

OFFERING MEMORANDUM

SUGAR HOUSE TOWNES

321 E 2100 S,
SALT LAKE CITY UT 84104

LISTED BY

KW SALT LAKE CITY
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01

INVESTMENT OVERVIEW

THE OFFERING

PROPERTY SUMMARY

INVESTMENT HIGHLIGHTS



THE OFFERING

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



INVESTMENT 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

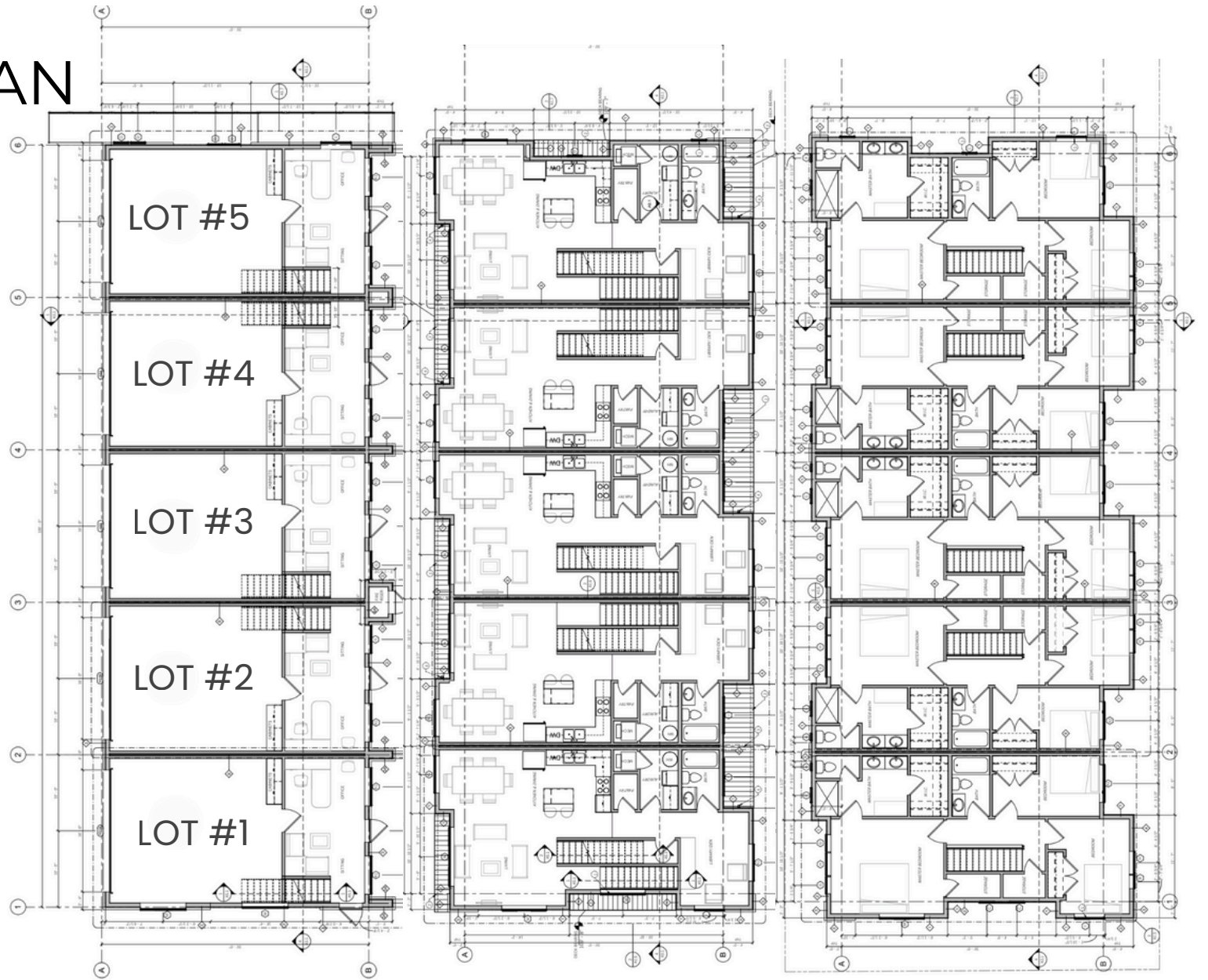


COMPETITIVE PRICE AND
