



Deer Valley East Village

**What Out-Of-State Buyers Should Understand Before
Beginning the Search for a Luxury Mountain Home in
the East Village**



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The Next Chapter of Deer Valley



Deer Valley East Village isn't just an addition, it's a transformation. While "Legacy Deer Valley" (Silver Lake, Empire Pass, and Snow Park) was built over four decades, East Village is the first world-class alpine village to be master-planned from the ground up in over 40 years.

This is a move from a regional favorite to a globally competitive luxury hub. This isn't just adding trails, this is doubling the resort's footprint and introducing a level of branded luxury rarely seen outside of Aspen or St. Moritz.

Unlike the organic growth of older neighborhoods, every lift, shop, and residence here is positioned for maximum "ski-in/ski-out" efficiency and modern convenience.

Located directly off US-40, it allows you to bypass the Park City "Old Town" traffic entirely, providing a 40-minute, stoplight-free run from the airport to your front door.

This transformation includes 3,700 new acres of terrain, 10 new lifts (including a 10-passenger heated gondola), and a massive "ski beach" that will redefine après-ski in Utah.

Legacy vs. East Village



Legacy Deer Valley

Established, "Old Money,"
manicured, traditional.

1980s–2000s builds; may require
renovation.

Requires navigating Park City/
Marsac Ave traffic.

Charming base facilities.

Deer Valley East Village

Modern, high-energy, amenity-
dense, sleek.

State-of-the-art new builds

Direct US-40 access; skip the
downtown bottleneck.

World-class "Skier Services" hub;
North America's largest ski beach.

Who's Moving to the East Village?



East Village is attracting a specific profile of buyer: those who want the Deer Valley service but are tired of the maintenance and layout of older mountain homes. Here are a few of the key buyer groups:

- The Tech-Forward Family: You want smart-home integration, EV charging, and high-efficiency builds that legacy mountain homes simply don't offer.
- The Managed-Luxury Investor: You are looking for branded residences (like the Grand Hyatt, Four Seasons, or Aman) where the management handles everything from your grocery stocking to your ski tuning.
- The Long-Game Strategist: You recognize that buying during the "crane phase" (phased development) is where the most significant equity is built.

The Reality of New Developments



Buying in a master-planned village requires a different mindset than buying an established home. Here are some points to keep in mind:

- **Phased Evolution:** While the terrain and several lifts are now open (2025/26 season), the full vision, including the permanent Skier Services building and all retail, will continue to mature through 2027 and beyond.
- **Zoning & Density:** East Village is designed for density and energy. If you want a 10-acre private ranch with no neighbors, look toward Uinta County. If you want to walk out of your lobby and onto a gondola, you are in the right place.
- **Inventory Nuance:** Not all "ski-in/ski-out" is created equal. Some units have true door-to-slope access, while others require a short walk to a village lift. Knowing the difference is the key to resale value.

The East Village Insider Strategy



How to buy smart in Deer Valley's East Village:

- Don't just buy a unit; buy a brand. In a development this size, the brand behind the building (Marcella, Velvaere, etc.) dictates the long-term service level and resale demand.
- Look at the 10-year horizon. This is a legacy hold. As more five-star hotels come online, the "center of gravity" for Park City luxury will shift toward the East.
- Carefully consider the amenities. Many East Village projects come with private club memberships (like the Marcella Club and its Tiger Woods-designed golf course). These memberships often carry more long-term value than the square footage itself.



Your Guide to Deer Valley's East Village

Buying in Deer Valley's East Village should be a surgical process, not a stressful one. I offer Private Buyer Briefings to help you fully understand this unique market and determine if it's the right fit for your lifestyle.



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