



# Housing Market Potential

Regional Growth Strategy For Northwest Arkansas

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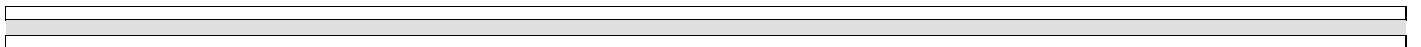
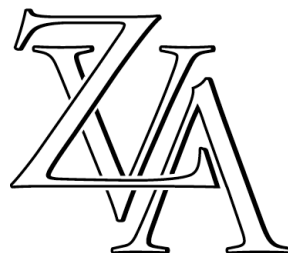
AN ANALYSIS  
of  
RESIDENTIAL MARKET POTENTIAL

for  
The Northwest Arkansas Region

Benton and Washington Counties, Arkansas

May, 2025

Conducted by  
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Residential Market Analysis Across the Urban-to-Rural Transect

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Residential Market Analysis Across the Urban-to-Rural Transect

## AN ANALYSIS OF RESIDENTIAL MARKET POTENTIAL

The Northwest Arkansas Region  
*Benton and Washington Counties, Arkansas*

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### INTRODUCTION

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The analysis to determine the market potential for new and existing housing units within the Northwest Arkansas region included: delineation of the draw areas; determination of the depth of the potential market for new housing in the region; determination of the target households; the target residential mix corresponding to the housing preferences of the target households; and the optimum market position for new residential units in the region.

For the purposes of this analysis, the Northwest Arkansas region covers Benton and Washington counties.

The extent and characteristics of the potential market for new housing units that could be developed within the Northwest Arkansas region were identified using Zimmerman/Volk Associates' proprietary target market methodology. This methodology was developed in response to the challenges that are inherent in the application of conventional supply/demand analysis to housing development and redevelopment. Supply/demand analysis ignores the potential impact of newly-introduced housing supply on settlement patterns, which can be substantial when housing choices in the market are increased with new housing types that match the housing preferences and economic capabilities of the draw area households.

In contrast to conventional supply/demand analysis, which is typically limited by supply-side dynamics and baseline demographic projection, target market analysis determines the depth and breadth of the potential market derived from the housing preferences and socio-economic characteristics of households in the defined draw areas. Because it considers not only basic demographic characteristics,

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such as income qualification and age, but also less frequently analyzed attributes such as lifestage, mobility rates, lifestyle patterns and household compatibility issues, the target market methodology is particularly effective in defining a realistic housing potential for urban development and redevelopment where often no directly-comparable properties exist.

Based on the target market methodology, then, this analysis examined the following:

- Where the potential buyers for new and existing housing units in the Northwest Arkansas region are likely to move from (the draw areas);
- How many households are likely to move within or to the region if appropriate housing units were available (depth and breadth of the market);
- Who they are and what they are like (the target markets);
- What their housing preferences are in aggregate and what is their range of affordability (rental or ownership, multi-family or single-family; income distribution);
- What the rents and prices are of new units that could be developed within the region that correspond to target household financial capabilities (optimum market position); and
- How quickly they will lease or purchase the new units (absorption forecasts).

## SUMMARY OF FINDINGS

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### —DEMOGRAPHICS IN THE REGION—

Base data sourced from Claritas, Inc.—a national provider of geo-demographic and market segmentation data—and the Decennial Census of 2010 and 2020 were compiled for each of the municipalities in the region, the two counties, as well as the region as a whole, and are detailed on Table 1, following this text. Additional data concerning population and household migration and mobility are sourced from the most recent American Community Survey 1-year estimates and the Internal Revenue Service’s tax return data. By 2030, Claritas projects that the region will grow by nine percent, or approximately 20,000 households, from the current 2025 estimates.

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—THE MARKET CONTEXT—

Summary rental property information is provided in tabular form on Table 2, Summary of Selected Rental Properties Built Since 2020, following the text.

Redfin’s Walk Score has been included with each property listing. Although Walk Score measures only distance, and metrics such as intersection density and block lengths to grade the walkability of a specific address or neighborhood, it has grown in importance as a value criterion. Walk Scores above 90 indicate a “Walker’s Paradise,” where daily errands do not require a car. Walk Scores between 70 and 90 are considered to be very walkable, where most errands can be accomplished on foot, and Walk Scores between 50 and 69 are regarded as somewhat walkable, where some errands can be accomplished on foot. Walk Scores below 50 indicate that most or almost all errands require an automobile.

Table 3 provides pricing and unit sizes and configuration information for several newly built multi-family and single-family attached for-sale listings as of March 2025. Table 4 summarizes a selection of newly constructed single-family detached houses available as of March 2025.

—THE DRAW AREAS—

Analysis of migration, mobility, demographic and lifestyle characteristics of households currently living within defined draw areas is integral to the determination of the depth and breadth of the potential market for new housing within the Northwest Arkansas region.

Taxpayer migration data obtained from the Internal Revenue Service provide the framework for the delineation of the draw areas—the principal counties of origin for households that are likely to move within or to the two counties of the Northwest Arkansas region. These data are maintained at the county and “county equivalent” level by the Internal Revenue Service (IRS) and provide a clear representation of mobility patterns. The IRS migration data have been supplemented by migration and mobility data for each of the counties from the 2023 American Community Survey (ACS), which also measures population mobility.

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Nationally, over the past several years, there has been a considerable increase in mobility. Based on the ACS data, the Northwest Arkansas Region—where 12.7 percent of the region’s population either moved within or to the region between 2022 and 2023—has a mobility rate slightly higher than the national rate of 12.1 percent.

Based on the IRS migration data for each of the counties of the region, then, the draw areas for the Northwest Arkansas region have been delineated as follows:

- The Benton County draw area covering households who currently live in Benton County, Arkansas with the potential to move within that same county.
- The Washington County draw area covering households who currently live in Washington County, Arkansas with the potential to move within that same county.
- The intra-regional draw area: covering households who currently live in Benton or Washington counties with the potential to move across county borders within the region.
- The adjacent draw area covering households with the potential to move to the Northwest Arkansas region from Sebastian, Madison, Carroll, and Crawford counties, Arkansas; Delaware County, Oklahoma; and McDonald County, Missouri.
- The metropolitan draw area covering households with the potential to move to the Northwest Arkansas region from Pulaski and Faulkner, Arkansas; Dallas County, Texas; Los Angeles County, California; Tulsa County, Oklahoma; and Maricopa County, Arizona.
- The national draw area: covering households with the potential to move to the Northwest Arkansas region from all other U.S. counties.

The distribution of the draw areas as a percentage of the annual potential market for new and existing housing units in the Northwest Arkansas region is shown on the table on the following page.

Annual Average Market Potential by Draw Area  
*The Northwest Arkansas Region*

Benton County Draw Area:	21.6%
Washington County Draw Area:	25.1%
Intra-Regional Draw Area:	13.7%
Adjacent Counties Draw Area:	3.8%
Metropolitan Counties Draw Area:	4.3%
Balance of the U.S.:	<u>31.5%</u>
Total:	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2025.

—AVERAGE ANNUAL MARKET POTENTIAL FOR THE NORTHWEST ARKANSAS REGION—

As determined by the target market methodology, which accounts for household mobility within each of the two counties, as well as migration and mobility patterns for households currently living in all other counties, an annual average of 34,545 households represent the potential market for new and existing housing units within the Northwest Arkansas Region each year over the next five years.

The tenure and housing preferences of those 34,545 draw area households, derived from a combination of Claritas’ market segmentation data, American Community Survey data, and Census data, are shown on the following table (*see also* Table 5 *following the text*):

Average Annual Market Potential by Tenure/Housing Type Propensities  
*The Northwest Arkansas Region*

HOUSING TYPE	NUMBER OF HOUSEHOLDS	PERCENT OF TOTAL
Multi-family for-rent (lofts/apartments, leaseholder)	17,135	49.6%
Multi-family for-sale (lofts/apartments, condo/co-op ownership)	2,629	7.6%
Single-family attached for-sale (townhouses/live-work, fee-simple/ condominium ownership)	3,594	10.4%
Single-family detached for-sale (houses, fee-simple ownership)	<u>11,187</u>	<u>32.4%</u>
Total	34,545	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2025.

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The income distributions used here are from the U.S. Department of Housing and Urban Development (HUD) since they are the benchmark numbers in common usage for determining housing affordability. The 34,545 households that represent the potential market for new and existing rental and for-sale housing units in the Northwest Arkansas region have therefore been segmented by income, based on the lowest median family income (AMI) for a family of four for a county within the region, which, as determined by HUD in 2024, was \$94,400 in Benton and Washington counties, as shown on the following table. (Since the initial analysis was completed, HUD released the 2025 calculations for the region. The AMI for a family of four increased to \$101,800.)

Fiscal Year 2024 Income Limits  
*Benton and Washinton counties, Arkansas*

NUMBER OF PERSONS IN HOUSEHOLD	EXTREMELY LOW 30% OF MEDIAN	VERY LOW 50% OF MEDIAN	LOW 80% OF MEDIAN
One	\$19,850	\$33,050	\$52,850
Two	\$22,650	\$37,800	\$60,400
Three	\$25,820	\$42,500	\$67,950
Four	\$31,200	\$47,200	\$75,500
Five	\$36,580	\$51,000	\$81,550
Six	\$41,960	\$54,800	\$87,600
Seven	\$47,340	\$58,550	\$93,650
Eight	\$52,720	\$62,350	\$99,700

SOURCE: U.S. Department of Housing and Urban Development.

The incomes of households at 60 and 100 percent AMI for Benton and Washington counties are shown on the following table:

Additional Income Limits  
*Benton and Washington Counties, Arkansas*

NUMBER OF PERSONS IN HOUSEHOLD	60% OF MEDIAN	100% OF MEDIAN
One	\$33,150	\$66,100
Two	\$37,900	\$75,550
Three	\$42,650	\$85,000
Four	\$47,350	\$94,400
Five	\$51,150	\$102,000
Six	\$54,950	\$109,550
Seven	\$58,750	\$117,100
Eight	\$62,550	\$124,650

SOURCE: Zimmerman/Volk Associates, Inc., 2025.

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The segmentation by income of the 34,545 target households, derived from the HUD income limits for Benton and Washington Counties and combined with their tenure and housing type propensities, are detailed on the table on the following page.

**Tenure/Housing Type Propensities by Income**  
**Annual Average Market Potential for New and Existing Housing Units**  
*The Northwest Arkansas Region*

HOUSING TYPE	..... HOUSEHOLDS .....	
	NUMBER	PERCENT
<b>Multi-family for-rent</b> (lofts/apartments)		
< 30% AMI	3,525	10.2%
30% to 60% AMI	3,775	10.9%
60% to 80% AMI	2,211	6.4%
80% to 100% AMI	1,700	4.9%
> 100% AMI	<u>5,924</u>	<u>17.2%</u>
Multi-family for-rent total	17,135	49.6%
<b>Multi-family for-sale</b> (lofts/apartments, condo/co-op ownership)		
< 30% AMI	467	1.3%
30% to 60% AMI	538	1.6%
60% to 80% AMI	335	1.0%
80% to 100% AMI	270	0.8%
> 100% AMI	<u>1,019</u>	<u>2.9%</u>
Multi-family for-sale total	2,629	7.6%
<b>Single-family attached for-sale</b> (townhouses, fee-simple ownership)		
< 30% AMI	609	1.8%
30% to 60% AMI	725	2.1%
60% to 80% AMI	459	1.3%
80% to 100% AMI	375	1.1%
> 100% AMI	<u>1,426</u>	<u>4.1%</u>
Single-family attached for-sale total	3,594	10.4%
<b>Single-family detached for-sale</b> (urban houses, fee-simple ownership)		
< 30% AMI	1,432	4.2%
30% to 60% AMI	1,873	5.4%
60% to 80% AMI	1,324	3.8%
80% to 100% AMI	1,180	3.4%
> 100% AMI	<u>5,378</u>	<u>15.6%</u>
Single-family detached for-sale total	11,187	32.4%
<b>Grand Total</b>	34,545	100.0%

NOTE: For fiscal year 2024, the median family income for a family of four in the region is \$94,400, the benchmark for calculating the income limits which are being utilized in this analysis.

SOURCE: Zimmerman/Volk Associates, Inc., 2025.

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Summarizing the incomes and financial capabilities of the 34,545 target households, then, 17.5 percent (6,033 households) have incomes below 30 percent of the AMI; 20 percent (6,911 households) between 30 and 60 percent AMI; 12.5 percent (4,329 households) between 60 and 80 percent AMI; 10.2 percent (3,525 households) between 80 and 100 percent AMI; and 39.8 percent (13,747 households) above 100 percent AMI.

—TARGET MARKETS—

As determined by the target market analysis, then, the general market segments, by lifestage and housing type, that represent the potential market for new and existing housing units in the Northwest Arkansas region include (*see also* Table 6 *following the text*):

- Younger singles and childless couples—42 percent;
- Traditional and non-traditional family households—40.8 percent; and
- Empty nesters and retirees—17.2 percent.

At 42 percent, younger singles and couples make up the largest share of the market for new and existing housing units in the Northwest Arkansas region.

Just over 22 percent of younger households have incomes below 30 percent AMI, over 23 percent between 30 and 60 percent AMI, 12.7 percent between 60 and 80 percent AMI, 9.7 percent between 80 and 100 percent AMI, and 32.4 percent at 100 percent AMI and higher. The incomes of younger singles and couples' households generally range from less than \$21,400 per year (below 30 percent AMI for a single-person household) to \$81,450 per year or more (above 100 percent AMI for a two-person household).

An estimated 13 percent of younger singles and couples households would be moving within Benton County; 32.6 percent would be moving within Washington County; 13.5 percent would be moving from one county to another county within the Northwest Arkansas region; only four percent would be moving from adjacent draw area counties; 5.3 percent from metro draw area counties; the remaining 31.6 percent would be moving to the region from elsewhere in the country.

An estimated 40.8 percent of the market is composed of traditional and non-traditional families.

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An estimated 14.6 percent of the family households have incomes below 30 percent AMI, 18.5 percent have incomes ranging between 30 and 60 percent AMI, 13.3 percent earn between 60 and 80 percent of the AMI, 10.8 percent earn between 80 and 100 percent AMI, and the remaining 42.7 percent have annual incomes of 100 percent of the AMI and up. The incomes of traditional and non-traditional families generally range from less than \$27,500 per year (below 30 percent AMI for a three-person household) to \$109,950 per year or more (above 100 percent AMI for a five-person household).

Just over 32 percent of the families three- and five-person households that represent the potential market for new and existing housing units in the Northwest Arkansas region would be moving from one unit to another within Benton County; another 22.4 percent would be moving within Washington County; 15.2 percent would be moving from one county to another within the region; just under three percent would be moving to one of the two counties in the region from Sebastian, Madison, or Carroll counties, Arkansas, Delaware County, Oklahoma, or McDonald County, Missouri; 3.4 percent would be moving from a metro draw area county (Pulaski or Faulkner counties, Arkansas, Dallas County, Texas, Los Angeles County, California, Tulsa County, Oklahoma, or Maricopa County, Arizona); and just under 26 percent would be moving from elsewhere in the country.

The smallest general market segment consists of older households (empty nesters and retirees) who account for 17.2 percent of the market for new and existing housing units in the Northwest Arkansas region.

In general, older singles and couples have higher incomes than family households. Just 12.7 percent have incomes that fall below 30 percent AMI, just under 16 percent between 30 and 60 percent AMI, 10.3 percent between 60 and 80 percent AMI, an estimated 10 percent between 80 and 100 percent AMI, and the remaining 51 percent earn more than 100 percent of the AMI.

Just over 22 percent of older singles and couples would be moving from one unit to another within Benton County, 13.2 percent would be moving within Washington County; 10.3 percent would be moving from one county to another within the Northwest Arkansas region; 5.4 percent would be moving to the region from an adjacent draw area county; 4.1 percent would be moving from a metro

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draw area county; and the remaining 44.8 percent would be moving to the region from elsewhere in the country.

—FINANCIAL CAPABILITIES BY MUNICIPALITY—

As noted above under AVERAGE ANNUAL MARKET POTENTIAL FOR THE NORTHWEST ARKANSAS REGION, an annual average of 34,545 younger singles and couples, traditional and non-traditional families, and empty nesters and retirees of all incomes represent the potential market for new and existing housing units in the Northwest Arkansas region each year over the next five years. Tables 7 through 46 show specific market segments for each municipality, by housing type and income range.

The rents and price points for the most expensive component of new and existing housing units in the region are derived from the income and equity levels of potential renter and buyer households with annual incomes at or above 60 percent AMI, or from \$42,800 or more for a single-person household to \$61,100 or more for a four-person household. A total of 21,601 households comprise this segment of the market (9,835 households with preferences for rental units, 1,624 households with preferences to purchase condominiums, 2,260 households with preferences to purchase townhouses, and 7,882 households with preferences to purchase single-family detached houses).

The resulting distribution of rental and for-sale housing types, based on the target household propensities, is shown on the table following this page (*see again* Table 5).

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Average Annual Potential Market for Housing Units  
*The Northwest Arkansas Region*

HOUSING TYPE	..... HOUSEHOLDS .....	
	NUMBER	PERCENT
Multi-family for-rent	<u>9,835</u>	<u>45.5%</u>
60% to 80% AMI	2,211	10.2%
80% to 100% AMI	1,700	7.9%
> 100% AMI	5,924	27.4%
Multi-family for-sale	<u>1,624</u>	<u>7.5%</u>
60% to 80% AMI	335	1.6%
80% to 100% AMI	270	1.3%
> 100% AMI	1,019	4.7%
Single-family attached for-sale	<u>2,260</u>	<u>10.5%</u>
60% to 80% AMI	459	2.1%
80% to 100% AMI	375	1.7%
> 100% AMI	1,426	6.6%
Single-family detached for-sale	<u>7,882</u>	<u>36.5%</u>
60% to 80% AMI	1,324	6.1%
80% to 100% AMI	1,180	5.5%
> 100% AMI	5,378	24.9%
Total	21,601	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2025.

—Rental Multi-Family Distribution by Rent Range—

The number of households able to afford the specified rent ranges detailed on the following table was determined by calculating a monthly rental payment—excluding utilities and ranging between 25 and 30 percent of annual gross income. (Although it is quite possible that many households will pay up to 40 percent of their annual gross incomes in rent, HUD recommends that a tenant pay no more than 30 percent of gross income for rent *including* utilities.)

An annual average of 9,835 households with incomes above 60 percent of the AMI represent the target markets for newly-constructed market-rate and workforce rental housing units in the Northwest Arkansas Region. The distribution by rent range of the rents those 9,835 households could support for each municipality are summarized on the following table:

New Multi-Family For-Rent  
 Distribution by Rent Range  
 Households with Incomes Above 60% AMI Per Year  
 THE NORTHWEST ARKANSAS REGION

MONTHLY RENT RANGE	<u>Rogers</u>	<u>Springdale</u>	<u>Fayetteville</u>	<u>Bentonville</u>	<u>Centerton</u>	<u>Siloam Springs</u>	<u>Bella Vista</u>	<u>Corridor Adjacent</u>	<u>Small Towns</u>	<u>Balance of Region</u>
\$1,000-\$1,250	101	120	366	66	11	18	27	25	26	44
\$1,250-\$1,500	106	131	324	105	30	18	29	40	31	71
\$1,500-\$1,750	118	124	379	110	38	25	40	62	38	73
\$1,750-\$2,000	204	212	623	166	48	46	69	74	63	131
\$2,000-\$2,250	177	244	727	167	50	38	54	68	57	97
\$2,250-\$2,500	189	182	395	158	53	35	69	98	70	134
\$2,500-\$2,750	131	124	282	100	59	35	53	81	58	110
\$2,750-\$3,000	83	78	133	72	35	23	32	48	38	77
\$3,000-\$3,250	51	48	61	60	17	14	18	30	18	44
\$3,250-\$3,500	31	27	38	30	11	6	8	16	7	19
\$3,500-\$3,750	15	14	27	16	10	6	3	8	3	9
\$3,750 and up	27	11	24	19	16	1	2	15	2	7
TOTAL	1,233	1,315	3,379	1,069	378	265	404	565	411	816

SOURCE: Zimmerman/Volk Associates, Inc., 2025.

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—For-Sale Multi-Family Distribution by Price Range—

An annual average of 1,624 households represent the target markets for newly-constructed workforce and market-rate for-sale multi-family housing units within the Northwest Arkansas Region. Supportable price points have been determined by assuming a down payment of 10 percent, an interest rate of seven percent, and a monthly mortgage payment, including taxes and insurance, that does not exceed 30 percent of gross income for each of the 1,624 households that represent the annual potential for-sale multi-family market, yielding the distribution shown on the following table:

New Multi-Family For-Sale  
 Distribution by Price Range  
 Households with Incomes Above 60% AMI Per Year  
 THE NORTHWEST ARKANSAS REGION

PRICE RANGE	<u>Rogers</u>	<u>Springdale</u>	<u>Fayetteville</u>	<u>Bentonville</u>	<u>Centerton</u>	<u>Siloam Springs</u>	<u>Bella Vista</u>	<u>Corridor Adjacent</u>	<u>Small Towns</u>	<u>Balance of Region</u>
Below \$200,000	8	9	30	7	0	3	7	4	7	13
\$200k-\$250k	24	25	54	18	4	4	12	9	15	30
\$250k-\$300k	35	41	48	26	12	12	19	25	14	49
\$300k-\$350k	36	32	105	32	12	10	23	24	26	44
\$350k-\$400k	36	32	83	41	20	13	15	37	24	53
\$400k-\$450k	23	22	39	36	15	8	13	15	16	27
\$450k-\$500k	7	4	16	7	3	2	3	3	4	12
\$500k-\$550k	4	4	8	5	3	0	1	5	1	1
\$550k-\$600k	4	3	3	2	2	1	2	3	0	3
\$600k and up	5	1	2	6	2	1	1	3	0	1
TOTAL	182	173	388	180	73	54	96	128	117	233

SOURCE: Zimmerman/Volk Associates, Inc., 2025.

May, 2025

—For-Sale Single-Family Attached Distribution by Price Range—

An annual average of 2,260 households represent the target markets for newly-constructed workforce and market-rate single-family attached housing units (townhouses) within the Northwest Arkansas Region. As with the condominiums, supportable price points for the townhouses have been determined by assuming a down payment of 10 percent, an interest rate of seven percent, and a monthly mortgage payment, including taxes and insurance, that does not exceed 30 percent of gross income for each of the 2,260 households that represent the annual potential townhouse market, yielding the distribution shown on the following table:

New Single-Family Attached For-Sale  
 Distribution by Price Range  
 Households with Incomes Above 60% AMI Per Year  
 THE NORTHWEST ARKANSAS REGION

PRICE RANGE	<u>Rogers</u>	<u>Springdale</u>	<u>Fayetteville</u>	<u>Bentonville</u>	<u>Centerton</u>	<u>Siloam Springs</u>	<u>Bella Vista</u>	<u>Corridor Adjacent</u>	<u>Small Towns</u>	<u>Balance of Region</u>
Below \$200,000	11	7	34	9	0	3	8	6	7	14
\$200k-\$250k	28	30	81	29	6	6	15	16	20	47
\$250k-\$300k	53	52	86	36	16	17	25	33	33	65
\$300k-\$350k	41	52	118	43	15	15	38	30	34	69
\$350k-\$400k	40	39	82	55	28	19	28	46	40	58
\$400k-\$450k	38	30	49	36	24	8	25	21	26	48
\$450k-\$500k	7	10	12	16	4	2	8	9	13	26
\$500k-\$550k	11	5	4	12	4	0	2	10	0	4
\$550k-\$600k	8	7	5	6	4	2	4	7	2	7
\$600k and up	13	6	4	15	8	2	1	8	1	3
TOTAL	250	238	475	257	109	74	154	186	176	341

SOURCE: Zimmerman/Volk Associates, Inc., 2025.

—For-Sale Single-Family Detached Distribution by Price Range—

An annual average of 7,882 households represent the target markets for newly-constructed workforce and market-rate single-family detached housing units (houses) within the Northwest Arkansas Region. As with the condominiums and townhouses, supportable price points for the single-family houses have been determined by assuming a down payment of 10 percent, an interest rate of seven percent, and a monthly mortgage payment, including taxes and insurance, that does not exceed 30 percent of gross income for each of the 7,882 households that represent the annual potential detached house market, yielding the distribution shown on the following table:

New Single-Family Detached For-Sale  
 Distribution by Price Range  
 Households with Incomes Above 60% AMI Per Year  
 THE NORTHWEST ARKANSAS REGION

PRICE RANGE	<u>Rogers</u>	<u>Springdale</u>	<u>Fayetteville</u>	<u>Bentonville</u>	<u>Centerton</u>	<u>Siloam Springs</u>	<u>Bella Vista</u>	<u>Corridor Adjacent</u>	<u>Small Towns</u>	<u>Balance of Region</u>
Below \$200,000	17	21	46	19	5	8	25	15	28	45
\$200k-\$250k	59	66	123	57	17	20	72	51	77	149
\$250k-\$300k	104	133	143	89	47	40	106	120	153	299
\$300k-\$350k	107	101	188	107	32	43	145	102	149	232
\$350k-\$400k	97	123	141	125	77	53	132	148	201	306
\$400k-\$450k	89	125	152	82	55	51	127	102	144	312
\$450k-\$500k	43	40	71	56	20	18	66	61	77	170
\$500k-\$550k	74	32	36	52	33	10	32	76	19	38
\$550k-\$600k	71	28	27	37	37	14	23	67	13	45
\$600k and up	104	27	37	94	50	17	23	88	7	45
TOTAL	765	696	964	718	373	274	751	830	870	1641

SOURCE: Zimmerman/Volk Associates, Inc., 2025.

—OPTIMUM MARKET POSITION: THE NORTHWEST ARKANSAS REGION—

Based on the tenure and housing preferences of the target households, then, and their financial capabilities, the range of rents and prices for newly-developed residential units in the Northwest Arkansas region that could be sustained by the consumer housing market is as shown on the following page (see also Table 56 following the text, and Tables 47 through 55 for details by municipality).

May, 2025

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<i>Optimum Market Position The Northwest Arkansas Region</i>			
HOUSING TYPE	RENT/PRICE RANGE	SIZE RANGE	RENT/PRICE PER SQ. FT.
<i>MULTI-FAMILY FOR-RENT—</i>			
60% to 80% AMI	\$975–\$2,050 /month	400–1,250 sf	\$1.21–\$2.44 psf
80% AMI and up	\$1,100–\$2,600/month	500–1,550 sf	\$1.23–\$2.60 psf
<i>MULTI-FAMILY FOR-SALE—</i>			
60% to 100% AMI	\$140,000–\$330,000	500–1,500 sf	\$143–\$280 psf
100% AMI and up	\$215,000–\$540,000	750–1,650 sf	\$206–\$431 psf
<i>SINGLE-FAMILY ATTACHED FOR-SALE—</i>			
60% to 100% AMI	\$160,000–\$445,000	900–2,100 sf	\$152–\$278 psf
100% AMI and up	\$270,000–\$895,000	1,150–2,500 sf	\$192–\$423 psf
<i>SINGLE-FAMILY DETACHED FOR-SALE—</i>			
60% to 80% AMI	\$135,000–\$220,000	450–750 sf	\$253–\$367 psf
80% to 100% AMI	\$175,000–\$415,000	950–1,600 sf	\$161–\$286 psf
100% AMI and up	\$255,000–\$765,000	1,250–2,700 sf	\$174–\$320 psf

SOURCE: Zimmerman/Volk Associates, Inc., 2025.

Rents and prices are in year 2025 dollars, are exclusive of consumer options and upgrades and location premiums, and cover a broad range of rents and prices for newly-developed housing units currently sustainable by the market in the Northwest Arkansas region. Location will have a significant impact on values, or in the most walkable or amenity-rich areas. In less accessible or walkable parts of the region, a reduction of up to five percent on new properties is likely.

Although annual incomes have risen for many households in the region over the past few years, the higher interest rates and larger down payments currently required by lenders will preclude many younger households from becoming first-time buyers. Because of these financing constraints, older

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households and established families will likely comprise a greater percentage of the ownership market over the next two or three years or until mortgage qualification eases.

—MARKET CAPTURE—

After more than 37 years' experience in scores of markets across the country, and in the context of the target market methodology, new multi-family rental development within the Northwest Arkansas region should be able to achieve an annual capture of 20 to 25 percent of the annual average number of potential renters with incomes over 60 percent of the AMI each year over the next five years.

New development of for-sale multi-family (condominiums) and single-family attached (rowhouses/townhouses/duplexes) should be able to achieve an annual capture of 20 to 25 percent of the annual average number of potential buyers with incomes over 60 percent of the AMI each year over the next five years. New for-sale single-family detached houses should be able to achieve an annual capture of 17.5 to 22.5 percent of the annual average number of potential buyers with incomes over 60 percent of the AMI each year over the next five years.

Based on the above capture rates, the Northwest Arkansas region could potentially absorb between 4,125 and 5,207 new rental and for-sale housing units each year over the next five years, as shown on the table following this page (*see also* Tables 56 and 57).

May, 2025

Annual Capture of Market Potential  
 Households with Incomes Above 60% AMI Per Year  
*The Northwest Arkansas Region*

HOUSING TYPE	NUMBER OF HOUSEHOLDS	CAPTURE RATE	NUMBER OF NEW UNITS
Multi-Family For-Rent	<u>9,835</u>	20 – 25%	<u>1,968 – 2,459</u>
60% to 80% AMI	2,211		443 – 553
80% AMI and up	7,624		1,525 – 1,906
Multi-Family For-Sale	<u>1,624</u>	20 – 25%	<u>326 – 406</u>
60% to 100% AMI	605		121 – 151
100% AMI and up	1,019		205 – 255
Single-Family Attached For-Sale	<u>2,260</u>	20 – 25%	<u>452 – 567</u>
60% to 100% AMI	834		167 – 210
100% AMI and up	1,426		285 – 357
Single-Family Detached For-Sale	<u>7,882</u>	17.5 – 22.5%	<u>1,379 – 1,775</u>
60% to 80% AMI	1,324		232 – 298
80% to 100% AMI	1,180		207 – 267
100% AMI and up	5,378		940 – 1,210
Total	21,601		4,125 – 5,207

SOURCE: Zimmerman/Volk Associates, Inc., 2025.

Over five years, and barring the occurrence of a housing or economic recession over the study period, and assuming that housing production meets the market potential for all housing types and for the affordable income range of 60 to 80 percent of the area median income, the region could potentially absorb 9,840 to 12,295 new rental units, 1,630 to 2,030 new condominiums, 2,260 to 2,835 new townhouses, and 6,895 to 8,875 new detached houses—a total of 20,625 to 26,035 new housing units.

The totals for households earning less than 60 percent AMI are also detailed by municipality or grouped municipalities on Tables 47 through 55 and shown for the region as a whole on Table 56. Potential absorption by municipality or grouped municipalities for households earning more than 60 percent AMI is detailed on Table 57.

These capture rates are within the target market methodology's parameters of feasibility.

May, 2025

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NOTE: Target market capture rates are a unique and highly-refined measure of feasibility. Target market capture rates are *not* equivalent to—and should not be confused with—penetration rates or traffic conversion rates.

The **target market capture rate** is derived by dividing the *annual* forecast absorption—in aggregate and by housing type—by the number of households that have the potential to purchase or rent new housing within a specified area *in a given year*.

The **penetration rate** is derived by dividing the *total* number of dwelling units planned for a property by the *total* number of draw area households, sometimes qualified by income.

The **traffic conversion rate** is derived by dividing the *total* number of buyers or renters by the *total* number of prospects that have visited a site.

Because the prospective market for a location is more precisely defined, target market capture rates are higher than the more grossly-derived penetration rates. However, the resulting higher capture rates are well within the range of prudent feasibility.



Key Demographic Data  
Northwest Arkansas  
2025 Estimates

	Rogers	Springdale	Fayetteville	Bentonville	Centerton	Siloam Springs	Lowell	Pea Ridge	Johnson	Elkins	Farmington
Land Area (sq mi):	38.9	47	54.1	33.8	13.6	11.5	9.6	7.3	3.6	3.9	9.8
Population Density (/sq mi):	2,019	1,933	1,904	1,819	1,685	1,661	1,231	1114	1,097	1,057	971
<b>Population</b>											
Number	78,529	90,866	103,015	61,492	22,914	19,100	11,816	8,134	3,950	4,124	9,518
% White	58.6%	44.2%	75.2%	62.9%	69.3%	60.0%	64.1%	81.6%	73.8%	81.5%	80.9%
% Hispanic	34.8%	41.6%	9.2%	11.6%	14.5%	27.5%	28.1%	10.6%	12.9%	9.5%	8.3%
% College Graduates	33.8%	24.8%	49.1%	52.2%	39.3%	27.5%	35.0%	24.9%	41.7%	21.4%	26.7%
<b>Households</b>											
Number	28,304	29,320	42,451	22,858	7,871	6,600	4,062	2,932	1,644	1,475	3,578
Housing Units	29,880	30,594	46,912	24,866	8,279	7,040	4,190	3,067	1,770	1,540	3,756
1&2-Person Households	54.1%	48.3%	68.9%	54.7%	47.0%	53.8%	48.6%	53.4%	65.3%	50.9%	56.2%
Married Couples w/ Children	26.6%	23.0%	15.1%	28.4%	31.6%	27.0%	32.5%	24.3%	18.3%	27.7%	27.5%
Other HHs w/ Children	9.8%	13.4%	7.3%	8.2%	10.6%	9.9%	7.9%	9.4%	7.2%	6.8%	3.8%
Median Household Income	\$82,500	\$62,000	\$56,500	\$103,700	\$110,100	\$65,600	\$95,300	\$109,900	\$87,600	\$75,300	\$89,000
HHs below \$25,000	10.6%	15.1%	24.3%	8.4%	6.4%	15.5%	7.3%	8.0%	12.4%	7.3%	10.9%
HHs above \$75,000	54.6%	40.8%	39.0%	65.3%	71.1%	43.6%	62.0%	59.5%	56.2%	50.3%	60.8%
<b>Lifestage Distribution</b>											
Empty Nesters & Retirees	23.2%	24.3%	10.8%	12.6%	5.7%	25.7%	16.6%	20.7%	33.4%	11.9%	19.8%
Traditional & Non-Traditional Families	54.8%	49.2%	38.7%	68.3%	82.9%	40.8%	74.4%	64.1%	52.9%	70.5%	53.7%
Younger Singles & Couples	22.0%	26.5%	50.6%	19.1%	11.4%	33.5%	9.0%	15.2%	13.7%	17.6%	26.5%
<b>Employment</b>											
White-collar employment	58.0%	48.8%	70.5%	75.2%	71.8%	50.8%	64.2%	60.8%	66.6%	53.3%	64.1%
Blue-collar employment	27.4%	33.4%	13.5%	13.5%	14.7%	31.3%	23.9%	28.0%	18.0%	27.7%	23.7%
Service/farm employment	14.6%	17.8%	16.1%	11.3%	13.6%	17.9%	11.9%	11.2%	15.4%	19.0%	12.2%
<b>Urbanicity Distribution</b>											
Urban	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Second City	22.9%	31.2%	29.2%	18.0%	10.5%	0.0%	0.3%	0.0%	20.9%	1.0%	0.1%
Suburban	28.9%	40.8%	38.7%	20.1%	8.0%	0.0%	0.3%	0.0%	19.0%	1.5%	0.2%
Town	47.7%	22.8%	25.9%	59.2%	73.0%	90.8%	99.4%	8.2%	60.2%	0.0%	44.9%
Rural	0.5%	5.2%	6.2%	2.7%	8.6%	9.2%	0.0%	91.8%	0.0%	97.5%	54.8%

SOURCES: U.S. Bureau of Census; Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

Key Demographic Data  
Northwest Arkansas  
2025 Estimates

	Rogers	Springdale	Fayetteville	Bentonville	Centerton	Siloam Springs	Lowell	Pea Ridge	Johnson	Elkins	Farmington
<b>Housing</b>											
Median Housing Value	\$353,000	\$296,000	\$392,700	\$446,400	\$373,600	\$262,100	\$369,600	\$337,900	\$379,600	\$240,400	\$325,400
% Vacant units	5.3%	4.2%	9.5%	8.1%	4.9%	6.3%	3.1%	4.4%	7.1%	4.2%	4.7%
Units New Since 2020	3,435	2,169	3,134	2,782	1,633	580	414	478	87	167	672
% Owner-Occupied Units	57.6%	52.7%	38.0%	51.0%	64.5%	58.8%	73.2%	79.4%	51.6%	79.9%	69.3%
% Single-Family Detached	65.4%	61.8%	49.6%	61.0%	77.0%	71.3%	77.4%	90.3%	58.0%	90.1%	84.8%
% Single-Family Attached	7.0%	4.2%	4.8%	5.8%	10.0%	6.6%	3.1%	0.9%	2.4%	0.4%	2.3%
% Units In 2-19 Unit Buildings	21.7%	28.6%	33.9%	25.6%	8.2%	17.3%	15.1%	2.5%	26.6%	2.9%	8.3%
% Units In 20+ Unit Buildings	1.9%	2.6%	9.8%	2.2%	2.6%	0.8%	0.5%	0.7%	10.1%	0.0%	2.4%
% Mobile Homes, Boat, etc.	3.1%	2.8%	1.9%	7.8%	2.2%	4.0%	3.9%	5.7%	2.9%	6.7%	2.3%
Median Year Built	1997	1996	1997	1975	2009	1994	2004	2000	2000	2003	2002
<b>Range of Annual Migration and Mobility (2020-2023)</b>											
Movers Within and To (Pop)	7,567-8,321	8,595-12,283	23,290-24,522	8,935-9,631	2,993-4,178	2,325-2,774	1,577-1,948	576-1,050	530-836	257-343	923-1,513
Percent of Regional Total	9.5%-10.7%	11.1%-15.5%	29.5%-31.6%	11.5%-12.1%	3.8%-5.4%	3.0%-3.6%	2.0%-2.5%	0.7%-1.4%	0.7%-1.1%	0.3%-0.4%	1.2%-2.0%
Mobility Index (100=Baseline)	71.7-82.2	69.5-98.3	172.9-177.3	112.9-119.4	125.2-146.1	90.5-108.6	107.3-132.5	61.8-106.8	107.8-151.3	48.9-64.5	81.9-126.3
<b>Household Growth</b>											
2010 Census	19,752	23,234	30,454	13,832	3,557	5,213	2,803	1,975	1,044	769	1,730
2010 to 2020 Percent Change	(+26.5%)	(+16.9%)	(+28.8%)	(+48.5%)	(+69.4%)	(+14.1%)	(+21.5%)	(+17.5%)	(+48.9%)	(+75.4%)	(+66.2%)
2020 Census	24,990	27,155	39,218	20,495	6,024	5,949	3,405	2,320	1,554	1,349	2,875
2020 to 2025 Percent Change	(+13.3%)	(+8.0%)	(+8.2%)	(+11.5%)	(+30.7%)	(+10.9%)	(+19.3%)	(+26.4%)	(+5.8%)	(+9.3%)	(+24.5%)
2025 Estimate	28,304	29,320	42,451	22,858	7,871	6,600	4,062	2,932	1,644	1,475	3,578
2025 to 2030 Percent Change	(+9.1%)	(+6.8%)	(+7.7%)	(+9.7%)	(+15.3%)	(+8.2%)	(+10.0%)	(+13.6%)	(+7.1%)	(+10.4%)	(+13.8%)
2030 Projection	30,868	31,307	45,722	25,070	9,077	7,138	4,470	3,332	1,761	1,629	4,073

SOURCES: U.S. Bureau of Census; Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

Key Demographic Data  
Northwest Arkansas  
2025 Estimates

	Gentry	Prairie Grove	Cave Springs	Lincoln	Bella Vista	West Fork	Sulphur Springs	Prairie Creek	Little Flock	Elm Springs	Decatur
Land Area (sq mi):	5.2	9.3	7.8	2.9	45.3	3.7	1.0	4.4	7.5	6.0	4.5
Population Density (/sq mi):	888	877	824	815	761	626	581.0	534	531	459	413
<b>Population</b>											
Number	4,618	8,158	6,431	2,364	34,456	2,317	581	2,351	3,985	2,753	1,860
% White	71.9%	82.9%	78.7%	76.0%	88.7%	85.3%	82.1%	84.2%	71.1%	76.9%	64.5%
% Hispanic	17.8%	6.6%	11.1%	8.8%	5.7%	5.4%	6.4%	8.1%	17.8%	14.0%	23.2%
% College Graduates	21.1%	21.3%	53.1%	11.9%	38.9%	21.6%	14.9%	37.9%	38.4%	42.2%	21.2%
<b>Households</b>											
Number	1,808	3,045	2,117	971	14,615	931	212	946	1,441	1,005	666
Housing Units	1,952	3,219	2,192	1,072	15,703	994	245	1,022	1,497	1,051	728
1&2-Person Households	59.0%	57.2%	43.7%	61.8%	69.1%	61.9%	54.3%	66.4%	55.0%	55.5%	55.7%
Married Couples w/ Children	24.7%	27.3%	43.6%	29.9%	21.1%	18.1%	17.5%	12.8%	23.2%	34.1%	29.6%
Other HHs w/ Children	12.7%	4.5%	4.4%	9.4%	3.7%	9.0%	11.8%	2.8%	10.7%	1.3%	8.4%
Median Household Income	\$63,500	\$60,400	\$138,700	\$56,400	\$88,700	\$72,700	\$57,500	\$98,100	\$88,500	\$101,700	\$70,900
HHs below \$25,000	13.6%	21.2%	3.0%	15.8%	7.2%	18.5%	15.6%	14.3%	9.0%	8.4%	20.9%
HHs above \$75,000	37.0%	37.5%	75.9%	36.3%	59.7%	48.1%	35.8%	58.8%	57.0%	65.9%	47.5%
<b>Lifestage Distribution</b>											
Empty Nesters & Retirees	19.4%	22.5%	14.9%	24.2%	69.1%	30.6%	26.7%	64.8%	23.0%	28.7%	24.2%
Traditional & Non-Traditional Families	52.5%	60.7%	82.5%	40.7%	24.2%	51.9%	22.2%	25.4%	50.9%	64.4%	43.8%
Younger Singles & Couples	28.1%	16.8%	2.6%	35.1%	6.7%	17.5%	51.1%	9.8%	26.1%	6.9%	32.0%
<b>Employment</b>											
White-collar employment	36.8%	52.7%	79.7%	44.4%	68.7%	52.5%	48.6%	62.4%	62.9%	77.2%	54.4%
Blue-collar employment	39.1%	25.4%	10.8%	33.2%	19.9%	26.7%	37.0%	32.7%	22.5%	14.0%	33.0%
Service/farm employment	24.1%	22.0%	9.5%	22.4%	11.4%	20.8%	14.4%	4.9%	14.7%	8.9%	12.7%
<b>Urbanicity Distribution</b>											
Urban	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Second City	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	1.6%	33.5%	0.0%	0.0%
Suburban	0.0%	0.0%	0.0%	0.0%	0.1%	0.4%	0.0%	2.0%	35.2%	0.0%	0.0%
Town	0.0%	0.0%	93.2%	0.0%	86.3%	0.0%	0.0%	96.4%	28.5%	62.8%	0.0%
Rural	100.0%	100.0%	6.8%	100.0%	13.6%	99.5%	100.0%	0.0%	2.7%	37.2%	100.0%