INCENTIVES



QUALITY NEW
CONSTRUCTION LIFESTYLE

SITE PLAN

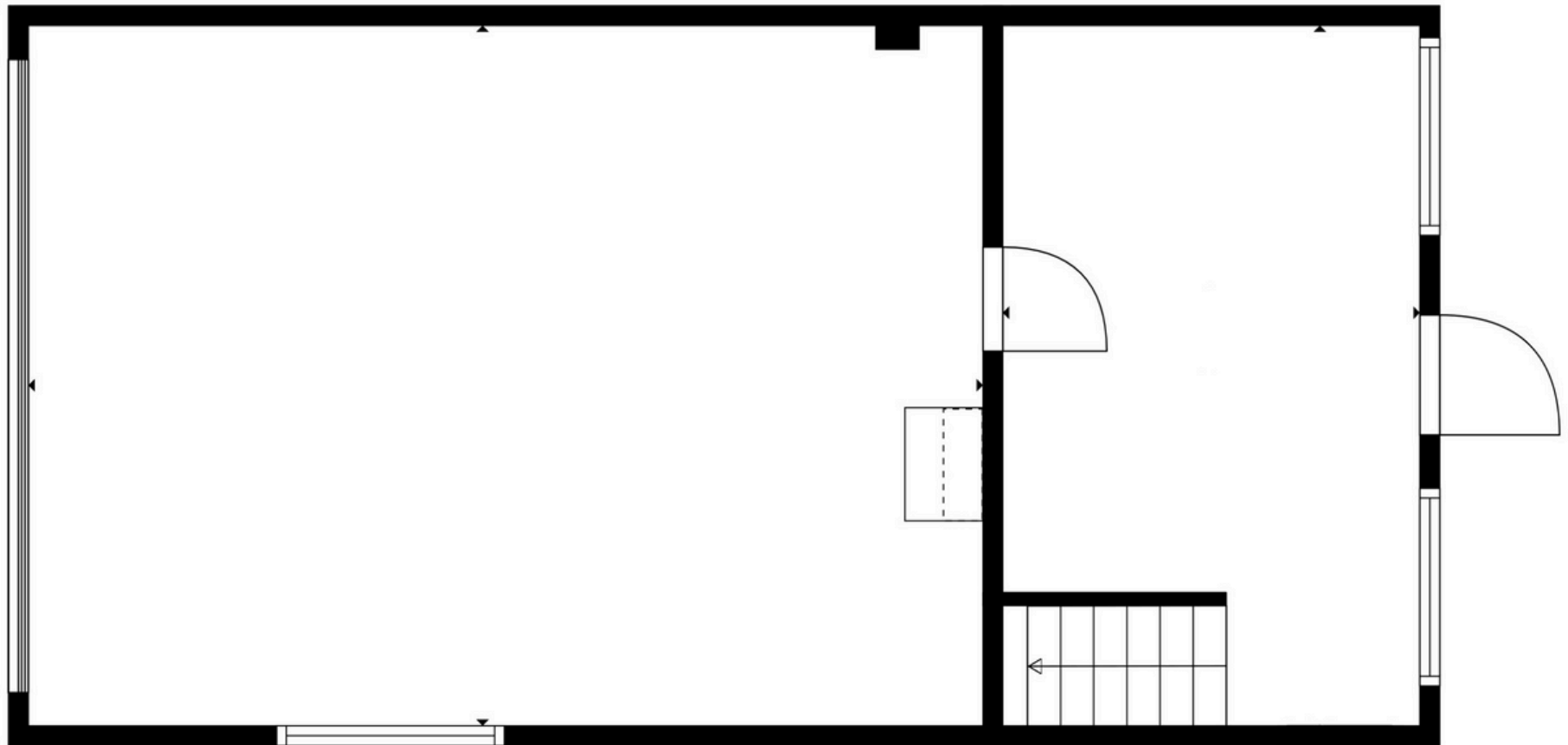


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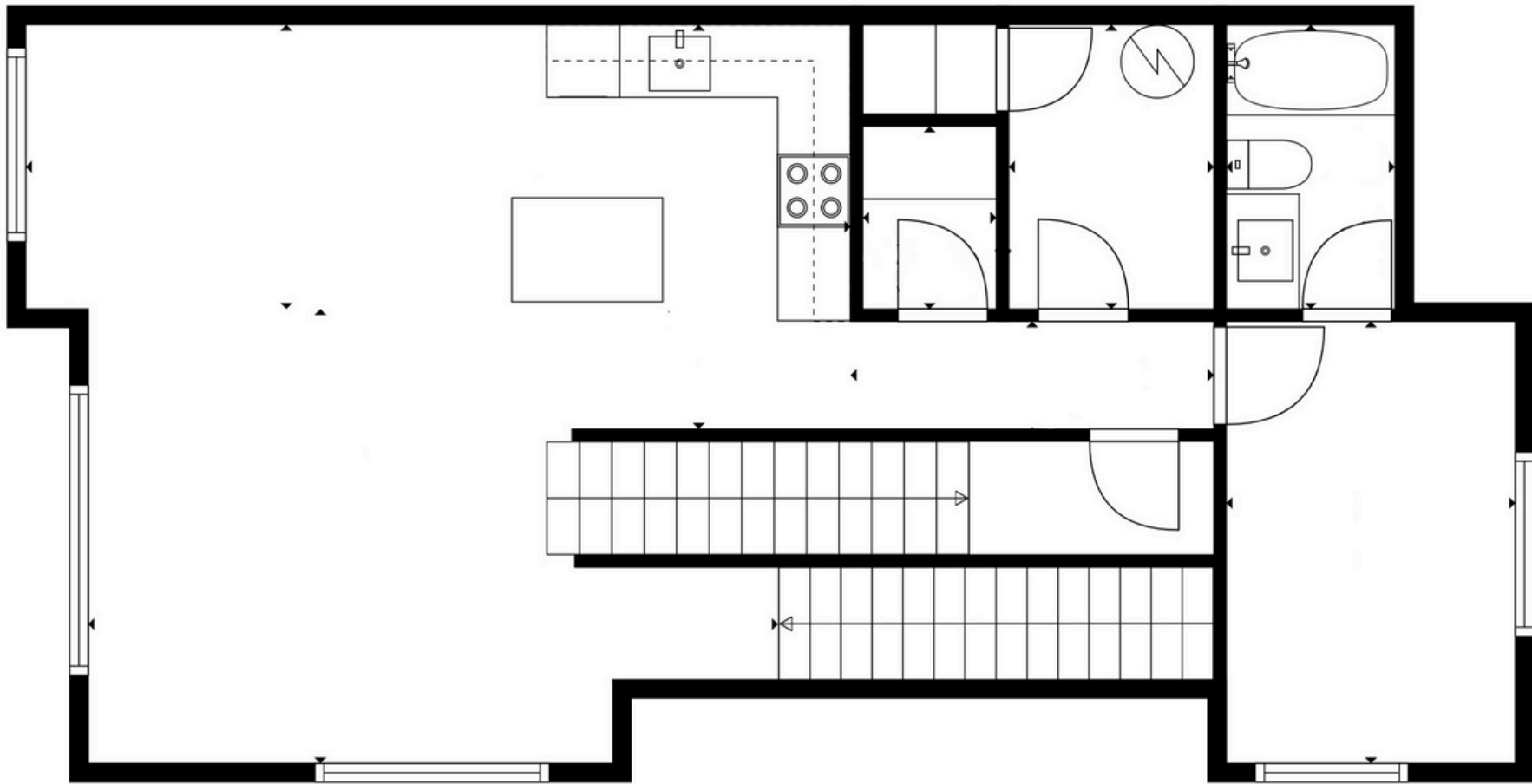
FLOORPLANS



