

Provo-Orem-Lehi Is the Next Luxury Hotspot

A national brokerage just made its biggest Utah move—here's why.

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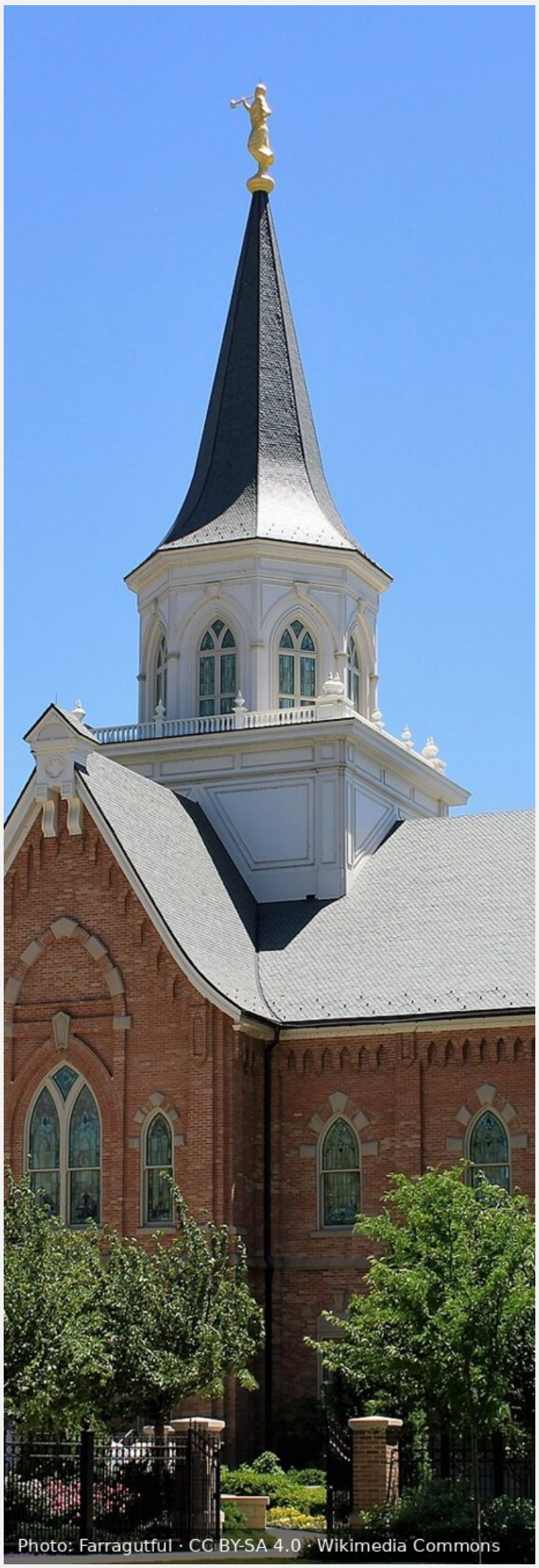
THE DATA

$5 billion

Residential Sales Volume (Park City, UT)

Park City alone generated $5 billion in residential sales over the past 12 months.

This figure underscores the scale of luxury demand in Utah's high-end markets. While Park City is not within the Provo-Orem-Lehi metro, its sales volume reflects a broader trend: Utah's luxury real estate market is not only growing but becoming a national benchmark for high-value transactions.



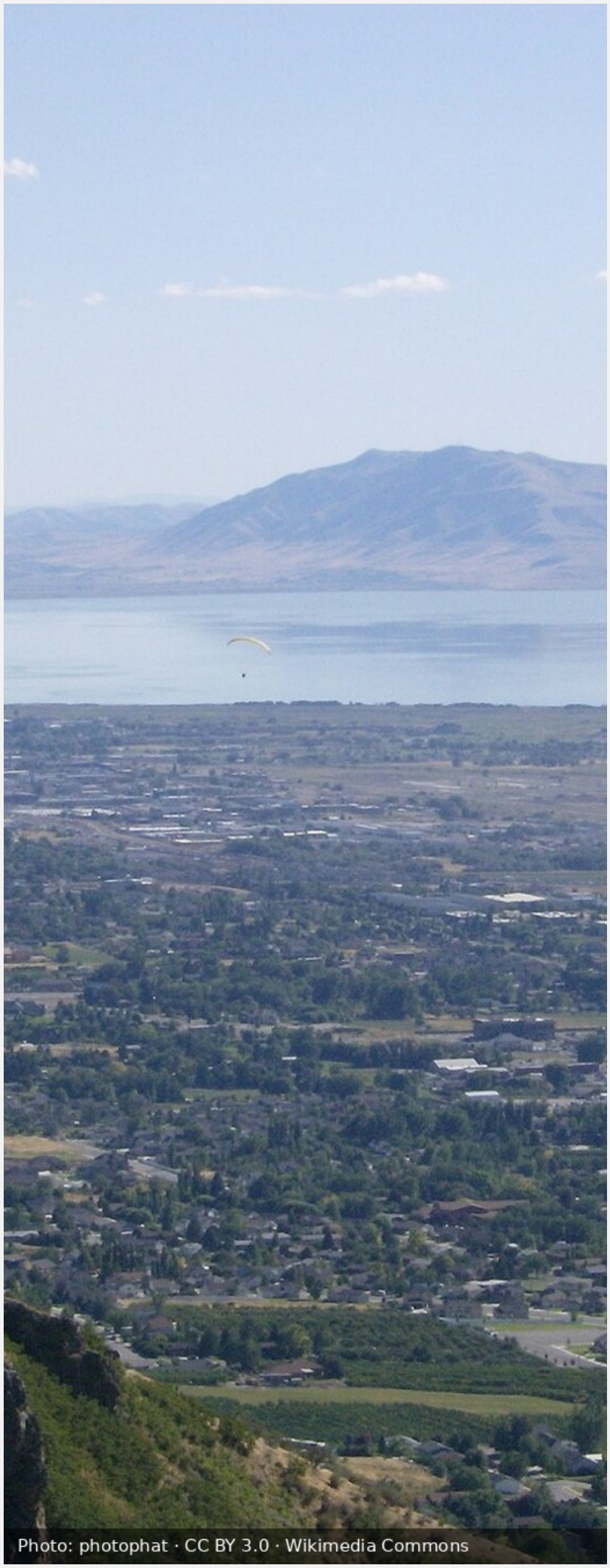
Source: Realtor.com · Published November 10, 2026
https://www.realtor.com/news/trends/ryan-serhant-brokerage-expands-utah-salt-lake-park-city-owning-manhattan/

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Luxury Demand Is Pulling Talent In

The influx of high-net-worth buyers into Utah’s elite markets—evidenced by Park City’s $5 billion sales volume—creates a feedback loop. As luxury demand rises, top-tier agents and firms like SERHANT. are deploying specialized talent to meet it. This isn’t just about housing; it’s about the ecosystem of elite service providers, developers, and advisors that now gravitate toward regions with proven luxury demand, including Provo-Orem-Lehi.

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02

Agents Are the New Infrastructure

SERHANT.'s model relies on agents who close at least $10M annually—proving that in high-value markets, human capital is the primary infrastructure. Provo-Orem-Lehi's future growth isn't just about zoning or construction; it's about attracting and retaining agents with proven performance. The market's ability to draw elite professionals will determine whether it becomes a true luxury destination or remains a secondary player.

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