SOURCES: U.S. Bureau of Census; Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

Key Demographic Data  
Northwest Arkansas  
2025 Estimates

	Gentry	Prairie Grove	Cave Springs	Lincoln	Bella Vista	West Fork	Sulphur Springs	Prairie Creek	Little Flock	Elm Springs	Decatur
<b>Housing</b>											
Median Housing Value	\$213,900	\$289,500	\$464,100	\$254,600	\$347,700	\$246,700	\$343,600	\$442,300	\$443,500	\$431,600	\$317,100
% Vacant units	7.4%	5.4%	3.4%	9.4%	6.9%	6.3%	13.5%	7.4%	3.7%	4.4%	8.5%
Units New Since 2020	235	351	314	53	1,602	44	245	51	63	83	62
% Owner-Occupied Units	60.0%	71.8%	88.4%	64.6%	89.2%	81.1%	64.2%	86.4%	58.6%	87.3%	66.2%
% Single-Family Detached	81.3%	78.1%	93.6%	76.7%	90.1%	87.9%	80.4%	77.6%	68.5%	95.0%	72.4%
% Single-Family Attached	6.7%	1.8%	0.7%	0.6%	5.3%	0.9%	4.5%	5.2%	0.3%	0.2%	2.5%
% Units In 2-19 Unit Buildings	6.5%	9.2%	3.8%	6.3%	2.3%	2.1%	6.5%	5.9%	25.1%	0.3%	15.7%
% Units In 20+ Unit Buildings	0.0%	0.0%	1.2%	0.0%	0.7%	0.0%	0.0%	0.0%	3.6%	0.1%	0.8%
% Mobile Homes, Boat, etc.	5.5%	5.0%	0.7%	16.5%	1.6%	9.1%	8.6%	11.4%	2.6%	4.5%	8.7%
Median Year Built	1995	2001	2013	1989	1997	1985	1988	1992	1998	2002	1994
<b>Range of Annual Migration and Mobility (2020-2023)</b>											
Movers Within and To (Pop)	330-588	581-1,325	418-571	331-518	3,201-4,427	191-448	37-77	134-218	439-503	164-279	134-202
Percent of Regional Total	0.4%-0.8%	0.7%-1.7%	0.5%-0.8%	0.4%-0.7%	4.1%-5.6%	0.2%-0.6%	0.1%-0.1%	0.2%-0.3%	0.6%-0.7%	0.2%-0.4%	0.2%-0.3%
Mobility Index (100=Baseline)	54.0-102.6	59.0-125.0	51.5-75.5	82.4-134.5	72.2-97.8	46.5-99.8	53.1-107.1	38.2-64.2	102.8-117.2	38.0-70.3	61.5-84.4
<b>Household Growth</b>											
2010 Census	1,329	1,350	783	896	11,361	867	171	862	840	641	596
2010 to 2020 Percent Change	(+7.9%)	(+98.7%)	(+142.2%)	(+2.8%)	(+12.8%)	(+6.1%)	(+1.2%)	(+4.3%)	(+35.5%)	(+32.1%)	(+5.7%)
2020 Census	1,434	2,683	1,896	921	12,820	920	173	899	1,138	847	630
2020 to 2025 Percent Change	(+26.1%)	(+13.5%)	(+11.7%)	(+5.4%)	(+14.0%)	(+1.2%)	(+22.5%)	(+5.2%)	(+26.6%)	(+18.7%)	(+5.7%)
2025 Estimate	1,808	3,045	2,117	971	14,615	931	212	946	1,441	1,005	666
2025 to 2030 Percent Change	(+13.1%)	(+11.7%)	(+13.7%)	(+5.1%)	(+9.2%)	(+4.4%)	(+9.0%)	(+5.2%)	(+7.2%)	(+12.5%)	(+7.5%)
2030 Projection	2,045	3,400	2,407	1,020	15,965	972	231	995	1,544	1,131	716

Key Demographic Data  
Northwest Arkansas  
2025 Estimates

	Tontitown	Greenland	Avoca	Gravette	Winslow	Garfield	Springtown	Goshen	Cherokee City	Lost Bridge Village	Highfill
Land Area (sq mi):	17.9	4.0	1.9	15.3	1.8	3.1	0.5	11.3	0.5	3.2	18.0
Population Density (/sq mi):	356	283	252	246	219	217	216	188	178	130	108
<b>Population</b>											
Number	6,375	1,133	478	3,762	394	672	108	2,129	89	416	1,950
% White	78.7%	84.7%	73.9%	80.9%	87.2%	79.9%	73.2%	83.8%	76.4%	89.4%	70.7%
% Hispanic	10.8%	6.6%	21.3%	8.2%	2.5%	10.7%	13.0%	6.6%	9.0%	3.4%	16.7%
% College Graduates	39.5%	29.5%	31.1%	25.9%	21.3%	20.3%	15.6%	42.9%	19.7%	46.1%	30.8%
<b>Households</b>											
Number	2,380	450	168	1,390	161	251	42	769	35	204	777
Housing Units	2,484	483	181	1,518	196	279	46	828	40	503	815
1&2-Person Households	55.4%	61.3%	53.0%	56.5%	65.2%	59.4%	59.5%	54.0%	62.9%	80.9%	61.1%
Married Couples w/ Children	26.5%	18.0%	30.4%	27.5%	16.8%	20.3%	16.7%	31.7%	11.4%	5.9%	21.5%
Other HHs w/ Children	2.5%	7.3%	7.7%	15.0%	3.1%	6.4%	21.4%	4.6%	17.1%	1.5%	6.8%
Median Household Income	\$93,300	\$73,200	\$90,100	\$75,200	\$53,500	\$76,000	\$64,800	\$99,300	\$60,000	\$82,300	\$81,100
HHs below \$25,000	7.2%	11.1%	8.3%	11.4%	21.7%	11.2%	21.4%	7.8%	20.0%	11.3%	9.3%
HHs above \$75,000	60.9%	48.7%	58.3%	50.2%	33.5%	50.6%	40.5%	61.6%	40.0%	53.4%	54.1%
<b>Lifestage Distribution</b>											
Empty Nesters & Retirees	23.3%	18.4%	26.5%	26.5%	43.8%	38.8%	14.3%	18.2%	28.6%	80.5%	8.5%
Traditional & Non-Traditional Families	70.6%	48.3%	47.1%	40.1%	37.5%	36.7%	57.1%	64.2%	42.9%	17.1%	67.8%
Younger Singles & Couples	6.1%	33.3%	26.4%	33.4%	18.7%	24.5%	28.6%	17.6%	28.5%	2.4%	23.7%
<b>Employment</b>											
White-collar employment	70.3%	64.4%	53.9%	56.2%	56.3%	52.1%	34.6%	72.6%	41.7%	60.5%	66.5%
Blue-collar employment	17.9%	22.7%	32.8%	31.1%	29.6%	28.9%	30.8%	16.1%	41.7%	30.3%	20.3%
Service/farm employment	11.8%	13.0%	13.4%	12.8%	14.1%	19.1%	34.6%	11.3%	16.7%	9.2%	13.2%
<b>Urbanicity Distribution</b>											
Urban	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Second City	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%
Suburban	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%
Town	30.3%	4.6%	5.9%	6.8%	0.0%	0.0%	0.0%	16.9%	0.0%	0.0%	16.1%
Rural	69.7%	92.0%	94.1%	93.2%	100.0%	100.0%	100.0%	77.7%	100.0%	100.0%	83.9%

SOURCES: U.S. Bureau of Census; Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

Key Demographic Data  
Northwest Arkansas  
2025 Estimates

	Tontitown	Greenland	Avoca	Gravette	Winslow	Garfield	Springtown	Goshen	Cherokee City	Lost Bridge Village	Highfill
<b>Housing</b>											
Median Housing Value	\$487,400	\$287,900	\$370,600	\$319,200	\$314,700	\$304,000	\$300,000	\$475,900	\$341,000	\$480,500	\$366,500
% Vacant units	4.2%	6.8%	7.2%	8.4%	17.9%	10.0%	8.7%	7.1%	12.5%	59.4%	4.7%
Units New Since 2020	694	29	20	172	9	22	9	65	2	15	150
% Owner-Occupied Units	81.6%	79.6%	83.3%	70.4%	85.7%	84.5%	71.4%	85.3%	80.0%	93.6%	59.2%
% Single-Family Detached	86.0%	84.1%	81.2%	77.6%	76.0%	68.8%	84.8%	88.8%	70.0%	96.0%	63.7%
% Attached	1.0%	2.5%	0.0%	7.3%	0.5%	2.9%	0.0%	0.7%	0.0%	0.6%	0.2%
% Units In 2-19 Unit Buildings	4.7%	7.0%	1.7%	3.2%	0.5%	1.1%	0.0%	2.7%	0.0%	0.0%	16.2%
% Units In 20+ Unit Buildings	0.9%	0.0%	1.7%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.9%
% Mobile Homes	7.5%	6.4%	14.9%	11.3%	23.0%	27.2%	15.2%	7.9%	30.0%	3.4%	9.0%
Median Year Built	2010	1988	1996	1998	1986	1993	2001	2001	1991	1997	2011
<b>Range of Annual Migration and Mobility (2020-2023)</b>											
Movers Within and To (Pop)	264-423	127-203	38-86	344-477	5-51	14-35	0	151-211	0	20-29	137-202
Percent of Regional Total	0.3%-0.5%	0.2%-0.3%	0.1%	0.5%-0.6%	0.0%-0.1%	0.0%-0.1%	0.0%	0.2%-0.3%	0.0%	0.0%	0.2%-0.3%
Mobility Index (100=Baseline)	35.2-62.2	61.8-92.0	27.8-75.7	67.5-93.7	11.8-86.3	20.7-53.2	0.0	38.2-56.8	0.0	47.0-77.8	66.2-87.4
<b>Household Growth</b>											
2010 Census	1095	535	156	1156	141	214	29	624	31	174	369
2010 to 2020 Percent Change	(+41.4)	(-12.0%)	(+9.0%)	(+12.5%)	(+4.3%)	(+3.3%)	(+3.5%)	(+21.6%)	(-9.7%)	(+10.9%)	(+65.3%)
2020 Census	1548	471	170	1300	147	221	30	756	28	193	610
2020 to 2025 Percent Change	(+53.8%)	(+4.5%)	(-1.2%)	(+6.9%)	(+9.5%)	(+13.6%)	(+40.0%)	(+1.7%)	(+25.0%)	(+5.7%)	(+27.4%)
2025 Estimate	2380	450	168	1390	161	251	42	769	35	204	777
2025 to 2030 Percent Change	(+17.4%)	(+2.0%)	(+8.9%)	(+9.9%)	(+6.2%)	(+4.8%)	(+21.4%)	(+8.6%)	(+5.7%)	(+5.4%)	(+15.6%)
2030 Projection	2795	459	183	1527	171	263	51	835	37	215	898

Key Demographic Data  
Northwest Arkansas  
2025 Estimates

	Morrow	Summers	Gateway	Evansville	Maysville	Canehill	Cincinnati
Land Area (sq mi):	2.9	2.4	6.6	1.4	2.4	2.2	7.5
Population Density (/sq mi):	86	75	67	66	54	52	42
<b>Population</b>							
Number	248	180	442	93	129	114	314
% White	84.7%	71.1%	83.0%	86.0%	76.0%	80.7%	68.8%
% Hispanic	4.8%	11.7%	8.4%	4.3%	7.8%	6.1%	14.3%
% College Graduates	26.0%	15.7%	23.6%	24.3%	19.1%	15.8%	14.9%
<b>Households</b>							
Number	100	67	164	37	49	46	113
Housing Units	119	74	193	44	56	51	123
1&2-Person Households	66.0%	58.2%	58.5%	67.6%	59.2%	60.9%	57.5%
Married Couples w/ Children	22.0%	23.9%	20.1%	21.6%	16.3%	23.9%	24.8%
Other HHs w/ Children	5.0%	10.5%	4.3%	2.7%	16.3%	8.7%	11.5%
Median Household Income	\$42,600	\$58,200	\$75,000	\$42,200	\$66,500	\$66,600	\$57,600
HHs below \$25,000	19.0%	17.9%	12.8%	18.9%	14.3%	13.0%	20.4%
HHs above \$75,000	33.0%	35.8%	50.0%	32.4%	42.9%	45.7%	31.9%
<b>Lifestage Distribution</b>							
Empty Nesters & Retirees	36.8%	25.0%	45.5%	28.6%	30.0%	14.3%	26.1%
Traditional & Non-Traditional Families	31.6%	50.0%	30.3%	28.6%	40.0%	57.1%	47.8%
Younger Singles & Couples	31.6%	25.0%	24.2%	42.8%	30.0%	28.6%	26.1%
<b>Employment</b>							
White-collar employment	64.4%	48.0%	52.0%	64.1%	47.2%	49.0%	47.5%
Blue-collar employment	21.2%	22.5%	32.2%	20.5%	34.0%	31.4%	20.9%
Service/farm employment	14.4%	29.6%	15.8%	15.4%	18.9%	19.6%	31.6%
<b>Urbanicity Distribution</b>							
Urban	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Second City	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Suburban	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Town	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rural	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

SOURCES: U.S. Bureau of Census; Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

Key Demographic Data  
Northwest Arkansas  
2025 Estimates

	Morrow	Summers	Gateway	Evansville	Maysville	Canehill	Cincinnati
<b>Housing</b>							
Median Housing Value	\$256,900	\$235,000	\$343,100	\$241,900	\$329,700	\$286,100	\$195,400
% Vacant units	16.0%	9.5%	15.0%	15.9%	12.5%	9.8%	8.1%
Units New Since 2020	2	3	17	1	3	2	6
% Owner-Occupied Units	80.0%	76.1%	86.0%	81.1%	79.6%	73.9%	78.8%
% Single-Family Detached	61.3%	70.3%	71.5%	61.4%	75.0%	70.6%	69.1%
% Attached	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%
% Units In 2-19 Unit Buildings	16.8%	9.5%	1.0%	15.9%	0.0%	3.9%	8.9%
% Units In 20+ Unit Buildings	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
% Mobile Homes	21.9%	20.3%	23.8%	22.7%	25.0%	25.5%	22.0%
Median Year Built	1986	1988	1995	1986	1992	1991	1988
<b>Range of Annual Migration and Mobility (2020-2023)</b>							
Movers Within and To (Pop)	164-202	0-18	19-44	0	0	0-28	1-79
Percent of Regional Total	0.2%-0.3%	0.0%	0.0%-0.1%	0.0%	0.0%	0.0%	0.0%-0.1%
Mobility Index (100=Baseline)	287.3-354.9	0.0-56.1	52.5-118.2	0.0	0.0	0.0-81.7	1.4-109.7
<b>Household Growth</b>							
2010 Census	113	60	162	44	47	34	105
2010 to 2020 Percent Change	(-8.9%)	(+0.0%)	(+0.6%)	(-9.1%)	(-14.7%)	(-14.7%)	(+2.9%)
2020 Census	103	60	163	40	44	29	108
2020 to 2025 Percent Change	(-2.9%)	(+11.7%)	(+0.6%)	(-7.5%)	(+58.6%)	(+58.6%)	(+4.6%)
2025 Estimate	100	67	164	37	49	46	113
2025 to 2030 Percent Change	(+2.0%)	(+4.5%)	(+4.9%)	(+2.7%)	(+2.2%)	(+2.2%)	(+5.3%)
2030 Projection	102	70	172	38	51	47	119

Key Demographic Data  
Northwest Arkansas  
2025 Estimates

	Benton County	Washington County	Aggregated Counties	Arkansas	United States
Land Area (sq mi):	847.4	942.0	1789.3		
Population Density (/sq mi):	382	286	332		
<b>Population</b>					
Number	324,026	269,361	593,387	3,102,922	337,643,562
% White	67.9%	66.9%	67.4%	68.6%	59.6%
% Hispanic	19.6%	19.4%	19.5%	9.9%	20.3%
% College Graduates	37.4%	34.3%	36.0%	25.0%	35.1%
<b>Households</b>					
Number	118,365	101,177	219,542	1,238,779	129,687,464
Housing Units	127,508	109,236	236,744	1,411,356	144,349,531
1&2-Person Households	55.4%	60.3%	57.6%	63.3%	60.4%
Married Couples w/ Children	27.0%	20.0%	23.7%	17.6%	18.0%
Other HHs w/ Children	8.3%	8.7%	8.5%	9.0%	8.4%
Median Household Income	\$89,800	\$63,300	\$77,100	\$59,800	\$78,400
HHs below \$25,000	9.5%	18.7%	13.7%	20.4%	15.1%
HHs above \$75,000	58.7%	42.6%	51.3%	40.0%	51.9%
<b>Lifestage Distribution</b>					
Empty Nesters & Retirees	27.1%	18.9%	23.3%	35.6%	38.3%
Traditional & Non-Traditional Families	54.4%	46.9%	50.9%	34.9%	37.3%
Younger Singles & Couples	18.5%	34.2%	25.8%	29.5%	24.5%
<b>Employment</b>					
White-collar employment	63.9%	60.6%	62.4%	56.7%	62.0%
Blue-collar employment	22.9%	22.9%	22.9%	26.4%	21.0%
Service/farm employment	13.2%	16.5%	14.7%	16.9%	17.0%
<b>Urbanicity Distribution</b>					
Urban	0.0%	0.0%	0.0%	0.0%	17.9%
Second City	10.7%	21.6%	15.7%	10.3%	22.7%
Suburban	12.2%	28.6%	19.8%	13.3%	19.3%
Town	56.4%	21.9%	40.4%	30.6%	19.9%
Rural	20.8%	27.9%	24.1%	45.8%	20.1%

SOURCES: U.S. Bureau of Census; Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

Key Demographic Data  
Northwest Arkansas  
2025 Estimates

	Benton County	Washington County	Aggregated Counties	Arkansas	United States
<u>Housing</u>					
Median Housing Value	\$371,200	\$341,000	\$358,100	\$214,100	\$362,800
% Vacant units	7.2%	7.4%	7.3%	12.2%	10.2%
Units New Since 2020	14,246	8,846	23,092	58,610	5,439,032
% Owner-Occupied Units	66.9%	53.9%	60.9%	65.1%	63.4%
% Single-Family Detached	74.2%	62.1%	68.6%	69.9%	61.5%
% Attached	5.3%	3.5%	4.5%	1.8%	6.1%
% Units In 2-19 Unit Buildings	13.8%	24.4%	18.7%	13.8%	16.5%
% Units In 20+ Unit Buildings	2.5%	5.2%	3.7%	3.2%	10.0%
% Mobile Homes	4.3%	4.8%	4.5%	11.3%	5.9%
Median Year Built	2001	1996	1999	1987	1980

Range of Annual External Household Migration  
(2017-2021)

In	9,055-10,660	6,475-7,860	11,239-13,796
Out	6,930-8,215	6,325-7,345	8,892-10,832
Net	+2,120 to +2,875	-50 to +515	+2,347 to +3,134

Household Growth

2010 Census	82,096	76,381	158,477	1,147,127	116,716,406
2010 to 2020 Percent Change	(+26.8%)	(+21.2%)	(+24.1%)	(+4.6%)	(+8.7%)
2020 Census	104,111	92,548	196,659	1,199,395	126,817,580
2020 to 2025 Percent Change	(+13.7%)	(+9.3%)	(+11.6%)	(+3.3%)	(+2.3%)
2025 Estimate	118,365	101,177	219,542	1,238,779	129,687,464
2025 to 2030 Percent Change	(+9.9%)	(+8.0%)	(+9.0%)	(+3.1%)	(+2.7%)
2030 Projection	129,953	109,234	239,187	1,277,386	133,186,678

**Summary Of Selected Rental Properties  
Built Since 2020**

*Northwest Arkansas Market Area, Arkansas*

**March, 2025**

<u>Property (Date Opened) Address</u>	<u>Number of Units</u>	<u>Unit Type</u>	<u>Reported Base Rent</u>	<u>Reported Unit Size</u>	<u>Rent per Sq. Ft.</u>	<u>Additional Information</u>
. . . . . Benton County. . . . .						
. . . . . Bentonville. . . . .						
<b>Depot 16 Portfolio (2020)</b>	<b>34</b>	... Apartments ...				<b>88% occupancy</b>
301 SW 6th St.		Studio/1ba	\$960	394	\$2.44	Grill,
Canyon View Properties		1br/1ba	\$1,400 to \$1,415	643	\$2.18 to \$2.20	picnic area,
71 Walk score		2br/2ba	\$1,881 to \$2,800	846 to 1,448	\$1.93 to \$2.22	trail access.
		3br/2ba	\$2,300 to \$2,315	1,761	\$1.31	
<b>Aviator Apts. (2021)</b>	<b>290</b>	... Apartments ...				<b>99% occupancy</b>
7806 SW Aviator Avenue		1br/1ba	\$1,050 to \$1,200	691 to 745	\$1.52 to \$1.61	Bike racks, tanning bed, picnic area,
Advanced Precision Group		2br/2ba	\$1,300	1,023	\$1.27	grill, pool,
11 Walk score		3br/2ba	n/a	1,368	n/a	fitness center, business center, clubhouse.
<b>Crystal Flats (2021)</b>	<b>622</b>	... Apartments ...				<b>92% occupancy</b>
1401 John Deshields Blvd.		Studio/1ba	\$1,185 to \$1,325	649 to 755	\$1.75 to \$1.83	Ashram fitness studio, coffee shop,
Lund Living		1br/1ba	\$1,420 to \$1,470	677 to 802	\$1.83 to \$2.10	fire pit, pool, bike wash/repair station,
26 Walk score		2br/2ba	\$1,665 to \$2,165	908 to 1,229	\$1.76 to \$1.83	rooftop lounge, game lounges,
		3br/2ba	\$2,015 to \$2,200	1,355 to 1,424	\$1.49 to \$1.54	cardio/strength rooms, amphitheater,
		4br/4ba	\$1,930	1,609	\$1.20	pickleball court.
<b>Town Branch (2023)</b>	<b>359</b>	... Apartments ...				<b>96% occupancy</b>
337 SE 3rd St.		Studio/1ba	\$1,272 to \$1,615	553 to 666	\$2.30 to \$2.42	Grill area, dog run, bike repair station,
Specialized Real Estate Grp		1br/1ba	\$1,500 to \$1,915	683 to 849	\$2.20 to \$2.26	bike storage, gameroom,
63 Walk score		2br/2ba	\$2,000 to \$2,380	1,054 to 1,143	\$1.90 to \$2.08	coffee house. Trail accesss.

**Summary Of Selected Rental Properties  
Built Since 2020**

*Northwest Arkansas Market Area, Arkansas*

**March, 2025**

<u>Property (Date Opened) Address</u>	<u>Number of Units</u>	<u>Unit Type</u>	<u>Reported Base Rent</u>	<u>Reported Unit Size</u>	<u>Rent per Sq. Ft.</u>	<u>Additional Information</u>
. . . . . Bentonville (continued). . . . .						
<b>The Howard (2022)</b> 321 SE wnd St. Lund Living 73 Walk score	<b>81</b>	... Apartments ... Studio/1ba 1br/1ba 1br/1ba/loft 2br/2ba 2br/2ba loft	\$1,279 to \$1,544 n/a n/a n/a	450 to 468 517 1,043 840 1,266	\$2.84 to \$3.30 n/a n/a n/a	<b>96% occupancy</b> Bike storage, gathering room, cardio room, trail accesss.
<b>Woodward Park (2023)</b> 103 NW 63rd Ave. Altus Equity 20 Walk score	<b>100</b>	... Villas ... 2br/2ba 3br/2ba 4br/2ba	\$1,425 \$1,525 \$1,625	904 1,101 to 1,194 1,327	\$1.58 \$1.28 to \$1.39 \$1.22	<b>98% occupancy</b> Trail accesss.
<b>Tara Ridge (2024)</b> 412 SW Stone Blvd. Trulo Homes 28Walk score	<b>201</b>	... Houses ... 1br/1ba 2br/2ba 3br/2ba	\$1,534 to \$2,424 \$1,828 to \$2,832 \$2,030 to \$3,346	750 1,000 1,250	\$2.05 to \$3.23 \$2.44 to \$2.83 \$2.71 to \$2.68	<b>63% occupancy</b> Fitness center, pool, playground, pet play area, business center, clubhouse, gameroom, dogpark.
<b>Ben Road Villas (2023)</b> 9549 Glen Road Ghan & Cooper 15 Walk score	<b>48</b>	... Villas ... 3br/2ba	\$1,885 to \$2,095	1,221 to 1,556	\$1.35 to \$1.54	<b>94% occupancy</b> Pool, grill area, dog park.
<b>Hawthorne Row (2024)</b> 1801 SE J Street Lund Living 1 Walk score	<b>12</b>	... Townhouse ... 3br/2.5ba	\$2,600	2,002	\$1.30	<b>83% occupancy</b> Pool, bark park, fitness center, pickleball court.

## Summary Of Selected Rental Properties Built Since 2020

*Northwest Arkansas Market Area, Arkansas*

**March, 2025**

<u>Property (Date Opened)</u> <u>Address</u>	<u>Number</u> <u>of Units</u>	<u>Unit</u> <u>Type</u>	<u>Reported</u> <u>Base Rent</u>	<u>Reported</u> <u>Unit Size</u>	<u>Rent per</u> <u>Sq. Ft.</u>	<u>Additional Information</u>
						. . . . . Rogers. . . . .
<b>Promenade Commons</b> <b>(2021)</b> 750 S. Promenade Blvd. TLC Properties 31 Walk score	<b>166</b>	... Apartments ... Studio/1ba  1br/1ba  2br/1ba  2br/2ba  3r/2ba	\$1,020 to \$1,040 \$1,165 to \$1,460 \$1,575 to \$1,655 \$1,655 to \$2,285 \$2,380 to \$2,560	527  641 to 843 905  1,084 to 1,245 1,386 to 1,460	\$1.94 to \$1.97 \$1.73 to \$1.82 \$1.74 to \$1.83 \$1.53 to \$1.84 \$1.72 to \$1.75	<b>89% occupancy</b> Pool, fitness center, spa, lounge, dog park, shuffleboard court, grill, sundeck.
<b>Dodson Pointe Apts.</b> <b>(2023)</b> 6000 W. Stoney Creek Drive Edward Rose & Sons. 2 Walk score	<b>261</b>	... Apartments ... 1br/1ba  2br/2ba	\$1,120 to \$1,515 \$1,405 to \$1,720	731 to 823 1,073	\$1.53 to \$1.84 \$1.31 to \$1.60	<b>79% occupancy</b> Internet café, pool, fitness center, clubhouse, grill, picnic area, pond.
<b>Pinnacle Heights</b> <b>(2021)</b> 5100 Park Avenue Lund Living 38 Walk score	<b>295</b>	... Apartments ... Studio/1ba  1br/1ba  2br/2ba  3br/2ba	\$1,145 to \$1,250 \$1,350 to \$1,560 \$1,600 to \$1,850 \$1,850	566 to 588 724 to 789 1,049 to 1,189 1,325	\$2.02 to \$2.13 \$1.86 to \$1.98 \$1.53 to \$1.56 \$1.40	<b>90% occupancy</b> Pool, clubhouse, fitness center, yoga studio, bark park, gas grills, business hub.
<b>Grafton Apt. Homes</b> <b>(2024)</b> 2701 S. 55th Street RAM Partners 38 Walk score	<b>285</b>	... Apartments ... Studio/1ba  1br/1ba  2br/2ba  3br/2ba	\$1,165 to \$1,734 \$1,277 to \$1,652 \$1,582 to \$2,326 \$1,999 to \$3,310	560 to 658 686 to 798 1,064 to 1,286 1,330	\$2.08 to \$2.64 \$1.86 to \$2.07 \$1.49 to \$1.81 \$1.50 to \$2.49	<b>90% occupancy</b> Fitness center, bike storage/repair station pet park and spa, pool and sundeck, clubhouse/lounge, outdoor kitchen, firepit.
<b>49 West</b> <b>(2020)</b> 400 Dodson Road Weidner Apt. Homes 35 Walk score	<b>337</b>	... Apartments ... 1br/1ba  2br/2ba	\$1,230 to \$3,457 \$1,515 to \$3,896	773 to 1,483 1,010 to 1,463	\$1.59 to \$2.33 \$1.50 to \$3.51	<b>98% occupancy</b> Pool, fitness center, playground, basketball court, grill, dog park.

**Summary Of Selected Rental Properties  
Built Since 2020**

*Northwest Arkansas Market Area, Arkansas*

**March, 2025**

<u>Property (Date Opened) Address</u>	<u>Number of Units</u>	<u>Unit Type</u>	<u>Reported Base Rent</u>	<u>Reported Unit Size</u>	<u>Rent per Sq. Ft.</u>	<u>Additional Information</u>
. . . . . Rogers continued. . . . .						
<b>Embassy Apts. (2024)</b> 304 N. 13th Pl. Professional Property Mgmt. 6 Walk score	<b>48</b>	3br/2ba	... House ... \$1,250	1,146	\$1.09	<b>98% occupancy</b> Trail access.
<b>Junction at Rogers (2024)</b> 700 N. 40th Street 2B Residential 44 Walk score	<b>228</b>	1br/1ba 2br/2ba	... Apartments ... \$1,275 to \$1,425 \$1,550 to \$1,650	751 to 756 1,109	\$1.70 to \$1.88 \$1.40 to \$1.49	<b>75% occupancy</b> Clubhouse, billiards, pet park, business center with co-working spaces.
<b>Bend on Promenade (2024)</b> 4401 W Cedar Brooke Lane Village Green 21 Walk score	<b>160</b>	1br/1ba 2br/2ba	... Apartments ... \$1,295 to \$1,695 \$1,745	847 to 1,235	\$1.53 to \$1.37 \$1.57	<b>95% occupancy</b> Pool, clubhouse, lounge, dog park, walking trails, grilling stations.
<b>Villas on Turtle Creek (2024)</b> 201 S. 34th St. Greystar 27 Walk score	<b>298</b>	Studio/1ba 1br/1ba 2br/2ba 3br/2ba	... Apartments ... \$1,425 to \$2,249 \$1,176 to \$1,383 \$1,799 to \$1,999 \$2,249	264 to 477 538 to 620 933 to 1,314 1,251	\$4.71 to \$5.40 \$2.19 to \$2.23 \$1.52 to \$1.93 \$1.80	<b>92% occupancy</b> Pool, clubhouse, fitness center, walking/bike trails.
. . . . . Centerton. . . . .						
<b>Willow Crossing (2024)</b> 130 N. Cedar Street Ghan & Cooper 29 Walk score	<b>134</b>	1br/1ba 1br/1ba/office 2br/1.5ba TH	... Apartments/Houses ... \$1,115 to \$1,460 \$1,630	696 to 911 966	\$1.60 to \$1.60 \$1.69	<b>87% occupancy</b> Pool, pet park.
<b>Valley Oaks (2022)</b> Valley Oaks Lane 6 Walk score	<b>38</b>	3br/2ba	... Houses ... \$1,595 to \$1,695	1,455	\$1.10 to \$1.16	<b>84% occupancy</b>

**Summary Of Selected Rental Properties  
Built Since 2020**

*Northwest Arkansas Market Area, Arkansas  
March, 2025*

<u>Property (Date Opened) Address</u>	<u>Number of Units</u>	<u>Unit Type</u>	<u>Reported Base Rent</u>	<u>Reported Unit Size</u>	<u>Rent per Sq. Ft.</u>	<u>Additional Information</u>
. . . . . Washington County. . . . .						
. . . . . Fayetteville. . . . .						
<b>South Yard Lofts (2022)</b>	<b>128</b>	... Apartments ...				<b>88% occupancy</b>
404 Streamside Bend		Studio/1ba	\$1,030 to \$1,776	462 to 688	\$2.23 to \$2.58	Firepit, workpods,
Specialized Real Estate Grp. 63 Walk score		1br/1ba	\$1,372 to \$2,897	686 to 983	\$2.00 to \$2.95	rooftop deck, clubhouse,
		2br/2ba	\$1,750 to \$2,900	1,076 to 1,432	\$1.63 to \$2.03	pet play area, trail access.
<b>Vantage Center North (2022)</b>	<b>186</b>	... Apartments ...				<b>94% occupancy</b>
4097 N. Cadillac Drive		1br/1ba	\$1,075 to \$1,145	572 to 742	\$1.54 to \$1.88	Pool, clubhouse, fitness center,
Lindsey Mgmt. Co. 50 Walk score		2br/2ba	\$1,295 to \$1,385	908 to 999	\$1.39 to \$1.43	playground, business center,
		3br/2ba	\$1,545	1,256	\$1.23	tanning beds.
<b>Trails at Paradise Valley (2023)</b>	<b>241</b>	... Apartments ...				<b>95% occupancy</b>
3911 Old Missouri Road		1br/1ba	\$1,075 to \$1,185	572 to 678	\$1.75 to \$1.88	Pool, fitness center,
Lindsey Mgmt. Co. 22 Walk score		2br/2ba	\$1,295 to \$1,345	907 to 949	\$1.42 to \$1.43	trail access.
<b>Rupple Townhomes (2022)</b>	<b>64</b>	... Townhouses ...				<b>88% occupancy</b>
4234 Eisenhower Pl.		2br/2.5ba TH	\$1,600	1,090	\$1.47	Pool.
Block MF Group 14 Walk score		3br/2.5ba TH	\$1,600	1,289	\$1.24	
<b>Garland Luxury Living (2025)</b>	<b>43</b>	... Townhouses ...				<b>Under Construction</b>
1849 S. Garland Avenue		2br/2.5ba TH	\$1,950	1,250	\$1.56	
16 Walk score		3br/2.5ba TH	\$2,500	1,600	\$1.56	
. . . . . Springdale. . . . .						
<b>Trails at the Crossings (2021)</b>	<b>468</b>	... Apartments ...				<b>98% occupancy</b>
6200 Watkins Avenue		1br/1ba	\$1,045 to \$1,135	572 to 678	\$1.67 to \$1.83	Putting green, pickleball/cornhole courts
Lindsey Mgmt. Co. 1 Walk score		2br/2ba	\$1,295 to \$1,305	910 to 932	\$1.40 to \$1.42	pool, clubhouse, fitness/business ctrs.

**Summary Of Selected Rental Properties  
Built Since 2020**

*Northwest Arkansas Market Area, Arkansas*

**March, 2025**

<u>Property (Date Opened)</u> <u>Address</u>	<u>Number</u> <u>of Units</u>	<u>Unit</u> <u>Type</u>	<u>Reported</u> <u>Base Rent</u>	<u>Reported</u> <u>Unit Size</u>	<u>Rent per</u> <u>Sq. Ft.</u>	<u>Additional Information</u>
. . . . . Springdale continued. . . . .						
<b>The Bowie</b> <b>(2022)</b> 3400 Gene George Blvd. Timberland Partners 10 Walk score	<b>234</b>	... Apartments ... 1br/1ba	\$1,105 to \$1,486	646 to 686	\$1.71 to \$2.17	<b>96% occupancy</b> Clubhouse, lounge, business center, fitness center, pool, trail access.
		2br/2ba	\$1,311 to \$1,840	948 to 1,025	\$1.80 to \$1.38	
<b>Reserve at Springdale</b> <b>(2022)</b> 3324 S. Old Missouri Road Winfield Property Group 16 Walk score	<b>168</b>	... Apartments ... 1br/1ba	\$1,139	726	\$1.57	<b>98% occupancy</b> Business/fitness ctrs., clubhouse, lounge, playground, pool, cabana.
		2br/2ba	\$1,279	861	\$1.49	
		3br/2ba	\$1,499	1,137	\$1.32	
<b>Truesdale Building</b> <b>at Johnson Square</b> <b>(2020)</b> 3632 Johnson Mill Blvd. Elevation Real Estate 21 Walk score	<b>25</b>	... Apartments ... 1br/1ba	\$1,350 to \$1,400	685 to 732	\$1.91 to \$1.97	<b>88% occupancy</b> Trail access.
<b>Hillcrest Village</b> <b>(2023)</b> 3958 Cornell Drive Block MF Group 6 Walk score	<b>157</b>	... Townhouses ... 2br/2.5ba TH	\$1,650	1,250	\$1.32	<b>99% occupancy</b> Playground, grill, picnic area, trail access.
		3br/2.5ba TH	\$1,800	1,390 to 1,482	\$1.21 to \$1.29	

**Summary Of Newly Built For-Sale Multi-Family  
And Single-Family Attached Developments**

*Benton and Washington Counties, Arkansas*

**March, 2025**

<u>Development (Date Opened)</u> <u>Developer/Builder/Address</u>	<u>Unit</u> <u>Type</u>	<u>Base Price</u> <u>Range</u>	<u>Unit Size</u> <u>Range</u>	<u>Base Price</u> <u>Per Sq. Ft.</u>	<u>Walk</u> <u>Score</u>
... Benton County ...					
... Decatur ...					
<b>Sycamore Place (2023)</b>		..... Duplexe .....			
1201 Nedra Dr	3br/2.5ba	\$185,000	1,216	\$152	
R&R Custom Contractors					
... Bentonville ...					
<b>Woodward Park (2018)</b>		..... Duplexes .....			
104 NW 67th Ave	2br/2ba	\$197,900 to	859	\$230 to	
Rausch Coleman Homes		\$199,900		\$233	
	3br/2ba	\$228,250 to	1,131	\$202 to	
		\$238,650		\$211	
	4br/2ba	\$236,700 to	1,454	\$163 to	
		\$264,400		\$182	
<b>Medlin Meadows (2026)</b>		..... Condominiums .....			
3329 Mp Pkwy	1br/1ba	\$223,200	798	\$280	
Burckart Construction, Inc.					
<b>Glen Arbor (2024)</b>		..... Townhouses .....			
2902 SW Arlington Blvd	3br/3ba	\$415,000 to	2,125 to	\$195 to	
Burckart Construction, Inc.		\$454,900	2,224	\$205	
	4br/3.5ba	\$425,000 to	2,095 to	\$203 to	
		\$425,000	2,593	\$164	
<b>Dunn &amp; Davis (2020)</b>		..... Rowhouses .....			
606 SW B St	2br/2.5ba	\$589,000 to	1,361 to	\$433 to	
Newell Development		\$749,000	1,702	\$440	
<b>Young's (2023)</b>		..... Rowhouses .....			
SE G St	2b/2ba	\$593,000 to	1,217	\$487 to	
		\$599,000		\$492	
<b>NE Briartown Mews (2022)</b>		..... Rowhouse .....			
	2b/2ba	\$669,000	1,470	\$455	
<b>B &amp; W Heights (2025)</b>		..... Rowhouses .....			
SE 10th St	2br/2.5ba	\$699,000	1,640	\$426	
Ross Construction	3br/2.5ba	\$799,000	1,800	\$444	
<b>Oak One (2025)</b>		..... Rowhouses .....			
SW 5th St	3br/3ba	\$869,622	1,658	\$525	
Sun Group	3br/3.5ba	\$1,143,447	2,143	\$534	
		\$1,199,527	2,170	\$553	
	4br/3.5ba	\$1,568,800	2,730	\$575	

SOURCE: Zimmerman/Volk Associates, Inc.

**Summary Of Newly Built For-Sale Multi-Family  
And Single-Family Attached Developments**

*Benton and Washington Counties, Arkansas*

**March, 2025**

<u>Development (Date Opened)</u> <u>Developer/Builder/Address</u>	<u>Unit</u> <u>Type</u>	<u>Base Price</u> <u>Range</u>	<u>Unit Size</u> <u>Range</u>	<u>Base Price</u> <u>Per Sq. Ft.</u>	<u>Walk</u> <u>Score</u>
... Bentonville (continued) ...					
<b>(2023)</b>					
616 Bella Vista Rd	3br/2.5ba	\$899,000	2,659	\$338	
<b>HVM Construction (2023)</b>					
602 Bella Vista Rd	4br/3.5ba	\$1,550,000	3,692	\$420	
<b>Braithwaite Park (2025)</b>					
NW 14th St	3br/2.5ba	\$899,750 to	2,102	\$428 to	
Harvey Construction		\$949,750		\$452	
<b>Park Springs (2024)</b>					
NW 9th St	3br/3.5ba	\$995,000	2,117	\$470	
<b>W A Burks (2023)</b>					
NE Monroe St	3br/3.5ba	\$1,189,900	2,931	\$406	
<b>Polson (2024)</b>					
SE 7th St	3br/3.5ba	\$1,200,000	2,742	\$438	
<b>Demings (2025)</b>					
NW C St	3br/2.5ba	\$1,377,750 to	2,750	\$501 to	
		\$1,388,750		\$505	
<b>Orchard (2024)</b>					
430 SE D St	4br/4.5ba	\$1,850,000	3,750	\$493	
... Bella Vista ...					
<b>Kingsdale Courts 0</b>					
14 Gretchen Ln	2br/1.5ba	\$215,000	1,184	\$182	
... Pea Ridge ...					
<b>Pea Ridge Pointe (2025)</b>					
Cuppett Cir	3br/2.5ba	\$296,091 to	1,503 to	\$197	
Homes by Roth		\$314,806	1,598		
... Gentry ...					
<b>Hastings (2024)</b>					
503 Arkansas St	3br/2.5ba	\$264,900	1,639	\$162	
RLP Investments, Inc.					