FLOOR PLANS



FLOOR PLANS



FLOOR PLANS



03

PROPERTY PHOTOS





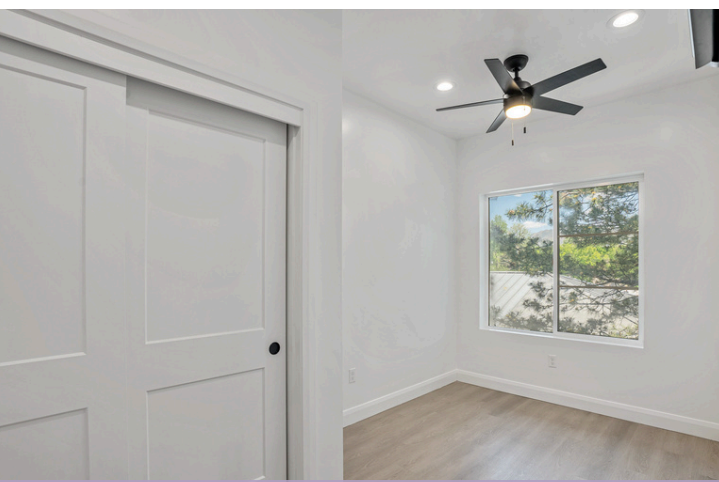
PROPERTY PHOTOS







PROPERTY PHOTOS



PROPERTY PHOTOS



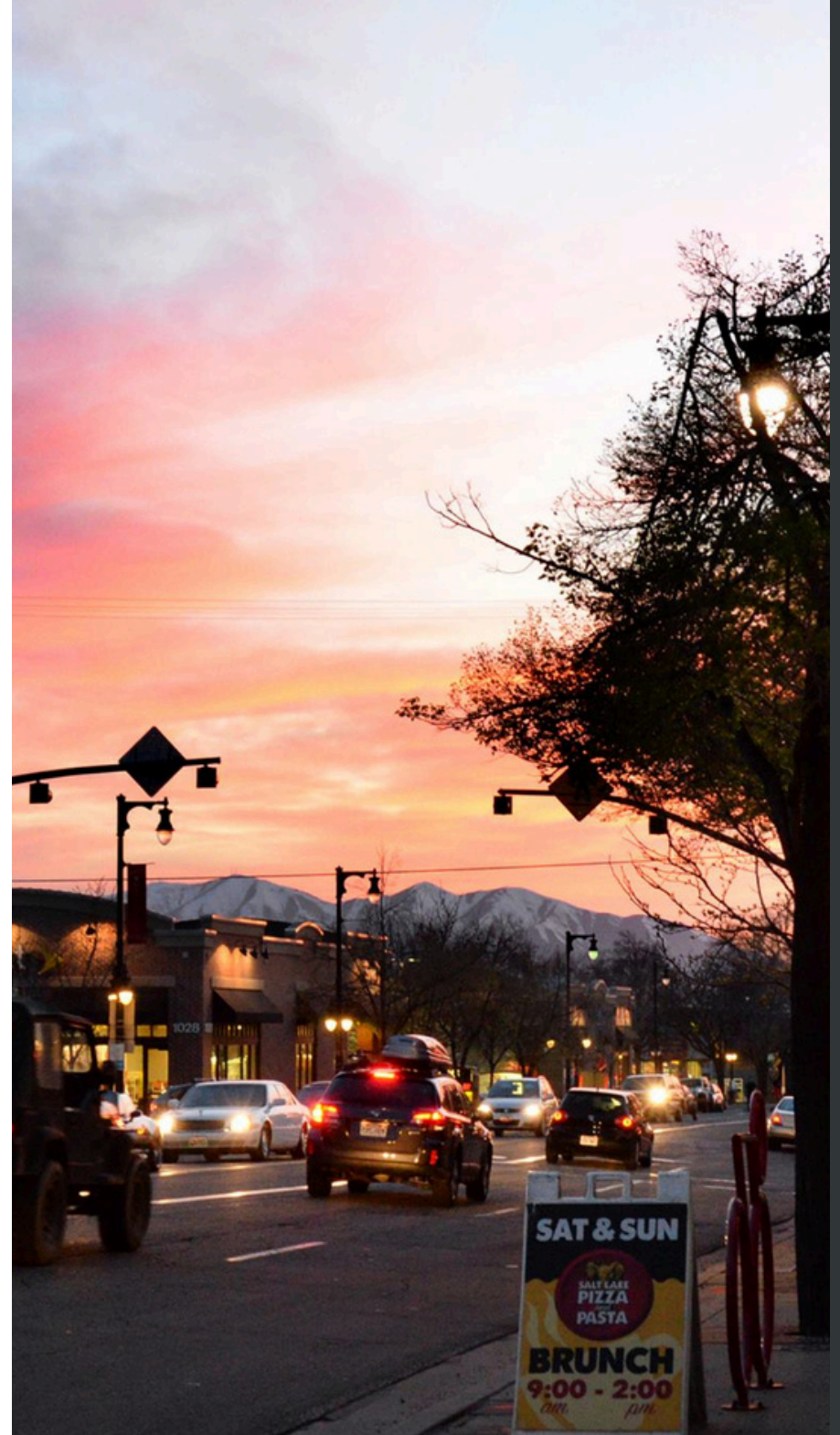
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PROJECTION AND COMPARABLES

