

# 2026 Southeast Idaho Market Report

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Your Guide to Selling in a Strong Market

**\$385K**

MEDIAN PRICE

**28**

AVG DAYS ON MARKET

**6.2%**

APPRECIATION

**2.5**

MONTHS SUPPLY

**SMITH ROBINSON**

REAL ESTATE TWO70

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# Market Overview

The Southeast Idaho real estate market enters 2026 with strong momentum and favorable conditions for both buyers and sellers. Despite broader economic uncertainty, our region continues to demonstrate resilience and growth driven by population migration, economic development, and the enduring appeal of our community.

Key Metric	Value	Trend
Median Home Price (Idaho Falls Metro)	\$385,000	↑ 6.2% YoY
Year-over-Year Appreciation	6.2%	Stable
Average Days on Market	28 days	↓ 2 days
Inventory Status	Improving	↑ 12% YoY

## Inventory Trend

While inventory remains relatively tight, we're seeing encouraging signs of improvement. As of March 2026, the months of supply sits at approximately 2.5 months — still a seller's market, but with increased options for buyers. This balanced approach creates opportunities for smart sellers to list before the spring rush peaks.

## CHAPTER 02

### **Idaho Falls** Median: **\$385,000**

The heart of Southeast Idaho, Idaho Falls continues to attract young professionals and families. Strong demand across diverse neighborhoods, excellent schools, and robust employment opportunities drive consistent appreciation.

### **Rexburg** Median: **\$365,000**

Home to Brigham Young University-Idaho, Rexburg benefits from the university's growth and the resulting rental market demand. Strong buyer interest from investors and families seeking emerging area appreciation.

### **Ammon** Median: **\$410,000**

Family-oriented Ammon features newer construction and modern amenities. Premium pricing reflects desirable location, quality schools, and strong sense of community. Ideal for move-up buyers and families.

### **Island Park** Median: **\$450,000+**

Island Park commands premium pricing for vacation and investment properties. Mountain scenery, outdoor recreation, and limited inventory support strong demand from second-home buyers and investors.

### **Rigby** Median: **\$340,000**

A growing community with small-town charm just north of Idaho Falls. Affordable entry point with strong schools and quick commute to major employers. Popular with first-time buyers.

### **Shelley** Median: **\$295,000**

The most affordable option in the metro area. Rural character with convenient access to Idaho Falls. Growing interest from buyers seeking value and space.

# Interest Rate Impact

Current mortgage rates remain a critical factor shaping buyer behavior and market dynamics. As of March 2026, interest rates continue to influence purchasing power and affordability metrics across our market.

Loan Type	Current Rate	Impact on \$385K Home
30-Year Fixed	6.8%	\$2,573/month
15-Year Fixed	6.1%	\$3,145/month
7/1 ARM	6.3%	\$2,358/month (initial)

## Buying Power Impact

Each percentage point change in rates affects the monthly payment significantly. At current rates, a buyer with \$100,000 down payment can afford approximately \$575,000 in purchase price compared to \$625,000 at 5.8% rates. Strategic rate timing and lock-in decisions are crucial for buyers.

## What This Means for Sellers

While rates remain elevated by historical standards, they've stabilized. Most economists project modest improvements through late 2026. For sellers, this means buyer pools may expand as confidence builds. For buyers, rate shopping and locking favorable terms remain priority.

**Stabilizing rates = growing buyer pools = strong seller positioning**

List now to capture buyers who've been waiting for rate stability.

# Seller's Market Indicators

## What Makes This a Seller's Market?

At 2.5 months of supply, we remain in seller's market territory (6+ months = buyer's market). This metric —

MONTHS OF SUPPLY

**2.5 months**

Seller advantage persists

MULTIPLE OFFERS

**Frequent**

Premium homes attract 3-5+ offers

PRICE REDUCTIONS

**Declining**

Only 8% of listings require reduction

AVG. DAYS ON MARKET

**28 days**

Well-priced homes sell fast

## Best Time to List

Spring momentum (March–May) drives peak buyer activity. Homes listed in April–May attract the most qualified buyers and command premium pricing. Summer can work for quality properties. Fall sees reduced competition but smaller buyer pools.

# Preparing Your Home to Sell

Strategic preparation separates homes that sell quickly at full price from those that linger. In today's market, first impressions matter tremendously.

## Curb Appeal

Fresh landscaping, power wash, new mailbox

Often 100%+ ROI

## Kitchen Updates

Modern fixtures, fresh paint, updated hardware

60–80% ROI

## Flooring

Refinish hardwood or new carpet

70–85% ROI

## Master Bath Refresh

Updated fixtures, tile refresh

50–70% ROI

## Paint & Lighting

Neutral colors, modern fixtures

75–100% ROI

## Staging & Presentation

Professional staging can increase perceived value by 5–10%. Declutter, neutralize décor, optimize lighting, and create emotional connections. Quality photography and virtual tours are non-negotiable in 2026.

## Pricing Strategy

Data-driven pricing based on comparable sales ensures competitiveness. Homes priced correctly in the first week attract serious buyers and often sell faster at higher prices than overpriced homes later reduced.

# Why Smith Robinson Two70

Selling a home is one of the largest financial transactions you'll make. Our team combines market expertise.

## 1,000+ Homes Sold

Proven track record of successful transactions across Southeast Idaho, delivering results for sellers at all price points.

## In-House Cinematic Media Production

Professional-grade 4K video, drone photography, and lifestyle imagery produced by our award-winning creative team — not outsourced.

## 1M+ Monthly Content Views

Our listings reach massive digital audiences through our proprietary platform and strategic partnerships across social media and real estate portals.

## Concierge-Level Client Experience

Dedicated support from listing to closing. We handle inspections, appraisals, and complex negotiations so you can focus on your next chapter.

## Client Portal Technology

Real-time access to offers, showings, market analytics, and closing documents through our secure, intuitive portal.

Whether you're a first-time seller or experienced investor, our team provides the strategic guidance, marketing muscle, and personal attention needed to achieve your real estate goals.

# Ready to Sell?

Let's discuss your home's potential and develop a customized marketing strategy to maximize your sale price and timeline.

## SMITH ROBINSON REAL ESTATE TWO70

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**GET YOUR FREE HOME VALUATION**

This report contains market data as of March 2026. Rates, inventory, and market conditions are subject to change.  
Consult with your real estate advisor for the most current information relevant to your situation.

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