**Summary Of Newly Built For-Sale Multi-Family  
And Single-Family Attached Developments**

*Benton and Washington Counties, Arkansas*

**March, 2025**

<u>Development (Date Opened)</u> <u>Developer/Builder/Address</u>	<u>Unit</u> <u>Type</u>	<u>Base Price</u> <u>Range</u>	<u>Unit Size</u> <u>Range</u>	<u>Base Price</u> <u>Per Sq. Ft.</u>	<u>Walk</u> <u>Score</u>
... Rogers ...					
<b>Shadowbrooke at the Peaks 0</b>					
2643 S Kilimanjaro Way	2br/2.5ba	\$325,000	1,440	\$226	
2649 W Everest Ave	3br/2.5ba	\$345,000	1,440	\$240	
2633 S Kilimanjaro Way	3br/2.5ba	\$345,000	1,440	\$240	
<b>The Village at Pinnacle Hills (2024)</b>					
3057 W Ajax Ave	2br/2.5ba	\$375,860	1,205	\$312	
S 30th Pl	2br/2.5ba	\$399,900	1,205	\$332	
W Berkeley Ave	2br/2.5ba	\$497,030	1,710	\$291	
Bespoke Homes					
<b>Bellview Place (2025)</b>					
5914 S Bellview Rd	3br/2.5ba	\$490,100 to	1,841 to	\$266 to	
5916 S Bellview Rd		\$500,295	1,863	\$269	
Bespoke Homes					
<b>Townhomes at Scottsdale (2025)</b>					
W Olive St	3br/2.5ba	\$499,900 to	2,029 to	\$246 to	
		\$529,900	2,147	\$247	
<b>Pinnacle Village (2024)</b>					
S 47th St	2br/2ba	\$535,000 to	1,467	\$365 to	
Southern Bros., Luxecraft		\$562,000		\$383	
	3br/2.5ba	\$699,000 to	1,854	\$377 to	
		\$749,000		\$404	
	4br/3.5ba	\$1,044,750	2,635	\$396	
<b>Pinnacle Heights (2024)</b>					
S Champions Dr	3br/3.5ba	\$885,000 to	2,314 to	\$382 to	
Huffman & Co.		\$1,150,000	2,705	\$425	
	3br/3.5ba	\$905,000	2196	\$412	
... Lowell ...					
<b>Parkside of Lowell (2025)</b>					
1135 Daylily Ave	2br/2.5ba	\$421,720	1,622	\$260	
C 3 Homes					

**Summary Of Newly Built For-Sale Multi-Family  
And Single-Family Attached Developments**

*Benton and Washington Counties, Arkansas*

**March, 2025**

<u>Development (Date Opened)</u> <u>Developer/Builder/Address</u>	<u>Unit</u> <u>Type</u>	<u>Base Price</u> <u>Range</u>	<u>Unit Size</u> <u>Range</u>	<u>Base Price</u> <u>Per Sq. Ft.</u>	<u>Walk</u> <u>Score</u>
... Washington County ...					
... Fayetteville ...					
<b>Timber Ridge Estates (2024)</b>			. . . . . Rowhouses . . . . .		
<i>W Million Ln</i>	3br/2.5ba	\$322,900 to	2,009 to	\$157 to	
RLP Investments		\$390,000	2,485	\$161	
	2br/2.5ba	\$329,900 to	1,973 to	\$167	
		\$330,000	1,976		
<b>Glenwood Park (2023)</b>			. . . . . Condominium . . . . .		
<i>769 S Washington Ave</i>	2br/1.5ba	\$330,000	1,457	\$226	
<b>Meadowvale (2025)</b>			. . . . . Rowhouse . . . . .		
<i>W Hendon St</i>	2br/2.5ba	\$436,455	1,431	\$305	
BAR Capital, LLC					
<b>Hill Avenue Townhomes</b>			. . . . . Townhouse . . . . .		
<i>S Hill Ave</i>	2br/2ba	\$675,000	1,380	\$489	
<b>Fayetteville Original (2024)</b>			. . . . . Townhouse . . . . .		
<i>W Rock St</i>	3br/2.5ba	\$795,000	1,812	\$439	
Southern Brothers					
<b>Mitchell's (2022)</b>			. . . . . Duplex . . . . .		
<i>N Gregg Ave</i>	3br/3.5ba	\$1,650,000	3,348	\$493	

## Summary of Newly Constructed For-Sale Single-Family Detached Houses

*Benton and Washington Counties, Arkansas*

**March, 2025**

<u>Property (Year Built)</u> <u>Address/Walk Score</u>	<u>No. of Lots</u>	<u>Lot Size</u>	<u>Unit Type</u>	<u>Price</u>	<u>Unit Size</u>	<u>Price Per Sq. Ft.</u>
<i>. . . Benton County . . .</i>						
<i>. . . Bentonville . . .</i>						
<b>Osage Hills (2022)</b>						
<i>SW Adams Rd</i>	<b>281</b>	<i>0.14 to</i>	<i>3br/2ba to</i>	<i>\$359,900 to</i>	<i>1,629 to</i>	<i>\$205 to</i>
<i>Brittenum</i>		<i>0.16 ac.</i>	<i>4br/3ba</i>	<i>\$439,000</i>	<i>2,042</i>	<i>\$216</i>
<i>0 Walk Score</i>						
<b>Walnut Grove (2022)</b>						
<i>SW High Meadow Blvd</i>	<b>233</b>	<i>0.14 to</i>	<i>3br/2ba to</i>	<i>\$360,900 to</i>	<i>1,676 to</i>	<i>\$207 to</i>
<i>5 Walk Score</i>		<i>0.17 ac.</i>	<i>4br/3.5ba</i>	<i>\$493,900</i>	<i>2,382</i>	<i>\$226</i>
<b>Woodlands Crossing (2022)</b>						
<i>SW Sandlewood Ave</i>		<i>0.18 to</i>	<i>4br/2.5ba to</i>	<i>\$505,900 to</i>	<i>2,150 to</i>	<i>\$235 to</i>
<i>Dream Structures</i>		<i>0.22 ac.</i>	<i>4br/3ba</i>	<i>\$600,000</i>	<i>2,395</i>	<i>\$251</i>
<i>2 Walk Score</i>						
<b>Snyder Meadows (2023)</b>						
<i>SW Pecan Cir</i>		<i>0.20 ac.</i>	<i>4br/2.5ba</i>	<i>\$522,500</i>	<i>2,512</i>	<i>\$208</i>
<i>Brittenum</i>						
<i>0 Walk Score</i>						
<b>Stoneburrow (2005)</b>						
<i>Fieldstone Blvd</i>		<i>0.20 ac.</i>	<i>4br/3.5ba</i>	<i>\$540,750</i>	<i>2,525</i>	<i>\$214</i>
<i>8 Walk Score</i>						
<b>Aurora (2021)</b>						
<i>SW Hope Ave</i>		<i>0.21 to</i>	<i>4br/3ba to</i>	<i>\$879,000 to</i>	<i>3,083 to</i>	<i>\$255 to</i>
<i>0 Walk Score</i>		<i>0.32 ac.</i>	<i>5br/4ba</i>	<i>\$1,095,000</i>	<i>3,602</i>	<i>\$304</i>
<i>. . . Bentonville In Town . . .</i>						
<i>753 NW 10th St [59 Walk Score]</i>		<i>0.17 ac.</i>	<i>4br/3.5ba</i>	<i>\$1,285,000</i>	<i>3,400</i>	<i>\$378</i>
<i>168 SE G Ct [47 Walk Score]</i>		<i>0.17 ac.</i>	<i>5br/5.5ba</i>	<i>\$1,597,000</i>	<i>4,068</i>	<i>\$393</i>
<i>604 SE D St [74 Walk Score]</i>		<i>0.26 ac.</i>	<i>5br/4.5ba</i>	<i>\$1,641,400</i>	<i>6,743</i>	<i>\$243</i>
<i>903 NE 2nd St [47 Walk Score]</i>		<i>0.26 ac.</i>	<i>6br/4.5ba</i>	<i>\$2,750,000</i>	<i>4,474</i>	<i>\$615</i>
<i>504 NE 2nd St [68 Walk Score]</i>		<i>0.24 ac.</i>	<i>3br/3.5ba</i>	<i>\$2,900,000</i>	<i>3,000</i>	<i>\$967</i>
<i>951 NW C St [44 Walk Score]</i>		<i>0.46 ac.</i>	<i>4br/4.5ba</i>	<i>\$3,200,000</i>	<i>3,970</i>	<i>\$806</i>
<i>627 SE D St [74 Walk Score]</i>		<i>0.26 ac.</i>	<i>4br/4.5ba</i>	<i>\$3,783,874</i>	<i>4,898</i>	<i>\$773</i>
<b>Featherston Village (2024)</b>						
<i>Boardwalk Ave</i>		<i>0.06 to</i>	<i>2br/1ba to</i>	<i>\$199,500 to</i>	<i>800 to</i>	<i>\$208 to</i>
<i>Schuber Mitchell</i>		<i>0.15 ac.</i>	<i>3br/2.5ba</i>	<i>\$259,900</i>	<i>1,250</i>	<i>\$253</i>
<i>2 Walk Score</i>						

**Summary of Newly Constructed  
For-Sale Single-Family Detached Houses**  
*Benton and Washington Counties, Arkansas*  
**March, 2025**

<u>Property (Year Built)</u> <u>Address/Walk Score</u>	<u>No. of Lots</u>	<u>Lot Size</u>	<u>Unit Type</u>	<u>Price</u>	<u>Unit Size</u>	<u>Price Per Sq. Ft.</u>
. . . Centerton . . .						
<b>West Wind (2025)</b>						
<i>Sunny St</i>	179		3br/2ba to	\$309,000 to	1,552 to	\$199 to
0 Walk Score			4br/2ba	\$380,000	1,892	\$201
<b>Timber Ridge (2024)</b>						
<i>Emmerson St</i>			3br/2ba to	\$355,000 to	1,726 to	\$175 to
Schuber Mitchell			4br/2.5ba	\$412,000	2,360	\$206
7 Walk Score						
<b>Annika Estates (2022)</b>						
<i>Flat Rock St</i>		0.19 to	3br/2ba to	\$395,500 to	1,728 to	\$220 to
Cox		0.24 ac.	4br/3.5ba	\$559,900	2,545	\$229
2 Walk Score						
<b>Shirley Estates (2023)</b>						
<i>Ann Pl</i>	32	0.22 ac.	4br/3ba	\$444,900	2,375	\$187
RLP						
0 Walk Score						
<b>Oakmont (2023)</b>						
<i>Overcup Oak Ln</i>	68	0.20 to	3br/2.5ba to	\$450,900 to	2,050 to	\$215 to
2 Walk Score		0.25 ac.	4br/3.5ba	\$588,900	2,674	\$224
<b>Big Sky (2016)</b>						
<i>Bear Tooth St</i>		0.30 to	4br/3ba to	\$902,950 to	3,216 to	\$281 to
0 Walk Score		0.34 ac.	5br/4.5ba	\$959,800	3,385	\$290
. . . Siloam Springs . . .						
<b>Mission Hill (2023)</b>						
<i>East Little John Dr</i>		0.14 ac.	3br/2ba to	\$207,900 to	1,051 to	\$149 to
Rausch Coleman			4br/2ba	\$233,200	1,612	\$198
4 Walk Score						
<b>Fox Tail Village (2024)</b>						
<i>East Fox Meadow St</i>		0.15 ac.	3br/2ba to	\$224,900 to	1,051 to	\$158 to
Rausch Coleman			4br/2ba	\$281,000	1,699	\$214
23 Walk Score						
<b>Somerset (2022)</b>						
<i>South Excelsior Dr</i>		0.20 to	3br/2ba to	\$234,900 to	1,523 to	\$154 to
Rausch Coleman		0.29 ac.	3br/2.5ba	\$249,900	1,603	\$156
9 Walk Score						

## Summary of Newly Constructed For-Sale Single-Family Detached Houses

*Benton and Washington Counties, Arkansas*

**March, 2025**

<u>Property (Year Built)</u> <u>Address/Walk Score</u>	<u>No. of</u> <u>Lots</u>	<u>Lot</u> <u>Size</u>	<u>Unit</u> <u>Type</u>	<u>Price</u>	<u>Unit Size</u>	<u>Price</u> <u>Per Sq. Ft.</u>
<i>. . . Siloam Springs (continued) . . .</i>						
<b>Castlewood (2024)</b>						
North J.R. Martin Dr		0.21 to	3br/2ba to	\$236,450 to	1,051 to	\$158 to
Rausch Coleman		0.24 ac.	5br/3.5ba	\$438,686	2,578	\$225
Schuber Mitchell						
1 Walk Score						
<b>Whispering Oak (2024)</b>						
North Rooster St		0.25 ac.	3br/2ba to	\$271,000 to	1,637 to	\$153 to
DR Horton			4br/2ba	\$292,500	1,892	\$170
0 Walk Score						
<b>Carley Crossing (2022)</b>						
Carley Dr		0.17 to	3br/2ba to	\$333,925 to	1,805 to	\$182 to
Sunrise		0.19 ac.	4br/3ba	\$396,758	2,179	\$185
0 Walk Score						
<b>Hillcrest Estates (2024)</b>						
East Sugarloaf St			4br/2ba	\$335,000 to	1,751 to	\$191 to
DR Horton				\$408,890	2,115	\$193
3 Walk Score						
<b>Sweet Homes (2021)</b>						
Shane Ct		0.18 to	3br/2ba to	\$338,800 to	1,936 to	\$124 to
Sunrise		0.24 ac.	4br/2.5ba	\$387,500	3,128	\$182
5 Walk Score						
Schuber Mitchell			4br/2.5ba	\$381,906	2,552	\$200
2 Walk Score						
<i>... Individual Siloam Springs New Construction Listings ...</i>						
2706 Cortney Cir [6 Walk Score]		.25 ac.	4br/2ba	\$420,000	2,312	\$182
<i>. . . Rogers . . .</i>						
<b>Village at Pinnacle Hills (2023)</b>						
South 31st Pl		0.07 to	3br/2ba to	\$430,000 to	1,272 to	\$313 to
Bespoke		0.12 ac.	4br/3.5ba	\$751,635	2,329	\$338
33 Walk Score						
<b>Blossom Woods (2024)</b>						
South 15th St		0.14 to	3br/2ba to	\$478,388 to	1,873 to	\$223 to
Buffington		0.18 ac.	5br/4ba	\$690,915	3,011	\$277
8 Walk Score						

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<i>. . . Rogers (continued) . . .</i>						
<b>Bellevue Place (2023)</b>						
<i>South 41st St</i>		<i>0.10 to</i>	<i>3br/2.5ba</i>	<i>\$480,000 to</i>	<i>1,595 to</i>	<i>\$301 to</i>
<i>Bespoke</i>		<i>0.14 ac.</i>		<i>\$540,000</i>	<i>1,775</i>	<i>\$304</i>
<i>6 Walk Score</i>						
<b>Evening Star (2024)</b>						
<i>West Starry Night Dr</i>		<i>0.24 to</i>	<i>3br/2.5ba to</i>	<i>\$519,500 to</i>	<i>2,170 to</i>	<i>\$240 to</i>
<i>Buffington</i>		<i>0.46 ac.</i>	<i>6br/4.5ba</i>	<i>\$1,409,538</i>	<i>4,587</i>	<i>\$322</i>
<i>2 Walk Score</i>						
<b>Seminole Park (2022)</b>						
<i>South 23rd Pl</i>	<b>22</b>	<i>0.19 ac.</i>	<i>3br/2.5ba to</i>	<i>\$550,000 to</i>	<i>2,000 to</i>	<i>\$252 to</i>
<i>Capstone</i>			<i>5br/2.5ba</i>	<i>\$599,900</i>	<i>2,379</i>	<i>\$275</i>
<i>13 Walk Score</i>						
<b>Shadow Valley (2003)</b>						
<i>South Fieldcrest Ter</i>		<i>0.14 to</i>	<i>3br/2.5ba to</i>	<i>\$613,000 to</i>	<i>2,413 to</i>	<i>\$197 to</i>
<i>0 Walk Score</i>		<i>0.26 ac.</i>	<i>4br/3.5ba</i>	<i>\$1,040,000</i>	<i>3,402</i>	<i>\$306</i>
<b>Meadow Brook (2023)</b>						
<i>West Amour Dr</i>	<b>57</b>	<i>0.15 ac.</i>	<i>4br/3ba to</i>	<i>\$659,900 to</i>	<i>2,630 to</i>	<i>\$250 to</i>
<i>2 Walk Score</i>			<i>4br/3.5ba</i>	<i>\$674,900</i>	<i>2,700</i>	<i>\$251</i>
<b>Scissortail (2017)</b>						
<i>South Scissortail Dr</i>		<i>0.24 to</i>	<i>4br/4ba to</i>	<i>\$899,900 to</i>	<i>3,029 to</i>	<i>\$255 to</i>
<i>1 Walk Score</i>		<i>0.53 ac.</i>	<i>5br/5.5ba</i>	<i>\$1,535,000</i>	<i>4,794</i>	<i>\$320</i>
<i>. . . Rogers In Town . . .</i>						
<i>407 South 21 St [61 Walk Score]</i>		<i>0.13 ac.</i>	<i>4br/3.5ba</i>	<i>\$389,900</i>	<i>1,932</i>	<i>\$202</i>
<i>. . . Other Benton County . . .</i>						
<b>Yorktown (2024)</b>						
<i>Joyce St, Pea Ridge</i>			<i>3br/2ba to</i>	<i>\$288,233 to</i>	<i>1,200 to</i>	<i>\$191 to</i>
<i>Schuber Mitchell</i>			<i>4br/2ba</i>	<i>\$410,349</i>	<i>2,150</i>	<i>\$240</i>
<i>0 Walk Score</i>						
<b>Concord (2024)</b>						
<i>Porter St, Pea Ridge</i>			<i>3br/2ba to</i>	<i>\$340,000 to</i>	<i>1,650 to</i>	<i>\$170 to</i>
<i>Schuber Mitchell</i>			<i>4br/3ba</i>	<i>\$456,000</i>	<i>2,572</i>	<i>\$212</i>
<i>0 Walk Score</i>						

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<i>. . . Other Benton County (continued) . . .</i>						
<b>Mason Valley Estates (2025)</b>						
<i>Snyder Station Cir, Mason Valley</i>	<b>175</b>	<i>0.15 ac.</i>	3br/2ba to	\$345,874 to	1,679 to	\$204 to
Sunrise			4br/3ba	\$386,948	1,887	\$206
2 Walk Score						
<b>Shepherd Hills (2025)</b>						
<i>Picard Ave, Lowell</i>	<b>75</b>		3br/2ba to	\$351,500 to	1,637 to	\$199 to
DR Horton			4br/2ba	\$419,500	2,110	\$215
25 Walk Score						
<b>Saratoga (2023)</b>						
<i>Robinson St, Pea Ridge</i>			3br/2ba to	\$354,837 to	1,729 to	\$197 to
Schuber Mitchell			4br/3ba	\$474,759	2,410	\$206
9 Walk Score						
<b>Monitor Meadows (2025)</b>						
<i>Hattie Ln, Ward</i>	<b>20</b>		4br/2ba to	\$421,500 to	1,751 to	\$218 to
DR Horton			4br/3.5ba	\$721,500	3,212	\$241
0 Walk Score						
<b>Tall Tree (2024)</b>						
<i>Tucks Chapel Rd, Brightwater</i>		<i>0.13 to</i>	4br/2.5ba to	\$599,900 to	2,255 to	\$206 to
DR Horton & Others		<i>1.60 ac.</i>	4br/3ba	\$850,000	3,200	\$266
0 Walk Score						
<b>Snyder Farms (2023)</b>						
<i>Digby Dr, Gentry</i>		<i>1.00 ac.</i>	5br/3ba	\$601,419	3,093	\$194
Schuber Mitchell						
0 Walk Score						
<b>Healing Springs (2021)</b>						
<i>NE Healing Springs St</i>		<i>1.01 ac.</i>	5br/4.5ba	\$1,565,000	5,289	\$296
0 Walk Score						
<i>. . . Other Benton County Individual New Construction Listings . . .</i>						
<i>10237 Bordeaux Rd [0 Walk Score]</i>		<i>0.44 ac.</i>	3br/2ba	\$224,000	1,482	\$151
<i>17877 West Highway 12 [2 Walk Score]</i>		<i>0.59 ac.</i>	3br/2ba	\$394,900	1,550	\$255
<i>15207 Vaughn Rd [0 Walk Score]</i>		<i>1.02 ac.</i>	4br/2.5ba	\$480,000	2,204	\$218
<i>8881 Williams Rd [13 Walk Score]</i>		<i>0.55 ac.</i>	3br/2.5ba	\$524,500	3,433	\$153
<i>8893 Williams Rd [8 Walk Score]</i>		<i>0.45 ac.</i>	3br/2.5ba	\$549,900	2,433	\$226
<i>14531 Horseshoe [0 Walk Score]</i>		<i>1.60 ac.</i>	3br/2ba	\$760,000	2,016	\$377
<i>12406 Wildwood Dr [0 Walk Score]</i>		<i>1.04 ac.</i>	4br/3ba	\$809,500	3,048	\$266

## Summary of Newly Constructed For-Sale Single-Family Detached Houses

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<u>Property (Year Built)</u> <u>Address/Walk Score</u>	<u>No. of</u> <u>Lots</u>	<u>Lot</u> <u>Size</u>	<u>Unit</u> <u>Type</u>	<u>Price</u>	<u>Unit Size</u>	<u>Price</u> <u>Per Sq. Ft.</u>
<i>... Other Benton County Individual New Construction Listings (continued) ...</i>						
13995 Spring Rd [1 Walk Score]		1.46 ac.	4br/3ba	\$839,900	3,238	\$259
12016 Robinwood Dr [0 Walk Score]		1.46 ac.	4br/4.5ba	\$857,275	3,235	\$265
8912 Anew Rd [0 Walk Score]		1.28 ac.	4br/4.5ba	\$1,205,160	3,320	\$363
10573 Jasper Ln [0 Walk Score]		1.54 ac.	4br/4.5ba	\$1,450,000	3,675	\$395
10257 Broken Bow Trl [0 Walk Score]		41.05 ac.	9br/9.5ba	\$6,250,000	15,600	\$401
<i>... Washington County ...</i>						
<i>... Fayetteville ...</i>						
<b>Riverside Village (2023)</b>						
East War Eagle St		0.12 to	3br/2ba to	\$249,900 to	1,125 to	\$185 to
Rausch Coleman		0.17 ac.	4br/2ba	\$313,550	1,699	\$222
2 Walk Score						
<b>Southern Woods (2022)</b>						
South One Mile Rd		0.05 ac.	2br/2.5ba to	\$290,000 to	1,138 to	\$234 to
Total Site Development			3br/3.5ba	\$390,000	1,669	\$255
46 Walk Score						
<b>Willow Bend (2023)</b>						
East 10th St		0.09 ac.	2br/1.5ba to	\$300,000 to	1,124 to	\$203 to
High Street			3br/3.5ba	\$470,000	1,612	\$300
42 Walk Score						
<b>The Element (2017)</b>						
North Broyles Ave		0.13 to	3br/2ba to	\$305,000	1,603 to	\$187 to
DR Horton & Others		0.20 ac.	4br/2ba	\$475,700	2,298	\$207
4 Walk Score						
<b>Aiden's Place (2024)</b>						
West Glacier St	<b>100</b>		3br/2ba to	\$310,500 to	1,485 to	\$191 to
DR Horton			4br/2ba	\$399,000	2,087	\$209
0 Walk Score						
<b>11th Street Cottages (2024)</b>						
East 11th St	<b>9</b>	0.06 ac.	1br/1ba to	\$374,900 to	1,095 to	\$315 to
Dakota			3br/2ba	\$465,000	1,475	\$342
40 Walk Score						
<b>Towne West (2023)</b>						
West Bronco Dr		0.15 to	3br/2.5ba to	\$390,000 to	1,815 to	\$205 to
Baumann & Crosno		0.23 ac.	4br/4.5ba	\$469,500	2,192	\$227
5 Walk Score						

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<i>. . . Fayetteville (continued) . . .</i>						
<b>Courtyards Owl Creek (2024)</b>			<u>Age Restricted</u>			
<i>West Huron Loop</i>	<b>51</b>	<i>0.15 to</i>	<i>2br/2ba to</i>	\$392,950 to	<i>1,702 to</i>	\$218 to
<i>Riverwood</i>		<i>0.17 ac.</i>	<i>3br/3ba</i>	\$644,900	<i>2,927</i>	\$231
<i>3 Walk Score</i>						
<b>Henderson Park (2024)</b>						
<i>East Greystone Dr</i>	<b>89</b>	<i>0.20 to</i>	<i>3br/2ba to</i>	\$480,000 to	<i>2,108 to</i>	\$213 to
<i>DR Horton &amp; Others</i>		<i>0.25 ac.</i>	<i>4br/3ba</i>	\$614,500	<i>2,880</i>	\$235
<i>18 Walk Score</i>						
<b>Hughmount North (2024)</b>						
<i>North Chapel Dr</i>		<i>0.28 ac.</i>	<i>3br/2ba to</i>	\$481,500 to	<i>2,209</i>	\$210 to
<i>DR Horton</i>			<i>4br/3ba</i>	\$561,500	<i>2,670</i>	\$221
<i>0 Walk Score</i>						
<b>Stage Station (2023)</b>						
<i>East Rolling Hills Dr</i>		<i>0.09 to</i>	<i>3br/2.5ba</i>	\$497,980 to	<i>1,919 to</i>	\$258 to
<i>Mission</i>		<i>0.15 ac.</i>		\$531,222	<i>2,059</i>	\$259
<i>32 Walk Score</i>						
<b>Brooklands (2023)</b>						
<i>West Bellamy Dr</i>	<b>86</b>	<i>0.10 ac.</i>	<i>3br/2.5ba to</i>	\$537,500 to	<i>1,661 to</i>	\$221 to
<i>Cobblestone</i>			<i>4br/3.5ba</i>	\$549,000	<i>2,434</i>	\$331
<i>3 Walk Score</i>						
<b>Dutton Woods (2022)</b>						
<i>North Dutton Pl</i>		<i>0.18 ac.</i>	<i>4br/2.5ba</i>	\$629,900	<i>2,423</i>	\$260
<i>Ely</i>						
<i>48 Walk Score</i>						
<b>Treetops (2011)</b>						
<i>East Acacia Crossing</i>		<i>0.14 ac.</i>	<i>4br/2.5ba</i>	\$739,900	<i>2,600</i>	\$285
<i>Treetops Development</i>						
<i>10 Walk Score</i>						
<b>Fayetteville Original (2023)</b>						
<i>West Rock St</i>		<i>0.32 ac.</i>	<i>3br/2.5ba</i>	\$795,000	<i>1,812</i>	\$439
<i>Southern Brothers</i>						
<i>89 Walk Score</i>						

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<i>. . . Fayetteville (continued) . . .</i>						
<b>Mission Heights (2016)</b>						
<i>East Mission Blvd</i>		0.12 ac.	4br/2.5ba	\$799,500	2,798	\$286
Lasister Group						
36 Walk Score						
<b>Blackberry Ridge (2025)</b>						
<i>North Prime Ark Freedom Way</i>		0.75 to	4br/3.5ba	\$826,500	3,228	\$256
Baumann & Crosno		2.0 ac.	5br/4ba	\$966,570	3,828	\$253
0 Walk Score			5br/4.5ba	\$913,155	3,581	\$255
<b>Cottages at Old Wire (2015)</b>						
<i>East Adelaide Ln</i>		0.19 ac.	4br/3ba	\$940,000	2,624	\$358
Buffington						
21 Walk Score						
<b>Sloan Estates (2006)</b>						
<i>Sagely Ln</i>	57	0.29 to	4br/4ba	\$949,000	3,510	\$270
0 Walk Score		0.47 ac.				
<b>Park Ridge (2005)</b>						
<i>Park Ridge Dr</i>		1.77 ac.	5br/4.5ba	\$1,100,000	4,572	\$241
0 Walk Score						
<b>Clear Creek (2005)</b>						
<i>Cordell Way</i>		0.20 ac.	5br/4.5ba	\$2,500,000	4,943	\$506
8 Walk Score						
<i>... Individual Fayetteville New Construction Listings ...</i>						
<i>1632 West Neptune St [63 Walk Score]</i>		0.20 ac.	2br/2.5ba	\$495,000	1,344	\$368
<i>1738 North Knollcrest Cir [4 Walk Scr.]</i>		0.27 ac.	4br/3ba	\$519,900	2,630	\$198
<i>427 MLK Jr Blvd [46 Walk Score]</i>		0.10 ac.	3br/3.5ba	\$599,500	2,002	\$299
<i>523 East Spring St [58 Walk Score]</i>		0.07 ac.	3br/2.5ba	\$649,900	2,100	\$309
<i>567 South Blair Ave [30 Walk Score]</i>		0.11 ac.	4br/2.5ba	\$742,500	2,561	\$290
<i>1222 West James St [64 Walk Score]</i>		0.10 ac.	3br/3.5ba	\$795,000	2,002	\$397
<i>376 South College Ave [71 Walk Score]</i>		0.14 ac.	3br/3.5ba	\$850,000	2,400	\$354
<i>1433 South Duncan Ave [45 Walk Score]</i>		0.14 ac.	4br/3.5ba	\$899,000	2,757	\$326

**Summary of Newly Constructed  
For-Sale Single-Family Detached Houses**  
*Benton and Washington Counties, Arkansas*  
**March, 2025**

<u>Property (Year Built)</u> <u>Address/Walk Score</u>	<u>No. of Lots</u>	<u>Lot Size</u>	<u>Unit Type</u>	<u>Price</u>	<u>Unit Size</u>	<u>Price Per Sq. Ft.</u>
<i>. . . Springdale . . .</i>						
<b>Cottages at Clear Creek (2024)</b>						
<i>Telluride St</i>		<i>0.13 to</i>	<i>3br/2ba to</i>	<i>\$264,400 to</i>	<i>1,051 to</i>	<i>\$171 to</i>
Rausch Coleman		<i>0.16 ac.</i>	<i>4br/2ba</i>	<i>\$341,701</i>	<i>2,003</i>	<i>\$252</i>
1 Walk Score						
<b>Habberton Ridge (2019)</b>						
<i>Woodmont St</i>		<i>0.16 to</i>	<i>3br/2ba to</i>	<i>\$280,000 to</i>	<i>1,315 to</i>	<i>\$164 to</i>
DR Horton		<i>0.19 ac.</i>	<i>4br/2.5ba</i>	<i>\$359,500</i>	<i>2,110</i>	<i>\$213</i>
0 Walk Score						
<b>Brentwood Village (2023)</b>						
<i>Florentina Ave</i>		<i>0.18 to</i>	<i>3br/2ba to</i>	<i>\$342,000 to</i>	<i>1,589 to</i>	<i>\$198 to</i>
DR Horton		<i>0.19 ac.</i>	<i>4br/2ba</i>	<i>\$415,500</i>	<i>2,100</i>	<i>\$212</i>
1 Walk Score						
<b>Deere Creek (2024)</b>						
<i>Reindeer Ave</i>		<i>0.32 to</i>	<i>3br/2ba to</i>	<i>\$364,869 to</i>	<i>1,650 to</i>	<i>\$184 to</i>
Schuber Mitchell		<i>0.35 ac.</i>	<i>4br/3ba</i>	<i>\$489,970</i>	<i>2,578</i>	<i>\$248</i>
3 Walk Score						
<b>Jacob's Crossing (2025)</b>						
<i>Tranquility St</i>	<b>135</b>	<i>0.16 to</i>	<i>3br/2ba to</i>	<i>\$372,000 to</i>	<i>1,815 to</i>	<i>\$205</i>
Brittenum		<i>0.33 ac.</i>	<i>4br/3ba</i>	<i>\$463,505</i>	<i>2,261</i>	
3 Walk Score						
<b>Nature Walk (2024)</b>						
<i>Ridgeview Dr</i>	<b>97</b>	<i>0.22 to</i>	<i>4br/2ba to</i>	<i>\$374,000 to</i>	<i>1,726 to</i>	<i>\$179 to</i>
DR Horton		<i>0.45 ac.</i>	<i>4br/3ba</i>	<i>\$427,000</i>	<i>2,390</i>	<i>\$217</i>
5 Walk Score						
<b>Spring Creek Farms (2024)</b>						
<i>Range Ave</i>		<i>0.19 to</i>	<i>3br/2ba to</i>	<i>\$399,950 to</i>	<i>1,772 to</i>	<i>\$221 to</i>
3 Walk Score		<i>0.39 ac.</i>	<i>5br/2.5ba</i>	<i>\$545,950</i>	<i>2,465</i>	<i>\$230</i>
<b>Cadence Crossing (2022)</b>						
<i>Cadence Ln</i>		<i>0.09 to</i>	<i>4br/3.5ba</i>	<i>\$499,900 to</i>	<i>2,265</i>	<i>\$221 to</i>
7 Walk Score		<i>0.11 ac.</i>		<i>\$511,890</i>		<i>\$226</i>
<b>Collins Cove (2022)</b>						
<i>Poppy Ave</i>		<i>0.24 to</i>	<i>3br/2.5ba to</i>	<i>\$539,240 to</i>	<i>2,440 to</i>	<i>\$221</i>
0 Walk Score		<i>0.29 ac.</i>	<i>4br/3ba</i>	<i>\$600,899</i>	<i>2,719</i>	

**Summary of Newly Constructed  
For-Sale Single-Family Detached Houses**  
*Benton and Washington Counties, Arkansas*  
**March, 2025**

<u>Property (Year Built)</u> <u>Address/Walk Score</u>	<u>No. of Lots</u>	<u>Lot Size</u>	<u>Unit Type</u>	<u>Price</u>	<u>Unit Size</u>	<u>Price Per Sq. Ft.</u>
<i>... Individual Springdale New Construction Listings ...</i>						
1355 Gary St [71 Walk Score]		0.43 ac.	3br/2ba	\$335,000	1,650	\$203
<i>... Other Washington County ...</i>						
<b>Wagon Springs (2024)</b>						
Keaton St, Prairie Grove			3br/2ba to	\$249,947 to	1,200 to	\$169 to
Schuber Mitchell			4br/2ba	\$329,980	1,950	\$208
11 Walk Score						
<b>Wagon Wheel (2021)</b>						
Oklahoma St, Farmington			3br/2ba to	\$318,000 to	1,470 to	\$195 to
DR Horton			4br/2ba	\$369,000	1,892	\$216
3 Walk Score						
<b>Mountain View Estates (2022)</b>						
North Eagle Mountain St, Prairie Grove			3br/2ba to	\$329,000 to	1,726 to	\$175 to
Schuber Mitchell			4br/2ba	\$376,508	2,150	\$191
11 Walk Score						
<b>Shephard Hills (2024)</b>						
Picard Ave, Lowell			3br/2ba to	\$351,000 to	1,637 to	\$199 to
DR Horton			4br/2ba	\$419,000	2,110	\$217
4 Walk Score						
<b>Hillcrest (2024)</b>						
Hillcrest Dr, Farmington	81		3br/2ba to	\$411,006 to	2,050 to	\$194 to
Schuber Mitchell			4br/3ba	\$505,430	2,603	\$211
6 Walk Score						
<b>Cottages at the Park (2020)</b>						
Cottage View Pkwy, unincorporated		0.14 to	3br/2ba to	\$406,405 to	1,838 to	\$214 to
Buffington		0.16 ac.	5br/3ba	\$627,804	2,525	\$249
0 Walk Score						
<b>Amelia Acres (2024)</b>						
Fiori St, Tontitown		1.05 to	4br/3ba	\$615,000 to	2,480 to	\$248 to
0 Walk Score		1.06 ac.		\$640,000	2,577	\$250
<b>Asher's Ranch (2024)</b>						
Asher St, Goshen	42	1.00 to	4br/3ba to	\$659,000 to	2,729 to	\$225 to
DR Horton & Others		1.30 ac.	4br/3.5ba	\$981,250	3,925	\$250
1 Walk Score						

**Summary of Newly Constructed  
For-Sale Single-Family Detached Houses**  
*Benton and Washington Counties, Arkansas*  
**March, 2025**

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<u>Property (Year Built)</u> <u>Address/Walk Score</u>	<u>No. of</u> <u>Lots</u>	<u>Lot</u> <u>Size</u>	<u>Unit</u> <u>Type</u>	<u>Price</u>	<u>Unit Size</u>	<u>Price</u> <u>Per Sq. Ft.</u>
<i>... Other Washington County Individual New Construction Listings ...</i>						
22018 S. Vanzant Rd [0 Walk Score]		3.08 ac.	3br/2ba	\$429,000	1,900	\$226
22372 North Rd, Summers [6 Walk Scr.]		1.21 ac.	3br/2.5ba	\$500,000	2,720	\$184

Table 5

**Annual Market Potential For New And Existing Housing Units**  
 Distribution Of Annual Average Number Of Draw Area Households With The Potential  
 To Move Within/To The Northwest Arkansas Region Each Year Over The Next Five Years  
 Based On Housing Preferences And Income Levels  
**Northwest Arkansas**  
*Benton and Washington Counties, Arkansas*

	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	<i>Subtotal</i>
<b>Multi-Family For-Rent:</b>	<b>3,525</b>	<b>3,775</b>	<b>2,211</b>	<b>1,700</b>	<b>5,924</b>	<b>17,135</b>
Rogers	443	465	285	215	733	2,141
Springdale	498	517	294	222	799	2,330
Fayetteville	1,406	1,425	785	602	1,992	6,210
Bentonville	388	409	246	186	637	1,866
Centerton	108	126	82	66	230	612
Siloam Springs	84	91	53	43	169	440
Bella Vista	95	126	81	65	258	625
Corridor Adjacent*	161	196	123	95	347	922
Small Towns**	118	141	87	68	256	670
Balance of Region	224	279	175	138	503	1,319
<b>Multi-Family For-Sale:</b>	<b>467</b>	<b>538</b>	<b>335</b>	<b>270</b>	<b>1,019</b>	<b>2,629</b>
Rogers	53	55	40	34	108	290
Springdale	51	64	37	31	105	288
Fayetteville	138	148	81	67	240	674
Bentonville	49	60	34	26	120	289
Centerton	20	22	12	7	54	115
Siloam Springs	10	11	10	7	37	75
Bella Vista	26	27	20	16	60	149
Corridor Adjacent*	29	35	24	20	84	192
Small Towns**	30	40	25	21	71	187
Balance of Region	61	76	52	41	140	370
<b>Single-Family Attached For-Sale:</b>	<b>609</b>	<b>725</b>	<b>459</b>	<b>375</b>	<b>1,426</b>	<b>3,594</b>
Rogers	68	77	56	44	150	395
Springdale	67	85	48	37	153	390
Fayetteville	167	177	107	89	279	819
Bentonville	66	78	51	39	167	401
Centerton	25	32	18	17	74	166
Siloam Springs	19	20	12	10	52	113
Bella Vista	36	39	25	24	105	229
Corridor Adjacent*	37	57	37	28	121	280
Small Towns**	43	53	33	29	114	272
Balance of Region	81	107	72	58	211	529
<b>Single-Family Detached For-Sale:</b>	<b>1,432</b>	<b>1,873</b>	<b>1,324</b>	<b>1,180</b>	<b>5,378</b>	<b>11,187</b>
Rogers	125	164	120	114	531	1,054
Springdale	137	174	120	107	469	1,007
Fayetteville	239	284	185	155	624	1,487
Bentonville	118	158	120	103	495	994
Centerton	50	69	61	52	260	492
Siloam Springs	41	52	37	39	198	367
Bella Vista	104	142	104	101	546	997
Corridor Adjacent*	120	171	126	119	585	1,121
Small Towns**	179	237	163	138	569	1,286
Balance of Region	319	422	288	252	1,101	2,382
<b>Total:</b>	<b>6,033</b>	<b>6,911</b>	<b>4,329</b>	<b>3,525</b>	<b>13,747</b>	<b>34,545</b>
<b>Percent:</b>	<b>17.5%</b>	<b>20.0%</b>	<b>12.5%</b>	<b>10.2%</b>	<b>39.8%</b>	<b>100.0%</b>

Note: For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400

\* Lowell, Johnson, Farmington, Cave Springs, Prairie Creek, Little Flock, Elm Springs, Tontitown.

\*\* Pea Ridge, Elkins, Gentry, Prairie Grove, Lincoln, West Fork, Sulphur Springs, Decatur, Greenland, Avoca, Gravette, Garfield, Springtown, Goshen, Cherokee, Lost Bridge, Highfill, Morrow, Summers, Gateway, Evansville, Maysville, Cane Hill, Cincinnati.

SOURCE: Claritas, Inc.;  
 Zimmerman/Volk Associates, Inc.

Table 6

### Annual Market Potential By Lifestage And Income Range

Derived From Purchase And Rental Propensities Of Draw Area Households With The Potential To Move Within/To The Northwest Arkansas Region Each Year Over The Next Five Years Based On Housing Preferences And Income Levels

### *Northwest Arkansas*

*Benton and Washington Counties, Arkansas*

	Total	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>
Number of Households:	<b>34,545</b>	<b>6,033</b>	<b>6,911</b>	<b>4,329</b>	<b>3,525</b>	<b>13,747</b>
<b>Empty Nesters &amp; Retirees</b>	17.2%	12.5%	13.7%	14.2%	16.9%	22.0%
<b>Traditional &amp; Non-Traditional Families</b>	40.8%	34.3%	37.7%	43.4%	43.3%	43.8%
<b>Younger Singles &amp; Couples</b>	42.0%	53.2%	48.6%	42.4%	39.8%	34.2%
	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Note: For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Multi-Family For-Rent**  
***The City of Rogers***  
*Benton County, Arkansas*

. . . . . Number of Households . . . . .

Empty Nesters & Retirees**	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Affluent Empty Nesters	0	0	0	0	1	1	0.0%
Small-Town Patriarchs	0	0	0	1	4	5	0.2%
The One Percenters	0	0	0	0	1	1	0.0%
New Empty Nesters	0	0	0	0	1	1	0.0%
Old Money	0	0	0	0	1	1	0.0%
Traditional Couples	0	0	0	0	2	2	0.1%
Suburban Establishment	0	0	1	0	3	4	0.2%
Pillars of the Community	0	0	1	0	4	5	0.2%
The Social Register	0	0	0	0	2	2	0.1%
Urban Establishment	2	4	3	3	21	33	1.5%
Second City Establishment	0	0	1	0	2	3	0.1%
Country Couples	2	1	1	1	5	10	0.5%
Mainstream Empty Nesters	2	3	2	2	8	17	0.8%
Middle-American Retirees	1	2	2	2	8	15	0.7%
Hometown Retirees	0	0	0	0	1	1	0.0%
Multi-Ethnic Empty Nesters	1	1	1	1	5	9	0.4%
Cosmopolitan Couples	9	7	4	4	21	45	2.1%
Blue-Collar Retirees	3	5	4	3	10	25	1.2%
Middle-Class Move-Downs	1	0	1	1	2	5	0.2%
Village Elders	1	2	1	1	3	8	0.4%
Small-Town Seniors	5	6	3	3	9	26	1.2%
Back Country Seniors	0	0	1	0	0	1	0.0%
Hometown Seniors	2	2	1	1	0	6	0.3%
Second City Seniors	18	13	6	5	12	54	2.5%
Subtotal:	47	46	33	28	126	280	13.1%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Multi-Family For-Rent**  
***The City of Rogers***  
*Benton County, Arkansas*

. . . . . Number of Households . . . . .

<b>Traditional &amp; Non-Traditional Families††</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Ex-Urban Elite	0	1	1	1	11	14	0.7%
Corporate Establishment	0	0	0	0	2	2	0.1%
Button-Down Families	1	0	0	0	4	5	0.2%
New Town Families	0	0	1	1	6	8	0.4%
e-Type Families	0	0	0	1	2	3	0.1%
Nouveau Money	0	0	1	0	3	4	0.2%
Unibox Transferees	1	2	2	2	10	17	0.8%
Fiber-Optic Families	0	0	1	0	2	3	0.1%
Late-Nest Suburbanites	3	3	2	2	11	21	1.0%
Full-Nest Suburbanites	2	2	2	2	7	15	0.7%
Small-Town Families	15	23	17	16	63	134	6.3%
Traditional Families	1	1	1	1	3	7	0.3%
Multi-Ethnic Families	3	6	4	4	13	30	1.4%
Four-by-Four Families	3	6	5	4	13	31	1.4%
Kids 'r' Us	3	5	4	3	10	25	1.2%
Uptown Families	4	6	5	4	11	30	1.4%
Rustic Families	0	0	1	0	0	1	0.0%
Multi-Cultural Families	0	1	1	1	1	4	0.2%
Hometown Families	31	39	24	15	38	147	6.9%
Inner-City Families	9	7	4	3	7	30	1.4%
Single-Parent Families	4	4	2	2	4	16	0.7%
In-Town Families	19	19	10	6	14	68	3.2%
New American Strivers	52	50	28	17	29	176	8.2%
Subtotal:	151	175	116	85	264	791	36.9%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

†† Predominantly three- to five-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Multi-Family For-Rent**  
***The City of Rogers***  
*Benton County, Arkansas*

. . . . . Number of Households . . . . .