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		

NEARBY 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	2-Car 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

NEARBY ALIKE SHORT-TERM LEASE COMPARABLES



SIMPSON AVENUE TOWNHOMES
556 E 2100 S, SALT LAKE CITY, UT 84106

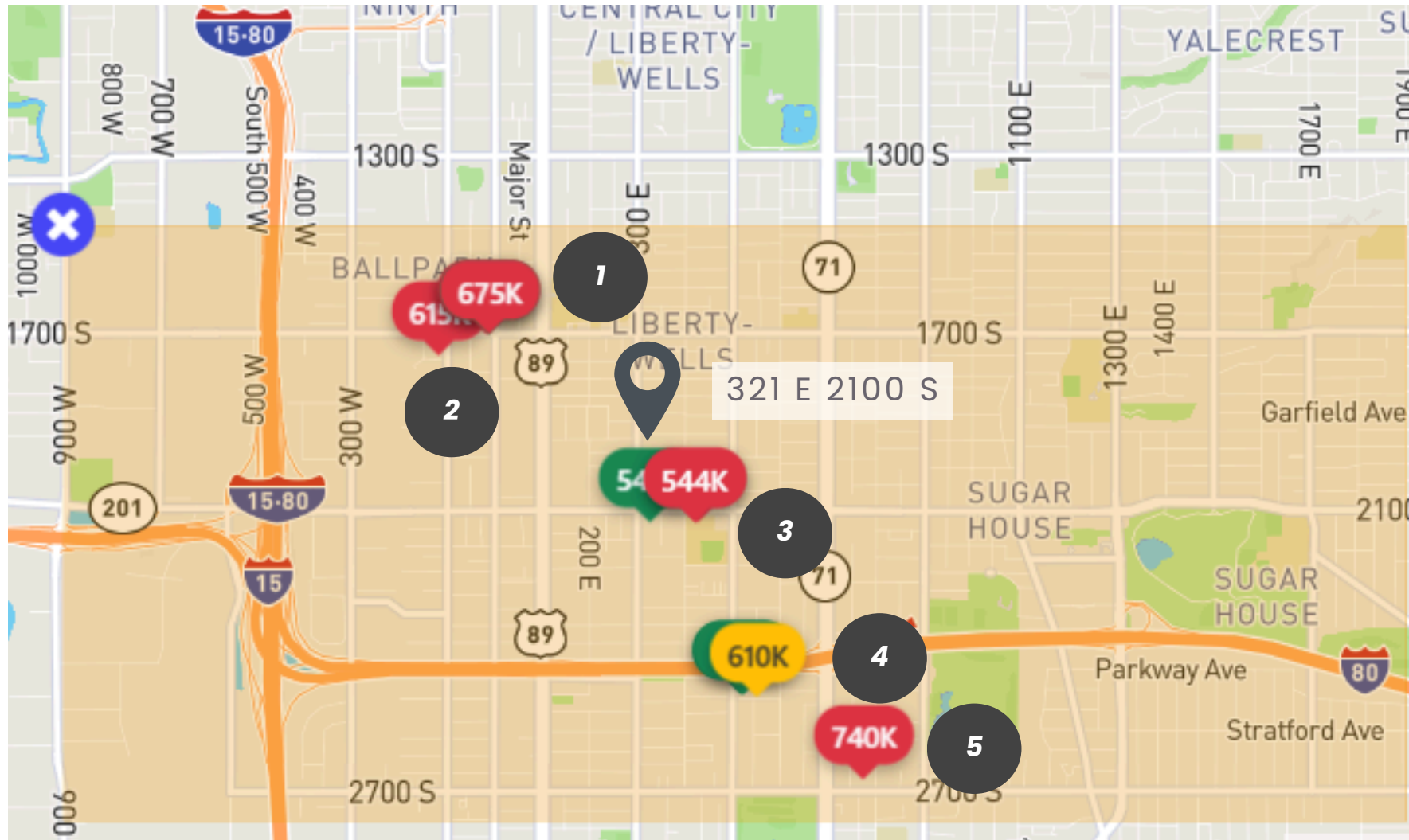


THE REGENCY ON 9TH
1590 W 900 S, SALT LAKE CITY, UT 84105

Sq. Ft.	1,250	04 / 321 E 2100 S SALT LAKE CITY UT 84115
Bed / Bath	4Bed / 3.5Bath	
Nightly	\$240	
Weekly	\$1,450	
Notes	Nearly fully booked for Nov	

Sq. Ft.	1,279
Bed / Bath	4Bed / 2.5Bath
Nightly	\$275
Weekly	\$1,550
Notes	Fully booked

NEARBY ALIKE SALES



	ADDRESS	TYPE	SQ. FT.	BED S	Bat hs	SALE PRICE	\$/s Q. 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	Y	XXX
5	2598 S Christy Creek Ln	Row-mid Townhouse	1,916	3	3	\$740,000	\$386		XX

