



Laft Launches in Salt Lake City, Bringing a New Way to Discover Homes in Utah

Personalized home discovery platform expands into Utah as Salt Lake City continues to attract a new generation of homebuyers.

SALT LAKE CITY, UT, UNITED STATES, August 10, 2026 /EINPresswire.com/ -- Laft, the

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personalized home discovery platform changing how people find homes online, today announced its official launch in Salt Lake City, bringing its swipe-based home search experience to Utah for the first time.

The expansion brings Laft into a market shaped by a combination of rapid growth, distinct neighborhoods, access to the outdoors, and homebuyers whose decisions can extend far beyond traditional criteria like bedrooms, bathrooms, and price.

From downtown Salt Lake City and Sugar House to

communities throughout the Wasatch Front, choosing where to live can mean balancing commute, neighborhood character, architecture, access to the mountains, outdoor space, and lifestyle. Laft is designed to learn those preferences rather than requiring buyers to translate all of them into a list of search filters.

“Salt Lake City stood out to us because where you live here is so closely connected to how you want to live,” said Shane Thompson, Marketing Director of Laft. “Two homes can look nearly identical on paper and offer completely different experiences. We built Laft to understand the preferences that are difficult to capture in a traditional home search and use them to help people discover homes they might otherwise never find.”

Home Search That Learns What Utah Buyers Actually Like

Instead of starting with a long list of filters, Laft lets buyers discover real homes through an intuitive, swipe-based experience. Every interaction teaches the platform more about what that individual buyer is drawn to.

As buyers swipe, Laft begins identifying patterns across the homes they like and dislike. That

can include everything from architectural style and interior finishes to layouts, natural light, outdoor spaces, and other visual characteristics that traditional search criteria struggle to capture.

For a market as varied as Salt Lake City and the surrounding area, that personalization can help buyers navigate choices that are often difficult to put into words.

Giving Salt Lake City Agents a Better View of Their Buyers

The Utah launch also introduces Lauft's agent platform to real estate professionals across the Salt Lake City market.

Agents can use Lauft to see how their clients are interacting with homes in real time, giving them insight into preferences that buyers may not explicitly communicate. Rather than relying only on a client's initial criteria, agents can learn from the homes their clients actually respond to and use that information to make more relevant recommendations.

Local agents can also use Lauft to connect with new buyers searching in the market, while bringing their existing clients onto the platform for a more collaborative home search.

"Utah has a strong real estate community, and we think the best technology should make agents more informed and more valuable to their clients," said Thompson. "Lauft gives agents another layer of understanding. It helps them see not just what a buyer says they want, but what they're consistently showing us they want."

Utah Becomes Lauft's Newest Market

The Salt Lake City launch continues Lauft's expansion into growing U.S. housing markets and marks the company's first entry into Utah.

For Lauft, Salt Lake City represents the type of market where personalized discovery can be especially valuable. Buyers can be choosing between an urban neighborhood, an established residential community, or a home closer to the mountains, often while weighing lifestyle considerations that cannot be represented by a few checkboxes.

With its Utah launch, Lauft aims to give those buyers a home search that adapts to them.

Lauft is now [available for buyers](#) searching for homes across the Salt Lake City market. Local real estate agents can also join the platform and begin connecting with buyers and using Lauft's agent tools.

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