<b>Younger Singles &amp; Couples**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
New Power Couples	0	0	1	0	4	5	0.2%
The VIPs	3	5	4	4	25	41	1.9%
Fast-Track Professionals	5	7	6	7	39	64	3.0%
New Bohemians	8	6	4	4	35	57	2.7%
Cosmopolitan Elite	0	0	1	0	1	2	0.1%
Hometown Sweethearts	2	3	2	2	7	16	0.7%
Blue-Collar Traditionalists	0	0	0	0	1	1	0.0%
Suburban Achievers	3	5	4	3	9	24	1.1%
Small-City Singles	5	7	4	3	9	28	1.3%
Suburban Strivers	27	30	17	13	40	127	5.9%
Twentysomethings	92	92	51	35	98	368	17.2%
Second-City Strivers	30	30	17	13	30	120	5.6%
Rural Couples	0	0	1	0	0	1	0.0%
Downtown Couples	6	6	3	2	6	23	1.1%
Downtown Proud	15	12	6	5	16	54	2.5%
Rural Strivers	12	11	4	3	9	39	1.8%
Multi-Ethnic Singles	37	30	11	8	14	100	4.7%
Subtotal:	245	244	136	102	343	1,070	50.0%
<b>Total Households:</b>	<b>443</b>	<b>465</b>	<b>285</b>	<b>215</b>	<b>733</b>	<b>2,141</b>	<b>100.0%</b>
<b>Percent of Total:</b>	<b>20.7%</b>	<b>21.7%</b>	<b>13.3%</b>	<b>10.0%</b>	<b>34.2%</b>	<b>100.0%</b>	

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Multi-Family For-Sale**  
***The City of Rogers***  
*Benton County, Arkansas*

. . . . . Number of Households . . . . .

<b>Empty Nesters &amp; Retirees**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Small-Town Patriarchs	0	0	0	1	2	3	1.0%
Old Money	0	0	0	0	1	1	0.3%
Traditional Couples	0	0	0	0	1	1	0.3%
Suburban Establishment	0	0	0	0	1	1	0.3%
Pillars of the Community	0	0	0	0	1	1	0.3%
The Social Register	0	0	0	0	1	1	0.3%
Urban Establishment	1	1	0	1	3	6	2.1%
Second City Establishment	0	0	0	0	1	1	0.3%
Country Couples	0	1	0	0	2	3	1.0%
Mainstream Empty Nesters	0	1	1	0	2	4	1.4%
Middle-American Retirees	1	0	1	1	2	5	1.7%
Multi-Ethnic Empty Nesters	1	0	1	0	0	2	0.7%
Cosmopolitan Couples	1	1	1	1	2	6	2.1%
Blue-Collar Retirees	1	1	1	1	2	6	2.1%
Middle-Class Move-Downs	0	1	0	1	1	3	1.0%
Village Elders	1	1	1	0	1	4	1.4%
Small-Town Seniors	1	1	1	1	2	6	2.1%
Hometown Seniors	0	0	0	1	0	1	0.3%
Second City Seniors	2	1	1	1	2	7	2.4%
Subtotal:	9	9	8	9	27	62	21.4%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Multi-Family For-Sale**  
***The City of Rogers***  
*Benton County, Arkansas*

. . . . . Number of Households . . . . .

<b>Traditional &amp; Non-Traditional Families††</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Ex-Urban Elite	0	0	1	0	3	4	1.4%
New Town Families	0	0	0	0	1	1	0.3%
e-Type Families	0	0	0	0	1	1	0.3%
Nouveau Money	0	0	0	0	1	1	0.3%
Unibox Transferees	1	0	0	0	1	2	0.7%
Late-Nest Suburbanites	1	1	0	1	3	6	2.1%
Full-Nest Suburbanites	1	1	0	0	2	4	1.4%
Small-Town Families	3	5	4	4	15	31	10.7%
Traditional Families	1	0	0	0	1	2	0.7%
Multi-Ethnic Families	1	1	1	0	2	5	1.7%
Four-by-Four Families	1	1	1	1	3	7	2.4%
Kids 'r' Us	1	1	0	0	2	4	1.4%
Uptown Families	0	1	1	1	3	6	2.1%
Multi-Cultural Families	0	0	1	0	0	1	0.3%
Hometown Families	4	5	3	2	5	19	6.6%
Inner-City Families	1	1	0	1	1	4	1.4%
Single-Parent Families	1	0	0	1	0	2	0.7%
In-Town Families	3	3	1	1	2	10	3.4%
New American Strivers	3	5	4	2	3	17	5.9%
Subtotal:	22	25	17	14	49	127	43.8%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

†† Predominantly three- to five-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Multi-Family For-Sale**  
***The City of Rogers***  
*Benton County, Arkansas*

. . . . . Number of Households . . . . .

<b>Younger Singles &amp; Couples**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
New Power Couples	0	0	0	1	1	2	0.7%
The VIPs	1	1	1	1	3	7	2.4%
Fast-Track Professionals	0	0	1	1	4	6	2.1%
New Bohemians	1	1	0	1	4	7	2.4%
Cosmopolitan Elite	0	0	1	0	1	2	0.7%
Hometown Sweethearts	0	1	1	0	1	3	1.0%
Suburban Achievers	1	1	1	0	1	4	1.4%
Small-City Singles	1	1	1	1	1	5	1.7%
Suburban Strivers	3	4	2	2	5	16	5.5%
Twentysomethings	5	5	3	2	5	20	6.9%
Second-City Strivers	2	2	1	1	2	8	2.8%
Downtown Couples	1	1	1	0	1	4	1.4%
Downtown Proud	2	1	0	0	1	4	1.4%
Rural Strivers	2	1	1	0	1	5	1.7%
Multi-Ethnic Singles	3	2	1	1	1	8	2.8%
Subtotal:	22	21	15	11	32	101	34.8%
<b>Total Households:</b>	<b>53</b>	<b>55</b>	<b>40</b>	<b>34</b>	<b>108</b>	<b>290</b>	<b>100.0%</b>
<b>Percent of Total:</b>	<b>18.3%</b>	<b>19.0%</b>	<b>13.8%</b>	<b>11.7%</b>	<b>37.2%</b>	<b>100.0%</b>	

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Single-Family Attached For-Sale**  
***The City of Rogers***  
*Benton County, Arkansas*

. . . . . Number of Households . . . . .

Empty Nesters & Retirees**	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Small-Town Patriarchs	0	0	0	1	3	4	1.0%
The One Percenters	0	0	0	0	1	1	0.3%
Old Money	0	0	0	0	1	1	0.3%
Traditional Couples	0	0	0	0	2	2	0.5%
Suburban Establishment	0	0	1	0	2	3	0.8%
Pillars of the Community	0	0	1	0	3	4	1.0%
The Social Register	0	0	0	0	1	1	0.3%
Urban Establishment	0	1	0	1	2	4	1.0%
Second City Establishment	0	0	1	0	1	2	0.5%
Country Couples	0	1	1	1	2	5	1.3%
Mainstream Empty Nesters	1	1	1	1	3	7	1.8%
Middle-American Retirees	0	1	1	1	4	7	1.8%
Multi-Ethnic Empty Nesters	1	0	1	0	2	4	1.0%
Cosmopolitan Couples	1	0	0	0	2	3	0.8%
Blue-Collar Retirees	1	3	1	1	4	10	2.5%
Middle-Class Move-Downs	0	1	0	1	1	3	0.8%
Village Elders	1	1	1	1	1	5	1.3%
Small-Town Seniors	2	2	1	1	3	9	2.3%
Hometown Seniors	1	0	1	0	0	2	0.5%
Second City Seniors	2	1	1	0	1	5	1.3%
Subtotal:	10	12	12	9	39	82	20.8%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
 Zimmerman/Volk Associates, Inc.

**Target Groups For New Single-Family Attached For-Sale**  
***The City of Rogers***  
*Benton County, Arkansas*

. . . . . Number of Households . . . . .

<b>Traditional &amp; Non-Traditional Families††</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Ex-Urban Elite	1	1	1	1	6	10	2.5%
Corporate Establishment	0	0	0	0	1	1	0.3%
Button-Down Families	0	0	1	0	2	3	0.8%
New Town Families	0	0	0	1	3	4	1.0%
e-Type Families	0	0	0	0	1	1	0.3%
Nouveau Money	1	0	1	0	1	3	0.8%
Unibox Transferees	0	1	1	1	5	8	2.0%
Fiber-Optic Families	0	0	0	0	1	1	0.3%
Late-Nest Suburbanites	1	1	1	1	3	7	1.8%
Full-Nest Suburbanites	1	1	1	1	3	7	1.8%
Small-Town Families	4	6	6	4	17	37	9.4%
Traditional Families	1	1	0	1	1	4	1.0%
Multi-Ethnic Families	2	2	1	1	3	9	2.3%
Four-by-Four Families	1	2	2	2	5	12	3.0%
Kids 'r' Us	1	2	1	1	4	9	2.3%
Uptown Families	1	2	2	1	4	10	2.5%
Multi-Cultural Families	0	0	0	0	1	1	0.3%
Hometown Families	5	8	4	3	6	26	6.6%
Inner-City Families	2	1	1	0	2	6	1.5%
Single-Parent Families	1	1	0	0	1	3	0.8%
In-Town Families	6	5	3	2	4	20	5.1%
New American Strivers	7	7	4	2	4	24	6.1%
Subtotal:	35	41	30	22	78	206	52.2%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

†† Predominantly three- to five-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Single-Family Attached For-Sale**  
***The City of Rogers***  
*Benton County, Arkansas*

. . . . . Number of Households . . . . .

<b>Younger Singles &amp; Couples**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
New Power Couples	0	0	0	1	1	2	0.5%
The VIPs	1	0	1	1	3	6	1.5%
Fast-Track Professionals	0	1	0	0	2	3	0.8%
New Bohemians	0	1	0	0	1	2	0.5%
Cosmopolitan Elite	0	0	0	1	1	2	0.5%
Hometown Sweethearts	1	1	1	1	2	6	1.5%
Suburban Achievers	1	1	1	1	3	7	1.8%
Small-City Singles	1	3	1	1	1	7	1.8%
Suburban Strivers	4	5	3	2	7	21	5.3%
Twentysomethings	4	4	2	2	5	17	4.3%
Second-City Strivers	2	2	1	1	1	7	1.8%
Downtown Couples	2	1	1	0	2	6	1.5%
Downtown Proud	0	0	1	0	0	1	0.3%
Rural Strivers	3	2	1	1	2	9	2.3%
Multi-Ethnic Singles	4	3	1	1	2	11	2.8%
Subtotal:	23	24	14	13	33	107	27.1%
<b>Total Households:</b>	<b>68</b>	<b>77</b>	<b>56</b>	<b>44</b>	<b>150</b>	<b>395</b>	<b>100.0%</b>
<b>Percent of Total:</b>	<b>17.2%</b>	<b>19.5%</b>	<b>14.2%</b>	<b>11.1%</b>	<b>38.0%</b>	<b>100.0%</b>	

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Single-Family Detached For-Sale**  
***The City of Rogers***  
*Benton County, Arkansas*

. . . . . Number of Households . . . . .

Empty Nesters & Retirees**	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Affluent Empty Nesters	0	1	0	1	5	7	0.7%
Small-Town Patriarchs	1	0	1	2	21	25	2.4%
The One Percenters	0	0	0	1	3	4	0.4%
Old Money	1	0	1	0	1	3	0.3%
Traditional Couples	0	1	1	2	13	17	1.6%
Suburban Establishment	1	1	1	1	13	17	1.6%
Pillars of the Community	0	1	2	3	24	30	2.8%
The Social Register	0	0	1	0	4	5	0.5%
Urban Establishment	0	1	0	0	1	2	0.2%
Second City Establishment	1	2	1	1	10	15	1.4%
RV Retirees	0	0	0	0	1	1	0.1%
Country Couples	2	4	3	3	14	26	2.5%
Mainstream Empty Nesters	2	3	2	3	8	18	1.7%
Middle-American Retirees	2	4	3	3	14	26	2.5%
Multi-Ethnic Empty Nesters	0	1	1	1	3	6	0.6%
Cosmopolitan Couples	0	0	0	0	1	1	0.1%
Blue-Collar Retirees	5	8	5	5	14	37	3.5%
Middle-Class Move-Downs	1	1	1	1	2	6	0.6%
Village Elders	2	3	2	1	4	12	1.1%
Small-Town Seniors	6	7	4	3	12	32	3.0%
Back Country Seniors	0	0	0	1	0	1	0.1%
Hometown Seniors	1	1	1	1	1	5	0.5%
Second City Seniors	2	1	1	0	1	5	0.5%
Subtotal:	27	40	31	33	170	301	28.6%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Single-Family Detached For-Sale**  
***The City of Rogers***  
*Benton County, Arkansas*

. . . . . Number of Households . . . . .

<b>Traditional &amp; Non-Traditional Families††</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Ex-Urban Elite	2	3	5	8	75	93	8.8%
Corporate Establishment	0	0	0	1	6	7	0.7%
Button-Down Families	1	2	2	2	17	24	2.3%
Full-Nest Exurbanites	0	0	0	0	1	1	0.1%
New Town Families	1	2	3	5	30	41	3.9%
e-Type Families	0	0	1	0	3	4	0.4%
Nouveau Money	1	1	1	1	7	11	1.0%
Unibox Transferees	2	3	3	3	19	30	2.8%
Fiber-Optic Families	1	2	1	2	9	15	1.4%
Late-Nest Suburbanites	2	2	1	1	6	12	1.1%
Full-Nest Suburbanites	2	2	2	1	7	14	1.3%
Rural Families	0	0	0	1	0	1	0.1%
Small-Town Families	8	12	9	7	32	68	6.5%
Traditional Families	2	4	3	3	9	21	2.0%
Multi-Ethnic Families	3	5	4	3	12	27	2.6%
Four-by-Four Families	5	10	7	7	23	52	4.9%
Kids 'r' Us	4	5	4	4	13	30	2.8%
Uptown Families	3	4	4	3	9	23	2.2%
Rustic Families	1	0	0	0	1	2	0.2%
Multi-Cultural Families	0	1	1	1	1	4	0.4%
Hometown Families	7	8	5	4	8	32	3.0%
Inner-City Families	2	1	1	1	2	7	0.7%
Single-Parent Families	1	0	1	0	1	3	0.3%
In-Town Families	17	18	10	6	13	64	6.1%
New American Strivers	5	4	2	1	3	15	1.4%
Subtotal:	70	89	70	65	307	601	57.0%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

†† Predominantly three- to five-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Single-Family Detached For-Sale**  
***The City of Rogers***  
*Benton County, Arkansas*

. . . . . Number of Households . . . . .

<b>Younger Singles &amp; Couples**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
New Power Couples	0	0	1	0	1	2	0.2%
The VIPs	0	1	0	1	3	5	0.5%
Fast-Track Professionals	0	0	0	0	1	1	0.1%
New Bohemians	0	0	0	0	1	1	0.1%
Cosmopolitan Elite	0	0	0	0	1	1	0.1%
Hometown Sweethearts	2	4	3	3	9	21	2.0%
Blue-Collar Traditionalists	0	0	0	0	1	1	0.1%
Suburban Achievers	3	5	3	2	9	22	2.1%
Small-City Singles	5	6	3	3	7	24	2.3%
Suburban Strivers	5	7	4	3	9	28	2.7%
Twentysomethings	2	2	0	1	2	7	0.7%
Second-City Strivers	1	1	1	0	1	4	0.4%
Rural Couples	1	0	0	0	1	2	0.2%
Downtown Couples	1	2	1	1	2	7	0.7%
Downtown Proud	0	0	0	0	1	1	0.1%
Rural Strivers	5	4	2	1	4	16	1.5%
Multi-Ethnic Singles	3	3	1	1	1	9	0.9%
Subtotal:	28	35	19	16	54	152	14.4%
<b>Total Households:</b>	<b>125</b>	<b>164</b>	<b>120</b>	<b>114</b>	<b>531</b>	<b>1,054</b>	<b>100.0%</b>
<b>Percent of Total:</b>	<b>11.9%</b>	<b>15.6%</b>	<b>11.4%</b>	<b>10.8%</b>	<b>50.4%</b>	<b>100.0%</b>	

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Multi-Family For-Rent**  
***The City of Springdale***  
*Benton and Washington Counties, Arkansas*

. . . . . Number of Households . . . . .

Empty Nesters & Retirees**	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Affluent Empty Nesters	0	0	0	0	1	1	0.0%
The One Percenters	0	0	0	0	1	1	0.0%
Old Money	0	0	0	0	1	1	0.0%
The Social Register	0	0	0	0	2	2	0.1%
Small-Town Patriarchs	0	0	0	0	2	2	0.1%
Urban Establishment	3	4	3	3	21	34	1.5%
Traditional Couples	0	0	0	0	1	1	0.0%
Suburban Establishment	0	1	0	1	5	7	0.3%
Pillars of the Community	0	0	0	0	2	2	0.1%
Second City Establishment	0	1	0	1	2	4	0.2%
RV Retirees	0	0	0	0	1	1	0.0%
Multi-Ethnic Empty Nesters	1	1	1	1	5	9	0.4%
Mainstream Empty Nesters	3	5	4	3	17	32	1.4%
Country Couples	0	1	1	0	2	4	0.2%
Middle-American Retirees	3	4	3	3	14	27	1.2%
Cosmopolitan Couples	9	7	4	4	23	47	2.0%
Hometown Retirees	0	0	0	0	1	1	0.0%
Blue-Collar Retirees	5	8	5	4	13	35	1.5%
Middle-Class Move-Downs	1	2	1	1	2	7	0.3%
Village Elders	1	1	0	0	1	3	0.1%
Small-Town Seniors	1	2	2	1	3	9	0.4%
Back Country Seniors	1	1	0	0	1	3	0.1%
Hometown Seniors	2	2	1	1	2	8	0.3%
Second City Seniors	25	19	8	6	18	76	3.3%
Subtotal:	55	59	33	29	141	317	13.6%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Multi-Family For-Rent**  
**The City of Springdale**  
*Benton and Washington Counties, Arkansas*

. . . . . Number of Households . . . . .

<b>Traditional &amp; Non-Traditional Families††</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Corporate Establishment	0	0	0	0	3	3	0.1%
Ex-Urban Elite	1	0	0	0	4	5	0.2%
e-Type Families	0	0	1	0	1	2	0.1%
Nouveau Money	0	1	0	1	4	6	0.3%
Button-Down Families	0	1	1	1	4	7	0.3%
Full-Nest Exurbanites	0	0	1	0	1	2	0.1%
New Town Families	0	1	0	0	2	3	0.1%
Unibox Transferees	1	1	2	2	9	15	0.6%
Fiber-Optic Families	0	1	0	1	4	6	0.3%
Late-Nest Suburbanites	3	4	3	3	15	28	1.2%
Rural Families	1	0	0	0	1	2	0.1%
Full-Nest Suburbanites	2	4	3	2	10	21	0.9%
Small-Town Families	6	9	7	5	23	50	2.1%
Traditional Families	0	1	0	0	2	3	0.1%
Multi-Ethnic Families	3	5	4	3	11	26	1.1%
Four-by-Four Families	1	2	2	1	5	11	0.5%
Kids 'r' Us	4	6	5	4	14	33	1.4%
Uptown Families	3	5	4	3	11	26	1.1%
Multi-Cultural Families	1	0	0	0	2	3	0.1%
Rustic Families	1	2	1	1	3	8	0.3%
Hometown Families	12	14	9	6	14	55	2.4%
Inner-City Families	8	6	3	2	6	25	1.1%
Single-Parent Families	4	3	2	1	3	13	0.6%
In-Town Families	16	15	9	6	12	58	2.5%
New American Strivers	45	43	24	14	26	152	6.5%
Subtotal:	112	124	81	56	190	563	24.2%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

†† Predominantly three- to five-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Multi-Family For-Rent**  
**The City of Springdale**  
*Benton and Washington Counties, Arkansas*

. . . . . Number of Households . . . . .

<b>Younger Singles &amp; Couples**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
New Power Couples	0	1	0	0	4	5	0.2%
New Bohemians	9	6	5	5	40	65	2.8%
Cosmopolitan Elite	0	1	0	0	2	3	0.1%
The VIPs	4	6	5	5	31	51	2.2%
Fast-Track Professionals	8	12	10	10	62	102	4.4%
Hometown Sweethearts	2	3	2	1	6	14	0.6%
Blue-Collar Traditionalists	1	1	0	1	2	5	0.2%
Suburban Achievers	6	9	6	5	15	41	1.8%
Small-City Singles	7	9	5	4	12	37	1.6%
Suburban Strivers	47	54	30	22	70	223	9.6%
Twentysomethings	118	118	65	45	126	472	20.3%
Second-City Strivers	40	40	22	17	40	159	6.8%
Rural Couples	3	2	1	1	3	10	0.4%
Downtown Couples	6	6	3	3	8	26	1.1%
Downtown Proud	18	14	6	5	19	62	2.7%
Rural Strivers	10	9	4	2	7	32	1.4%
Multi-Ethnic Singles	52	43	16	11	21	143	6.1%
Subtotal:	331	334	180	137	468	1,450	62.2%
<b>Total Households:</b>	<b>498</b>	<b>517</b>	<b>294</b>	<b>222</b>	<b>799</b>	<b>2,330</b>	<b>100.0%</b>
<b>Percent of Total:</b>	<b>21.4%</b>	<b>22.2%</b>	<b>12.6%</b>	<b>9.5%</b>	<b>34.3%</b>	<b>100.0%</b>	

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Multi-Family For-Sale**  
**The City of Springdale**  
*Benton and Washington Counties, Arkansas*

. . . . . Number of Households . . . . .

<b>Empty Nesters &amp; Retirees**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Old Money	0	0	0	0	1	1	0.3%
The Social Register	0	0	0	0	1	1	0.3%
Small-Town Patriarchs	0	0	0	0	1	1	0.3%
Urban Establishment	0	1	1	1	3	6	2.1%
Suburban Establishment	0	0	0	0	2	2	0.7%
Second City Establishment	0	0	1	0	1	2	0.7%
Mainstream Empty Nesters	2	0	1	1	3	7	2.4%
Multi-Ethnic Empty Nesters	0	1	0	0	1	2	0.7%
Country Couples	0	0	0	0	1	1	0.3%
Middle-American Retirees	1	2	1	1	4	9	3.1%
Cosmopolitan Couples	1	1	1	1	2	6	2.1%
Hometown Retirees	0	1	0	0	0	1	0.3%
Blue-Collar Retirees	1	2	1	1	3	8	2.8%
Middle-Class Move-Downs	1	1	1	0	1	4	1.4%
Village Elders	0	1	0	0	1	2	0.7%
Small-Town Seniors	1	1	0	0	1	3	1.0%
Back Country Seniors	0	1	0	0	0	1	0.3%
Hometown Seniors	1	1	0	0	0	2	0.7%
Second City Seniors	4	3	1	1	2	11	3.8%
Subtotal:	12	16	8	6	28	70	24.3%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Multi-Family For-Sale**  
**The City of Springdale**  
*Benton and Washington Counties, Arkansas*

. . . . . Number of Households . . . . .

<b>Traditional &amp; Non-Traditional Families††</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Corporate Establishment	0	0	0	0	1	1	0.3%
Ex-Urban Elite	0	0	0	0	1	1	0.3%
e-Type Families	0	0	0	0	1	1	0.3%
Nouveau Money	0	0	0	1	1	2	0.7%
Button-Down Families	0	0	0	0	2	2	0.7%
Full-Nest Exurbanites	0	0	0	0	1	1	0.3%
New Town Families	0	0	0	1	0	1	0.3%
Unibox Transferees	0	0	0	1	2	3	1.0%
Fiber-Optic Families	0	0	0	0	1	1	0.3%
Late-Nest Suburbanites	1	1	1	1	4	8	2.8%
Rural Families	0	0	0	1	0	1	0.3%
Full-Nest Suburbanites	0	1	1	1	3	6	2.1%
Small-Town Families	1	2	2	1	6	12	4.2%
Traditional Families	0	1	0	0	0	1	0.3%
Multi-Ethnic Families	0	1	0	1	2	4	1.4%
Four-by-Four Families	0	0	1	0	1	2	0.7%
Kids 'r' Us	1	1	1	1	2	6	2.1%
Uptown Families	1	1	1	0	2	5	1.7%
Multi-Cultural Families	0	1	0	0	0	1	0.3%
Rustic Families	1	1	0	0	1	3	1.0%
Hometown Families	1	2	1	1	2	7	2.4%
Inner-City Families	1	1	0	0	2	4	1.4%
Single-Parent Families	0	1	1	0	0	2	0.7%
In-Town Families	2	2	2	1	2	9	3.1%
New American Strivers	5	4	2	2	2	15	5.2%
Subtotal:	14	20	13	13	39	99	34.4%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

†† Predominantly three- to five-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Multi-Family For-Sale**  
**The City of Springdale**  
*Benton and Washington Counties, Arkansas*

. . . . . Number of Households . . . . .

<b>Younger Singles &amp; Couples**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
New Power Couples	0	0	1	0	1	2	0.7%
New Bohemians	1	0	1	1	4	7	2.4%
Cosmopolitan Elite	0	0	0	1	0	1	0.3%
The VIPs	1	1	1	1	3	7	2.4%
Fast-Track Professionals	0	1	0	1	3	5	1.7%
Hometown Sweethearts	0	1	1	0	1	3	1.0%
Suburban Achievers	1	1	1	1	2	6	2.1%
Blue-Collar Traditionalists	0	1	0	0	1	2	0.7%
Small-City Singles	1	1	0	0	1	3	1.0%
Suburban Strivers	5	6	3	2	8	24	8.3%
Twentysomethings	6	6	4	2	7	25	8.7%
Second-City Strivers	2	3	1	1	2	9	3.1%
Rural Couples	1	1	0	0	1	3	1.0%
Downtown Couples	1	1	1	0	1	4	1.4%
Downtown Proud	1	1	1	0	1	4	1.4%
Rural Strivers	1	1	0	1	1	4	1.4%
Multi-Ethnic Singles	4	3	1	1	1	10	3.5%
Subtotal:	25	28	16	12	38	119	41.3%
<b>Total Households:</b>	<b>51</b>	<b>64</b>	<b>37</b>	<b>31</b>	<b>105</b>	<b>288</b>	<b>100.0%</b>
<b>Percent of Total:</b>	<b>17.7%</b>	<b>22.2%</b>	<b>12.8%</b>	<b>10.8%</b>	<b>36.5%</b>	<b>100.0%</b>	

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Single-Family Attached For-Sale**  
***The City of Springdale***  
*Benton and Washington Counties, Arkansas*

. . . . . Number of Households . . . . .

Empty Nesters & Retirees**	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Affluent Empty Nesters	0	0	0	0	1	1	0.3%
The One Percenters	0	0	0	0	1	1	0.3%
Old Money	0	0	0	0	1	1	0.3%
The Social Register	0	0	0	0	2	2	0.5%
Small-Town Patriarchs	0	0	0	0	2	2	0.5%
Urban Establishment	0	0	1	1	2	4	1.0%
Traditional Couples	0	0	0	0	1	1	0.3%
Suburban Establishment	0	0	0	1	4	5	1.3%
Pillars of the Community	0	0	0	0	1	1	0.3%
Second City Establishment	0	1	0	0	2	3	0.8%
Multi-Ethnic Empty Nesters	0	1	0	1	2	4	1.0%
Mainstream Empty Nesters	1	3	1	1	6	12	3.1%
Country Couples	0	0	1	0	1	2	0.5%
Middle-American Retirees	1	3	1	1	7	13	3.3%
Cosmopolitan Couples	0	1	0	0	2	3	0.8%
Heartland Retirees	1	0	0	0	0	1	0.3%
Blue-Collar Retirees	2	3	2	2	5	14	3.6%
Middle-Class Move-Downs	1	0	1	0	2	4	1.0%
Village Elders	0	1	0	0	1	2	0.5%
Small-Town Seniors	1	1	0	0	1	3	0.8%
Back Country Seniors	0	1	0	0	1	2	0.5%
Hometown Seniors	1	1	0	0	1	3	0.8%
Second City Seniors	2	2	1	1	1	7	1.8%
Subtotal:	10	18	8	8	47	91	23.3%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Single-Family Attached For-Sale**  
***The City of Springdale***  
*Benton and Washington Counties, Arkansas*

. . . . . Number of Households . . . . .

<b>Traditional &amp; Non-Traditional Families††</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Corporate Establishment	0	0	0	0	3	3	0.8%
Ex-Urban Elite	0	0	0	0	4	4	1.0%
e-Type Families	0	0	0	0	1	1	0.3%
Nouveau Money	0	1	0	1	3	5	1.3%
Button-Down Families	1	1	0	0	3	5	1.3%
New Town Families	0	0	0	0	1	1	0.3%
Unibox Transferees	0	1	1	1	4	7	1.8%
Fiber-Optic Families	0	0	1	1	2	4	1.0%
Late-Nest Suburbanites	1	1	1	1	5	9	2.3%
Rural Families	0	1	0	0	1	2	0.5%
Full-Nest Suburbanites	1	2	1	1	4	9	2.3%
Small-Town Families	2	2	2	1	7	14	3.6%
Traditional Families	0	0	0	1	0	1	0.3%
Multi-Ethnic Families	1	1	1	1	4	8	2.1%
Four-by-Four Families	0	1	1	0	2	4	1.0%
Kids 'r' Us	2	2	2	1	4	11	2.8%
Uptown Families	2	2	1	1	3	9	2.3%
Multi-Cultural Families	0	1	0	0	1	2	0.5%
Rustic Families	1	1	1	0	1	4	1.0%
Hometown Families	2	3	2	1	2	10	2.6%
Inner-City Families	2	1	1	0	1	5	1.3%
Single-Parent Families	1	1	0	0	1	3	0.8%
In-Town Families	5	4	2	2	3	16	4.1%
New American Strivers	6	6	3	2	3	20	5.1%
Subtotal:	27	32	20	15	63	157	40.3%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

†† Predominantly three- to five-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Single-Family Attached For-Sale**  
***The City of Springdale***  
*Benton and Washington Counties, Arkansas*

. . . . . Number of Households . . . . .

<b>Younger Singles &amp; Couples**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
New Power Couples	0	0	1	0	1	2	0.5%
New Bohemians	1	0	0	0	1	2	0.5%
Cosmopolitan Elite	0	0	0	0	1	1	0.3%
The VIPs	1	1	1	1	3	7	1.8%
Fast-Track Professionals	0	1	0	0	1	2	0.5%
Hometown Sweethearts	0	1	1	1	2	5	1.3%
Blue-Collar Traditionalists	0	1	1	0	1	3	0.8%
Suburban Achievers	1	2	2	2	4	11	2.8%
Small-City Singles	2	2	1	1	3	9	2.3%
Suburban Strivers	8	8	5	4	12	37	9.5%
Twentysomethings	5	5	3	2	5	20	5.1%
Second-City Strivers	2	3	1	1	2	9	2.3%
Rural Couples	1	1	1	0	1	4	1.0%
Downtown Couples	2	3	1	1	1	8	2.1%
Downtown Proud	1	1	0	0	1	3	0.8%
Rural Strivers	2	2	1	0	2	7	1.8%
Multi-Ethnic Singles	4	4	1	1	2	12	3.1%
<b>Subtotal:</b>	<b>30</b>	<b>35</b>	<b>20</b>	<b>14</b>	<b>43</b>	<b>142</b>	<b>36.4%</b>
<b>Total Households:</b>	<b>67</b>	<b>85</b>	<b>48</b>	<b>37</b>	<b>153</b>	<b>390</b>	<b>100.0%</b>
<b>Percent of Total:</b>	<b>17.2%</b>	<b>21.8%</b>	<b>12.3%</b>	<b>9.5%</b>	<b>39.2%</b>	<b>100.0%</b>	

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Single-Family Detached For-Sale**  
***The City of Springdale***  
*Benton and Washington Counties, Arkansas*

. . . . . Number of Households . . . . .

<b>Empty Nesters &amp; Retirees**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Affluent Empty Nesters	2	1	2	1	7	13	1.3%
The One Percenters	1	1	1	0	5	8	0.8%
Old Money	0	1	0	0	4	5	0.5%
The Social Register	0	1	0	0	4	5	0.5%
Small-Town Patriarchs	0	0	0	1	8	9	0.9%
Urban Establishment	0	0	1	1	0	2	0.2%
New Empty Nesters	0	0	0	0	2	2	0.2%
Traditional Couples	0	0	0	1	5	6	0.6%
Suburban Establishment	1	2	2	3	23	31	3.1%
Pillars of the Community	0	0	1	1	9	11	1.1%
Second City Establishment	1	2	3	2	14	22	2.2%
RV Retirees	0	1	0	0	2	3	0.3%
Multi-Ethnic Empty Nesters	1	1	1	1	3	7	0.7%
Mainstream Empty Nesters	3	6	4	3	16	32	3.2%
Country Couples	1	1	1	1	5	9	0.9%
Middle-American Retirees	4	8	5	5	24	46	4.6%
Cosmopolitan Couples	0	1	0	0	0	1	0.1%
Hometown Retirees	0	1	0	0	1	2	0.2%
Heartland Retirees	0	1	0	0	1	2	0.2%
Blue-Collar Retirees	7	11	7	6	20	51	5.1%
Middle-Class Move-Downs	1	2	1	2	3	9	0.9%
Village Elders	1	1	1	0	1	4	0.4%
Small-Town Seniors	2	3	2	1	4	12	1.2%
Back Country Seniors	1	1	1	1	2	6	0.6%
Hometown Seniors	2	2	0	1	2	7	0.7%
Second City Seniors	2	2	1	1	1	7	0.7%
Subtotal:	30	50	34	32	166	312	31.0%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Single-Family Detached For-Sale**  
***The City of Springdale***  
*Benton and Washington Counties, Arkansas*

. . . . . Number of Households . . . . .

<b>Traditional &amp; Non-Traditional Families††</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Corporate Establishment	1	1	1	1	6	10	1.0%
Ex-Urban Elite	1	1	2	3	27	34	3.4%
e-Type Families	0	0	0	1	2	3	0.3%
Nouveau Money	1	2	1	1	11	16	1.6%
Button-Down Families	2	2	3	3	22	32	3.2%
Full-Nest Exurbanites	1	0	1	1	6	9	0.9%
New Town Families	0	1	1	2	11	15	1.5%
Unibox Transferees	2	3	3	4	18	30	3.0%
Fiber-Optic Families	1	1	2	3	13	20	2.0%
Late-Nest Suburbanites	2	3	2	2	8	17	1.7%
Rural Families	1	1	1	1	3	7	0.7%
Full-Nest Suburbanites	3	3	2	2	9	19	1.9%
Small-Town Families	3	5	3	3	12	26	2.6%
Traditional Families	1	1	1	1	4	8	0.8%
Multi-Ethnic Families	3	5	4	3	11	26	2.6%
Four-by-Four Families	2	4	3	3	8	20	2.0%
Kids 'r' Us	6	7	6	5	17	41	4.1%
Uptown Families	3	5	4	3	9	24	2.4%
Multi-Cultural Families	1	0	0	0	2	3	0.3%
Rustic Families	3	5	3	2	8	21	2.1%
Hometown Families	3	3	2	1	3	12	1.2%
Inner-City Families	1	1	0	0	2	4	0.4%
Single-Parent Families	1	1	0	0	1	3	0.3%
In-Town Families	18	17	9	6	13	63	6.3%
New American Strivers	5	5	3	2	3	18	1.8%
Subtotal:	65	77	57	53	229	481	47.8%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

†† Predominantly three- to five-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Single-Family Detached For-Sale**  
**The City of Springdale**  
*Benton and Washington Counties, Arkansas*

. . . . . Number of Households . . . . .

<b>Younger Singles &amp; Couples**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
New Power Couples	0	0	0	1	1	2	0.2%
New Bohemians	0	0	0	0	1	1	0.1%
Cosmopolitan Elite	0	0	0	0	3	3	0.3%
The VIPs	1	1	1	0	3	6	0.6%
Hometown Sweethearts	2	3	3	2	7	17	1.7%
Blue-Collar Traditionalists	1	2	2	1	5	11	1.1%
Suburban Achievers	4	5	3	3	11	26	2.6%
Small-City Singles	6	8	5	4	11	34	3.4%
Suburban Strivers	10	12	6	5	15	48	4.8%
Twentysomethings	3	3	2	1	3	12	1.2%
Second-City Strivers	1	1	1	1	2	6	0.6%
Rural Couples	3	3	1	1	4	12	1.2%
Downtown Couples	2	2	1	1	2	8	0.8%
Downtown Proud	0	0	0	0	1	1	0.1%
Rural Strivers	4	3	2	1	3	13	1.3%
Multi-Ethnic Singles	5	4	2	1	2	14	1.4%
Subtotal:	42	47	29	22	74	214	21.3%
<b>Total Households:</b>	<b>137</b>	<b>174</b>	<b>120</b>	<b>107</b>	<b>469</b>	<b>1,007</b>	<b>100.0%</b>
<b>Percent of Total:</b>	<b>13.6%</b>	<b>17.3%</b>	<b>11.9%</b>	<b>10.6%</b>	<b>46.6%</b>	<b>100.0%</b>	

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Multi-Family For-Rent**  
**The City of Fayetteville**  
*Washington County, Arkansas*

. . . . . Number of Households . . . . .

<b>Empty Nesters &amp; Retirees**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Affluent Empty Nesters	0	0	0	0	1	1	0.0%
The One Percenters	0	0	0	0	1	1	0.0%
Old Money	0	0	0	0	1	1	0.0%
The Social Register	0	0	0	0	2	2	0.0%
Small-Town Patriarchs	0	0	0	0	2	2	0.0%
Urban Establishment	2	3	3	3	19	30	0.5%
Traditional Couples	0	0	0	0	1	1	0.0%
Suburban Establishment	0	0	0	1	2	3	0.0%
Pillars of the Community	0	0	0	0	2	2	0.0%
Second City Establishment	0	1	1	1	3	6	0.1%
RV Retirees	0	0	0	0	0	0	0.0%
Multi-Ethnic Empty Nesters	1	1	1	1	4	8	0.1%
Mainstream Empty Nesters	1	3	2	2	8	16	0.3%
Country Couples	0	1	0	1	2	4	0.1%
Middle-American Retirees	1	2	2	2	7	14	0.2%
Cosmopolitan Couples	8	6	4	3	20	41	0.7%
Hometown Retirees	0	0	0	0	0	0	0.0%
Middle-Class Move-Downs	1	2	1	1	4	9	0.1%
Blue-Collar Retirees	6	10	6	6	17	45	0.7%
Village Elders	1	1	0	0	1	3	0.0%
Small-Town Seniors	2	2	1	2	3	10	0.2%
Back Country Seniors	0	1	0	0	1	2	0.0%
Hometown Seniors	3	3	2	1	3	12	0.2%
Second City Seniors	34	25	11	9	23	102	1.6%
Subtotal:	60	61	34	33	127	315	5.1%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Multi-Family For-Rent**  
**The City of Fayetteville**  
*Washington County, Arkansas*

. . . . . Number of Households . . . . .

<b>Traditional &amp; Non-Traditional Families††</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Corporate Establishment	0	0	0	0	2	2	0.0%
Ex-Urban Elite	0	0	1	1	6	8	0.1%
e-Type Families	0	1	0	0	2	3	0.0%
Nouveau Money	0	1	0	1	3	5	0.1%
Button-Down Families	0	1	1	1	4	7	0.1%
Full-Nest Exurbanites	0	1	0	0	1	2	0.0%
New Town Families	0	0	0	1	4	5	0.1%
Unibox Transferees	2	2	2	3	15	24	0.4%
Fiber-Optic Families	0	0	0	0	1	1	0.0%
Rural Families	0	1	0	0	1	2	0.0%
Late-Nest Suburbanites	3	4	3	3	13	26	0.4%
Full-Nest Suburbanites	3	3	2	2	9	19	0.3%
Small-Town Families	9	13	11	10	39	82	1.3%
Traditional Families	0	1	0	1	2	4	0.1%
Multi-Ethnic Families	5	8	6	5	20	44	0.7%
Kids 'r' Us	4	6	5	5	14	34	0.5%
Four-by-Four Families	2	3	2	2	10	19	0.3%
Uptown Families	6	8	7	5	18	44	0.7%
Multi-Cultural Families	0	1	1	1	2	5	0.1%
Rustic Families	1	1	1	1	3	7	0.1%
Inner-City Families	11	8	4	3	9	35	0.6%
Single-Parent Families	5	4	2	2	5	18	0.3%
Hometown Families	18	24	15	9	23	89	1.4%
New American Strivers	76	73	40	25	44	258	4.2%
In-Town Families	28	27	15	9	20	99	1.6%
Subtotal:	173	191	118	90	270	842	13.6%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

†† Predominantly three- to five-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Multi-Family For-Rent**  
**The City of Fayetteville**  
*Washington County, Arkansas*

. . . . . Number of Households . . . . .

<b>Younger Singles &amp; Couples**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
New Power Couples	1	2	1	1	14	19	0.3%
New Bohemians	31	24	17	18	140	230	3.7%
Cosmopolitan Elite	2	1	1	1	6	11	0.2%
The VIPs	16	24	19	19	123	201	3.2%
Fast-Track Professionals	23	32	26	29	169	279	4.5%
Hometown Sweethearts	6	10	7	6	21	50	0.8%
Blue-Collar Traditionalists	2	2	0	1	4	9	0.1%
Suburban Achievers	14	22	15	11	40	102	1.6%
Downtown Couples	22	23	12	9	27	93	1.5%
Downtown Proud	62	47	24	19	66	218	3.5%
Small-City Singles	25	31	18	16	42	132	2.1%
Suburban Strivers	115	134	76	54	175	554	8.9%
Twentysomethings	474	474	259	179	502	1,888	30.4%
Second-City Strivers	153	156	85	66	156	616	9.9%
Rural Couples	6	6	3	2	7	24	0.4%
Rural Strivers	36	34	14	10	29	123	2.0%
Multi-Ethnic Singles	185	151	56	38	74	504	8.1%
Subtotal:	1,173	1,173	633	479	1,595	5,053	81.4%
<b>Total Households:</b>	<b>1,406</b>	<b>1,425</b>	<b>785</b>	<b>602</b>	<b>1,992</b>	<b>6,210</b>	<b>100.0%</b>
<b>Percent of Total:</b>	<b>22.6%</b>	<b>22.9%</b>	<b>12.6%</b>	<b>9.7%</b>	<b>32.1%</b>	<b>100.0%</b>	

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Multi-Family For-Sale**  
**The City of Fayetteville**  
*Washington County, Arkansas*

. . . . . Number of Households . . . . .