Avg \$/SQ.FT. **\$352 per/sq.ft.**

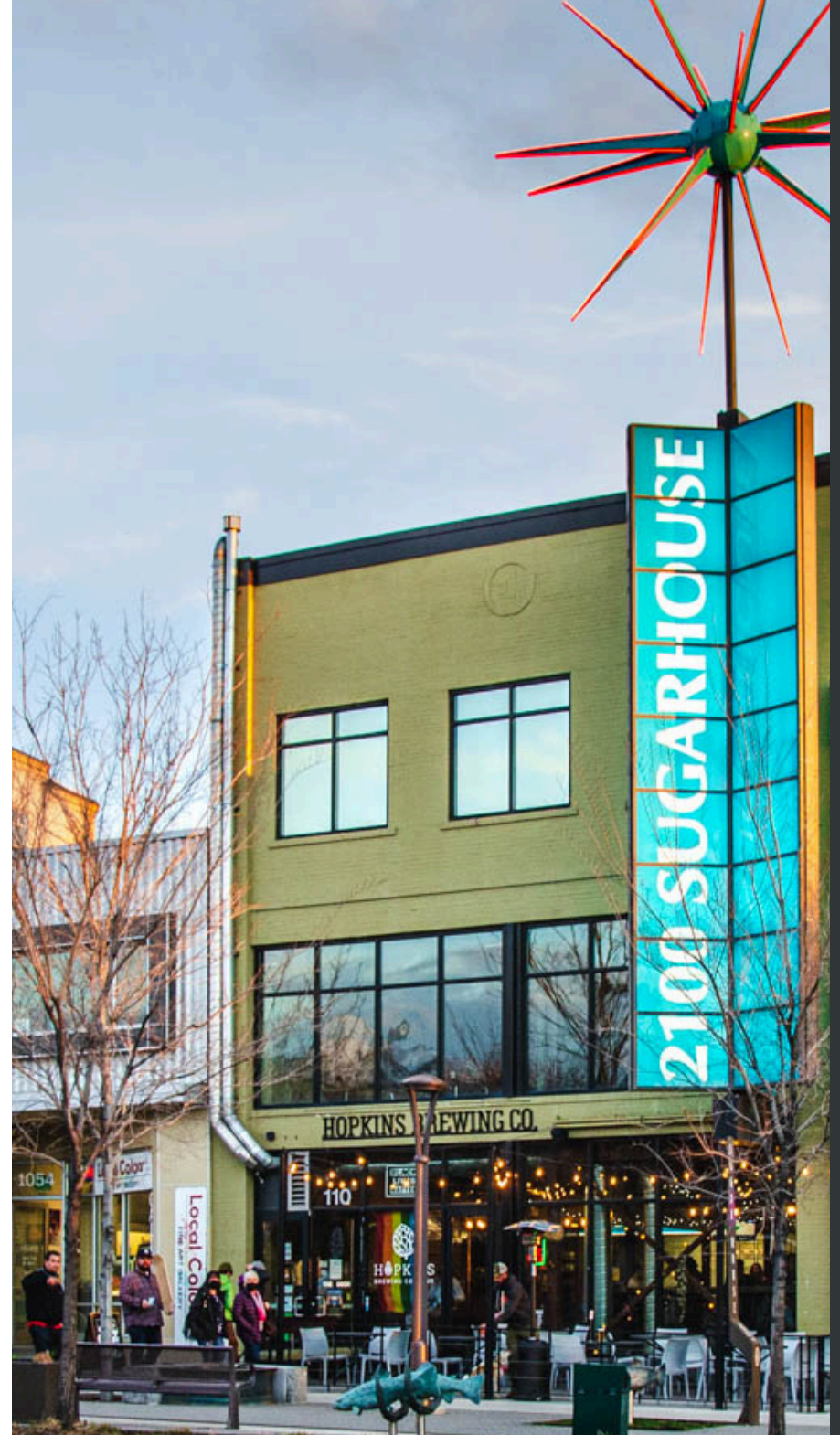
Ask \$/SQ.FT. **\$307 per/sq.ft.**

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SUGAR HOUSE ANALYSIS

NEARBY AMENITIES

DEMOGRAPHICS



