	Fully booked until March

ALIKE SHORT-TERM LEASE COMPARABLES



THE MABLE TOWNHOMES
323 S 700 E, SALT LAKE CITY, UT 84102

Sq. Ft.	1,834
Bed / Bath	3Bed / 3.5Bath
Nightly	\$304
Weekly	\$2,250
Notes	Nearly fully booked Nov & Dec



THE TOWNES IN MARMALADE
765 N 400 W, SALT LAKE CITY, UT 84103

Sq. Ft.	1,500
Bed / Bath	3Bed / 2.5Bath
Nightly	\$275
Weekly	\$1,550
Notes	Half booked Nov & Dec

ALIKE SALES



	ADDRESS	TYPE	SQ. FT.	BEDS	BATHS	SALE PRICE	\$ PER SQ. FT.	STR	DOM
1	1618 S Main St	End-row Townhouse	1,952	3	3	\$675,000	\$345	Y	70
2	1710 S West Temple	End-row Townhouse	1,783	3	4	\$615,000	\$344	N	41
3	423 E 2100 S	Row-mid Townhouse	1,372	3	4	\$540,000	\$393	N	69
4	539 E Warnock Ave	Row-mid Townhouse	2,077	3	2	\$610,000	\$293	N	Active

Avg \$/SQ.FT. **\$343 per/sq.ft.**

Ask \$/SQ.FT. **\$307 per/sq.ft.**

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SUGAR HOUSE ANALYSIS

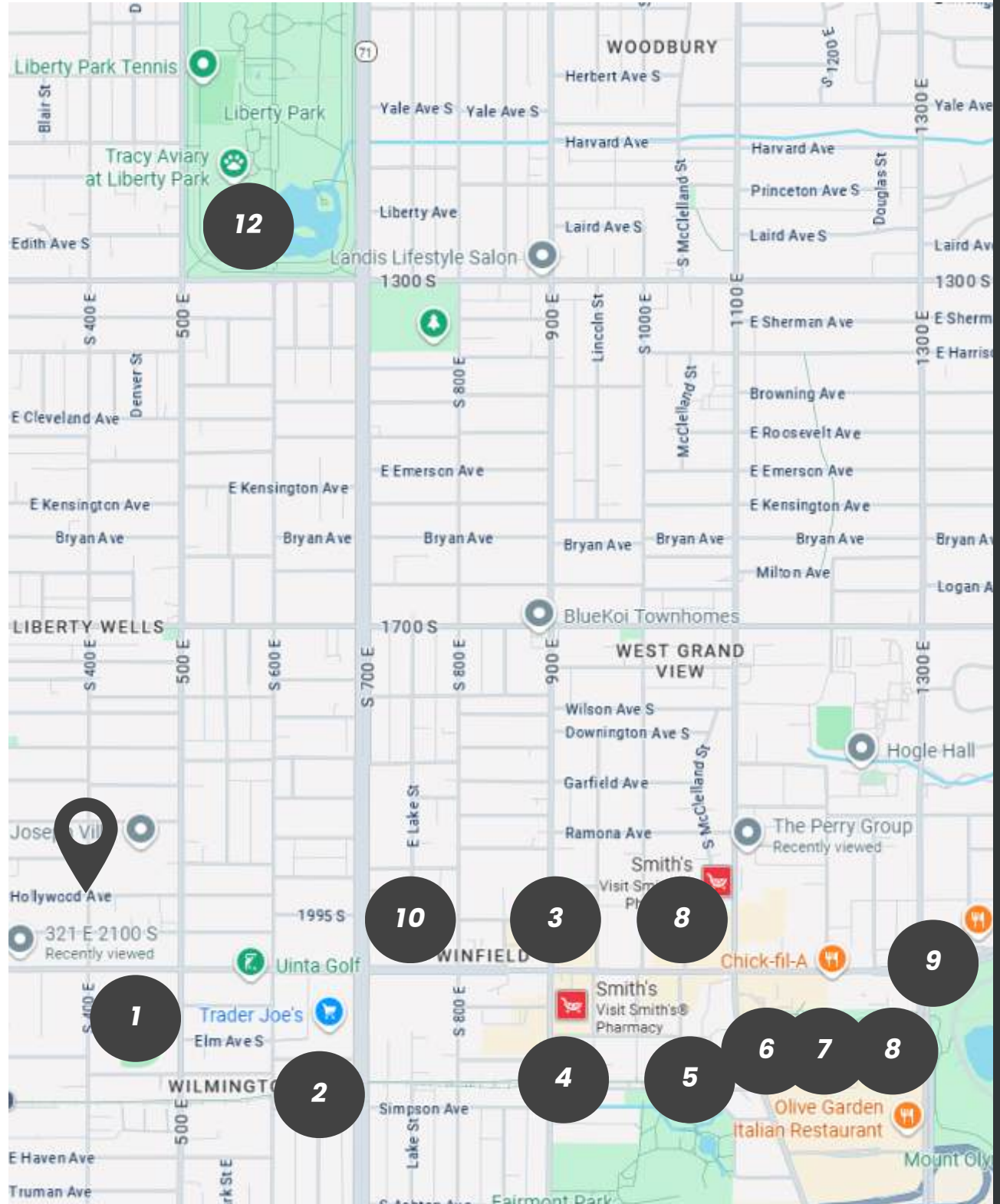
NEARBY AMENITIES

DEMOGRAPHICS



AMENITIES

- 1 Trader Joes Grocery
- 2 Chip Cookies
- 3 Smith's Grocery
- 4 Fairmont Park
- 5 Chik-fil-A and Cafe Rio
- 6 Starbucks
- 7 Whole Foods
- 8 Olive Garden
- 9 Nordstrom and Target
- 10 Sugar House Pub
- 11 Sugar House Park
- 12 Liberty Park



DEMOGRAPHICS