<b>Empty Nesters &amp; Retirees**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Old Money	0	0	0	0	1	1	0.1%
The Social Register	0	0	0	0	3	3	0.4%
Small-Town Patriarchs	0	0	0	0	1	1	0.1%
Urban Establishment	1	1	1	0	3	6	0.9%
Suburban Establishment	0	0	0	0	1	1	0.1%
Second City Establishment	0	1	0	1	1	3	0.4%
Multi-Ethnic Empty Nesters	0	0	0	1	1	2	0.3%
Mainstream Empty Nesters	0	1	0	1	1	3	0.4%
Country Couples	0	0	0	0	1	1	0.1%
Middle-American Retirees	0	1	0	0	3	4	0.6%
Cosmopolitan Couples	1	1	0	0	3	5	0.7%
Middle-Class Move-Downs	1	1	0	0	2	4	0.6%
Blue-Collar Retirees	1	2	2	2	4	11	1.6%
Village Elders	0	0	0	1	1	2	0.3%
Small-Town Seniors	1	0	0	0	1	2	0.3%
Back Country Seniors	1	0	0	0	0	1	0.1%
Hometown Seniors	1	1	0	0	1	3	0.4%
Second City Seniors	5	4	1	1	3	14	2.1%
Subtotal:	12	13	4	7	31	67	9.9%

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\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Multi-Family For-Sale**  
***The City of Fayetteville***  
*Washington County, Arkansas*

. . . . . Number of Households . . . . .

<b>Traditional &amp; Non-Traditional Families††</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Corporate Establishment	0	0	0	0	1	1	0.1%
Ex-Urban Elite	0	0	0	1	2	3	0.4%
e-Type Families	0	0	0	0	1	1	0.1%
Nouveau Money	0	0	0	0	2	2	0.3%
Button-Down Families	0	0	0	0	1	1	0.1%
New Town Families	0	0	0	0	1	1	0.1%
Unibox Transferees	0	1	1	0	3	5	0.7%
Fiber-Optic Families	0	0	0	0	1	1	0.1%
Rural Families	0	0	0	0	1	1	0.1%
Late-Nest Suburbanites	1	1	1	1	4	8	1.2%
Full-Nest Suburbanites	1	1	1	1	2	6	0.9%
Small-Town Families	2	3	3	2	9	19	2.8%
Traditional Families	0	0	1	0	0	1	0.1%
Multi-Ethnic Families	1	2	1	1	3	8	1.2%
Kids 'r' Us	1	1	1	1	2	6	0.9%
Four-by-Four Families	0	1	1	1	1	4	0.6%
Uptown Families	1	1	1	1	4	8	1.2%
Multi-Cultural Families	0	0	0	1	0	1	0.1%
Rustic Families	0	1	1	0	1	3	0.4%
Inner-City Families	2	1	1	0	1	5	0.7%
Single-Parent Families	0	1	0	0	1	2	0.3%
Hometown Families	2	3	2	1	3	11	1.6%
New American Strivers	8	7	4	2	4	25	3.7%
In-Town Families	4	4	2	2	3	15	2.2%
Subtotal:	23	28	21	15	51	138	20.5%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

†† Predominantly three- to five-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Multi-Family For-Sale**  
***The City of Fayetteville***  
*Washington County, Arkansas*

. . . . . Number of Households . . . . .

<b>Younger Singles &amp; Couples**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
New Power Couples	1	1	0	0	4	6	0.9%
New Bohemians	4	3	2	1	17	27	4.0%
Cosmopolitan Elite	1	1	0	0	2	4	0.6%
The VIPs	3	4	3	3	22	35	5.2%
Fast-Track Professionals	1	2	2	1	10	16	2.4%
Hometown Sweethearts	2	2	1	2	5	12	1.8%
Blue-Collar Traditionalists	2	3	2	1	4	12	1.8%
Suburban Achievers	2	4	2	2	8	18	2.7%
Downtown Couples	4	4	1	2	4	15	2.2%
Downtown Proud	4	3	2	3	3	15	2.2%
Small-City Singles	3	4	3	3	6	19	2.8%
Suburban Strivers	16	19	10	7	24	76	11.3%
Twentysomethings	28	27	14	10	28	107	15.9%
Second-City Strivers	10	10	6	4	9	39	5.8%
Rural Couples	1	2	1	1	1	6	0.9%
Rural Strivers	6	5	2	2	5	20	3.0%
Multi-Ethnic Singles	15	13	5	3	6	42	6.2%
Subtotal:	103	107	56	45	158	469	69.6%
<b>Total Households:</b>	<b>138</b>	<b>148</b>	<b>81</b>	<b>67</b>	<b>240</b>	<b>674</b>	<b>100.0%</b>
<b>Percent of Total:</b>	<b>20.5%</b>	<b>22.0%</b>	<b>12.0%</b>	<b>9.9%</b>	<b>35.6%</b>	<b>100.0%</b>	

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Single-Family Attached For-Sale**  
**The City of Fayetteville**  
*Washington County, Arkansas*

. . . . . Number of Households . . . . .

<b>Empty Nesters &amp; Retirees**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
The One Percenters	0	0	0	0	1	1	0.1%
Old Money	0	0	0	0	1	1	0.1%
The Social Register	0	0	0	0	1	1	0.1%
Small-Town Patriarchs	0	0	0	0	2	2	0.2%
Urban Establishment	1	0	1	0	2	4	0.5%
New Empty Nesters	0	0	0	0	1	1	0.1%
Traditional Couples	0	0	0	0	1	1	0.1%
Suburban Establishment	0	0	0	1	2	3	0.4%
Pillars of the Community	0	0	0	0	1	1	0.1%
Second City Establishment	1	0	0	1	3	5	0.6%
RV Retirees	0	0	0	0	1	1	0.1%
Multi-Ethnic Empty Nesters	1	0	0	1	2	4	0.5%
Mainstream Empty Nesters	0	1	1	1	3	6	0.7%
Country Couples	0	0	0	1	1	2	0.2%
Middle-American Retirees	1	1	1	1	2	6	0.7%
Cosmopolitan Couples	1	1	0	0	1	3	0.4%
Middle-Class Move-Downs	1	1	1	1	2	6	0.7%
Blue-Collar Retirees	3	3	3	3	7	19	2.3%
Village Elders	0	1	0	0	1	2	0.2%
Small-Town Seniors	1	1	0	0	2	4	0.5%
Back Country Seniors	0	0	1	0	0	1	0.1%
Hometown Seniors	1	1	0	0	1	3	0.4%
Second City Seniors	3	3	1	1	2	10	1.2%
Subtotal:	14	13	9	11	40	87	10.6%

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\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Single-Family Attached For-Sale**  
***The City of Fayetteville***  
*Washington County, Arkansas*

. . . . . Number of Households . . . . .

<b>Traditional &amp; Non-Traditional Families††</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Corporate Establishment	0	0	0	0	1	1	0.1%
Ex-Urban Elite	1	1	0	1	4	7	0.9%
e-Type Families	0	0	0	0	2	2	0.2%
Nouveau Money	0	0	0	0	2	2	0.2%
Button-Down Families	0	0	0	1	1	2	0.2%
Full-Nest Exurbanites	0	0	0	0	1	1	0.1%
New Town Families	0	0	1	0	1	2	0.2%
Unibox Transferees	1	1	1	2	7	12	1.5%
Fiber-Optic Families	0	0	0	0	1	1	0.1%
Rural Families	0	0	1	0	0	1	0.1%
Late-Nest Suburbanites	1	2	1	1	3	8	1.0%
Full-Nest Suburbanites	1	1	1	1	3	7	0.9%
Small-Town Families	2	4	3	3	10	22	2.7%
Traditional Families	0	0	0	0	2	2	0.2%
Multi-Ethnic Families	1	2	2	1	5	11	1.3%
Kids 'r' Us	1	2	2	1	4	10	1.2%
Four-by-Four Families	1	1	1	0	4	7	0.9%
Uptown Families	2	2	2	2	4	12	1.5%
Multi-Cultural Families	0	0	0	1	1	2	0.2%
Rustic Families	0	0	0	1	1	2	0.2%
Inner-City Families	2	1	1	1	2	7	0.9%
Single-Parent Families	1	1	1	1	1	5	0.6%
Hometown Families	3	4	3	2	4	16	2.0%
New American Strivers	9	9	5	4	5	32	3.9%
In-Town Families	8	9	4	3	6	30	3.7%
Subtotal:	34	40	29	26	75	204	24.9%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

†† Predominantly three- to five-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Single-Family Attached For-Sale**  
**The City of Fayetteville**  
*Washington County, Arkansas*

. . . . . Number of Households . . . . .

<b>Younger Singles &amp; Couples**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
New Power Couples	1	1	0	0	4	6	0.7%
New Bohemians	1	1	1	1	5	9	1.1%
Cosmopolitan Elite	1	1	1	0	2	5	0.6%
The VIPs	2	4	2	3	18	29	3.5%
Fast-Track Professionals	1	0	1	1	5	8	1.0%
Hometown Sweethearts	2	4	3	2	8	19	2.3%
Blue-Collar Traditionalists	1	1	0	1	2	5	0.6%
Suburban Achievers	5	8	5	3	13	34	4.2%
Downtown Couples	7	7	4	3	7	28	3.4%
Downtown Proud	3	2	1	1	3	10	1.2%
Small-City Singles	8	9	6	5	12	40	4.9%
Suburban Strivers	24	28	16	12	36	116	14.2%
Twentysomethings	22	22	12	8	21	85	10.4%
Second-City Strivers	10	9	6	4	11	40	4.9%
Rural Couples	2	2	1	2	3	10	1.2%
Rural Strivers	8	8	3	2	6	27	3.3%
Multi-Ethnic Singles	21	17	7	4	8	57	7.0%
Subtotal:	119	124	69	52	164	528	64.5%
<b>Total Households:</b>	<b>167</b>	<b>177</b>	<b>107</b>	<b>89</b>	<b>279</b>	<b>819</b>	<b>100.0%</b>
<b>Percent of Total:</b>	<b>20.4%</b>	<b>21.6%</b>	<b>13.1%</b>	<b>10.9%</b>	<b>34.1%</b>	<b>100.0%</b>	

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Single-Family Detached For-Sale**  
***The City of Fayetteville***  
*Washington County, Arkansas*

. . . . . Number of Households . . . . .

Empty Nesters & Retirees**	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Affluent Empty Nesters	0	0	0	0	7	7	0.5%
The One Percenters	0	1	0	0	3	4	0.3%
Old Money	0	0	0	0	2	2	0.1%
The Social Register	1	0	0	0	2	3	0.2%
Small-Town Patriarchs	0	0	1	1	8	10	0.7%
Urban Establishment	0	0	0	0	1	1	0.1%
New Empty Nesters	0	0	0	0	1	1	0.1%
Traditional Couples	0	0	0	1	5	6	0.4%
Suburban Establishment	1	1	1	1	11	15	1.0%
Pillars of the Community	0	0	1	1	10	12	0.8%
Second City Establishment	2	3	3	3	19	30	2.0%
RV Retirees	0	1	0	0	1	2	0.1%
Multi-Ethnic Empty Nesters	0	1	1	1	3	6	0.4%
Mainstream Empty Nesters	2	3	2	2	7	16	1.1%
Country Couples	1	2	1	1	5	10	0.7%
Middle-American Retirees	2	3	2	2	11	20	1.3%
Cosmopolitan Couples	1	0	0	0	0	1	0.1%
Hometown Retirees	0	0	0	1	0	1	0.1%
Heartland Retirees	0	0	1	0	0	1	0.1%
Middle-Class Move-Downs	2	3	2	1	4	12	0.8%
Blue-Collar Retirees	9	15	11	9	27	71	4.8%
Village Elders	1	1	1	1	1	5	0.3%
Small-Town Seniors	2	3	2	1	4	12	0.8%
Back Country Seniors	1	1	1	0	1	4	0.3%
Hometown Seniors	3	3	1	1	2	10	0.7%
Second City Seniors	3	2	1	1	2	9	0.6%
Subtotal:	31	43	32	28	137	271	18.2%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Single-Family Detached For-Sale**  
***The City of Fayetteville***  
*Washington County, Arkansas*

. . . . . Number of Households . . . . .

<b>Traditional &amp; Non-Traditional Families††</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Corporate Establishment	1	1	0	0	6	8	0.5%
Ex-Urban Elite	1	2	3	4	45	55	3.7%
e-Type Families	1	1	0	0	2	4	0.3%
Nouveau Money	1	1	1	1	9	13	0.9%
Button-Down Families	2	2	3	3	20	30	2.0%
Full-Nest Exurbanites	1	1	0	1	5	8	0.5%
New Town Families	1	1	2	3	18	25	1.7%
Unibox Transferees	3	4	4	5	27	43	2.9%
Fiber-Optic Families	1	1	2	2	11	17	1.1%
Rural Families	1	0	1	1	3	6	0.4%
Late-Nest Suburbanites	2	2	2	1	8	15	1.0%
Full-Nest Suburbanites	2	3	2	2	8	17	1.1%
Small-Town Families	5	7	6	5	20	43	2.9%
Traditional Families	1	2	2	1	6	12	0.8%
Multi-Ethnic Families	5	8	5	5	16	39	2.6%
Kids 'r' Us	4	6	5	4	14	33	2.2%
Four-by-Four Families	3	6	5	4	15	33	2.2%
Uptown Families	4	7	6	4	14	35	2.4%
Multi-Cultural Families	0	1	1	1	2	5	0.3%
Rustic Families	3	3	3	2	6	17	1.1%
Inner-City Families	2	1	1	1	2	7	0.5%
Single-Parent Families	1	1	0	1	0	3	0.2%
Hometown Families	4	5	4	2	5	20	1.3%
New American Strivers	7	7	4	2	5	25	1.7%
In-Town Families	26	26	14	9	18	93	6.3%
Subtotal:	82	99	76	64	285	606	40.8%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

†† Predominantly three- to five-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Single-Family Detached For-Sale**  
***The City of Fayetteville***  
*Washington County, Arkansas*

. . . . . Number of Households . . . . .

<b>Younger Singles &amp; Couples**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
New Power Couples	1	1	0	0	3	5	0.3%
New Bohemians	1	1	0	0	1	3	0.2%
Cosmopolitan Elite	1	1	1	1	2	6	0.4%
The VIPs	2	2	2	2	11	19	1.3%
Fast-Track Professionals	0	0	0	0	2	2	0.1%
Hometown Sweethearts	8	13	9	8	26	64	4.3%
Blue-Collar Traditionalists	3	5	3	3	11	25	1.7%
Suburban Achievers	13	20	13	10	35	91	6.1%
Downtown Couples	7	6	4	2	9	28	1.9%
Downtown Proud	1	1	0	0	0	2	0.1%
Small-City Singles	23	28	16	14	38	119	8.0%
Suburban Strivers	22	26	14	11	33	106	7.1%
Twentysomethings	5	5	3	1	5	19	1.3%
Second-City Strivers	4	3	1	1	2	11	0.7%
Rural Couples	6	6	3	2	7	24	1.6%
Rural Strivers	13	12	5	5	10	45	3.0%
Multi-Ethnic Singles	16	12	3	3	7	41	2.8%
Subtotal:	126	142	77	63	202	610	41.0%
<b>Total Households:</b>	<b>239</b>	<b>284</b>	<b>185</b>	<b>155</b>	<b>624</b>	<b>1,487</b>	<b>100.0%</b>
<b>Percent of Total:</b>	<b>16.1%</b>	<b>19.1%</b>	<b>12.4%</b>	<b>10.4%</b>	<b>42.0%</b>	<b>100.0%</b>	

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Multi-Family For-Rent**  
**The City of Bentonville**  
*Benton County, Arkansas*

. . . . . Number of Households . . . . .

<b>Empty Nesters &amp; Retirees**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Affluent Empty Nesters	0	0	0	0	1	1	0.1%
The One Percenters	0	0	0	0	1	1	0.1%
Old Money	0	0	0	0	1	1	0.1%
Small-Town Patriarchs	0	0	1	0	2	3	0.2%
Traditional Couples	0	0	0	0	1	1	0.1%
The Social Register	0	0	0	0	1	1	0.1%
Pillars of the Community	0	1	0	0	2	3	0.2%
Suburban Establishment	1	0	0	0	2	3	0.2%
Urban Establishment	1	2	2	2	12	19	1.0%
Second City Establishment	1	0	0	0	1	2	0.1%
Country Couples	0	1	1	1	3	6	0.3%
Mainstream Empty Nesters	1	2	2	2	8	15	0.8%
Middle-American Retirees	1	3	1	1	7	13	0.7%
Multi-Ethnic Empty Nesters	0	1	1	1	2	5	0.3%
Cosmopolitan Couples	6	4	2	2	11	25	1.3%
Blue-Collar Retirees	2	3	2	2	5	14	0.8%
Middle-Class Move-Downs	0	1	0	0	2	3	0.2%
Village Elders	0	1	1	1	2	5	0.3%
Small-Town Seniors	3	3	2	2	5	15	0.8%
Hometown Seniors	1	1	0	0	1	3	0.2%
Second City Seniors	10	8	3	2	7	30	1.6%
Subtotal:	27	31	18	16	77	169	9.1%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
 Zimmerman/Volk Associates, Inc.

**Target Groups For New Multi-Family For-Rent**  
**The City of Bentonville**  
*Benton County, Arkansas*

. . . . . Number of Households . . . . .

<b>Traditional &amp; Non-Traditional Families††</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Corporate Establishment	0	0	0	0	1	1	0.1%
Ex-Urban Elite	0	1	1	1	14	17	0.9%
Button-Down Families	0	0	0	0	4	4	0.2%
e-Type Families	1	0	0	0	2	3	0.2%
Full-Nest Exurbanites	0	0	0	0	1	1	0.1%
Nouveau Money	1	0	0	0	2	3	0.2%
New Town Families	0	1	1	1	7	10	0.5%
Unibox Transferees	1	1	1	2	9	14	0.8%
Fiber-Optic Families	0	0	0	1	1	2	0.1%
Late-Nest Suburbanites	2	3	2	2	8	17	0.9%
Full-Nest Suburbanites	2	2	2	1	6	13	0.7%
Rural Families	1	0	0	0	0	1	0.1%
Small-Town Families	19	28	22	19	78	166	8.9%
Traditional Families	1	2	1	1	4	9	0.5%
Multi-Ethnic Families	3	5	4	3	10	25	1.3%
Four-by-Four Families	4	7	6	5	16	38	2.0%
Kids 'r' Us	3	4	3	3	8	21	1.1%
Uptown Families	3	5	4	3	10	25	1.3%
Rustic Families	1	1	1	1	2	6	0.3%
Multi-Cultural Families	1	1	1	1	2	6	0.3%
Hometown Families	39	48	30	18	47	182	9.8%
Inner-City Families	13	8	5	4	11	41	2.2%
Single-Parent Families	7	5	3	2	6	23	1.2%
In-Town Families	16	16	8	6	11	57	3.1%
New American Strivers	45	42	24	14	25	150	8.0%
Subtotal:	163	180	119	88	285	835	44.7%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

†† Predominantly three- to five-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Multi-Family For-Rent**  
**The City of Bentonville**  
*Benton County, Arkansas*

. . . . . Number of Households . . . . .

<b>Younger Singles &amp; Couples**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
New Power Couples	0	0	0	1	3	4	0.2%
The VIPs	2	3	3	3	18	29	1.6%
Fast-Track Professionals	3	4	4	4	23	38	2.0%
New Bohemians	7	6	4	4	33	54	2.9%
Cosmopolitan Elite	0	0	0	1	2	3	0.2%
Hometown Sweethearts	4	8	6	5	17	40	2.1%
Blue-Collar Traditionalists	0	1	1	0	1	3	0.2%
Suburban Achievers	2	3	2	2	5	14	0.8%
Small-City Singles	4	4	3	2	6	19	1.0%
Suburban Strivers	15	17	10	7	23	72	3.9%
Twentysomethings	64	64	35	24	68	255	13.7%
Second-City Strivers	21	21	12	9	21	84	4.5%
Rural Couples	1	2	1	0	1	5	0.3%
Downtown Couples	5	6	3	2	6	22	1.2%
Downtown Proud	15	11	6	5	15	52	2.8%
Rural Strivers	29	27	11	8	22	97	5.2%
Multi-Ethnic Singles	26	21	8	5	11	71	3.8%
Subtotal:	198	198	109	82	275	862	46.2%
<b>Total Households:</b>	<b>388</b>	<b>409</b>	<b>246</b>	<b>186</b>	<b>637</b>	<b>1,866</b>	<b>100.0%</b>
<b>Percent of Total:</b>	<b>20.8%</b>	<b>21.9%</b>	<b>13.2%</b>	<b>10.0%</b>	<b>34.1%</b>	<b>100.0%</b>	

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Multi-Family For-Sale**  
**The City of Bentonville**  
*Benton County, Arkansas*

. . . . . Number of Households . . . . .

Empty Nesters & Retirees**	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Small-Town Patriarchs	0	0	0	0	1	1	0.3%
Traditional Couples	0	0	0	0	2	2	0.7%
Pillars of the Community	0	0	0	0	1	1	0.3%
Suburban Establishment	0	0	0	0	2	2	0.7%
Urban Establishment	0	0	0	0	3	3	1.0%
Second City Establishment	0	0	0	0	1	1	0.3%
Country Couples	1	0	0	0	2	3	1.0%
Mainstream Empty Nesters	0	1	0	0	2	3	1.0%
Middle-American Retirees	0	1	0	0	3	4	1.4%
Multi-Ethnic Empty Nesters	0	0	0	0	1	1	0.3%
Cosmopolitan Couples	1	0	0	0	2	3	1.0%
Blue-Collar Retirees	1	1	0	0	1	3	1.0%
Middle-Class Move-Downs	0	0	0	1	1	2	0.7%
Village Elders	0	0	1	0	1	2	0.7%
Small-Town Seniors	1	1	1	1	1	5	1.7%
Hometown Seniors	0	0	1	0	0	1	0.3%
Second City Seniors	1	1	1	0	1	4	1.4%
Subtotal:	5	5	4	2	25	41	14.2%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Multi-Family For-Sale**  
**The City of Bentonville**  
*Benton County, Arkansas*

. . . . . Number of Households . . . . .

<b>Traditional &amp; Non-Traditional Families††</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Ex-Urban Elite	0	1	0	0	6	7	2.4%
e-Type Families	0	0	0	0	1	1	0.3%
Nouveau Money	0	0	0	0	1	1	0.3%
New Town Families	0	0	0	1	1	2	0.7%
Unibox Transferees	0	1	1	1	1	4	1.4%
Late-Nest Suburbanites	1	1	1	0	2	5	1.7%
Full-Nest Suburbanites	0	1	1	0	2	4	1.4%
Rural Families	0	1	0	0	1	2	0.7%
Small-Town Families	5	8	5	5	21	44	15.2%
Traditional Families	0	0	0	1	1	2	0.7%
Multi-Ethnic Families	1	1	0	1	2	5	1.7%
Four-by-Four Families	1	2	1	1	5	10	3.5%
Kids 'r' Us	0	1	1	1	1	4	1.4%
Uptown Families	1	1	1	1	2	6	2.1%
Rustic Families	0	0	0	1	1	2	0.7%
Multi-Cultural Families	0	0	0	0	1	1	0.3%
Hometown Families	6	7	4	3	6	26	9.0%
Inner-City Families	2	1	1	0	1	5	1.7%
Single-Parent Families	1	1	0	0	1	3	1.0%
In-Town Families	2	2	2	1	2	9	3.1%
New American Strivers	5	5	2	1	2	15	5.2%
Subtotal:	25	34	20	18	61	158	54.7%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

†† Predominantly three- to five-person households.

SOURCE: Claritas, Inc.;  
 Zimmerman/Volk Associates, Inc.

**Target Groups For New Multi-Family For-Sale**  
**The City of Bentonville**  
*Benton County, Arkansas*

. . . . . Number of Households . . . . .

<b>Younger Singles &amp; Couples**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
New Power Couples	0	0	0	0	1	1	0.3%
The VIPs	0	1	0	0	4	5	1.7%
Fast-Track Professionals	1	0	0	0	1	2	0.7%
New Bohemians	1	1	1	1	3	7	2.4%
Cosmopolitan Elite	0	0	0	0	1	1	0.3%
Hometown Sweethearts	1	2	1	1	4	9	3.1%
Blue-Collar Traditionalists	0	0	0	0	1	1	0.3%
Suburban Achievers	0	0	0	0	2	2	0.7%
Small-City Singles	1	1	0	0	1	3	1.0%
Suburban Strivers	3	2	1	1	3	10	3.5%
Twentysomethings	4	4	2	1	4	15	5.2%
Second-City Strivers	1	1	1	1	1	5	1.7%
Rural Couples	0	1	0	0	1	2	0.7%
Downtown Couples	1	1	1	0	1	4	1.4%
Downtown Proud	1	1	0	0	2	4	1.4%
Rural Strivers	3	4	2	1	3	13	4.5%
Multi-Ethnic Singles	2	2	1	0	1	6	2.1%
Subtotal:	19	21	10	6	34	90	31.1%
<b>Total Households:</b>	<b>49</b>	<b>60</b>	<b>34</b>	<b>26</b>	<b>120</b>	<b>289</b>	<b>100.0%</b>
<b>Percent of Total:</b>	<b>17.0%</b>	<b>20.8%</b>	<b>11.8%</b>	<b>9.0%</b>	<b>41.5%</b>	<b>100.0%</b>	

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Single-Family Attached For-Sale**  
***The City of Bentonville***  
*Benton County, Arkansas*

. . . . . Number of Households . . . . .

Empty Nesters & Retirees**	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
The One Percenters	0	0	0	0	1	1	0.2%
Old Money	0	0	0	0	1	1	0.2%
Small-Town Patriarchs	0	0	0	0	2	2	0.5%
The Social Register	0	0	0	0	1	1	0.2%
Suburban Establishment	1	0	0	0	3	4	1.0%
Urban Establishment	0	1	0	0	2	3	0.7%
Pillars of the Community	0	0	0	0	2	2	0.5%
Traditional Couples	0	0	0	0	1	1	0.2%
Second City Establishment	0	0	0	0	1	1	0.2%
Mainstream Empty Nesters	1	1	1	0	3	6	1.5%
Middle-American Retirees	1	0	1	1	3	6	1.5%
Multi-Ethnic Empty Nesters	0	1	0	0	2	3	0.7%
Country Couples	0	1	0	0	2	3	0.7%
Cosmopolitan Couples	0	0	1	0	1	2	0.5%
Blue-Collar Retirees	1	0	1	1	2	5	1.2%
Middle-Class Move-Downs	0	1	0	0	1	2	0.5%
Village Elders	1	1	0	0	1	3	0.7%
Small-Town Seniors	1	1	1	1	2	6	1.5%
Back Country Seniors	1	0	0	0	0	1	0.2%
Hometown Seniors	0	0	0	1	0	1	0.2%
Second City Seniors	1	1	0	0	1	3	0.7%
Subtotal:	8	8	5	4	32	57	14.2%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Single-Family Attached For-Sale**  
***The City of Bentonville***  
*Benton County, Arkansas*

. . . . . Number of Households . . . . .

<b>Traditional &amp; Non-Traditional Families††</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Corporate Establishment	0	0	0	0	1	1	0.2%
Ex-Urban Elite	0	0	1	1	12	14	3.5%
Button-Down Families	0	0	0	0	2	2	0.5%
e-Type Families	0	0	0	0	2	2	0.5%
Full-Nest Exurbanites	0	0	0	0	1	1	0.2%
Nouveau Money	0	0	0	0	2	2	0.5%
New Town Families	0	0	0	1	4	5	1.2%
Unibox Transferees	0	1	1	1	5	8	2.0%
Fiber-Optic Families	0	0	0	0	1	1	0.2%
Late-Nest Suburbanites	1	1	1	1	2	6	1.5%
Full-Nest Suburbanites	1	1	1	0	2	5	1.2%
Rural Families	0	0	0	1	1	2	0.5%
Small-Town Families	5	9	7	6	23	50	12.5%
Traditional Families	0	1	1	1	2	5	1.2%
Multi-Ethnic Families	1	2	2	1	5	11	2.7%
Four-by-Four Families	2	3	2	2	6	15	3.7%
Kids 'r' Us	1	2	1	1	3	8	2.0%
Uptown Families	1	2	2	1	4	10	2.5%
Rustic Families	1	1	0	0	1	3	0.7%
Multi-Cultural Families	1	1	0	0	2	4	1.0%
Hometown Families	7	8	5	3	9	32	8.0%
Inner-City Families	2	2	1	1	2	8	2.0%
Single-Parent Families	1	1	1	0	1	4	1.0%
In-Town Families	4	5	3	2	4	18	4.5%
New American Strivers	6	6	3	2	4	21	5.2%
Subtotal:	34	46	32	25	101	238	59.4%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

†† Predominantly three- to five-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Single-Family Attached For-Sale**  
***The City of Bentonville***  
*Benton County, Arkansas*

. . . . . Number of Households . . . . .

<b>Younger Singles &amp; Couples**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
New Power Couples	0	0	0	0	1	1	0.2%
The VIPs	0	1	0	0	3	4	1.0%
Fast-Track Professionals	0	0	0	0	1	1	0.2%
New Bohemians	0	0	0	0	2	2	0.5%
Cosmopolitan Elite	0	0	0	0	1	1	0.2%
Hometown Sweethearts	2	3	1	2	5	13	3.2%
Blue-Collar Traditionalists	0	0	1	0	0	1	0.2%
Suburban Achievers	1	1	1	0	1	4	1.0%
Small-City Singles	1	1	1	1	2	6	1.5%
Suburban Strivers	3	4	2	1	5	15	3.7%
Twentysomethings	3	3	2	1	3	12	3.0%
Second-City Strivers	1	1	1	1	1	5	1.2%
Rural Couples	0	1	0	0	1	2	0.5%
Downtown Couples	2	1	1	1	2	7	1.7%
Downtown Proud	1	0	0	0	1	2	0.5%
Rural Strivers	7	6	3	2	4	22	5.5%
Multi-Ethnic Singles	3	2	1	1	1	8	2.0%
Subtotal:	24	24	14	10	34	106	26.4%
<b>Total Households:</b>	<b>66</b>	<b>78</b>	<b>51</b>	<b>39</b>	<b>167</b>	<b>401</b>	<b>100.0%</b>
<b>Percent of Total:</b>	<b>16.5%</b>	<b>19.5%</b>	<b>12.7%</b>	<b>9.7%</b>	<b>41.6%</b>	<b>100.0%</b>	

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Single-Family Detached For-Sale**  
***The City of Bentonville***  
*Benton County, Arkansas*

. . . . . Number of Households . . . . .

Empty Nesters & Retirees**	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Affluent Empty Nesters	0	0	0	0	6	6	0.6%
The One Percenters	0	0	0	0	3	3	0.3%
Old Money	0	0	0	0	2	2	0.2%
Small-Town Patriarchs	0	0	1	1	11	13	1.3%
New Empty Nesters	0	0	0	0	1	1	0.1%
Traditional Couples	0	0	1	1	8	10	1.0%
The Social Register	0	0	0	1	2	3	0.3%
Pillars of the Community	1	0	1	1	13	16	1.6%
Suburban Establishment	1	1	1	1	12	16	1.6%
Urban Establishment	0	0	0	0	1	1	0.1%
Second City Establishment	1	1	1	1	5	9	0.9%
RV Retirees	0	0	0	0	1	1	0.1%
Country Couples	1	2	2	2	9	16	1.6%
Mainstream Empty Nesters	1	3	3	2	7	16	1.6%
Middle-American Retirees	2	3	2	2	13	22	2.2%
Hometown Retirees	0	0	1	0	0	1	0.1%
Multi-Ethnic Empty Nesters	1	1	0	0	2	4	0.4%
Cosmopolitan Couples	0	0	0	0	1	1	0.1%
Blue-Collar Retirees	2	4	3	3	8	20	2.0%
Middle-Class Move-Downs	1	1	1	0	1	4	0.4%
Village Elders	1	2	1	1	2	7	0.7%
Small-Town Seniors	4	4	2	2	7	19	1.9%
Back Country Seniors	0	1	0	0	0	1	0.1%
Hometown Seniors	1	1	0	0	1	3	0.3%
Second City Seniors	1	1	0	0	1	3	0.3%
Subtotal:	18	25	20	18	117	198	19.9%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;

**Target Groups For New Single-Family Detached For-Sale**  
***The City of Bentonville***  
*Benton County, Arkansas*

. . . . . Number of Households . . . . .

<b>Traditional &amp; Non-Traditional Families††</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Corporate Establishment	0	0	1	0	5	6	0.6%
Ex-Urban Elite	2	3	7	9	86	107	10.8%
Button-Down Families	1	1	2	2	12	18	1.8%
e-Type Families	0	0	0	0	5	5	0.5%
Full-Nest Exurbanites	0	1	1	1	4	7	0.7%
Nouveau Money	1	1	1	1	5	9	0.9%
New Town Families	1	2	4	6	34	47	4.7%
Unibox Transferees	1	2	2	3	13	21	2.1%
Fiber-Optic Families	0	1	1	2	8	12	1.2%
Late-Nest Suburbanites	1	2	1	1	5	10	1.0%
Full-Nest Suburbanites	1	2	2	1	6	12	1.2%
Rural Families	0	1	1	0	2	4	0.4%
Small-Town Families	9	13	10	9	38	79	7.9%
Traditional Families	2	5	3	3	12	25	2.5%
Multi-Ethnic Families	2	3	2	2	7	16	1.6%
Four-by-Four Families	7	13	10	8	29	67	6.7%
Kids 'r' Us	3	5	4	3	10	25	2.5%
Uptown Families	3	4	3	2	7	19	1.9%
Rustic Families	3	3	3	2	5	16	1.6%
Multi-Cultural Families	1	1	1	1	2	6	0.6%
Hometown Families	9	11	7	4	10	41	4.1%
Inner-City Families	3	2	1	1	2	9	0.9%
Single-Parent Families	1	1	0	1	1	4	0.4%
In-Town Families	14	14	7	5	10	50	5.0%
New American Strivers	4	4	2	1	3	14	1.4%
Subtotal:	69	95	76	68	321	629	63.3%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

†† Predominantly three- to five-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Single-Family Detached For-Sale**  
***The City of Bentonville***  
*Benton County, Arkansas*

. . . . . Number of Households . . . . .

<b>Younger Singles &amp; Couples**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
New Power Couples	0	0	0	0	1	1	0.1%
The VIPs	0	0	0	0	3	3	0.3%
Cosmopolitan Elite	0	0	0	0	1	1	0.1%
Hometown Sweethearts	6	10	7	7	22	52	5.2%
Blue-Collar Traditionalists	1	1	1	1	1	5	0.5%
Suburban Achievers	2	3	2	1	5	13	1.3%
Small-City Singles	2	3	2	2	4	13	1.3%
Suburban Strivers	3	3	3	1	4	14	1.4%
Twentysomethings	1	1	1	0	1	4	0.4%
Second-City Strivers	0	1	0	0	1	2	0.2%
Rural Couples	1	1	1	1	2	6	0.6%
Downtown Couples	2	2	1	1	2	8	0.8%
Rural Strivers	11	11	5	3	9	39	3.9%
Multi-Ethnic Singles	2	2	1	0	1	6	0.6%
Subtotal:	31	38	24	17	57	167	16.8%
<b>Total Households:</b>	<b>118</b>	<b>158</b>	<b>120</b>	<b>103</b>	<b>495</b>	<b>994</b>	100.0%
<b>Percent of Total:</b>	<b>11.9%</b>	<b>15.9%</b>	<b>12.1%</b>	<b>10.4%</b>	<b>49.8%</b>	<b>100.0%</b>	

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Multi-Family For-Rent**  
**The City of Centerton**  
*Benton County, Arkansas*

. . . . . Number of Households . . . . .

<b>Empty Nesters &amp; Retirees**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Small-Town Patriarchs	0	0	0	0	1	1	0.2%
Pillars of the Community	0	0	0	0	1	1	0.2%
Urban Establishment	0	1	0	1	3	5	0.8%
Suburban Establishment	0	0	0	0	1	1	0.2%
Country Couples	0	0	0	0	2	2	0.3%
Middle-American Retirees	0	0	1	0	2	3	0.5%
Mainstream Empty Nesters	0	0	0	0	3	3	0.5%
Multi-Ethnic Empty Nesters	0	0	0	0	1	1	0.2%
Blue-Collar Retirees	0	1	1	0	2	4	0.7%
Cosmopolitan Couples	1	1	1	1	3	7	1.1%
Middle-Class Move-Downs	0	1	0	0	0	1	0.2%
Village Elders	0	0	0	1	0	1	0.2%
Small-Town Seniors	1	1	1	0	1	4	0.7%
Back Country Seniors	0	0	0	1	0	1	0.2%
Hometown Seniors	0	1	0	0	0	1	0.2%
Second City Seniors	2	2	1	0	2	7	1.1%
Subtotal:	4	8	5	4	22	43	7.0%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
 Zimmerman/Volk Associates, Inc.

**Target Groups For New Multi-Family For-Rent**  
**The City of Centerton**  
*Benton County, Arkansas*

. . . . . Number of Households . . . . .

<b>Traditional &amp; Non-Traditional Families††</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Ex-Urban Elite	1	0	1	1	10	13	2.1%
Button-Down Families	0	0	0	0	1	1	0.2%
Full-Nest Exurbanites	0	0	0	1	2	3	0.5%
New Town Families	0	0	1	1	5	7	1.1%
Unibox Transferees	0	1	1	0	2	4	0.7%
e-Type Families	0	0	0	0	2	2	0.3%
Nouveau Money	0	0	0	0	1	1	0.2%
Late-Nest Suburbanites	1	1	0	0	2	4	0.7%
Full-Nest Suburbanites	0	1	0	1	1	3	0.5%
Rural Families	0	0	0	0	2	2	0.3%
Small-Town Families	14	21	16	15	58	124	20.3%
Traditional Families	1	1	1	1	3	7	1.1%
Multi-Ethnic Families	1	1	1	1	3	7	1.1%
Four-by-Four Families	3	5	4	4	12	28	4.6%
Uptown Families	1	2	1	1	3	8	1.3%
Rustic Families	2	3	2	1	4	12	2.0%
Kids 'r' Us	0	1	0	0	2	3	0.5%
Multi-Cultural Families	0	0	0	0	3	3	0.5%
Hometown Families	29	35	23	13	34	134	21.9%
Inner-City Families	8	6	3	2	6	25	4.1%
Single-Parent Families	3	3	2	1	3	12	2.0%
In-Town Families	5	5	3	2	2	17	2.8%
New American Strivers	9	9	5	4	5	32	5.2%
Subtotal:	78	95	64	49	166	452	73.9%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

†† Predominantly three- to five-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Multi-Family For-Rent**  
**The City of Centerton**  
*Benton County, Arkansas*

. . . . . Number of Households . . . . .

<b>Younger Singles &amp; Couples**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
The VIPs	1	0	0	0	2	3	0.5%
New Power Couples	0	0	0	0	1	1	0.2%
Fast-Track Professionals	1	0	0	0	2	3	0.5%
New Bohemians	2	2	1	1	10	16	2.6%
Cosmopolitan Elite	0	0	0	0	1	1	0.2%
Hometown Sweethearts	1	1	1	1	1	5	0.8%
Blue-Collar Traditionalists	0	1	0	1	1	3	0.5%
Suburban Achievers	0	0	0	0	1	1	0.2%
Small-City Singles	0	0	0	1	1	2	0.3%
Suburban Strivers	1	1	1	1	2	6	1.0%
Second-City Strivers	2	2	1	1	3	9	1.5%
Downtown Couples	1	1	1	1	2	6	1.0%
Twentysomethings	4	4	2	2	5	17	2.8%
Rural Couples	2	2	1	1	1	7	1.1%
Downtown Proud	4	3	2	1	5	15	2.5%
Rural Strivers	4	4	2	1	3	14	2.3%
Multi-Ethnic Singles	3	2	1	1	1	8	1.3%
<b>Subtotal:</b>	<b>26</b>	<b>23</b>	<b>13</b>	<b>13</b>	<b>42</b>	<b>117</b>	<b>19.1%</b>
<b>Total Households:</b>	<b>108</b>	<b>126</b>	<b>82</b>	<b>66</b>	<b>230</b>	<b>612</b>	<b>100.0%</b>
<b>Percent of Total:</b>	<b>17.6%</b>	<b>20.6%</b>	<b>13.4%</b>	<b>10.8%</b>	<b>37.6%</b>	<b>100.0%</b>	

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Multi-Family For-Sale**  
***The City of Centerton***  
*Benton County, Arkansas*

. . . . . Number of Households . . . . .

Empty Nesters & Retirees**	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Pillars of the Community	0	0	0	0	1	1	0.9%
Urban Establishment	0	0	0	0	1	1	0.9%
Country Couples	0	0	0	0	1	1	0.9%
Middle-American Retirees	0	0	0	0	1	1	0.9%
Mainstream Empty Nesters	0	0	0	0	1	1	0.9%
Multi-Ethnic Empty Nesters	0	0	0	0	1	1	0.9%
Blue-Collar Retirees	0	0	0	0	1	1	0.9%
Cosmopolitan Couples	0	0	0	0	1	1	0.9%
Heartland Retirees	0	0	0	0	1	1	0.9%
Village Elders	0	1	0	0	0	1	0.9%
Small-Town Seniors	0	0	0	0	1	1	0.9%
Second City Seniors	1	1	0	0	0	2	1.7%
Subtotal:	1	2	0	0	10	13	11.3%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
 Zimmerman/Volk Associates, Inc.

**Target Groups For New Multi-Family For-Sale**  
***The City of Centerton***  
*Benton County, Arkansas*

. . . . . Number of Households . . . . .

<b>Traditional &amp; Non-Traditional Families††</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Ex-Urban Elite	1	0	0	0	2	3	2.6%
Full-Nest Exurbanites	0	0	0	0	1	1	0.9%
New Town Families	0	0	0	0	1	1	0.9%
Unibox Transferees e-Type Families	0	0	0	0	1	1	0.9%
Late-Nest Suburbanites	0	1	0	0	1	2	1.7%
Full-Nest Suburbanites	1	0	0	0	0	1	0.9%
Rural Families	1	0	0	0	1	2	1.7%
Small-Town Families	3	5	4	3	13	28	24.3%
Traditional Families	0	1	0	0	1	2	1.7%
Multi-Ethnic Families	0	0	1	0	0	1	0.9%
Four-by-Four Families	1	1	1	1	2	6	5.2%
Uptown Families	0	1	0	0	0	1	0.9%
Rustic Families	1	1	1	0	2	5	4.3%
Kids 'r' Us	0	0	0	0	1	1	0.9%
Multi-Cultural Families	1	0	0	0	0	1	0.9%
Hometown Families	3	4	2	1	3	13	11.3%
Inner-City Families	1	1	1	0	1	4	3.5%
Single-Parent Families	1	0	0	0	1	2	1.7%
In-Town Families	1	1	0	0	1	3	2.6%
New American Strivers	1	1	1	1	1	5	4.3%
Subtotal:	16	17	11	6	34	84	73.0%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

†† Predominantly three- to five-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Multi-Family For-Sale**  
***The City of Centerton***  
*Benton County, Arkansas*

. . . . . Number of Households . . . . .

