

# 2026 Southeast Idaho Market Report

Your Guide to Selling in a Strong Market

**\$365K**

MEDIAN PRICE

**55**

AVG DAYS ON MARKET

**3-5%**

APPRECIATION

**3.5**

MONTHS SUPPLY

Sources: Redfin (Mar 2026), Idaho Association of Realtors Q1 2026, Snake River Regional MLS

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# Market Overview

The Southeast Idaho real estate market enters Q2 2026 with steady momentum and favorable conditions for sellers. Despite broader economic uncertainty, our region continues to demonstrate resilience driven by population migration, economic development, and the enduring appeal of our community.

Key Metric	Value	Trend
Median Home Price (Idaho Falls Metro)	\$365,000	+3-5% YoY
Year-over-Year Appreciation	3-5%	Steady
Average Days on Market	55 days	Moderate
Inventory Status	Improving	+15% YoY

## Inventory Trend

While inventory remains relatively tight, we're seeing encouraging signs of improvement. As of early 2026, the months of supply sits at approximately 3.5 months — still favoring sellers, but with increased options for buyers compared to the 2021–2022 peak. This balanced approach creates opportunities for smart sellers to list before the spring rush peaks.

Sources: Redfin (Q1 2026), Snake River Regional MLS, Idaho Association of Realtors

# City-by-City Breakdown

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**Idaho Falls** Median: \$365,000

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: \$285,000

Home to Brigham Young University-Idaho, Rexburg benefits from the university's growth and strong rental market demand. An affordable entry point ideal for investors and young families seeking emerging area appreciation.

**Ammon** Median: \$430,000

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

**Island Park** Median: \$350,000+

Island Park commands diverse pricing for vacation and investment properties. 30 minutes from Yellowstone's west entrance. Mountain scenery, outdoor recreation, and limited inventory support strong demand from second-home buyers. Prices vary widely by property type.

**Rigby** Median: \$380,000

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 and young families.

**Shelley** Median: \$340,000

One of the more affordable options in the metro area. Rural character with convenient access to Idaho Falls. Growing interest from buyers seeking value and space without sacrificing commute times.

Sources: Redfin, Zillow ZHVI, Snake River Regional MLS (Jan-Mar 2026)

# Interest Rate Impact

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

Loan Type	Current Rate	Monthly P&I (\$292K loan*)
30-Year Fixed	6.5%	\$1,846/month
15-Year Fixed	5.8%	\$2,436/month
7/1 ARM	6.0%	\$1,751/month (initial)

\*Based on \$365K median home price with 20% down payment (\$292K loan). Principal & interest only — does not include taxes, insurance, or PMI. Rates from Freddie Mac PMMS, April 2026.

## 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 \$565,000 in purchase price compared to \$620,000 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 in the mid-6% range. 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 have been waiting for rate stability.

Sources: Freddie Mac PMMS (Apr 2, 2026), Bankrate.com

# Seller's Market Indicators

## What Makes This a Seller's Market?

At approximately 3.5 months of supply, we remain in seller-favorable territory (6+ months = buyer's market). This metric — combined with steady appreciation and stabilizing rates — means well-priced, well-presented homes continue to attract strong buyer interest.

MONTHS OF SUPPLY

**3.5 months**

Seller advantage persists

MULTIPLE OFFERS

**Common**

Premium homes attract 2-4+ offers

PRICE REDUCTIONS

**Declining**

Only 10% of listings require reduction

AVG. DAYS ON MARKET

**55 days**

Well-priced homes sell faster

## 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.

Sources: Snake River Regional MLS, Idaho Association of Realtors Q1 2026

# 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.

<b>Curb Appeal</b> Fresh landscaping, power wash, new mailbox	<b>Often 100%+ ROI</b>
<b>Kitchen Updates</b> Modern fixtures, fresh paint, updated hardware	<b>60-80% ROI</b>
<b>Flooring</b> Refinish hardwood or new carpet	<b>70-85% ROI</b>
<b>Master Bath Refresh</b> Updated fixtures, tile refresh	<b>50-70% ROI</b>
<b>Paint &amp; Lighting</b> Neutral colors, modern fixtures	<b>75-100% ROI</b>

## Staging & Presentation

Professional staging can increase perceived value by 5-10%. Declutter, neutralize decor, 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.

Sources: National Association of Realtors 2025 Profile of Home Staging, HomeAdvisor ROI Guide

# Why Smith Robinson Two70

Selling a home is one of the largest financial transactions you'll make. Our team combines market expertise, cutting-edge marketing, and personal attention to maximize your results.

## 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.

# Sources & Methodology

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All market data in this report is sourced from reputable, publicly available databases. We believe in transparency — here's where our numbers come from.

## Market Data & Home Prices

- Redfin Housing Market Data — [redfin.com](https://www.redfin.com) (Idaho Falls, Ammon, Rexburg, Jan-Mar 2026)
- Zillow Home Value Index (ZHVI) — [zillow.com/research](https://www.zillow.com/research) (SE Idaho metro, Q1 2026)
- Snake River Regional MLS — active and sold listing data (accessed Mar 2026)
- Idaho Association of Realtors — Q1 2026 Market Report

## Mortgage Rates

- Freddie Mac Primary Mortgage Market Survey (PMMS) — [freddiemac.com/pmms](https://www.freddiemac.com/pmms) (Apr 2, 2026)
- Note: Rates are national averages. Your actual rate depends on credit score, loan type, and lender.

## Home Improvement ROI

- National Association of Realtors — 2025 Remodeling Impact Report
- HomeAdvisor — Cost vs. Value Report 2025-2026 (Mountain West region)

## Employment & Economic Data

- Idaho National Laboratory — [inl.gov/about-inl](https://inl.gov/about-inl) (workforce figures, 2026)
- Idaho Department of Labor — [labor.idaho.gov](https://labor.idaho.gov) (regional employment trends)

*Market data is current as of Q1 2026 and is subject to change. This report is updated quarterly. For the most current data, contact our team or visit [srtwo70.com](https://srtwo70.com).*

# Ready to Sell?

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

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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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