	84115	84106	84105	84101
MEDIAN AGE	33	35	35	33
MEDIAN HH INCOME	\$61,505	\$94,450	\$94,150	\$70,391
PERCENT OF NEW CONSTRUCTION	1.4%	0.4%	0.2%	0.2%
RENTAL COMP AVERAGE	\$2,800 to \$3,400	\$3,200 to \$4,000	\$3,000 to \$4,200	\$2,600 to \$3,200



\$3,275
MEDIAN
MONTHLY
RENTAL



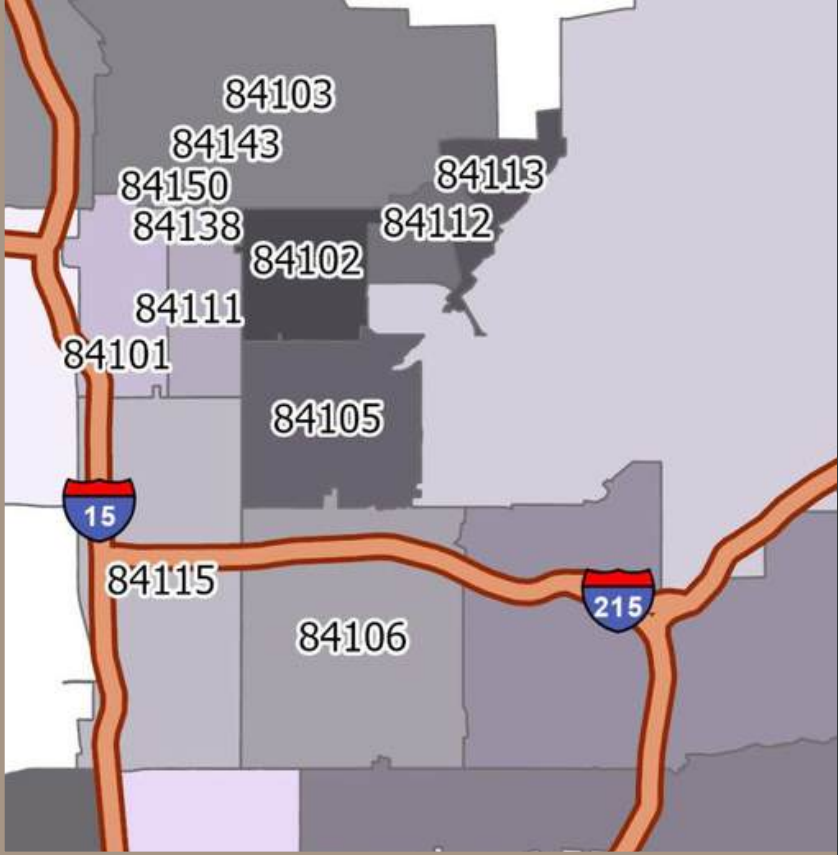
.5% INVENTORY
MEDIAN PERCENT
OF AVAILABLE NEW
CONSTRUCTION



\$80,145
MEDIAN HH
INCOME



34
MEDIAN
AGE



This project is strategically located near Sugar House, one of Salt Lake City’s most desirable neighborhoods. The area’s median age is in the mid-30s, reflecting a core demographic of professionals and families actively seeking modern housing. Despite strong demand, only ~0.4% of the housing stock has been built since 2020, underscoring the extremely limited supply of new construction in this market.

That imbalance, a youthful, upwardly mobile population and a scarcity of new housing options positions this project with significant upside. Sugar House Townhomes is uniquely placed to capture pent-up demand from buyers and renters looking for updated space near Sugar House’s amenities, dining, and transit access.

Source: Zillow; analysis with assistance from ChatGPT



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