<b>Younger Singles &amp; Couples**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
The VIPs	0	0	0	0	1	1	0.9%
New Bohemians	0	0	0	0	2	2	1.7%
Hometown Sweethearts	0	0	0	0	1	1	0.9%
Blue-Collar Traditionalists	0	0	0	0	2	2	1.7%
Twentysomethings	0	1	0	0	1	2	1.7%
Suburban Strivers	0	0	1	0	0	1	0.9%
Second-City Strivers	0	0	0	0	1	1	0.9%
Downtown Couples	0	0	0	1	0	1	0.9%
Rural Couples	1	1	0	0	1	3	2.6%
Downtown Proud	0	0	0	0	1	1	0.9%
Rural Strivers	1	1	0	0	0	2	1.7%
Multi-Ethnic Singles	1	0	0	0	0	1	0.9%
Subtotal:	3	3	1	1	10	18	15.7%
<b>Total Households:</b>	<b>20</b>	<b>22</b>	<b>12</b>	<b>7</b>	<b>54</b>	<b>115</b>	<b>100.0%</b>
<b>Percent of Total:</b>	<b>17.4%</b>	<b>19.1%</b>	<b>10.4%</b>	<b>6.1%</b>	<b>47.0%</b>	<b>100.0%</b>	

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Single-Family Attached For-Sale**  
***The City of Centerton***  
*Benton County, Arkansas*

. . . . . *Number of Households* . . . . .

<b>Empty Nesters &amp; Retirees**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Small-Town Patriarchs	0	0	0	0	1	1	0.6%
Pillars of the Community	0	0	0	0	1	1	0.6%
Urban Establishment	0	0	0	0	1	1	0.6%
Suburban Establishment	0	0	0	0	1	1	0.6%
Second City Establishment	0	0	0	0	1	1	0.6%
Middle-American Retirees	0	0	0	0	1	1	0.6%
Mainstream Empty Nesters	0	0	0	0	1	1	0.6%
Multi-Ethnic Empty Nesters	0	0	0	0	1	1	0.6%
Blue-Collar Retirees	0	1	0	0	0	1	0.6%
Village Elders	1	0	0	0	0	1	0.6%
Small-Town Seniors	0	1	0	0	0	1	0.6%
Second City Seniors	1	0	0	0	0	1	0.6%
Subtotal:	2	2	0	0	8	12	7.2%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
 Zimmerman/Volk Associates, Inc.

**Target Groups For New Single-Family Attached For-Sale**  
***The City of Centerton***  
*Benton County, Arkansas*

. . . . . Number of Households . . . . .

<b>Traditional &amp; Non-Traditional Families††</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Ex-Urban Elite	0	0	1	1	7	9	5.4%
Full-Nest Exurbanites	0	0	0	0	1	1	0.6%
New Town Families	1	0	0	1	2	4	2.4%
Unibox Transferees e-Type Families	0	0	0	0	2	2	1.2%
Late-Nest Suburbanites	0	0	0	0	1	1	0.6%
Full-Nest Suburbanites	0	0	0	0	1	1	0.6%
Rural Families	0	1	1	1	1	4	2.4%
Small-Town Families	4	6	4	4	16	34	20.5%
Traditional Families	0	1	1	0	2	4	2.4%
Multi-Ethnic Families	0	0	0	1	1	2	1.2%
Four-by-Four Families	1	2	2	1	5	11	6.6%
Uptown Families	0	1	0	0	1	2	1.2%
Rustic Families	2	2	1	1	3	9	5.4%
Kids 'r' Us	0	0	0	1	1	2	1.2%
Multi-Cultural Families	0	0	1	0	1	2	1.2%
Hometown Families	5	6	4	2	7	24	14.5%
Inner-City Families	2	1	0	1	2	6	3.6%
Single-Parent Families	1	0	0	0	0	1	0.6%
In-Town Families	1	2	1	0	1	5	3.0%
New American Strivers	3	3	2	1	1	10	6.0%
Subtotal:	20	25	18	15	57	135	81.3%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

†† Predominantly three- to five-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Single-Family Attached For-Sale**  
**The City of Centerton**  
*Benton County, Arkansas*

. . . . . Number of Households . . . . .

<b>Younger Singles &amp; Couples**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
New Bohemians	0	0	0	0	1	1	0.6%
Hometown Sweethearts	0	1	0	0	1	2	1.2%
Blue-Collar Traditionalists	0	0	0	1	1	2	1.2%
Small-City Singles	0	0	0	0	1	1	0.6%
Suburban Strivers	0	1	0	0	0	1	0.6%
Second-City Strivers	1	0	0	0	0	1	0.6%
Downtown Couples	0	0	0	0	2	2	1.2%
Twentysomethings	0	0	0	0	1	1	0.6%
Rural Couples	1	1	0	0	1	3	1.8%
Downtown Proud	0	0	0	1	0	1	0.6%
Rural Strivers	1	1	0	0	1	3	1.8%
Multi-Ethnic Singles	0	1	0	0	0	1	0.6%
Subtotal:	3	5	0	2	9	19	11.4%
<b>Total Households:</b>	<b>25</b>	<b>32</b>	<b>18</b>	<b>17</b>	<b>74</b>	<b>166</b>	<b>100.0%</b>
<b>Percent of Total:</b>	<b>15.1%</b>	<b>19.3%</b>	<b>10.8%</b>	<b>10.2%</b>	<b>44.6%</b>	<b>100.0%</b>	

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Single-Family Detached For-Sale**  
***The City of Centerton***  
*Benton County, Arkansas*

. . . . . Number of Households . . . . .

Empty Nesters & Retirees**	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Affluent Empty Nesters	0	0	0	0	1	1	0.2%
The One Percenters	0	0	0	0	1	1	0.2%
Small-Town Patriarchs	0	1	0	0	3	4	0.8%
Old Money	0	0	0	0	1	1	0.2%
Traditional Couples	0	0	0	0	2	2	0.4%
Pillars of the Community	0	0	0	0	5	5	1.0%
The Social Register	0	0	0	0	1	1	0.2%
Suburban Establishment	0	0	1	0	2	3	0.6%
RV Retirees	0	0	0	0	1	1	0.2%
Second City Establishment	0	0	0	1	1	2	0.4%
Country Couples	0	1	0	0	3	4	0.8%
Middle-American Retirees	0	1	1	1	2	5	1.0%
Mainstream Empty Nesters	0	0	0	0	3	3	0.6%
Multi-Ethnic Empty Nesters	0	0	0	0	1	1	0.2%
Blue-Collar Retirees	1	1	1	1	1	5	1.0%
Hometown Retirees	0	0	0	0	1	1	0.2%
Middle-Class Move-Downs	0	0	0	0	1	1	0.2%
Village Elders	0	0	1	0	1	2	0.4%
Small-Town Seniors	1	1	1	1	2	6	1.2%
Back Country Seniors	1	0	0	0	0	1	0.2%
Hometown Seniors	0	0	1	0	0	1	0.2%
Second City Seniors	0	1	0	0	0	1	0.2%
Subtotal:	3	6	6	4	33	52	10.6%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Single-Family Detached For-Sale**  
***The City of Centerton***  
*Benton County, Arkansas*

. . . . . Number of Households . . . . .

<b>Traditional &amp; Non-Traditional Families††</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Corporate Establishment	0	0	0	0	1	1	0.2%
Ex-Urban Elite	2	2	5	7	67	83	16.9%
Button-Down Families	0	0	0	1	3	4	0.8%
Full-Nest Exurbanites	1	1	2	1	8	13	2.6%
New Town Families	1	1	3	5	27	37	7.5%
Unibox Transferees	0	1	1	1	4	7	1.4%
e-Type Families	0	0	0	0	3	3	0.6%
Fiber-Optic Families	0	0	1	0	2	3	0.6%
Nouveau Money	0	0	0	1	1	2	0.4%
Late-Nest Suburbanites	0	0	1	0	1	2	0.4%
Full-Nest Suburbanites	0	0	0	1	1	2	0.4%
Rural Families	2	2	1	1	5	11	2.2%
Small-Town Families	7	11	8	8	30	64	13.0%
Traditional Families	2	3	2	2	10	19	3.9%
Multi-Ethnic Families	0	1	1	0	2	4	0.8%
Four-by-Four Families	5	10	7	6	22	50	10.2%
Uptown Families	1	1	1	1	2	6	1.2%
Rustic Families	5	7	5	4	11	32	6.5%
Kids 'r' Us	0	1	1	1	1	4	0.8%
Multi-Cultural Families	0	0	0	0	3	3	0.6%
Hometown Families	6	8	5	3	8	30	6.1%
Inner-City Families	2	1	1	0	1	5	1.0%
Single-Parent Families	1	1	1	0	1	4	0.8%
In-Town Families	3	3	2	1	2	11	2.2%
New American Strivers	1	1	1	0	1	4	0.8%
Subtotal:	39	55	49	44	217	404	82.1%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

†† Predominantly three- to five-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Single-Family Detached For-Sale**  
***The City of Centerton***  
*Benton County, Arkansas*

. . . . . Number of Households . . . . .

<b>Younger Singles &amp; Couples**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Hometown Sweethearts	1	1	1	1	3	7	1.4%
Blue-Collar Traditionalists	1	2	1	1	2	7	1.4%
Suburban Achievers	0	0	1	0	0	1	0.2%
Suburban Strivers	0	0	0	1	0	1	0.2%
Small-City Singles	0	0	1	0	1	2	0.4%
Downtown Couples	1	1	0	0	1	3	0.6%
Rural Couples	2	2	1	1	2	8	1.6%
Rural Strivers	2	2	1	0	1	6	1.2%
Multi-Ethnic Singles	1	0	0	0	0	1	0.2%
Subtotal:	8	8	6	4	10	36	7.3%
<b>Total Households:</b>	<b>50</b>	<b>69</b>	<b>61</b>	<b>52</b>	<b>260</b>	<b>492</b>	100.0%
<b>Percent of Total:</b>	<b>10.2%</b>	<b>14.0%</b>	<b>12.4%</b>	<b>10.6%</b>	<b>52.8%</b>	<b>100.0%</b>	

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Multi-Family For-Rent**  
**The City of Siloam Springs**  
*Benton County, Arkansas*

. . . . . Number of Households . . . . .

Empty Nesters & Retirees**	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Small-Town Patriarchs	0	1	0	0	3	4	0.9%
Urban Establishment	1	0	1	1	5	8	1.8%
New Empty Nesters	0	0	0	0	1	1	0.2%
Traditional Couples	0	0	0	0	1	1	0.2%
Pillars of the Community	0	0	0	1	3	4	0.9%
RV Retirees	0	0	0	0	1	1	0.2%
Country Couples	0	1	1	1	3	6	1.4%
Mainstream Empty Nesters	1	0	0	0	1	2	0.5%
Multi-Ethnic Empty Nesters	0	1	0	0	1	2	0.5%
Middle-American Retirees	0	1	0	0	1	2	0.5%
Heartland Retirees	0	0	0	1	0	1	0.2%
Cosmopolitan Couples	2	2	1	1	6	12	2.7%
Blue-Collar Retirees	0	0	0	1	1	2	0.5%
Village Elders	1	1	1	1	2	6	1.4%
Small-Town Seniors	4	4	2	2	7	19	4.3%
Back Country Seniors	1	0	0	0	1	2	0.5%
Second City Seniors	1	1	0	0	0	2	0.5%
Subtotal:	11	12	6	9	37	75	17.0%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Multi-Family For-Rent**  
**The City of Siloam Springs**  
*Benton County, Arkansas*

. . . . . Number of Households . . . . .

<b>Traditional &amp; Non-Traditional Families††</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Ex-Urban Elite	0	0	0	1	5	6	1.4%
Full-Nest Exurbanites	0	0	0	0	1	1	0.2%
New Town Families	0	0	0	1	3	4	0.9%
Late-Nest Suburbanites	0	0	0	0	1	1	0.2%
Rural Families	0	1	0	0	0	1	0.2%
Full-Nest Suburbanites	0	0	0	0	1	1	0.2%
Small-Town Families	7	11	8	7	29	62	14.1%
Traditional Families	0	1	1	0	1	3	0.7%
Four-by-Four Families	1	3	2	2	6	14	3.2%
Multi-Ethnic Families	0	0	0	0	1	1	0.2%
Kids 'r' Us	0	0	0	0	1	1	0.2%
Uptown Families	0	0	0	0	1	1	0.2%
Rustic Families	1	1	1	0	1	4	0.9%
Multi-Cultural Families	0	0	0	0	1	1	0.2%
Hometown Families	15	18	11	7	17	68	15.5%
Inner-City Families	2	1	1	0	1	5	1.1%
Single-Parent Families	1	1	0	0	1	3	0.7%
In-Town Families	1	1	0	0	0	2	0.5%
New American Strivers	2	1	1	0	1	5	1.1%
Subtotal:	30	39	25	18	72	184	41.8%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

†† Predominantly three- to five-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Multi-Family For-Rent**  
**The City of Siloam Springs**  
*Benton County, Arkansas*

. . . . . Number of Households . . . . .

<b>Younger Singles &amp; Couples**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
New Power Couples	1	0	0	0	1	2	0.5%
New Bohemians	3	2	1	1	12	19	4.3%
Cosmopolitan Elite	0	0	0	0	1	1	0.2%
The VIPs	0	0	0	1	1	2	0.5%
Fast-Track Professionals	1	0	0	1	2	4	0.9%
Hometown Sweethearts	2	4	3	2	8	19	4.3%
Blue-Collar Traditionalists	1	1	1	0	1	4	0.9%
Suburban Achievers	1	0	0	0	1	2	0.5%
Small-City Singles	0	0	0	0	1	1	0.2%
Suburban Strivers	2	3	2	1	3	11	2.5%
Downtown Couples	2	2	1	1	3	9	2.0%
Twentysomethings	6	6	3	2	5	22	5.0%
Second-City Strivers	1	2	1	0	2	6	1.4%
Rural Couples	2	2	1	1	2	8	1.8%
Downtown Proud	5	4	2	2	5	18	4.1%
Rural Strivers	14	13	6	4	11	48	10.9%
Multi-Ethnic Singles	2	1	1	0	1	5	1.1%
<b>Subtotal:</b>	<b>43</b>	<b>40</b>	<b>22</b>	<b>16</b>	<b>60</b>	<b>181</b>	<b>41.1%</b>
<b>Total Households:</b>	<b>84</b>	<b>91</b>	<b>53</b>	<b>43</b>	<b>169</b>	<b>440</b>	<b>100.0%</b>
<b>Percent of Total:</b>	<b>19.1%</b>	<b>20.7%</b>	<b>12.0%</b>	<b>9.8%</b>	<b>38.4%</b>	<b>100.0%</b>	

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Multi-Family For-Sale**  
**The City of Siloam Springs**  
*Benton County, Arkansas*

. . . . . Number of Households . . . . .

<b>Empty Nesters &amp; Retirees**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Affluent Empty Nesters	0	0	0	0	1	1	1.3%
Small-Town Patriarchs	0	0	0	0	1	1	1.3%
Urban Establishment	0	0	0	0	1	1	1.3%
Traditional Couples	0	0	0	0	1	1	1.3%
Pillars of the Community	0	0	0	0	1	1	1.3%
RV Retirees	0	0	0	0	1	1	1.3%
Country Couples	0	0	1	0	1	2	2.7%
Multi-Ethnic Empty Nesters	0	0	0	0	1	1	1.3%
Cosmopolitan Couples	0	0	0	0	1	1	1.3%
Village Elders	1	1	0	0	1	3	4.0%
Small-Town Seniors	1	1	1	0	1	4	5.3%
Back Country Seniors	0	0	0	0	1	1	1.3%
Subtotal:	2	2	2	0	12	18	24.0%
<b>Traditional &amp; Non-Traditional Families††</b>							
Ex-Urban Elite	0	0	1	0	1	2	2.7%
Full-Nest Exurbanites	0	0	0	0	1	1	1.3%
New Town Families	0	0	0	0	1	1	1.3%
Small-Town Families	2	2	2	2	6	14	18.7%
Traditional Families	1	0	0	0	0	1	1.3%
Four-by-Four Families	0	1	0	0	2	3	4.0%
Rustic Families	0	0	0	1	1	2	2.7%
Hometown Families	2	2	2	1	2	9	12.0%
Inner-City Families	0	0	0	1	0	1	1.3%
Subtotal:	5	5	5	5	14	34	45.3%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

†† Predominantly three- to five-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Multi-Family For-Sale**  
**The City of Siloam Springs**  
*Benton County, Arkansas*

. . . . . Number of Households . . . . .

<b>Younger Singles &amp; Couples**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
New Power Couples	0	0	0	0	1	1	1.3%
New Bohemians	0	0	0	0	2	2	2.7%
Hometown Sweethearts	1	0	1	1	1	4	5.3%
Blue-Collar Traditionalists	0	0	0	0	2	2	2.7%
Suburban Strivers	0	1	0	0	0	1	1.3%
Downtown Couples	0	0	0	0	1	1	1.3%
Rural Couples	1	1	0	0	1	3	4.0%
Twentysomethings	0	0	1	0	0	1	1.3%
Downtown Proud	0	0	0	0	1	1	1.3%
Rural Strivers	1	2	1	1	2	7	9.3%
<b>Subtotal:</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>11</b>	<b>23</b>	<b>30.7%</b>
<b>Total Households:</b>	<b>10</b>	<b>11</b>	<b>10</b>	<b>7</b>	<b>37</b>	<b>75</b>	<b>100.0%</b>
<b>Percent of Total:</b>	<b>13.3%</b>	<b>14.7%</b>	<b>13.3%</b>	<b>9.3%</b>	<b>49.3%</b>	<b>100.0%</b>	

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
 Zimmerman/Volk Associates, Inc.

**Target Groups For New Single-Family Attached For-Sale**  
***The City of Siloam Springs***  
*Benton County, Arkansas*

. . . . . Number of Households . . . . .

Empty Nesters & Retirees**	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Affluent Empty Nesters	0	0	0	0	1	1	0.9%
Small-Town Patriarchs	0	0	0	1	2	3	2.7%
Urban Establishment	0	0	0	0	1	1	0.9%
Traditional Couples	0	0	0	0	1	1	0.9%
Pillars of the Community	0	0	0	0	2	2	1.8%
Country Couples	1	1	0	0	2	4	3.5%
Mainstream Empty Nesters	0	0	0	0	1	1	0.9%
Multi-Ethnic Empty Nesters	0	0	1	0	0	1	0.9%
Middle-American Retirees	0	0	0	0	1	1	0.9%
Hometown Retirees	0	0	0	0	1	1	0.9%
Cosmopolitan Couples	0	0	0	1	0	1	0.9%
Village Elders	1	0	0	0	1	2	1.8%
Small-Town Seniors	1	2	1	1	2	7	6.2%
Back Country Seniors	0	1	0	0	0	1	0.9%
Subtotal:	3	4	2	3	15	27	23.9%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Single-Family Attached For-Sale**  
***The City of Siloam Springs***  
*Benton County, Arkansas*

. . . . . Number of Households . . . . .

<b>Traditional &amp; Non-Traditional Families††</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Ex-Urban Elite	0	0	0	0	3	3	2.7%
New Town Families	0	0	1	0	1	2	1.8%
Late-Nest Suburbanites	0	0	0	0	1	1	0.9%
Rural Families	0	0	0	0	1	1	0.9%
Full-Nest Suburbanites	0	0	0	0	1	1	0.9%
Small-Town Families	2	3	2	2	8	17	15.0%
Traditional Families	1	0	0	0	1	2	1.8%
Four-by-Four Families	0	1	1	1	2	5	4.4%
Kids 'r' Us	1	0	0	0	1	2	1.8%
Rustic Families	0	0	0	0	2	2	1.8%
Hometown Families	3	3	2	1	3	12	10.6%
Inner-City Families	0	1	0	0	0	1	0.9%
Single-Parent Families	0	0	0	1	0	1	0.9%
In-Town Families	1	0	0	0	0	1	0.9%
New American Strivers	1	0	0	0	0	1	0.9%
Subtotal:	9	8	6	5	24	52	46.0%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

†† Predominantly three- to five-person households.

SOURCE: Claritas, Inc.;  
 Zimmerman/Volk Associates, Inc.

**Target Groups For New Single-Family Attached For-Sale**  
***The City of Siloam Springs***  
*Benton County, Arkansas*

. . . . . Number of Households . . . . .

<b>Younger Singles &amp; Couples**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
New Power Couples	0	0	0	0	1	1	0.9%
New Bohemians	0	0	0	0	1	1	0.9%
Hometown Sweethearts	1	1	1	1	3	7	6.2%
Blue-Collar Traditionalists	1	1	0	0	1	3	2.7%
Suburban Strivers	0	0	1	0	1	2	1.8%
Downtown Couples	0	1	0	0	1	2	1.8%
Rural Couples	1	1	1	0	1	4	3.5%
Twentysomethings	0	0	0	0	1	1	0.9%
Downtown Proud	0	1	0	0	0	1	0.9%
Rural Strivers	3	3	1	1	3	11	9.7%
Multi-Ethnic Singles	1	0	0	0	0	1	0.9%
<b>Subtotal:</b>	<b>7</b>	<b>8</b>	<b>4</b>	<b>2</b>	<b>13</b>	<b>34</b>	<b>30.1%</b>
<b>Total Households:</b>	<b>19</b>	<b>20</b>	<b>12</b>	<b>10</b>	<b>52</b>	<b>113</b>	<b>100.0%</b>
<b>Percent of Total:</b>	<b>16.8%</b>	<b>17.7%</b>	<b>10.6%</b>	<b>8.8%</b>	<b>46.0%</b>	<b>100.0%</b>	

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
 Zimmerman/Volk Associates, Inc.

**Target Groups For New Single-Family Detached For-Sale**  
***The City of Siloam Springs***  
*Benton County, Arkansas*

. . . . . Number of Households . . . . .

<b>Empty Nesters &amp; Retirees**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Affluent Empty Nesters	0	0	0	0	1	1	0.3%
The Social Register	0	0	0	0	1	1	0.3%
Small-Town Patriarchs	1	0	1	1	15	18	4.9%
Traditional Couples	1	0	1	1	9	12	3.3%
Suburban Establishment	0	0	0	0	2	2	0.5%
Pillars of the Community	1	0	1	2	17	21	5.7%
Country Couples	1	3	2	2	11	19	5.2%
Mainstream Empty Nesters	0	0	0	0	2	2	0.5%
Multi-Ethnic Empty Nesters	0	0	0	0	1	1	0.3%
Middle-American Retirees	0	0	1	1	0	2	0.5%
Hometown Retirees	0	0	1	0	0	1	0.3%
Heartland Retirees	1	0	0	0	0	1	0.3%
Blue-Collar Retirees	0	0	0	0	1	1	0.3%
Village Elders	1	2	1	1	2	7	1.9%
Small-Town Seniors	5	6	3	3	10	27	7.4%
Back Country Seniors	1	1	0	0	2	4	1.1%
Subtotal:	12	12	11	11	74	120	32.7%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
 Zimmerman/Volk Associates, Inc.

**Target Groups For New Single-Family Detached For-Sale**  
**The City of Siloam Springs**  
*Benton County, Arkansas*

. . . . . Number of Households . . . . .

<b>Traditional &amp; Non-Traditional Families††</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Ex-Urban Elite e-Type Families	1	1	3	3	34	42	11.4%
Button-Down Families	0	0	0	0	1	1	0.3%
Full-Nest Exurbanites	0	0	0	1	4	5	1.4%
New Town Families	0	1	2	2	14	19	5.2%
Unibox Transferees	0	0	0	0	1	1	0.3%
Fiber-Optic Families	0	0	0	0	1	1	0.3%
Rural Families	0	1	1	0	2	4	1.1%
Small-Town Families	4	5	4	4	15	32	8.7%
Traditional Families	1	2	1	1	4	9	2.5%
Four-by-Four Families	3	5	4	3	10	25	6.8%
Multi-Ethnic Families	0	0	0	1	0	1	0.3%
Kids 'r' Us	0	0	0	1	0	1	0.3%
Uptown Families	0	0	0	1	0	1	0.3%
Rustic Families	1	2	1	1	4	9	2.5%
Multi-Cultural Families	0	0	0	0	1	1	0.3%
Hometown Families	3	4	2	2	4	15	4.1%
Inner-City Families	0	1	0	0	0	1	0.3%
In-Town Families	1	0	0	0	0	1	0.3%
Subtotal:	14	22	18	20	96	170	46.3%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

†† Predominantly three- to five-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Single-Family Detached For-Sale**  
***The City of Siloam Springs***  
*Benton County, Arkansas*

. . . . . Number of Households . . . . .

<b>Younger Singles &amp; Couples**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Cosmopolitan Elite	0	0	0	0	1	1	0.3%
Hometown Sweethearts	3	5	3	3	11	25	6.8%
Blue-Collar Traditionalists	1	2	1	1	5	10	2.7%
Suburban Achievers	1	1	0	1	2	5	1.4%
Small-City Singles	0	1	0	0	1	2	0.5%
Suburban Strivers	1	1	1	0	1	4	1.1%
Rural Couples	3	3	1	1	3	11	3.0%
Rural Strivers	6	5	2	2	4	19	5.2%
Subtotal:	15	18	8	8	28	77	21.0%
<b>Total Households:</b>	<b>41</b>	<b>52</b>	<b>37</b>	<b>39</b>	<b>198</b>	<b>367</b>	<b>100.0%</b>
<b>Percent of Total:</b>	<b>11.2%</b>	<b>14.2%</b>	<b>10.1%</b>	<b>10.6%</b>	<b>54.0%</b>	<b>100.0%</b>	

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Multi-Family For-Rent**  
***The City of Bella Vista***  
*Benton County, Arkansas*

. . . . . Number of Households . . . . .

<b>Empty Nesters &amp; Retirees**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Affluent Empty Nesters	0	0	0	0	1	1	0.2%
The One Percenters	0	0	0	0	1	1	0.2%
Old Money	0	0	0	0	1	1	0.2%
Small-Town Patriarchs	0	0	1	1	11	13	2.1%
Suburban Establishment	0	0	0	0	4	4	0.6%
New Empty Nesters	0	0	1	0	2	3	0.5%
Traditional Couples	0	0	0	1	3	4	0.6%
Pillars of the Community	0	0	1	1	12	14	2.2%
Second City Establishment	0	0	0	0	1	1	0.2%
RV Retirees	0	1	0	1	3	5	0.8%
Country Couples	2	4	3	3	14	26	4.2%
Mainstream Empty Nesters	2	3	2	2	9	18	2.9%
Middle-American Retirees	2	3	2	2	7	16	2.6%
Hometown Retirees	0	1	1	1	2	5	0.8%
Heartland Retirees	0	1	1	0	1	3	0.5%
Village Elders	4	5	3	2	8	22	3.5%
Small-Town Seniors	12	15	8	7	24	66	10.6%
Back Country Seniors	5	6	3	2	7	23	3.7%
Blue-Collar Retirees	0	1	0	0	2	3	0.5%
Hometown Seniors	1	0	0	0	0	1	0.2%
Second City Seniors	2	1	1	1	1	6	1.0%
<b>Subtotal:</b>	<b>30</b>	<b>41</b>	<b>27</b>	<b>24</b>	<b>114</b>	<b>236</b>	<b>37.8%</b>

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
 Zimmerman/Volk Associates, Inc.

**Target Groups For New Multi-Family For-Rent**  
***The City of Bella Vista***  
*Benton County, Arkansas*

. . . . . *Number of Households* . . . . .

<b>Traditional &amp; Non-Traditional Families††</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Ex-Urban Elite	0	0	1	1	7	9	1.4%
Full-Nest Exurbanites	0	0	0	1	2	3	0.5%
New Town Families	0	0	0	1	4	5	0.8%
Late-Nest Suburbanites	0	0	1	0	1	2	0.3%
Rural Families	0	0	1	1	2	4	0.6%
Full-Nest Suburbanites	0	0	1	0	0	1	0.2%
Small-Town Families	9	15	11	10	40	85	13.6%
Traditional Families	1	0	1	1	2	5	0.8%
Four-by-Four Families	2	4	3	2	8	19	3.0%
Kids 'r' Us	0	1	0	0	2	3	0.5%
Rustic Families	2	3	2	2	6	15	2.4%
Hometown Families	20	25	15	9	24	93	14.9%
In-Town Families	0	0	0	0	1	1	0.2%
New American Strivers	1	1	0	0	0	2	0.3%
Subtotal:	35	49	36	28	99	247	39.5%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

†† Predominantly three- to five-person households.

SOURCE: Claritas, Inc.;  
 Zimmerman/Volk Associates, Inc.

**Target Groups For New Multi-Family For-Rent**  
***The City of Bella Vista***  
*Benton County, Arkansas*

. . . . . *Number of Households* . . . . .

<b>Younger Singles &amp; Couples**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Fast-Track Professionals	0	1	1	1	3	6	1.0%
Hometown Sweethearts	2	3	2	2	6	15	2.4%
Blue-Collar Traditionalists	1	2	2	1	5	11	1.8%
Rural Couples	6	6	3	2	9	26	4.2%
Suburban Achievers	0	1	0	0	1	2	0.3%
Suburban Strivers	3	4	2	2	5	16	2.6%
Twentysomethings	3	3	2	1	4	13	2.1%
Second-City Strivers	2	2	1	1	1	7	1.1%
Rural Strivers	12	12	5	3	10	42	6.7%
Multi-Ethnic Singles	1	2	0	0	1	4	0.6%
Subtotal:	30	36	18	13	45	142	22.7%
<b>Total Households:</b>	<b>95</b>	<b>126</b>	<b>81</b>	<b>65</b>	<b>258</b>	<b>625</b>	<b>100.0%</b>
<b>Percent of Total:</b>	<b>15.2%</b>	<b>20.2%</b>	<b>13.0%</b>	<b>10.4%</b>	<b>41.3%</b>	<b>100.0%</b>	

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\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Multi-Family For-Sale**  
**The City of Bella Vista**  
*Benton County, Arkansas*

. . . . . Number of Households . . . . .

<b>Empty Nesters &amp; Retirees**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
The One Percenters	0	0	0	0	1	1	0.7%
Old Money	0	0	0	0	1	1	0.7%
Small-Town Patriarchs	1	0	1	0	3	5	3.4%
Suburban Establishment	0	0	0	1	1	2	1.3%
New Empty Nesters	0	0	0	0	1	1	0.7%
Traditional Couples	0	0	0	1	2	3	2.0%
Pillars of the Community	0	0	0	1	2	3	2.0%
RV Retirees	0	0	0	1	1	2	1.3%
Country Couples	1	1	1	1	4	8	5.4%
Mainstream Empty Nesters	0	1	1	0	2	4	2.7%
Middle-American Retirees	1	1	1	0	2	5	3.4%
Hometown Retirees	0	0	0	0	2	2	1.3%
Heartland Retirees	1	0	0	0	1	2	1.3%
Village Elders	3	2	1	1	3	10	6.7%
Small-Town Seniors	3	4	2	2	5	16	10.7%
Back Country Seniors	3	3	1	1	3	11	7.4%
Middle-Class Move-Downs	0	0	1	0	0	1	0.7%
Subtotal:	13	12	9	9	34	77	51.7%
<b>Traditional &amp; Non-Traditional Families††</b>							
Ex-Urban Elite	0	0	0	0	2	2	1.3%
Full-Nest Exurbanites	0	0	0	0	1	1	0.7%
New Town Families	0	0	0	0	1	1	0.7%
Rural Families	0	0	0	0	1	1	0.7%
Small-Town Families	3	3	3	2	9	20	13.4%
Traditional Families	0	1	0	0	0	1	0.7%
Four-by-Four Families	0	1	1	1	1	4	2.7%
Rustic Families	1	1	1	0	2	5	3.4%
Hometown Families	3	3	2	1	3	12	8.1%
Subtotal:	7	9	7	4	20	47	31.5%

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\*\* Predominantly one- and two-person households.

†† Predominantly three- to five-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Multi-Family For-Sale**  
***The City of Bella Vista***  
*Benton County, Arkansas*

. . . . . Number of Households . . . . .

<b>Younger Singles &amp; Couples**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Hometown Sweethearts	0	1	1	1	1	4	2.7%
Blue-Collar Traditionalists	1	1	1	1	1	5	3.4%
Rural Couples	2	2	1	1	2	8	5.4%
Suburban Strivers	1	0	0	0	1	2	1.3%
Rural Strivers	2	2	1	0	1	6	4.0%
Subtotal:	6	6	4	3	6	25	16.8%
<b>Total Households:</b>	<b>26</b>	<b>27</b>	<b>20</b>	<b>16</b>	<b>60</b>	<b>149</b>	<b>100.0%</b>
<b>Percent of Total:</b>	<b>17.4%</b>	<b>18.1%</b>	<b>13.4%</b>	<b>10.7%</b>	<b>40.3%</b>	<b>100.0%</b>	

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\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
 Zimmerman/Volk Associates, Inc.

**Target Groups For New Single-Family Attached For-Sale**  
***The City of Bella Vista***  
*Benton County, Arkansas*

. . . . . Number of Households . . . . .

Empty Nesters & Retirees**	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Affluent Empty Nesters	0	0	0	0	1	1	0.4%
Small-Town Patriarchs	1	0	1	1	8	11	4.8%
Suburban Establishment	0	1	0	0	2	3	1.3%
New Empty Nesters	0	0	0	0	1	1	0.4%
Traditional Couples	0	0	0	1	4	5	2.2%
Pillars of the Community	0	1	1	1	5	8	3.5%
Second City Establishment	0	0	0	0	1	1	0.4%
RV Retirees	1	0	0	0	2	3	1.3%
Country Couples	2	2	1	1	7	13	5.7%
Mainstream Empty Nesters	1	1	1	1	3	7	3.1%
Middle-American Retirees	1	1	1	1	4	8	3.5%
Hometown Retirees	0	1	0	0	2	3	1.3%
Heartland Retirees	0	0	0	0	2	2	0.9%
Village Elders	2	3	2	2	4	13	5.7%
Small-Town Seniors	5	5	3	3	9	25	10.9%
Back Country Seniors	3	3	2	1	4	13	5.7%
Blue-Collar Retirees	0	0	0	0	1	1	0.4%
Subtotal:	16	18	12	12	60	118	51.5%

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\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Single-Family Attached For-Sale**  
***The City of Bella Vista***  
*Benton County, Arkansas*

. . . . . Number of Households . . . . .

<b>Traditional &amp; Non-Traditional Families††</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Ex-Urban Elite	0	0	0	0	6	6	2.6%
Full-Nest Exurbanites	1	0	0	0	1	2	0.9%
New Town Families	0	0	1	0	2	3	1.3%
Late-Nest Suburbanites	0	0	0	0	2	2	0.9%
Rural Families	0	0	0	0	2	2	0.9%
Full-Nest Suburbanites	0	0	0	0	1	1	0.4%
Small-Town Families	3	4	3	3	10	23	10.0%
Traditional Families	1	0	0	0	1	2	0.9%
Four-by-Four Families	1	1	1	1	3	7	3.1%
Kids 'r' Us	0	0	0	1	0	1	0.4%
Rustic Families	1	2	1	1	2	7	3.1%
Hometown Families	4	4	3	2	4	17	7.4%
Subtotal:	11	11	9	8	34	73	31.9%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

†† Predominantly three- to five-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Single-Family Attached For-Sale**  
***The City of Bella Vista***  
*Benton County, Arkansas*

. . . . . Number of Households . . . . .

<b>Younger Singles &amp; Couples**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Hometown Sweethearts	1	1	1	1	2	6	2.6%
Blue-Collar Traditionalists	1	1	1	1	3	7	3.1%
Rural Couples	3	3	1	1	3	11	4.8%
Suburban Achievers	0	1	0	0	0	1	0.4%
Suburban Strivers	1	1	0	0	1	3	1.3%
Rural Strivers	3	3	1	1	2	10	4.4%
Subtotal:	9	10	4	4	11	38	16.6%
<b>Total Households:</b>	<b>36</b>	<b>39</b>	<b>25</b>	<b>24</b>	<b>105</b>	<b>229</b>	<b>100.0%</b>
<b>Percent of Total:</b>	<b>15.7%</b>	<b>17.0%</b>	<b>10.9%</b>	<b>10.5%</b>	<b>45.9%</b>	<b>100.0%</b>	

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Single-Family Detached For-Sale**  
***The City of Bella Vista***  
*Benton County, Arkansas*

. . . . . Number of Households . . . . .

Empty Nesters & Retirees**	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Affluent Empty Nesters	0	0	0	0	9	9	0.9%
The One Percenters	0	0	0	0	4	4	0.4%
Old Money	0	0	0	1	2	3	0.3%
Small-Town Patriarchs	2	1	3	5	54	65	6.5%
Suburban Establishment	0	1	1	2	15	19	1.9%
New Empty Nesters	1	1	1	1	12	16	1.6%
Traditional Couples	1	1	2	4	35	43	4.3%
Pillars of the Community	1	2	4	7	66	80	8.0%
Second City Establishment	0	1	0	0	1	2	0.2%
RV Retirees	2	3	3	3	14	25	2.5%
Country Couples	5	10	8	8	37	68	6.8%
Mainstream Empty Nesters	2	3	2	2	12	21	2.1%
Middle-American Retirees	3	4	3	3	14	27	2.7%
Hometown Retirees	2	3	2	3	9	19	1.9%
Heartland Retirees	1	2	2	2	6	13	1.3%
Village Elders	6	7	4	3	11	31	3.1%
Small-Town Seniors	16	19	10	9	29	83	8.3%
Back Country Seniors	12	13	6	5	17	53	5.3%
Blue-Collar Retirees	0	1	0	0	1	2	0.2%
Middle-Class Move-Downs	0	0	0	0	1	1	0.1%
Subtotal:	54	72	51	58	349	584	58.6%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Single-Family Detached For-Sale**  
***The City of Bella Vista***  
*Benton County, Arkansas*

. . . . . Number of Households . . . . .

<b>Traditional &amp; Non-Traditional Families††</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Corporate Establishment	0	0	0	0	1	1	0.1%
Ex-Urban Elite	1	2	4	5	45	57	5.7%
Nouveau Money	0	0	0	0	2	2	0.2%
Button-Down Families	0	0	0	0	4	4	0.4%
Full-Nest Exurbanites	1	1	2	2	10	16	1.6%
New Town Families	0	1	3	3	19	26	2.6%
Fiber-Optic Families	0	0	0	0	1	1	0.1%
Late-Nest Suburbanites	0	0	0	0	1	1	0.1%
Rural Families	1	2	2	2	6	13	1.3%
Full-Nest Suburbanites	0	0	1	0	0	1	0.1%
Small-Town Families	5	8	6	5	21	45	4.5%
Traditional Families	1	2	2	2	6	13	1.3%
Kids 'r' Us	1	3	1	1	4	10	1.0%
Four-by-Four Families	3	6	5	4	16	34	3.4%
Rustic Families	6	8	6	4	12	36	3.6%
Hometown Families	5	6	3	2	5	21	2.1%
In-Town Families	2	2	1	1	1	7	0.7%
Subtotal:	26	41	36	31	154	288	28.9%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

†† Predominantly three- to five-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Single-Family Detached For-Sale**  
***The City of Bella Vista***  
*Benton County, Arkansas*

. . . . . Number of Households . . . . .

<b>Younger Singles &amp; Couples**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Hometown Sweethearts	3	5	3	3	11	25	2.5%
Blue-Collar Traditionalists	4	6	4	2	11	27	2.7%
Rural Couples	7	7	4	3	9	30	3.0%
Suburban Achievers	1	1	1	2	2	7	0.7%
Small-City Singles	1	1	1	0	1	4	0.4%
Suburban Strivers	3	3	2	1	5	14	1.4%
Rural Strivers	5	5	2	1	4	17	1.7%
Multi-Ethnic Singles	0	1	0	0	0	1	0.1%
Subtotal:	24	29	17	12	43	125	12.5%
<b>Total Households:</b>	<b>104</b>	<b>142</b>	<b>104</b>	<b>101</b>	<b>546</b>	<b>997</b>	<b>100.0%</b>
<b>Percent of Total:</b>	<b>10.4%</b>	<b>14.2%</b>	<b>10.4%</b>	<b>10.1%</b>	<b>54.8%</b>	<b>100.0%</b>	

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Multi-Family For-Rent  
Corridor Adjacent Municipalities**

*Lowell, Johnson, Farmington, Cave Springs, Prairie Creek, Little Flock, Elm Springs, and Tontitown  
Benton and Washington Counties, Arkansas*

. . . . . Number of Households . . . . .

<b>Empty Nesters &amp; Retirees**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Small-Town Patriarchs	0	0	0	1	5	6	0.7%
New Empty Nesters	0	0	0	0	1	1	0.1%
Traditional Couples	0	0	0	0	2	2	0.2%
Suburban Establishment	0	0	0	0	1	1	0.1%
Pillars of the Community	0	0	0	1	5	6	0.7%
Second City Establishment	0	0	0	0	1	1	0.1%
RV Retirees	0	0	1	0	2	3	0.3%
Country Couples	2	2	1	1	6	12	1.3%
Mainstream Empty Nesters	0	1	0	0	3	4	0.4%
Middle-American Retirees	0	0	0	1	2	3	0.3%
Hometown Retirees	1	1	0	0	1	3	0.3%
Heartland Retirees	0	0	0	0	2	2	0.2%
Blue-Collar Retirees	1	1	1	0	1	4	0.4%
Village Elders	2	2	1	1	4	10	1.1%
Small-Town Seniors	6	7	4	3	10	30	3.3%
Back Country Seniors	4	4	2	2	4	16	1.7%
Hometown Seniors	0	0	0	0	1	1	0.1%
Second City Seniors	3	3	1	1	2	10	1.1%
Subtotal:	19	21	11	11	53	115	12.5%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

## Target Groups For New Multi-Family For-Rent Corridor Adjacent Municipalities

*Lowell, Johnson, Farmington, Cave Springs, Prairie Creek, Little Flock, Elm Springs, and Tontitown  
Benton and Washington Counties, Arkansas*

. . . . . Number of Households . . . . .

<b>Traditional &amp; Non-Traditional Families††</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Ex-Urban Elite	1	1	1	1	14	18	2.0%
Button-Down Families	0	0	0	0	1	1	0.1%
Full-Nest Exurbanites	1	1	1	1	9	13	1.4%
Nouveau Money	0	0	0	0	1	1	0.1%
New Town Families	1	0	1	1	7	10	1.1%
Unibox Transferees	0	0	0	0	3	3	0.3%
Fiber-Optic Families	0	0	0	0	1	1	0.1%
Late-Nest Suburbanites	0	1	0	0	3	4	0.4%
Rural Families	1	2	2	2	7	14	1.5%
Full-Nest Suburbanites	0	1	0	0	2	3	0.3%
Small-Town Families	19	30	23	21	82	175	19.0%
Traditional Families	1	2	1	1	4	9	1.0%
Multi-Ethnic Families	1	1	1	1	1	5	0.5%
Four-by-Four Families	4	8	6	5	17	40	4.3%
Kids 'r' Us	1	1	1	1	1	5	0.5%
Uptown Families	1	1	1	1	1	5	0.5%
Rustic Families	10	13	9	7	20	59	6.4%
Hometown Families	41	50	32	19	49	191	20.7%
In-Town Families	3	3	2	1	3	12	1.3%
New American Strivers	10	10	5	3	6	34	3.7%
Subtotal:	95	125	86	65	232	603	65.4%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

†† Predominantly three- to five-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

## Target Groups For New Multi-Family For-Rent Corridor Adjacent Municipalities

*Lowell, Johnson, Farmington, Cave Springs, Prairie Creek, Little Flock, Elm Springs, and Tontitown  
Benton and Washington Counties, Arkansas*

. . . . . Number of Households . . . . .