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



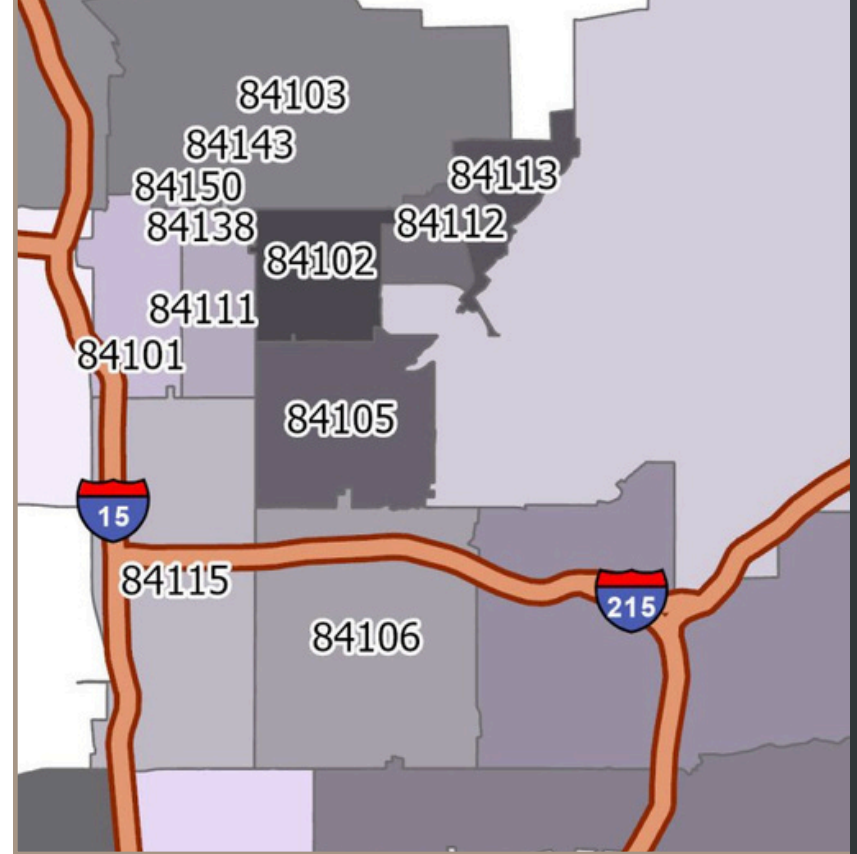
.5% INVENTORY
MEDIAN PERCENT OF AVAILABLE NEW CONSTRUCTION



\$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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