<b>Younger Singles &amp; Couples**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
The VIPs	1	1	0	0	3	5	0.5%
Fast-Track Professionals	1	1	1	0	5	8	0.9%
Hometown Sweethearts	1	3	2	2	6	14	1.5%
Blue-Collar Traditionalists	1	2	2	1	5	11	1.2%
Suburban Achievers	1	1	0	0	1	3	0.3%
Small-City Singles	1	1	1	0	1	4	0.4%
Suburban Strivers	3	4	2	2	5	16	1.7%
Rural Couples	6	7	3	3	8	27	2.9%
Twentysomethings	13	13	7	5	14	52	5.6%
Second-City Strivers	4	4	2	2	5	17	1.8%
Rural Strivers	10	9	4	3	7	33	3.6%
Multi-Ethnic Singles	5	4	2	1	2	14	1.5%
Subtotal:	47	50	26	19	62	204	22.1%
<b>Total Households:</b>	<b>161</b>	<b>196</b>	<b>123</b>	<b>95</b>	<b>347</b>	<b>922</b>	<b>100.0%</b>
<b>Percent of Total:</b>	<b>17.5%</b>	<b>21.3%</b>	<b>13.3%</b>	<b>10.3%</b>	<b>37.6%</b>	<b>100.0%</b>	

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Multi-Family For-Sale  
Corridor Adjacent Municipalities**

*Lowell, Johnson, Farmington, Cave Springs, Prairie Creek, Little Flock, Elm Springs, and Tontitown  
Benton and Washington Counties, Arkansas*

. . . . . Number of Households . . . . .

<b>Empty Nesters &amp; Retirees**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Small-Town Patriarchs	0	0	0	0	2	2	1.0%
New Empty Nesters	0	0	0	0	1	1	0.5%
Traditional Couples	0	0	0	0	1	1	0.5%
Pillars of the Community	0	0	0	0	2	2	1.0%
RV Retirees	0	0	0	0	1	1	0.5%
Country Couples	0	1	0	1	2	4	2.1%
Mainstream Empty Nesters	0	0	0	0	1	1	0.5%
Middle-American Retirees	0	0	0	1	1	2	1.0%
Hometown Retirees	0	0	0	0	2	2	1.0%
Heartland Retirees	0	0	0	0	1	1	0.5%
Blue-Collar Retirees	0	0	0	0	1	1	0.5%
Middle-Class Move-Downs	0	0	0	0	1	1	0.5%
Village Elders	1	1	1	1	1	5	2.6%
Small-Town Seniors	1	2	1	1	2	7	3.6%
Back Country Seniors	2	2	1	1	3	9	4.7%
Second City Seniors	0	0	0	0	1	1	0.5%
Subtotal:	4	6	3	5	23	41	21.4%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Multi-Family For-Sale  
Corridor Adjacent Municipalities**

*Lowell, Johnson, Farmington, Cave Springs, Prairie Creek, Little Flock, Elm Springs, and Tontitown  
Benton and Washington Counties, Arkansas*

. . . . . Number of Households . . . . .

<b>Traditional &amp; Non-Traditional Families††</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Ex-Urban Elite	0	0	0	0	2	2	1.0%
Full-Nest Exurbanites	0	0	0	1	3	4	2.1%
New Town Families	0	0	1	0	1	2	1.0%
Unibox Transferees	0	0	0	0	1	1	0.5%
Late-Nest Suburbanites	0	0	0	0	1	1	0.5%
Rural Families	0	1	1	1	2	5	2.6%
Full-Nest Suburbanites	0	0	0	0	1	1	0.5%
Small-Town Families	4	7	5	5	19	40	20.8%
Traditional Families	0	0	1	0	1	2	1.0%
Multi-Ethnic Families	0	0	0	0	1	1	0.5%
Four-by-Four Families	1	2	1	1	4	9	4.7%
Kids 'r' Us	0	0	0	0	1	1	0.5%
Uptown Families	0	0	0	0	1	1	0.5%
Rustic Families	4	5	4	3	6	22	11.5%
Hometown Families	5	6	4	2	7	24	12.5%
In-Town Families	1	1	0	0	0	2	1.0%
New American Strivers	2	1	0	0	0	3	1.6%
Subtotal:	17	23	17	13	51	121	63.0%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

†† Predominantly three- to five-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Multi-Family For-Sale  
Corridor Adjacent Municipalities**

*Lowell, Johnson, Farmington, Cave Springs, Prairie Creek, Little Flock, Elm Springs, and Tontitown  
Benton and Washington Counties, Arkansas*

. . . . . Number of Households . . . . .

<b>Younger Singles &amp; Couples**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
The VIPs	0	0	0	0	1	1	0.5%
Hometown Sweethearts	1	1	0	0	1	3	1.6%
Blue-Collar Traditionalists	1	1	1	1	2	6	3.1%
Suburban Strivers	0	0	1	0	1	2	1.0%
Rural Couples	2	2	1	1	2	8	4.2%
Twentysomethings	1	1	0	0	1	3	1.6%
Second-City Strivers	1	0	0	0	0	1	0.5%
Rural Strivers	2	1	1	0	1	5	2.6%
Multi-Ethnic Singles	0	0	0	0	1	1	0.5%
Subtotal:	8	6	4	2	10	30	15.6%
<b>Total Households:</b>	<b>29</b>	<b>35</b>	<b>24</b>	<b>20</b>	<b>84</b>	<b>192</b>	<b>100.0%</b>
<b>Percent of Total:</b>	<b>15.1%</b>	<b>18.2%</b>	<b>12.5%</b>	<b>10.4%</b>	<b>43.8%</b>	<b>100.0%</b>	

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Single-Family Attached For-Sale  
Corridor Adjacent Municipalities**

*Lowell, Johnson, Farmington, Cave Springs, Prairie Creek, Little Flock, Elm Springs, and Tontitown  
Benton and Washington Counties, Arkansas*

. . . . . Number of Households . . . . .

<b>Empty Nesters &amp; Retirees**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Small-Town Patriarchs	0	1	0	0	4	5	1.8%
New Empty Nesters	0	0	0	0	1	1	0.4%
Traditional Couples	0	0	0	0	2	2	0.7%
Pillars of the Community	0	0	0	1	3	4	1.4%
RV Retirees	0	0	0	1	1	2	0.7%
Country Couples	0	1	1	1	3	6	2.1%
Mainstream Empty Nesters	0	0	0	0	2	2	0.7%
Middle-American Retirees	0	1	0	0	1	2	0.7%
Hometown Retirees	0	0	1	0	1	2	0.7%
Heartland Retirees	0	1	0	0	0	1	0.4%
Blue-Collar Retirees	0	1	0	0	1	2	0.7%
Middle-Class Move-Downs	0	1	0	0	0	1	0.4%
Village Elders	1	1	1	1	2	6	2.1%
Small-Town Seniors	1	3	2	1	4	11	3.9%
Back Country Seniors	2	2	1	1	3	9	3.2%
Second City Seniors	0	0	0	0	1	1	0.4%
Subtotal:	4	12	6	6	29	57	20.4%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Single-Family Attached For-Sale  
Corridor Adjacent Municipalities**

*Lowell, Johnson, Farmington, Cave Springs, Prairie Creek, Little Flock, Elm Springs, and Tontitown  
Benton and Washington Counties, Arkansas*

. . . . . Number of Households . . . . .

<b>Traditional &amp; Non-Traditional Families††</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Ex-Urban Elite	0	0	1	1	7	9	3.2%
Button-Down Families	0	0	0	0	1	1	0.4%
Full-Nest Exurbanites	0	1	1	1	4	7	2.5%
Nouveau Money	0	0	0	0	1	1	0.4%
New Town Families	0	1	0	0	4	5	1.8%
Unibox Transferees	1	0	0	0	1	2	0.7%
Late-Nest Suburbanites	0	0	0	0	1	1	0.4%
Rural Families	1	1	1	1	3	7	2.5%
Full-Nest Suburbanites	0	0	0	0	1	1	0.4%
Small-Town Families	5	8	6	6	23	48	17.1%
Traditional Families	0	1	1	1	2	5	1.8%
Multi-Ethnic Families	0	1	0	0	1	2	0.7%
Four-by-Four Families	2	3	2	2	6	15	5.4%
Kids 'r' Us	0	0	1	0	1	2	0.7%
Uptown Families	0	0	0	1	1	2	0.7%
Rustic Families	5	7	5	3	10	30	10.7%
Hometown Families	7	9	6	3	9	34	12.1%
In-Town Families	1	1	1	0	1	4	1.4%
New American Strivers	1	1	1	0	1	4	1.4%
Subtotal:	23	34	26	19	78	180	64.3%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

†† Predominantly three- to five-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Single-Family Attached For-Sale  
Corridor Adjacent Municipalities**

*Lowell, Johnson, Farmington, Cave Springs, Prairie Creek, Little Flock, Elm Springs, and Tontitown  
Benton and Washington Counties, Arkansas*

. . . . . Number of Households . . . . .

<b>Younger Singles &amp; Couples**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
The VIPs	0	0	0	0	1	1	0.4%
Hometown Sweethearts	1	1	1	0	2	5	1.8%
Blue-Collar Traditionalists	1	1	1	1	3	7	2.5%
Suburban Achievers	0	0	0	0	1	1	0.4%
Small-City Singles	0	0	0	0	1	1	0.4%
Suburban Strivers	1	1	0	0	1	3	1.1%
Rural Couples	3	3	2	1	3	12	4.3%
Twentysomethings	1	1	0	0	0	2	0.7%
Second-City Strivers	0	1	0	0	0	1	0.4%
Rural Strivers	2	2	1	1	2	8	2.9%
Multi-Ethnic Singles	1	1	0	0	0	2	0.7%
Subtotal:	10	11	5	3	14	43	15.4%
<b>Total Households:</b>	<b>37</b>	<b>57</b>	<b>37</b>	<b>28</b>	<b>121</b>	<b>280</b>	<b>100.0%</b>
<b>Percent of Total:</b>	<b>13.2%</b>	<b>20.4%</b>	<b>13.2%</b>	<b>10.0%</b>	<b>43.2%</b>	<b>100.0%</b>	

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

## Target Groups For New Single-Family Detached For-Sale Corridor Adjacent Municipalities

*Lowell, Johnson, Farmington, Cave Springs, Prairie Creek, Little Flock, Elm Springs, and Tontitown  
Benton and Washington Counties, Arkansas*

. . . . . Number of Households . . . . .

<b>Empty Nesters &amp; Retirees**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Affluent Empty Nesters	0	0	0	0	2	2	0.2%
The One Percenters	0	0	0	0	1	1	0.1%
Small-Town Patriarchs	1	1	1	2	25	30	2.7%
Old Money	0	0	0	0	1	1	0.1%
New Empty Nesters	0	0	1	1	7	9	0.8%
Traditional Couples	0	0	1	2	17	20	1.8%
Suburban Establishment	0	0	0	1	5	6	0.5%
Pillars of the Community	0	1	2	3	29	35	3.1%
Second City Establishment	0	0	0	0	3	3	0.3%
RV Retirees	1	2	2	2	10	17	1.5%
Country Couples	2	5	4	4	16	31	2.8%
Mainstream Empty Nesters	0	0	0	0	3	3	0.3%
Middle-American Retirees	1	1	0	1	3	6	0.5%
Hometown Retirees	1	3	2	1	7	14	1.2%
Heartland Retirees	1	2	1	1	4	9	0.8%
Blue-Collar Retirees	1	2	1	1	2	7	0.6%
Middle-Class Move-Downs	0	1	0	0	0	1	0.1%
Village Elders	3	4	1	2	6	16	1.4%
Small-Town Seniors	7	8	5	4	13	37	3.3%
Back Country Seniors	8	9	5	4	11	37	3.3%
Hometown Seniors	1	0	0	0	0	1	0.1%
Second City Seniors	1	0	0	0	0	1	0.1%
Subtotal:	28	39	26	29	165	287	25.6%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Single-Family Detached For-Sale  
Corridor Adjacent Municipalities**

*Lowell, Johnson, Farmington, Cave Springs, Prairie Creek, Little Flock, Elm Springs, and Tontitown  
Benton and Washington Counties, Arkansas*

. . . . . Number of Households . . . . .

<b>Traditional &amp; Non-Traditional Families††</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Corporate Establishment	0	0	0	0	1	1	0.1%
Ex-Urban Elite	3	4	8	10	98	123	11.0%
Button-Down Families	0	1	0	0	4	5	0.4%
Full-Nest Exurbanites	4	6	6	6	43	65	5.8%
Nouveau Money	0	0	0	0	2	2	0.2%
New Town Families	1	2	4	7	39	53	4.7%
Unibox Transferees	0	0	1	1	3	5	0.4%
Fiber-Optic Families	0	0	0	1	2	3	0.3%
Late-Nest Suburbanites	0	0	0	1	2	3	0.3%
Rural Families	5	9	6	6	25	51	4.5%
Full-Nest Suburbanites	0	1	0	0	2	3	0.3%
Small-Town Families	10	15	12	11	43	91	8.1%
Traditional Families	3	5	3	3	13	27	2.4%
Multi-Ethnic Families	1	1	1	0	2	5	0.4%
Four-by-Four Families	7	13	10	9	31	70	6.2%
Kids 'r' Us	1	2	1	1	5	10	0.9%
Uptown Families	1	1	0	0	2	4	0.4%
Rustic Families	24	32	23	17	52	148	13.2%
Hometown Families	9	11	7	4	12	43	3.8%
In-Town Families	3	3	2	1	2	11	1.0%
New American Strivers	1	1	0	1	0	3	0.3%
Subtotal:	73	107	84	79	383	726	64.8%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

†† Predominantly three- to five-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Single-Family Detached For-Sale  
Corridor Adjacent Municipalities**

*Lowell, Johnson, Farmington, Cave Springs Prairie Creek, Little Flock, Elm Springs, and Tontitown  
Benton and Washington Counties, Arkansas*

. . . . . Number of Households . . . . .

<b>Younger Singles &amp; Couples**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
The VIPs	0	0	0	0	1	1	0.1%
Hometown Sweethearts	2	4	3	2	7	18	1.6%
Blue-Collar Traditionalists	4	6	4	3	12	29	2.6%
Suburban Achievers	0	1	1	0	1	3	0.3%
Small-City Singles	0	0	0	1	2	3	0.3%
Suburban Strivers	1	1	0	0	1	3	0.3%
Rural Couples	8	9	5	3	10	35	3.1%
Twentysomethings	0	0	0	1	0	1	0.1%
Rural Strivers	4	4	2	1	3	14	1.2%
Multi-Ethnic Singles	0	0	1	0	0	1	0.1%
Subtotal:	19	25	16	11	37	108	9.6%
<b>Total Households:</b>	<b>120</b>	<b>171</b>	<b>126</b>	<b>119</b>	<b>585</b>	<b>1,121</b>	<b>100.0%</b>
<b>Percent of Total:</b>	<b>10.7%</b>	<b>15.3%</b>	<b>11.2%</b>	<b>10.6%</b>	<b>52.2%</b>	<b>100.0%</b>	

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Multi-Family For-Rent  
Small Towns**

*Pea Ridge, Elkins, Gentry, Prairie Grove, Lincoln, West Fork, Sulphur Springs, Decatur,  
Greenland, Avoca, Gravette, Winslow, Garfield, Springtown, Goshen, Cherokee, Lost Bridge, Highfill,  
Morrow, Summers, Gateway, Evansville, Maysville, Canehill, Cincinnati  
Benton and Washington Counties, Arkansas*

. . . . . Number of Households . . . . .

<b>Empty Nesters &amp; Retirees**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Small-Town Patriarchs	0	0	0	0	1	1	0.1%
New Empty Nesters	0	1	0	0	4	5	0.7%
Traditional Couples	0	0	0	0	1	1	0.1%
Pillars of the Community	0	0	0	0	2	2	0.3%
RV Retirees	1	1	1	1	6	10	1.5%
Mainstream Empty Nesters	0	0	0	0	1	1	0.1%
Country Couples	0	0	1	0	2	3	0.4%
Middle-American Retirees	1	0	0	0	2	3	0.4%
Hometown Retirees	1	2	1	1	5	10	1.5%
Heartland Retirees	1	1	1	1	3	7	1.0%
Blue-Collar Retirees	0	0	0	1	0	1	0.1%
Village Elders	1	1	0	0	1	3	0.4%
Small-Town Seniors	2	2	1	0	3	8	1.2%
Back Country Seniors	10	11	6	5	13	45	6.7%
Second City Seniors	0	1	0	0	0	1	0.1%
<b>Subtotal:</b>	<b>17</b>	<b>20</b>	<b>11</b>	<b>9</b>	<b>44</b>	<b>101</b>	<b>15.1%</b>

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

## Target Groups For New Multi-Family For-Rent Small Towns

*Pea Ridge, Elkins, Gentry, Prairie Grove, Lincoln, West Fork, Sulphur Springs, Decatur,  
Greenland, Avoca, Gravette, Winslow, Garfield, Springtown, Goshen, Cherokee, Lost Bridge, Highfill,  
Morrow, Summers, Gateway, Evansville, Maysville, Canehill, Cincinnati  
Benton and Washington Counties, Arkansas*

. . . . . Number of Households . . . . .

<b>Traditional &amp; Non-Traditional Families††</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Ex-Urban Elite	0	0	0	1	4	5	0.7%
Full-Nest Exurbanites	2	2	3	3	18	28	4.2%
New Town Families	0	1	0	0	1	2	0.3%
Late-Nest Suburbanites	0	0	0	0	1	1	0.1%
Rural Families	3	5	4	4	15	31	4.6%
Full-Nest Suburbanites	0	0	0	0	1	1	0.1%
Small-Town Families	5	7	5	5	20	42	6.3%
Traditional Families	0	0	0	0	2	2	0.3%
Multi-Ethnic Families	0	0	0	0	1	1	0.1%
Four-by-Four Families	1	2	1	1	4	9	1.3%
Kids 'r' Us	0	0	0	0	1	1	0.1%
Uptown Families	0	0	0	0	1	1	0.1%
Rustic Families	22	28	21	15	47	133	19.9%
Hometown Families	10	12	8	5	11	46	6.9%
In-Town Families	1	1	0	0	0	2	0.3%
New American Strivers	4	4	2	1	3	14	2.1%
Subtotal:	48	62	44	35	130	319	47.6%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

†† Predominantly three- to five-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

## Target Groups For New Multi-Family For-Rent *Small Towns*

*Pea Ridge, Elkins, Gentry, Prairie Grove, Lincoln, West Fork, Sulphur Springs, Decatur,  
Greenland, Avoca, Gravette, Winslow, Garfield, Springtown, Goshen, Cherokee, Lost Bridge, Highfill,  
Morrow, Summers, Gateway, Evansville, Maysville, Canehill, Cincinnati  
Benton and Washington Counties, Arkansas*

. . . . . Number of Households . . . . .

<b>Younger Singles &amp; Couples**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
The VIPs	0	0	0	0	1	1	0.1%
Fast-Track Professionals	0	1	0	0	4	5	0.7%
Hometown Sweethearts	1	1	1	1	3	7	1.0%
Blue-Collar Traditionalists	7	12	8	6	22	55	8.2%
Suburban Achievers	0	0	1	0	1	2	0.3%
Small-City Singles	0	0	0	1	0	1	0.1%
Suburban Strivers	2	3	2	1	3	11	1.6%
Twentysomethings	6	6	3	2	6	23	3.4%
Second-City Strivers	1	1	0	0	1	3	0.4%
Rural Couples	30	30	15	12	36	123	18.4%
Rural Strivers	5	4	2	1	4	16	2.4%
Multi-Ethnic Singles	1	1	0	0	1	3	0.4%
Subtotal:	53	59	32	24	82	250	37.3%
<b>Total Households:</b>	<b>118</b>	<b>141</b>	<b>87</b>	<b>68</b>	<b>256</b>	<b>670</b>	<b>100.0%</b>
<b>Percent of Total:</b>	<b>17.6%</b>	<b>21.0%</b>	<b>13.0%</b>	<b>10.1%</b>	<b>38.2%</b>	<b>100.0%</b>	

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

## Target Groups For New Multi-Family For-Sale Small Towns

*Pea Ridge, Elkins, Gentry, Prairie Grove, Lincoln, West Fork, Sulphur Springs, Decatur,  
Greenland, Avoca, Gravette, Winslow, Garfield, Springtown, Goshen, Cherokee, Lost Bridge, Highfill,  
Morrow, Summers, Gateway, Evansville, Maysville, Canehill, Cincinnati  
Benton and Washington Counties, Arkansas*

. . . . . Number of Households . . . . .

Empty Nesters & Retirees**	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Small-Town Patriarchs	0	0	0	0	1	1	0.5%
New Empty Nesters	0	0	0	0	2	2	1.1%
RV Retirees	0	1	1	0	2	4	2.1%
Country Couples	0	0	0	0	1	1	0.5%
Hometown Retirees	1	1	1	1	0	4	2.1%
Heartland Retirees	0	1	0	0	2	3	1.6%
Village Elders	0	0	0	0	1	1	0.5%
Small-Town Seniors	0	0	0	0	2	2	1.1%
Back Country Seniors	5	5	3	2	6	21	11.2%
Subtotal:	6	8	5	3	17	39	20.9%
<b>Traditional &amp; Non-Traditional Families††</b>							
Ex-Urban Elite	0	0	0	0	1	1	0.5%
Full-Nest Exurbanites	1	1	1	1	5	9	4.8%
Rural Families	1	2	2	1	5	11	5.9%
Small-Town Families	1	2	1	1	5	10	5.3%
Traditional Families	0	0	0	1	0	1	0.5%
Four-by-Four Families	0	0	0	0	2	2	1.1%
Rustic Families	8	11	8	6	16	49	26.2%
Hometown Families	1	2	1	1	1	6	3.2%
Subtotal:	12	18	13	11	35	89	47.6%

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\*\* Predominantly one- and two-person households.

†† Predominantly three- to five-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Multi-Family For-Sale  
Small Towns**

*Pea Ridge, Elkins, Gentry, Prairie Grove, Lincoln, West Fork, Sulphur Springs, Decatur,  
Greenland, Avoca, Gravette, Winslow, Garfield, Springtown, Goshen, Cherokee, Lost Bridge, Highfill,  
Morrow, Summers, Gateway, Evansville, Maysville, Canehill, Cincinnati  
Benton and Washington Counties, Arkansas*

. . . . . Number of Households . . . . .

<b>Younger Singles &amp; Couples**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Hometown Sweethearts	0	0	0	0	1	1	0.5%
Blue-Collar Traditionalists	2	4	2	2	8	18	9.6%
Suburban Strivers	0	0	0	1	0	1	0.5%
Twentysomethings	0	0	0	1	0	1	0.5%
Rural Couples	9	9	5	3	10	36	19.3%
Rural Strivers	1	1	0	0	0	2	1.1%
Subtotal:	12	14	7	7	19	59	31.6%
<b>Total Households:</b>	<b>30</b>	<b>40</b>	<b>25</b>	<b>21</b>	<b>71</b>	<b>187</b>	<b>100.0%</b>
<b>Percent of Total:</b>	<b>16.0%</b>	<b>21.4%</b>	<b>13.4%</b>	<b>11.2%</b>	<b>38.0%</b>	<b>100.0%</b>	

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Single-Family Attached For-Sale  
Small Towns**

*Pea Ridge, Elkins, Gentry, Prairie Grove, Lincoln, West Fork, Sulphur Springs, Decatur,  
Greenland, Avoca, Gravette, Winslow, Garfield, Springtown, Goshen, Cherokee, Lost Bridge, Highfill,  
Morrow, Summers, Gateway, Evansville, Maysville, Canehill, Cincinnati  
Benton and Washington Counties, Arkansas*

. . . . . Number of Households . . . . .

Empty Nesters & Retirees**	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Small-Town Patriarchs	0	0	0	0	1	1	0.4%
New Empty Nesters	0	0	1	0	2	3	1.1%
Traditional Couples	0	0	0	0	1	1	0.4%
Pillars of the Community	0	0	0	0	1	1	0.4%
RV Retirees	0	1	1	0	3	5	1.8%
Country Couples	0	0	0	0	2	2	0.7%
Hometown Retirees	1	1	0	1	3	6	2.2%
Heartland Retirees	0	0	1	1	2	4	1.5%
Village Elders	0	0	0	0	2	2	0.7%
Small-Town Seniors	1	1	0	0	1	3	1.1%
Back Country Seniors	6	6	3	3	8	26	9.6%
Subtotal:	8	9	6	5	26	54	19.9%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Single-Family Attached For-Sale  
Small Towns**

*Pea Ridge, Elkins, Gentry, Prairie Grove, Lincoln, West Fork, Sulphur Springs, Decatur,  
Greenland, Avoca, Gravette, Winslow, Garfield, Springtown, Goshen, Cherokee, Lost Bridge, Highfill,  
Morrow, Summers, Gateway, Evansville, Maysville, Canehill, Cincinnati  
Benton and Washington Counties, Arkansas*

. . . . . Number of Households . . . . .

<b>Traditional &amp; Non-Traditional Families††</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Ex-Urban Elite	0	0	0	0	3	3	1.1%
Full-Nest Exurbanites	1	1	2	2	9	15	5.5%
New Town Families	0	0	0	0	1	1	0.4%
Rural Families	2	3	2	2	7	16	5.9%
Small-Town Families	1	2	1	1	6	11	4.0%
Traditional Families	0	0	0	0	1	1	0.4%
Four-by-Four Families	0	1	0	1	2	4	1.5%
Kids 'r' Us	0	1	0	0	0	1	0.4%
Rustic Families	11	14	11	8	23	67	24.6%
Hometown Families	2	2	1	1	2	8	2.9%
In-Town Families	1	0	0	0	0	1	0.4%
New American Strivers	0	0	0	0	1	1	0.4%
Subtotal:	18	24	17	15	55	129	47.4%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

†† Predominantly three- to five-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Single-Family Attached For-Sale  
Small Towns**

*Pea Ridge, Elkins, Gentry, Prairie Grove, Lincoln, West Fork, Sulphur Springs, Decatur,  
Greenland, Avoca, Gravette, Winslow, Garfield, Springtown, Goshen, Cherokee, Lost Bridge, Highfill,  
Morrow, Summers, Gateway, Evansville, Maysville, Canehill, Cincinnati  
Benton and Washington Counties, Arkansas*

. . . . . Number of Households . . . . .

<b>Younger Singles &amp; Couples**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Hometown Sweethearts	0	0	0	0	2	2	0.7%
Blue-Collar Traditionalists	4	7	4	3	13	31	11.4%
Suburban Achievers	0	0	0	0	1	1	0.4%
Suburban Strivers	0	0	0	1	1	2	0.7%
Rural Couples	12	12	6	5	15	50	18.4%
Rural Strivers	1	1	0	0	1	3	1.1%
Subtotal:	17	20	10	9	33	89	32.7%
<b>Total Households:</b>	<b>43</b>	<b>53</b>	<b>33</b>	<b>29</b>	<b>114</b>	<b>272</b>	<b>100.0%</b>
<b>Percent of Total:</b>	<b>15.8%</b>	<b>19.5%</b>	<b>12.1%</b>	<b>10.7%</b>	<b>41.9%</b>	<b>100.0%</b>	

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Single-Family Detached For-Sale  
Small Towns**

*Pea Ridge, Elkins, Gentry, Prairie Grove, Lincoln, West Fork, Sulphur Springs, Decatur,  
Greenland, Avoca, Gravette, Winslow, Garfield, Springtown, Goshen, Cherokee, Lost Bridge, Highfill,  
Morrow, Summers, Gateway, Evansville, Maysville, Canehill, Cincinnati  
Benton and Washington Counties, Arkansas*

. . . . . Number of Households . . . . .

<b>Empty Nesters &amp; Retirees**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Small-Town Patriarchs	0	0	0	1	7	8	0.6%
New Empty Nesters	1	2	2	3	24	32	2.5%
Traditional Couples	0	0	1	0	4	5	0.4%
Suburban Establishment	0	0	0	0	1	1	0.1%
Pillars of the Community	0	0	0	1	8	9	0.7%
RV Retirees	3	6	5	5	27	46	3.6%
Mainstream Empty Nesters	0	0	0	0	1	1	0.1%
Country Couples	1	1	1	1	4	8	0.6%
Middle-American Retirees	1	1	1	0	3	6	0.5%
Hometown Retirees	4	6	5	4	17	36	2.8%
Heartland Retirees	2	4	3	3	13	25	1.9%
Blue-Collar Retirees	0	0	0	0	1	1	0.1%
Village Elders	1	1	1	0	1	4	0.3%
Small-Town Seniors	2	2	1	1	2	8	0.6%
Back Country Seniors	22	25	12	10	32	101	7.9%
Subtotal:	37	48	32	29	145	291	22.6%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

## Target Groups For New Single-Family Detached For-Sale Small Towns

*Pea Ridge, Elkins, Gentry, Prairie Grove, Lincoln, West Fork, Sulphur Springs, Decatur,  
Greenland, Avoca, Gravette, Winslow, Garfield, Springtown, Goshen, Cherokee, Lost Bridge, Highfill,  
Morrow, Summers, Gateway, Evansville, Maysville, Canehill, Cincinnati  
Benton and Washington Counties, Arkansas*

. . . . . Number of Households . . . . .

<b>Traditional &amp; Non-Traditional Families††</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Ex-Urban Elite	1	1	2	2	22	28	2.2%
Nouveau Money	0	0	0	0	1	1	0.1%
Button-Down Families	0	0	0	0	1	1	0.1%
Full-Nest Exurbanites	10	13	14	14	93	144	11.2%
New Town Families	0	1	1	2	9	13	1.0%
Unibox Transferees	0	0	0	0	1	1	0.1%
Fiber-Optic Families	0	0	0	0	1	1	0.1%
Late-Nest Suburbanites	0	0	0	0	1	1	0.1%
Rural Families	11	19	14	14	55	113	8.8%
Full-Nest Suburbanites	0	1	0	0	0	1	0.1%
Small-Town Families	2	4	3	3	10	22	1.7%
Traditional Families	1	1	1	1	2	6	0.5%
Multi-Ethnic Families	0	0	0	1	0	1	0.1%
Four-by-Four Families	2	3	3	2	7	17	1.3%
Kids 'r' Us	0	0	0	0	2	2	0.2%
Uptown Families	0	0	0	0	1	1	0.1%
Rustic Families	54	71	52	38	114	329	25.6%
Hometown Families	2	3	2	1	2	10	0.8%
In-Town Families	1	0	0	0	0	1	0.1%
Subtotal:	84	117	92	78	322	693	53.9%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

†† Predominantly three- to five-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Single-Family Detached For-Sale  
Small Towns**

*Pea Ridge, Elkins, Gentry, Prairie Grove, Lincoln, West Fork, Sulphur Springs, Decatur,  
Greenland, Avoca, Gravette, Winslow, Garfield, Springtown, Goshen, Cherokee, Lost Bridge, Highfill,  
Morrow, Summers, Gateway, Evansville, Maysville, Canehill, Cincinnati  
Benton and Washington Counties, Arkansas*

. . . . . Number of Households . . . . .

<b>Younger Singles &amp; Couples**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Hometown Sweethearts	1	2	1	1	3	8	0.6%
Blue-Collar Traditionalists	17	29	18	15	53	132	10.3%
Suburban Achievers	0	1	0	0	1	2	0.2%
Small-City Singles	1	0	0	0	0	1	0.1%
Suburban Strivers	2	2	1	1	2	8	0.6%
Rural Couples	35	36	18	14	42	145	11.3%
Rural Strivers	2	2	1	0	1	6	0.5%
Subtotal:	58	72	39	31	102	302	23.5%
<b>Total Households:</b>	<b>179</b>	<b>237</b>	<b>163</b>	<b>138</b>	<b>569</b>	<b>1,286</b>	<b>100.0%</b>
<b>Percent of Total:</b>	<b>13.9%</b>	<b>18.4%</b>	<b>12.7%</b>	<b>10.7%</b>	<b>44.2%</b>	<b>100.0%</b>	

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

## Target Groups For New Multi-Family For-Rent The Balance of the Northwest Arkansas Region

*Benton and Washington Counties, Arkansas*

. . . . . Number of Households . . . . .

<b>Empty Nesters &amp; Retirees**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Small-Town Patriarchs	1	0	0	0	6	7	0.5%
New Empty Nesters	1	0	0	1	5	7	0.5%
Traditional Couples	0	0	1	1	2	4	0.3%
Pillars of the Community	0	0	0	1	6	7	0.5%
RV Retirees	1	2	1	1	8	13	1.0%
Country Couples	1	2	1	2	8	14	1.1%
Hometown Retirees	1	2	2	2	6	13	1.0%
Heartland Retirees	1	2	1	1	4	9	0.7%
Village Elders	2	2	2	1	4	11	0.8%
Small-Town Seniors	6	8	4	4	12	34	2.6%
Back Country Seniors	13	15	7	6	19	60	4.5%
Subtotal:	27	33	19	20	80	179	13.6%
<b>Traditional &amp; Non-Traditional Families††</b>							
Ex-Urban Elite	0	1	1	1	14	17	1.3%
Full-Nest Exurbanites	3	4	4	3	28	42	3.2%
New Town Families	0	0	1	1	6	8	0.6%
Late-Nest Suburbanites	0	0	0	0	0	0	0.0%
Rural Families	5	8	6	6	22	47	3.6%
Small-Town Families	18	28	21	19	77	163	12.4%
Traditional Families	1	1	1	1	5	9	0.7%
Four-by-Four Families	4	7	6	5	16	38	2.9%
Rustic Families	32	42	30	22	68	194	14.7%
Hometown Families	39	48	30	18	48	183	13.9%
Subtotal:	102	139	100	76	284	701	53.1%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

†† Predominantly three- to five-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Multi-Family For-Rent**  
***The Balance of the Northwest Arkansas Region***  
*Benton and Washington Counties, Arkansas*

. . . . . *Number of Households* . . . . .

<b>Younger Singles &amp; Couples**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Hometown Sweethearts	4	6	4	4	13	31	2.4%
Blue-Collar Traditionalists	13	22	14	11	40	100	7.6%
Rural Couples	54	56	28	21	67	226	17.1%
Rural Strivers	24	23	10	6	19	82	6.2%
Subtotal:	95	107	56	42	139	439	33.3%
<b>Total Households:</b>	<b>224</b>	<b>279</b>	<b>175</b>	<b>138</b>	<b>503</b>	<b>1,319</b>	<b>100.0%</b>
<b>Percent of Total:</b>	<b>17.0%</b>	<b>21.2%</b>	<b>13.3%</b>	<b>10.5%</b>	<b>38.1%</b>	<b>100.0%</b>	

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Multi-Family For-Sale**  
***The Balance of the Northwest Arkansas Region***  
*Benton and Washington Counties, Arkansas*

. . . . . Number of Households . . . . .

<b>Empty Nesters &amp; Retirees**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Small-Town Patriarchs	0	0	0	0	3	3	0.8%
New Empty Nesters	0	0	0	0	2	2	0.5%
Traditional Couples	0	0	0	0	1	1	0.3%
Pillars of the Community	0	0	1	0	1	2	0.5%
RV Retirees	1	1	0	0	4	6	1.6%
Country Couples	0	1	1	1	1	4	1.1%
Hometown Retirees	1	1	1	1	2	6	1.6%
Heartland Retirees	0	1	1	1	1	4	1.1%
Village Elders	1	1	1	1	2	6	1.6%
Small-Town Seniors	1	2	1	1	3	8	2.2%
Back Country Seniors	5	7	4	3	9	28	7.6%
Subtotal:	9	14	10	8	29	70	18.9%
<b>Traditional &amp; Non-Traditional Families††</b>							
Ex-Urban Elite	0	0	0	1	4	5	1.4%
Full-Nest Exurbanites	1	2	2	1	7	13	3.5%
New Town Families	0	1	0	0	1	2	0.5%
Rural Families	2	2	2	1	6	13	3.5%
Small-Town Families	4	6	4	4	14	32	8.6%
Traditional Families	0	0	0	0	2	2	0.5%
Four-by-Four Families	1	1	1	1	3	7	1.9%
Rustic Families	12	15	11	8	26	72	19.5%
Hometown Families	5	6	4	2	6	23	6.2%
Subtotal:	25	33	24	18	69	169	45.7%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

†† Predominantly three- to five-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Multi-Family For-Sale**  
***The Balance of the Northwest Arkansas Region***  
*Benton and Washington Counties, Arkansas*

. . . . . Number of Households . . . . .

<b>Younger Singles &amp; Couples**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Hometown Sweethearts	1	1	1	1	3	7	1.9%
Blue-Collar Traditionalists	7	11	7	6	17	48	13.0%
Rural Couples	16	15	9	7	20	67	18.1%
Rural Strivers	3	2	1	1	2	9	2.4%
Subtotal:	27	29	18	15	42	131	35.4%
<b>Total Households:</b>	<b>61</b>	<b>76</b>	<b>52</b>	<b>41</b>	<b>140</b>	<b>370</b>	<b>100.0%</b>
<b>Percent of Total:</b>	<b>16.5%</b>	<b>20.5%</b>	<b>14.1%</b>	<b>11.1%</b>	<b>37.8%</b>	<b>100.0%</b>	

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Single-Family Attached For-Sale**  
***The Balance of the Northwest Arkansas Region***  
*Benton and Washington Counties, Arkansas*

. . . . . Number of Households . . . . .

<b>Empty Nesters &amp; Retirees**</b>	<i>0% to 30% AMI†</i>	<i>30% to 50% AMI†</i>	<i>50% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Small-Town Patriarchs	0	0	1	0	5	6	1.1%
New Empty Nesters	0	1	0	1	2	4	0.8%
Traditional Couples	0	0	1	0	1	2	0.4%
Pillars of the Community	0	0	0	1	4	5	0.9%
RV Retirees	0	1	1	1	4	7	1.3%
Country Couples	0	1	1	1	4	7	1.3%
Hometown Retirees	1	1	1	1	3	7	1.3%
Heartland Retirees	0	1	1	1	2	5	0.9%
Village Elders	1	2	1	1	2	7	1.3%
Small-Town Seniors	3	2	2	2	4	13	2.5%
Back Country Seniors	7	8	4	4	11	34	6.4%
Subtotal:	12	17	13	13	42	97	18.3%
<b>Traditional &amp; Non-Traditional Families††</b>							
Ex-Urban Elite	0	0	1	1	10	12	2.3%
Full-Nest Exurbanites	1	2	2	2	15	22	4.2%
New Town Families	0	0	0	1	4	5	0.9%
Rural Families	2	3	2	2	9	18	3.4%
Small-Town Families	5	7	5	5	19	41	7.8%
Traditional Families	0	2	1	0	2	5	0.9%
Four-by-Four Families	2	3	2	2	6	15	2.8%
Rustic Families	16	21	16	11	35	99	18.7%
Hometown Families	7	9	5	3	9	33	6.2%
Subtotal:	33	47	34	27	109	250	47.3%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

†† Predominantly three- to five-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Single-Family Attached For-Sale**  
***The Balance of the Northwest Arkansas Region***  
*Benton and Washington Counties, Arkansas*

. . . . . Number of Households . . . . .

<b>Younger Singles &amp; Couples**</b>	<i>0% to 30% AMI†</i>	<i>30% to 50% AMI†</i>	<i>50% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Hometown Sweethearts	1	2	2	2	5	12	2.3%
Blue-Collar Traditionalists	7	13	8	6	24	58	11.0%
Rural Couples	23	23	12	9	27	94	17.8%
Rural Strivers	5	5	3	1	4	18	3.4%
Subtotal:	36	43	25	18	60	182	34.4%
<b>Total Households:</b>	<b>81</b>	<b>107</b>	<b>72</b>	<b>58</b>	<b>211</b>	<b>529</b>	<b>100.0%</b>
<b>Percent of Total:</b>	<b>15.3%</b>	<b>20.2%</b>	<b>13.6%</b>	<b>11.0%</b>	<b>39.9%</b>	<b>100.0%</b>	

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Single-Family Detached For-Sale**  
***The Balance of the Northwest Arkansas Region***  
*Benton and Washington Counties, Arkansas*

. . . . . Number of Households . . . . .

<b>Empty Nesters &amp; Retirees**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Small-Town Patriarchs	1	1	2	2	28	34	1.4%
New Empty Nesters	2	2	2	3	31	40	1.7%
Traditional Couples	0	0	1	1	20	22	0.9%
Pillars of the Community	0	1	2	3	34	40	1.7%
RV Retirees	4	8	6	6	40	64	2.7%
Country Couples	3	5	4	4	19	35	1.5%
Hometown Retirees	5	9	5	6	23	48	2.0%
Heartland Retirees	3	6	4	4	16	33	1.4%
Village Elders	3	3	0	2	8	16	0.7%
Small-Town Seniors	8	10	5	5	14	42	1.8%
Back Country Seniors	30	33	17	14	41	135	5.7%
Subtotal:	59	78	48	50	274	509	21.4%
<b>Traditional &amp; Non-Traditional Families††</b>							
Ex-Urban Elite	3	4	7	9	91	114	4.8%
Full-Nest Exurbanites	14	19	20	21	139	213	8.9%
New Town Families	1	2	4	7	39	53	2.2%
Rural Families	17	28	21	21	80	167	7.0%
Small-Town Families	11	17	13	12	47	100	4.2%
Traditional Families	3	5	3	3	12	26	1.1%
Four-by-Four Families	7	13	11	9	31	71	3.0%
Rustic Families	82	106	78	56	173	495	20.8%
Hometown Families	9	11	7	4	10	41	1.7%
Subtotal:	147	205	164	142	622	1,280	53.7%

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

†† Predominantly three- to five-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Target Groups For New Single-Family Detached For-Sale**  
***The Balance of the Northwest Arkansas Region***  
*Benton and Washington Counties, Arkansas*

. . . . . Number of Households . . . . .

<b>Younger Singles &amp; Couples**</b>	<i>0% to 30% AMI†</i>	<i>30% to 60% AMI†</i>	<i>60% to 80% AMI†</i>	<i>80% to 100% AMI†</i>	<i>Above 100% AMI†</i>	<i>Total</i>	<i>Percent of Total</i>
Hometown Sweethearts	5	8	6	5	19	43	1.8%
Blue-Collar Traditionalists	32	53	34	27	97	243	10.2%
Rural Couples	65	67	33	25	79	269	11.3%
Rural Strivers	11	11	3	3	10	38	1.6%
Subtotal:	113	139	76	60	205	593	24.9%
<b>Total Households:</b>	<b>319</b>	<b>422</b>	<b>288</b>	<b>252</b>	<b>1,101</b>	<b>2,382</b>	<b>100.0%</b>
<b>Percent of Total:</b>	<b>13.4%</b>	<b>17.7%</b>	<b>12.1%</b>	<b>10.6%</b>	<b>46.2%</b>	<b>100.0%</b>	

† For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

\*\* Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;  
Zimmerman/Volk Associates, Inc.

**Optimum Market Position**  
**Rogers**  
*Benton County, Arkansas*  
**April, 2025**

<u>Number of Households</u>	<u>Housing Type/ Households by Income</u>	<u>Percent Mix</u>	<u>Base Rent Range*</u>	<u>Base Unit Size Range</u>	<u>Base Rent Per Sq. Ft.*</u>	<u>Annual Market Capture (Annual Absorption)</u>
<b>2,141</b>	<b>Multi-Family For-Rent</b>					<b>429 to 535</b>
443	Households With Incomes Below 30% AMI					89 111
465	Households With Incomes Between 30% and 60% AMI					93 116
285	Households With Incomes Between 60% and 80% AMI					57 71
	Studio/1ba	25%	\$1,100 to \$1,200	500 to 600	\$2.00 to \$2.20	
	1br/1ba	30%	\$1,300 to \$1,350	700 to 750	\$1.80 to \$1.86	
	2br/1ba	15%	\$1,450 to \$1,550	850 to 950	\$1.63 to \$1.71	
	3br/1ba	30%	\$1,700 to \$1,850	1,000 to 1,150	\$1.61 to \$1.70	
	<b>Weighted averages:</b>		\$1,442	812	\$1.78	
948	Households With Incomes Above 80% AMI					190 237
	Studio/1ba	15%	\$1,250 to \$1,375	550 to 600	\$2.27 to \$2.29	
	1br/1ba	35%	\$1,450 to \$1,600	700 to 800	\$2.00 to \$2.07	
	2br/2ba	15%	\$1,800 to \$1,950	1,000 to 1,100	\$1.77 to \$1.80	
	3br/2ba	35%	\$2,100 to \$2,450	1,200 to 1,400	\$1.75 to \$1.75	
	<b>Weighted averages:</b>		\$1,804	959	\$1.88	
						<b>247 to 308</b>
						rental units per year above 60% AMI

NOTE: For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

Base rents and prices are in year 2025 dollars and exclude floor, view premiums, options, or upgrades.

SOURCE: Zimmerman/Volk Associates, Inc.

**Optimum Market Position**  
**Rogers**  
*Benton County, Arkansas*  
**April, 2025**

<u>Number of Households</u>	<u>Housing Type/ Households by Income</u>	<u>Percent Mix</u>	<u>Base Rent Range*</u>	<u>Base Unit Size Range</u>	<u>Base Rent Per Sq. Ft.*</u>	<u>Annual Market Capture (Annual Absorption)</u>
<b>290</b>	<b>Multi-Family For-Sale</b>					<b>58 to 73</b>
<b>53</b>	Households With Incomes Below 30% AMI					11 to 13
<b>55</b>	Households With Incomes Between 30% and 60% AMI					11 to 14
<b>74</b>	Households With Incomes Between 60% and 100% AMI					15 to 19
	1br/1ba	40%	\$155,000 to \$175,000	700 to 800	\$219 to \$221	
	2br/1.5ba	35%	\$195,000 to \$215,000	900 to 1,000	\$215 to \$217	
	2br/2ba	25%	\$225,000 to \$240,000	1,050 to 1,150	\$209 to \$214	
	<b>Weighted averages:</b>		\$195,700	907	\$216	
<b>108</b>	Households With Incomes Above 100% AMI					21 to 27
	1br/1.5ba	30%	\$245,000 to \$275,000	850 to 950	\$288 to \$289	
	2br/2ba	35%	\$295,000 to \$315,000	1,100 to 1,200	\$263 to \$268	
	3br/2ba	35%	\$345,000 to \$385,000	1,400 to 1,600	\$241 to \$246	
	<b>Weighted averages:</b>		\$312,200	1,196	\$261	
						<b>36 to 46</b>
						multi-family for-sale units per year above 60% AMI

NOTE: For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

Base rents and prices are in year 2025 dollars and exclude floor, view premiums, options, or upgrades.

SOURCE: Zimmerman/Volk Associates, Inc.

**Optimum Market Position**  
**Rogers**  
*Benton County, Arkansas*  
**April, 2025**

<u>Number of Households</u>	<u>Housing Type/ Households by Income</u>	<u>Percent Mix</u>	<u>Base Rent Range*</u>	<u>Base Unit Size Range</u>	<u>Base Rent Per Sq. Ft.*</u>	<u>Annual Market Capture (Annual Absorption)</u>
<b>395</b>	<b>Single-Family Attached For-Sale</b>					<b>79 to 99</b>
<b>68</b>	Households With Incomes Below 30% AMI					14
<b>77</b>	Households With Incomes Between 30% and 60% AMI					15
<b>100</b>	Households With Incomes Between 60% and 100% AMI					20
	2br/1.5ba	50%	\$250,000 to \$275,000	900 to 1,050	\$262 to \$278	
	3br/1.5ba	50%	\$285,000 to \$310,000	1,100 to 1,200	\$258 to \$259	
	<b>Weighted averages:</b>		\$280,000	1,063	\$264	
<b>150</b>	Households With Incomes Above 100% AMI					30
	2br/2.5ba	45%	\$360,000 to \$405,000	1,250 to 1,450	\$279 to \$288	
	3br/2.5ba	40%	\$440,000 to \$495,000	1,600 to 1,850	\$268 to \$275	
	4br/2.5ba	15%	\$540,000 to \$610,000	2,000 to 2,300	\$265 to \$270	
	<b>Weighted averages:</b>		\$444,800	1,618	\$275	
						<b>50 to 63</b>
						single-family attached for-sale units per year above 60% AMI

NOTE: For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

Base rents and prices are in year 2025 dollars and exclude floor, view premiums, options, or upgrades.

SOURCE: Zimmerman/Volk Associates, Inc.

**Optimum Market Position**  
**Rogers**  
*Benton County, Arkansas*  
**April, 2025**

<u>Number of Households</u>	<u>Housing Type/ Households by Income</u>	<u>Percent Mix</u>	<u>Base Rent Range*</u>	<u>Base Unit Size Range</u>	<u>Base Rent Per Sq. Ft.*</u>	<u>Annual Market Capture (Annual Absorption)</u>	
<b>1,054</b>	<b>Single-Family Detached For-Sale</b>					<b>185 to 237</b>	
125	Households With Incomes Below 30% AMI					22	28
164	Households With Incomes Between 30% and 60% AMI					29	37
120	Households With Incomes Between 60% and 80% AMI					21	27
	1br/1ba	20%	\$145,000	450	\$322		
	1br/1.5ba	25%	\$165,000	550	\$300		
	2br/1ba	55%	\$195,000	750	\$260		
	<b>Weighted averages:</b>		\$177,500	640	\$277		
114	Households With Incomes Between 80% and 100% AMI					20	26
	2br/1.5ba	55%	\$245,000 to \$280,000	950 to 1,100	\$255 to \$258		
	3br/2ba	45%	\$310,000 to \$335,000	1,200 to 1,300	\$258 to \$258		
	<b>Weighted averages:</b>		\$289,200	1,125	\$257		
531	Households With Incomes Above 100% AMI					93	119
	3br/2ba	35%	\$400,000 to \$435,000	1,250 to 1,400	\$311 to \$320		
	3br/2.5ba	30%	\$465,000 to \$530,000	1,500 to 1,750	\$303 to \$310		
	3br/2.5ba/den	20%	\$575,000 to \$645,000	1,950 to 2,250	\$287 to \$295		
	4br/2.5ba	15%	\$675,000 to \$725,000	2,400 to 2,600	\$279 to \$281		
	<b>Weighted averages:</b>		\$521,950	1,745	\$299		
						<u>134 to 172</u> single-family detached for-sale units per year above 60% AMI	

NOTE: For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

Base rents and prices are in year 2025 dollars and exclude floor, view premiums, options, or upgrades.

SOURCE: Zimmerman/Volk Associates, Inc.

**Optimum Market Position**  
**Springdale**  
*Benton and Washington Counties, Arkansas*  
**April, 2025**

<u>Number of Households</u>	<u>Housing Type/ Households by Income</u>	<u>Percent Mix</u>	<u>Base Rent Range*</u>	<u>Base Unit Size Range</u>	<u>Base Rent Per Sq. Ft.*</u>	<u>Annual Market Capture (Annual Absorption)</u>
<b><u>2,330</u></b>	<b>Multi-Family For-Rent</b>					<b><u>466 to 583</u></b>
<b>498</b>	Households With Incomes Below 30% AMI					100    125
<b>517</b>	Households With Incomes Between 30% and 60% AMI					103    129
<b>294</b>	Households With Incomes Between 60% and 80% AMI					59    74
	Studio/1ba	40%	\$1,025 to \$1,125	475 to 575	\$1.96 to \$2.16	
	1br/1ba	25%	\$1,200 to \$1,325	650 to 750	\$1.77 to \$1.85	
	2br/1ba	10%	\$1,375 to \$1,500	800 to 900	\$1.67 to \$1.72	
	3br/1ba	25%	\$1,675 to \$1,800	1,000 to 1,150	\$1.57 to \$1.68	
	<b>Weighted averages:</b>		\$1,323	738	\$1.79	
<b>1,021</b>	Households With Incomes Above 80% AMI					204    255
	1br/1ba	60%	\$1,400 to \$1,500	700 to 800	\$1.88 to \$2.00	
	2br/2ba	25%	\$1,650 to \$1,800	950 to 1,050	\$1.71 to \$1.74	
	3br/2ba	15%	\$1,950 to \$2,150	1,200 to 1,350	\$1.59 to \$1.63	
	<b>Weighted averages:</b>		\$1,607	890	\$1.81	
						<b><u>263 to 329</u></b>
						rental units per year above 60% AMI

NOTE: For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

Base rents and prices are in year 2025 dollars and exclude floor, view premiums, options, or upgrades.

SOURCE: Zimmerman/Volk Associates, Inc.

**Optimum Market Position**  
**Springdale**  
*Benton and Washington Counties, Arkansas*  
**April, 2025**

<u>Number of Households</u>	<u>Housing Type/ Households by Income</u>	<u>Percent Mix</u>	<u>Base Rent Range*</u>	<u>Base Unit Size Range</u>	<u>Base Rent Per Sq. Ft.*</u>	<u>Annual Market Capture (Annual Absorption)</u>
<b>288</b>	<b>Multi-Family For-Sale</b>					<b>58 to 72</b>
<b>51</b>	Households With Incomes Below 30% AMI					10 to 13
<b>64</b>	Households With Incomes Between 30% and 60% AMI					13 to 16
<b>68</b>	Households With Incomes Between 60% and 100% AMI					14 to 17
	1br/1ba	40%	\$145,000 to \$165,000	700 to 800	\$206 to \$207	
	2br/1.5ba	25%	\$175,000 to \$195,000	850 to 950	\$205 to \$206	
	2br/2ba	35%	\$210,000 to \$230,000	1,050 to 1,150	\$200 to \$200	
	<b>Weighted averages:</b>		\$185,050	909	\$204	
<b>105</b>	Households With Incomes Above 100% AMI					21 to 26
	1br/1.5ba	50%	\$235,000 to \$265,000	850 to 950	\$276 to \$279	
	2br/2ba	25%	\$280,000 to \$300,000	1,050 to 1,150	\$261 to \$267	
	3br/2ba	25%	\$325,000 to \$365,000	1,300 to 1,500	\$243 to \$250	
	<b>Weighted averages:</b>		\$283,450	1,074	\$264	
						<b>35 to 43</b>
						multi-family for-sale units per year above 60% AMI

NOTE: For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

Base rents and prices are in year 2025 dollars and exclude floor, view premiums, options, or upgrades.

SOURCE: Zimmerman/Volk Associates, Inc.

**Optimum Market Position**  
**Springdale**  
*Benton and Washington Counties, Arkansas*  
**April, 2025**

<u>Number of Households</u>	<u>Housing Type/ Households by Income</u>	<u>Percent Mix</u>	<u>Base Rent Range*</u>	<u>Base Unit Size Range</u>	<u>Base Rent Per Sq. Ft.*</u>	<u>Annual Market Capture (Annual Absorption)</u>
<b>390</b>	<b>Single-Family Attached For-Sale</b>					<b>78 to 98</b>
<b>67</b>	Households With Incomes Below 30% AMI					13 to 17
<b>85</b>	Households With Incomes Between 30% and 60% AMI					17 to 21
<b>85</b>	Households With Incomes Between 60% and 100% AMI					17 to 22
	2br/1.5ba	50%	\$215,000 to \$255,000	900 to 1,100	\$232 to \$239	
	3br/1.5ba	50%	\$265,000 to \$290,000	1,200 to 1,350	\$215 to \$221	
	<b>Weighted averages:</b>		\$256,250	1,138	\$225	
<b>153</b>	Households With Incomes Above 100% AMI					31 to 38
	2br/2.5ba	60%	\$340,000 to \$390,000	1,150 to 1,350	\$289 to \$296	
	3br/2.5ba	40%	\$420,000 to \$475,000	1,550 to 1,750	\$271 to \$271	
	<b>Weighted averages:</b>		\$398,000	1,410	\$282	
						<b>48 to 60</b>
						single-family attached for-sale units per year above 60% AMI

NOTE: For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

Base rents and prices are in year 2025 dollars and exclude floor, view premiums, options, or upgrades.

SOURCE: Zimmerman/Volk Associates, Inc.

**Optimum Market Position  
Springdale**

*Benton and Washington Counties, Arkansas  
April, 2025*

<u>Number of Households</u>	<u>Housing Type/ Households by Income</u>	<u>Percent Mix</u>	<u>Base Rent Range*</u>	<u>Base Unit Size Range</u>	<u>Base Rent Per Sq. Ft.*</u>	<u>Annual Market Capture (Annual Absorption)</u>
<b><u>1,007</u></b>	<b>Single-Family Detached For-Sale</b>					<b><u>176 to 227</u></b>
137	Households With Incomes Below 30% AMI					24
174	Households With Incomes Between 30% and 60% AMI					30
120	Households With Incomes Between 60% and 80% AMI					21
	1br/1ba	25%	\$135,000	450	\$300	
	1br/1.5ba	30%	\$155,000	550	\$282	
	2br/1ba	45%	\$190,000	750	\$253	
	<b>Weighted averages:</b>		\$165,750	615	\$270	
107	Households With Incomes Between 80% and 100% AMI					19
	2br/1.5ba	50%	\$255,000 to \$290,000	1,000 to 1,150	\$252 to \$255	
	3br/2ba	50%	\$315,000 to \$340,000	1,250 to 1,350	\$252 to \$252	
	<b>Weighted averages:</b>		\$300,000	1,188	\$253	
469	Households With Incomes Above 100% AMI					82
	3br/2ba	30%	\$350,000 to \$360,000	1,400 to 1,500	\$240 to \$250	
	3br/2.5ba	30%	\$370,000 to \$385,000	1,600 to 1,700	\$226 to \$231	
	3br/2.5ba/den	20%	\$395,000 to \$425,000	1,800 to 2,000	\$213 to \$219	
	4br/2.5ba	20%	\$445,000 to \$470,000	2,200 to 2,400	\$196 to \$202	
	<b>Weighted averages:</b>		\$393,250	1,770	\$222	
						<u>122 to 157</u>
						single-family detached for-sale units per year above 60% AMI

NOTE: For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

Base rents and prices are in year 2025 dollars and exclude floor, view premiums, options, or upgrades.

SOURCE: Zimmerman/Volk Associates, Inc.

**Optimum Market Position**  
**Fayetteville**  
*Washington County, Arkansas*  
**April, 2025**

<u>Number of Households</u>	<u>Housing Type/ Households by Income</u>	<u>Percent Mix</u>	<u>Base Rent Range*</u>	<u>Base Unit Size Range</u>	<u>Base Rent Per Sq. Ft.*</u>	<u>Annual Market Capture (Annual Absorption)</u>
<b><u>6,210</u></b>	<b>Multi-Family For-Rent</b>					<b><u>1,242 to 1,553</u></b>
<b>1,406</b>	Households With Incomes Below 30% AMI					281    352
<b>1,425</b>	Households With Incomes Between 30% and 60% AMI					285    356
<b>785</b>	Households With Incomes Between 60% and 80% AMI					157    196
	Studio/1ba	45%	\$975 to \$1,075	400 to 500	\$2.15 to \$2.44	
	1br/1ba	35%	\$1,125 to \$1,275	600 to 700	\$1.82 to \$1.88	
	2br/1ba	5%	\$1,300 to \$1,475	850 to 900	\$1.53 to \$1.64	
	3br/1ba	15%	\$1,500 to \$1,875	1,050 to 1,150	\$1.43 to \$1.63	
	<b>Weighted averages:</b>		\$1,200	637	\$1.88	
<b>2,594</b>	Households With Incomes Above 80% AMI					519    649
	Studio/1ba	35%	\$1,100 to \$1,350	500 to 600	\$2.20 to \$2.25	
	1br/1ba	45%	\$1,200 to \$1,550	700 to 800	\$1.71 to \$1.94	
	2br/2ba	10%	\$1,450 to \$1,950	950 to 1,100	\$1.53 to \$1.77	
	3br/2ba	10%	\$1,750 to \$2,250	1,250 to 1,400	\$1.40 to \$1.61	
	<b>Weighted averages:</b>		\$1,415	764	\$1.85	
						<b><u>676 to 845</u></b>
						rental units per year above 60% AMI

NOTE: For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

Base rents and prices are in year 2025 dollars and exclude floor, view premiums, options, or upgrades.

SOURCE: Zimmerman/Volk Associates, Inc.

**Optimum Market Position**  
**Fayetteville**  
*Washington County, Arkansas*  
**April, 2025**

<u>Number of Households</u>	<u>Housing Type/ Households by Income</u>	<u>Percent Mix</u>	<u>Base Rent Range*</u>	<u>Base Unit Size Range</u>	<u>Base Rent Per Sq. Ft.*</u>	<u>Annual Market Capture (Annual Absorption)</u>
<b><u>674</u></b>	<b>Multi-Family For-Sale</b>					<b><u>136 to 169</u></b>
<b>138</b>	Households With Incomes Below 30% AMI					28 to 35
<b>148</b>	Households With Incomes Between 30% and 60% AMI					30 to 37
<b>148</b>	Households With Incomes Between 60% and 100% AMI					30 to 37
	Studio/1ba	30%	\$140,000 to \$160,000	500 to 600	\$267 to \$280	
	1br/1ba	45%	\$185,000 to \$205,000	700 to 850	\$241 to \$264	
	2br/1.5ba	25%	\$225,000 to \$245,000	950 to 1,100	\$223 to \$237	
	<b>Weighted averages:</b>		\$191,300	769	\$249	
<b>240</b>	Households With Incomes Above 100% AMI					48 to 60
	1br/1.5ba	50%	\$225,000 to \$255,000	750 to 900	\$283 to \$300	
	2br/2ba	30%	\$285,000 to \$315,000	1,000 to 1,200	\$263 to \$285	
	3br/2ba	20%	\$335,000 to \$375,000	1,250 to 1,500	\$250 to \$268	
	<b>Weighted averages:</b>		\$281,000	1,018	\$276	
						<b><u>78 to 97</u></b> multi-family for-sale units per year above 60% AMI

NOTE: For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

Base rents and prices are in year 2025 dollars and exclude floor, view premiums, options, or upgrades.

SOURCE: Zimmerman/Volk Associates, Inc.

**Optimum Market Position  
Fayetteville**

Washington County, Arkansas  
April, 2025

<u>Number of Households</u>	<u>Housing Type/ Households by Income</u>	<u>Percent Mix</u>	<u>Base Rent Range*</u>	<u>Base Unit Size Range</u>	<u>Base Rent Per Sq. Ft.*</u>	<u>Annual Market Capture (Annual Absorption)</u>	
<b>819</b>	<b>Single-Family Attached For-Sale</b>					<b>163 to 205</b>	
167	Households With Incomes Below 30% AMI					33	42
177	Households With Incomes Between 30% and 60% AMI					35	44
196	Households With Incomes Between 60% and 100% AMI					39	49
	2br/1.5ba	50%	\$215,000 to \$245,000	1,000 to 1,200	\$204 to \$215		
	3br/1.5ba	20%	\$260,000 to \$315,000	1,300 to 1,500	\$200 to \$210		
	3br/2.5ba	30%	\$330,000 to \$415,000	1,750 to 1,950	\$189 to \$213		
	<b>Weighted averages:</b>		\$355,313	1,731	\$205		
279	Households With Incomes Above 100% AMI					56	70
	2br/2.5ba	40%	\$435,000 to \$475,000	1,150 to 1,450	\$328 to \$378		
	3br/2.5ba	35%	\$495,000 to \$560,000	1,550 to 1,750	\$319 to \$320		
	4br/2.5ba	25%	\$575,000 to \$635,000	1,850 to 2,100	\$302 to \$311		
	<b>Weighted averages:</b>		\$517,250	1,589	\$326		
						<b>95 to 119</b>	
						single-family attached for-sale units per year above 60% AMI	

NOTE: For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

Base rents and prices are in year 2025 dollars and exclude floor, view premiums, options, or upgrades.

SOURCE: Zimmerman/Volk Associates, Inc.

**Optimum Market Position**  
**Fayetteville**  
*Washington County, Arkansas*  
**April, 2025**

<u>Number of Households</u>	<u>Housing Type/ Households by Income</u>	<u>Percent Mix</u>	<u>Base Rent Range*</u>	<u>Base Unit Size Range</u>	<u>Base Rent Per Sq. Ft.*</u>	<u>Annual Market Capture (Annual Absorption)</u>
<b>1,487</b>	<b>Single-Family Detached For-Sale</b>					<b>261 to 335</b>
<b>239</b>	Households With Incomes Below 30% AMI					42 to 54
<b>284</b>	Households With Incomes Between 30% and 60% AMI					50 to 64
<b>185</b>	Households With Incomes Between 60% and 80% AMI					32 to 42
	1br/1ba	40%	\$150,000	450	\$333	
	1br/1.5ba	20%	\$170,000	550	\$309	
	2br/1ba	40%	\$200,000	750	\$267	
	<b>Weighted averages:</b>		\$174,000	590	\$295	
<b>155</b>	Households With Incomes Between 80% and 100% AMI					28 to 35
	2br/1.5ba	60%	\$265,000 to \$295,000	1,100 to 1,300	\$227 to \$241	
	3br/2ba	40%	\$325,000 to \$375,000	1,450 to 1,600	\$224 to \$234	
	<b>Weighted averages:</b>		\$308,000	1,330	\$232	
<b>624</b>	Households With Incomes Above 100% AMI					109 to 140
	3br/2ba	20%	\$395,000 to \$425,000	1,300 to 1,400	\$304 to \$304	
	3br/2.5ba	25%	\$460,000 to \$495,000	1,600 to 1,750	\$283 to \$288	
	3br/2.5ba/den	30%	\$520,000 to \$565,000	1,850 to 2,050	\$276 to \$281	
	4br/2.5ba	25%	\$595,000 to \$645,000	2,150 to 2,350	\$274 to \$277	
	<b>Weighted averages:</b>		\$518,700	1,835	\$283	
						<b>169 to 217</b>
						single-family detached for-sale units per year above 60% AMI

NOTE: For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

Base rents and prices are in year 2025 dollars and exclude floor, view premiums, options, or upgrades.

SOURCE: Zimmerman/Volk Associates, Inc.

**Optimum Market Position**  
**Bentonville**  
*Benton County, Arkansas*  
**April, 2025**

<u>Number of Households</u>	<u>Housing Type/ Households by Income</u>	<u>Percent Mix</u>	<u>Base Rent Range*</u>	<u>Base Unit Size Range</u>	<u>Base Rent Per Sq. Ft.*</u>	<u>Annual Market Capture (Annual Absorption)</u>
<b>1,866</b>	<b>Multi-Family For-Rent</b>					<b>374 to 466</b>
<b>388</b>	Households With Incomes Below 30% AMI					78 97
<b>409</b>	Households With Incomes Between 30% and 60% AMI					82 102
<b>246</b>	Households With Incomes Between 60% and 80% AMI					49 62
	Studio/1ba	25%	\$1,025 to \$1,275	450 to 600	\$2.13 to \$2.28	
	1br/1ba	20%	\$1,300 to \$1,425	650 to 750	\$1.90 to \$2.00	
	2br/1ba	25%	\$1,525 to \$1,675	850 to 950	\$1.76 to \$1.79	
	3br/1ba	30%	\$1,700 to \$1,950	1,100 to 1,250	\$1.55 to \$1.56	
	<b>Weighted averages:</b>		\$1,506	848	\$1.78	
<b>823</b>	Households With Incomes Above 80% AMI					165 205
	Studio/1ba	20%	\$1,300 to \$1,450	500 to 600	\$2.42 to \$2.60	
	1br/1ba	25%	\$1,500 to \$1,750	650 to 850	\$2.06 to \$2.31	
	2br/2ba	30%	\$1,800 to \$2,250	950 to 1,150	\$1.89 to \$1.96	
	3br/2ba	25%	\$2,300 to \$2,600	1,300 to 1,500	\$1.73 to \$1.77	
	<b>Weighted averages:</b>		\$1,899	961	\$1.98	
						<b>214 to 267</b>
						rental units per year above 60% AMI

NOTE: For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

Base rents and prices are in year 2025 dollars and exclude floor, view premiums, options, or upgrades.

SOURCE: Zimmerman/Volk Associates, Inc.

**Optimum Market Position**  
**Bentonville**  
*Benton County, Arkansas*  
**April, 2025**

<u>Number of Households</u>	<u>Housing Type/ Households by Income</u>	<u>Percent Mix</u>	<u>Base Rent Range*</u>	<u>Base Unit Size Range</u>	<u>Base Rent Per Sq. Ft.*</u>	<u>Annual Market Capture (Annual Absorption)</u>
<b>289</b>	<b>Multi-Family For-Sale</b>					<b>58 to 72</b>
<b>49</b>	Households With Incomes Below 30% AMI					10
<b>60</b>	Households With Incomes Between 30% and 60% AMI					12
<b>60</b>	Households With Incomes Between 60% and 100% AMI					12
	1br/1ba	25%	\$195,000 to \$225,000	650 to 800	\$281 to \$300	
	2br/1.5ba	30%	\$245,000 to \$275,000	900 to 1,050	\$262 to \$272	
	3br/2ba	45%	\$305,000 to \$325,000	1,250 to 1,350	\$241 to \$244	
	<b>Weighted averages:</b>		\$272,000	1,058	\$257	
<b>120</b>	Households With Incomes Above 100% AMI					24
	1br/1.5ba	30%	\$345,000 to \$380,000	800 to 900	\$422 to \$431	
	2br/2ba	20%	\$410,000 to \$445,000	1,100 to 1,200	\$371 to \$373	
	3br/2.5ba	50%	\$475,000 to \$540,000	1,400 to 1,650	\$327 to \$339	
	<b>Weighted averages:</b>		\$448,000	1,248	\$359	
						<b>36 to 45</b>
						multi-family for-sale units per year above 60% AMI

NOTE: For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

Base rents and prices are in year 2025 dollars and exclude floor, view premiums, options, or upgrades.

SOURCE: Zimmerman/Volk Associates, Inc.

**Optimum Market Position**  
**Bentonville**  
*Benton County, Arkansas*  
**April, 2025**

<u>Number of Households</u>	<u>Housing Type/ Households by Income</u>	<u>Percent Mix</u>	<u>Base Rent Range*</u>	<u>Base Unit Size Range</u>	<u>Base Rent Per Sq. Ft.*</u>	<u>Annual Market Capture (Annual Absorption)</u>
<b><u>401</u></b>	<b>Single-Family Attached For-Sale</b>					<b><u>80 to 101</u></b>
<b>66</b>	Households With Incomes Below 30% AMI					13
<b>78</b>	Households With Incomes Between 30% and 60% AMI					16
<b>90</b>	Households With Incomes Between 60% and 100% AMI					18
	2br/1.5ba	35%	\$275,000 to \$295,000	1,050 to 1,300	\$227 to \$262	
	3br/1.5ba	35%	\$325,000 to \$375,000	1,450 to 1,600	\$224 to \$234	
	3br/2.5ba	30%	\$395,000 to \$445,000	1,850 to 2,100	\$212 to \$214	
	<b>Weighted averages:</b>		\$535,231	2,362	\$227	
<b>167</b>	Households With Incomes Above 100% AMI					33
	2br/2.5ba	40%	\$550,000 to \$615,000	1,300 to 1,550	\$397 to \$423	
	3br/2.5ba	45%	\$665,000 to \$745,000	1,650 to 2,000	\$373 to \$403	
	4br/2.5ba	15%	\$795,000 to \$895,000	2,100 to 2,500	\$358 to \$379	
	<b>Weighted averages:</b>		\$676,100	1,733	\$390	
						<b><u>51 to 64</u></b>
						single-family attached for-sale units per year above 60% AMI

NOTE: For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

Base rents and prices are in year 2025 dollars and exclude floor, view premiums, options, or upgrades.

SOURCE: Zimmerman/Volk Associates, Inc.

**Optimum Market Position**  
**Bentonville**  
*Benton County, Arkansas*  
**April, 2025**

<u>Number of Households</u>	<u>Housing Type/ Households by Income</u>	<u>Percent Mix</u>	<u>Base Rent Range*</u>	<u>Base Unit Size Range</u>	<u>Base Rent Per Sq. Ft.*</u>	<u>Annual Market Capture (Annual Absorption)</u>
<b>994</b>	<b>Single-Family Detached For-Sale</b>					<b>261 to 335</b>
<b>118</b>	Households With Incomes Below 30% AMI					21
<b>158</b>	Households With Incomes Between 30% and 60% AMI					28
<b>120</b>	Households With Incomes Between 60% and 80% AMI					21
	1br/1ba	20%	\$165,000	450	\$367	
	1br/1.5ba	20%	\$185,000	550	\$336	
	2br/1ba	60%	\$220,000	750	\$293	
	<b>Weighted averages:</b>		\$202,000	650	\$311	
<b>103</b>	Households With Incomes Between 80% and 100% AMI					18
	2br/1.5ba	35%	\$245,000 to \$315,000	1,000 to 1,200	\$245 to \$263	
	3br/2ba	65%	\$345,000 to \$415,000	1,300 to 1,500	\$265 to \$277	
	<b>Weighted averages:</b>		\$344,300	1,293	\$266	
<b>495</b>	Households With Incomes Above 100% AMI					87
	3br/2ba	25%	\$435,000 to \$475,000	1,450 to 1,600	\$297 to \$300	
	3br/2.5ba	35%	\$495,000 to \$545,000	1,700 to 1,900	\$287 to \$291	
	3br/2.5ba/den	30%	\$560,000 to \$615,000	1,950 to 2,200	\$280 to \$287	
	4br/2.5ba	10%	\$635,000 to \$715,000	2,300 to 2,600	\$275 to \$276	
	<b>Weighted averages:</b>		\$539,050	1,877	\$287	
						<b>126 to 162</b>
						single-family detached for-sale units per year above 60% AMI

NOTE: For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

Base rents and prices are in year 2025 dollars and exclude floor, view premiums, options, or upgrades.

SOURCE: Zimmerman/Volk Associates, Inc.

**Optimum Market Position**  
**Centerton**  
*Benton County, Arkansas*  
**April, 2025**

<u>Number of Households</u>	<u>Housing Type/ Households by Income</u>	<u>Percent Mix</u>	<u>Base Rent Range*</u>	<u>Base Unit Size Range</u>	<u>Base Rent Per Sq. Ft.*</u>	<u>Annual Market Capture (Annual Absorption)</u>
<b>612</b>	<b>Multi-Family For-Rent</b>					<b>123 to 154</b>
<b>108</b>	Households With Incomes Below 30% AMI					22
<b>126</b>	Households With Incomes Between 30% and 60% AMI					25
<b>82</b>	Households With Incomes Between 60% and 80% AMI					17
	1br/1ba	25%	\$1,150 to \$1,250	600 to 700	\$1.79 to \$1.92	
	2br/1ba	35%	\$1,400 to \$1,600	850 to 950	\$1.65 to \$1.68	
	3br/1ba	40%	\$1,800 to \$2,050	1,100 to 1,250	\$1.64 to \$1.64	
	<b>Weighted averages:</b>		\$1,594	947	\$1.68	
<b>296</b>	Households With Incomes Above 80% AMI					59
	1br/1ba	30%	\$1,500 to \$1,600	750 to 900	\$1.78 to \$2.00	
	2br/2ba	35%	\$1,700 to \$1,950	1,000 to 1,150	\$1.70 to \$1.70	
	3br/2ba	35%	\$2,300 to \$2,600	1,350 to 1,550	\$1.68 to \$1.70	
	<b>Weighted averages:</b>		\$1,959	1,130	\$1.73	
						<u>76 to 95</u>
						rental units per year above 60% AMI

NOTE: For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

Base rents and prices are in year 2025 dollars and exclude floor, view premiums, options, or upgrades.

SOURCE: Zimmerman/Volk Associates, Inc.

**Optimum Market Position**  
**Centerton**  
*Benton County, Arkansas*  
**April, 2025**

<u>Number of Households</u>	<u>Housing Type/ Households by Income</u>	<u>Percent Mix</u>	<u>Base Rent Range*</u>	<u>Base Unit Size Range</u>	<u>Base Rent Per Sq. Ft.*</u>	<u>Annual Market Capture (Annual Absorption)</u>
<b>115</b>	<b>Multi-Family For-Sale</b>					<b>23 to 29</b>
<b>20</b>	Households With Incomes Below 30% AMI					4 to 5
<b>22</b>	Households With Incomes Between 30% and 60% AMI					4 to 6
<b>19</b>	Households With Incomes Between 60% and 100% AMI					4 to 5
	2br/1.5ba	35%	\$235,000 to \$265,000	950 to 1,100	\$241 to \$247	
	3br/2ba	65%	\$300,000 to \$330,000	1,200 to 1,400	\$236 to \$250	
	<b>Weighted averages:</b>		\$291,950	1,202	\$243	
<b>54</b>	Households With Incomes Above 100% AMI					11 to 13
	1br/1.5ba	20%	\$335,000 to \$350,000	850 to 950	\$368 to \$394	
	2br/2ba	35%	\$360,000 to \$390,000	1,050 to 1,250	\$312 to \$343	
	3br/2.5ba	45%	\$400,000 to \$430,000	1,350 to 1,550	\$277 to \$296	
	<b>Weighted averages:</b>		\$386,200	1,233	\$313	
						<b>15 to 18</b> multi-family for-sale units per year above 60% AMI

NOTE: For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

Base rents and prices are in year 2025 dollars and exclude floor, view premiums, options, or upgrades.

SOURCE: Zimmerman/Volk Associates, Inc.

**Optimum Market Position**  
**Centerton**  
*Benton County, Arkansas*  
**April, 2025**

<u>Number of Households</u>	<u>Housing Type/ Households by Income</u>	<u>Percent Mix</u>	<u>Base Rent Range*</u>	<u>Base Unit Size Range</u>	<u>Base Rent Per Sq. Ft.*</u>	<u>Annual Market Capture (Annual Absorption)</u>
<b>166</b>	<b>Single-Family Attached For-Sale</b>					<b>33 to 41</b>
25	Households With Incomes Below 30% AMI					5 6
32	Households With Incomes Between 30% and 60% AMI					6 8
35	Households With Incomes Between 60% and 100% AMI					7 9
	2br/1.5ba	20%	\$280,000 to \$295,000	1,050 to 1,250	\$236 to \$267	
	3br/1.5ba	40%	\$325,000 to \$340,000	1,400 to 1,550	\$219 to \$232	
	3br/2.5ba	40%	\$365,000 to \$395,000	1,750 to 2,000	\$198 to \$209	
	<b>Weighted averages:</b>		\$570,833	2,617	\$218	
74	Households With Incomes Above 100% AMI					15 18
	2br/2.5ba	20%	\$405,000 to \$435,000	1,350 to 1,500	\$290 to \$300	
	3br/2.5ba	50%	\$455,000 to \$480,000	1,600 to 1,800	\$267 to \$284	
	4br/2.5ba	30%	\$500,000 to \$545,000	1,950 to 2,250	\$242 to \$256	
	<b>Weighted averages:</b>		\$474,500	1,765	\$269	
						<b>22 to 27</b> single-family attached for-sale units per year above 60% AMI

NOTE: For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

Base rents and prices are in year 2025 dollars and exclude floor, view premiums, options, or upgrades.

SOURCE: Zimmerman/Volk Associates, Inc.

**Optimum Market Position**  
**Centerton**  
*Benton County, Arkansas*  
**April, 2025**

<u>Number of Households</u>	<u>Housing Type/ Households by Income</u>	<u>Percent Mix</u>	<u>Base Rent Range*</u>	<u>Base Unit Size Range</u>	<u>Base Rent Per Sq. Ft.*</u>	<u>Annual Market Capture (Annual Absorption)</u>	
<b>492</b>	<b>Single-Family Detached For-Sale</b>					<b>261 to 335</b>	
50	Households With Incomes Below 30% AMI					9	11
69	Households With Incomes Between 30% and 60% AMI					12	16
61	Households With Incomes Between 60% and 80% AMI					11	14
	1br/1ba	10%	\$140,000	450	\$311		
	1br/1.5ba	10%	\$160,000	550	\$291		
	2br/1ba	80%	\$190,000	750	\$253		
	<b>Weighted averages:</b>		\$182,000	700	\$260		
52	Households With Incomes Between 80% and 100% AMI					9	12
	2br/1.5ba	30%	\$245,000 to \$315,000	950 to 1,150	\$258 to \$274		
	3br/2ba	70%	\$345,000 to \$415,000	1,300 to 1,450	\$265 to \$286		
	<b>Weighted averages:</b>		\$350,000	1,278	\$274		
260	Households With Incomes Above 100% AMI					45	58
	3br/2ba	15%	\$430,000 to \$480,000	1,500 to 1,650	\$287 to \$291		
	3br/2.5ba	25%	\$495,000 to \$560,000	1,800 to 1,950	\$275 to \$287		
	3br/2.5ba/den	30%	\$565,000 to \$635,000	2,050 to 2,250	\$276 to \$282		
	4br/2.5ba	30%	\$640,000 to \$765,000	2,350 to 2,550	\$272 to \$300		
	<b>Weighted averages:</b>		\$590,300	2,084	\$283		
						<b>65 to 84</b>	
						single-family detached for-sale units per year above 60% AMI	

NOTE: For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

Base rents and prices are in year 2025 dollars and exclude floor, view premiums, options, or upgrades.

SOURCE: Zimmerman/Volk Associates, Inc.

**Optimum Market Position**  
***Siloam Springs***  
*Benton County, Arkansas*  
**April, 2025**

<u>Number of Households</u>	<u>Housing Type/ Households by Income</u>	<u>Percent Mix</u>	<u>Base Rent Range*</u>	<u>Base Unit Size Range</u>	<u>Base Rent Per Sq. Ft.*</u>	<u>Annual Market Capture (Annual Absorption)</u>
<b>440</b>	<b>Multi-Family For-Rent</b>					<b>466 to 583</b>
<b>84</b>	Households With Incomes Below 30% AMI					17
<b>91</b>	Households With Incomes Between 30% and 60% AMI					18
<b>53</b>	Households With Incomes Between 60% and 80% AMI					11
	1br/1ba	45%	\$950 to \$1,050	750 to 800	\$1.27 to \$1.31	21
	2br/1ba	25%	\$1,150 to \$1,250	900 to 1,000	\$1.25 to \$1.28	23
	3br/1ba	30%	\$1,350 to \$1,450	1,100 to 1,200	\$1.21 to \$1.23	13
	<b>Weighted averages:</b>		\$1,169	931	\$1.26	
<b>212</b>	Households With Incomes Above 80% AMI					42
	1br/1ba	35%	\$1,250 to \$1,350	800 to 900	\$1.50 to \$1.56	53
	2br/2ba	25%	\$1,450 to \$1,600	1,000 to 1,150	\$1.39 to \$1.45	
	3br/2ba	40%	\$1,700 to \$1,900	1,350 to 1,550	\$1.23 to \$1.26	
	<b>Weighted averages:</b>		\$1,555	1,145	\$1.36	
						<u>53 to 66</u>
						rental units per year above 60% AMI

NOTE: For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

Base rents and prices are in year 2025 dollars and exclude floor, view premiums, options, or upgrades.

SOURCE: Zimmerman/Volk Associates, Inc.

**Optimum Market Position**  
***Siloam Springs***  
*Benton County, Arkansas*  
**April, 2025**

<u>Number of Households</u>	<u>Housing Type/ Households by Income</u>	<u>Percent Mix</u>	<u>Base Rent Range*</u>	<u>Base Unit Size Range</u>	<u>Base Rent Per Sq. Ft.*</u>	<u>Annual Market Capture (Annual Absorption)</u>
<u>75</u>	<b>Multi-Family For-Sale</b>					<u>58 to 72</u>
10	Households With Incomes Below 30% AMI					2 3
11	Households With Incomes Between 30% and 60% AMI					2 3
17	Households With Incomes Between 60% and 100% AMI					4 5
	1br/1ba	30%	\$130,000 to \$150,000	700 to 800	\$186 to \$188	
	2br/1.5ba	30%	\$160,000 to \$180,000	850 to 950	\$188 to \$189	
	3br/2ba	40%	\$195,000 to \$220,000	1,050 to 1,150	\$186 to \$191	
	<b>Weighted averages:</b>		\$176,000	935	\$188	
37	Households With Incomes Above 100% AMI					7 9
	1br/1.5ba	40%	\$225,000 to \$245,000	900 to 950	\$250 to \$258	
	2br/2ba	30%	\$255,000 to \$275,000	1,050 to 1,150	\$239 to \$243	
	3br/2ba	30%	\$305,000 to \$345,000	1,300 to 1,500	\$230 to \$235	
	<b>Weighted averages:</b>		\$271,000	1,120	\$242	
						<u>11 to 14</u> multi-family for-sale units per year above 60% AMI

NOTE: For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

Base rents and prices are in year 2025 dollars and exclude floor, view premiums, options, or upgrades.

SOURCE: Zimmerman/Volk Associates, Inc.

**Optimum Market Position**  
***Siloam Springs***  
*Benton County, Arkansas*  
**April, 2025**

<u>Number of Households</u>	<u>Housing Type/ Households by Income</u>	<u>Percent Mix</u>	<u>Base Rent Range*</u>	<u>Base Unit Size Range</u>	<u>Base Rent Per Sq. Ft.*</u>	<u>Annual Market Capture (Annual Absorption)</u>
<b>113</b>	<b>Single-Family Attached For-Sale</b>					<b>78 to 98</b>
19	Households With Incomes Below 30% AMI					4
20	Households With Incomes Between 30% and 60% AMI					4
22	Households With Incomes Between 60% and 100% AMI					5
	2br/1.5ba	50%	\$175,000 to \$205,000	950 to 1,150	\$178 to \$184	
	3br/1.5ba	50%	\$215,000 to \$255,000	1,250 to 1,400	\$172 to \$182	
	<b>Weighted averages:</b>		\$212,500	1,188	\$179	
52	Households With Incomes Above 100% AMI					10
	2br/2.5ba	60%	\$270,000 to \$300,000	1,200 to 1,450	\$207 to \$225	
	3br/2.5ba	40%	\$325,000 to \$355,000	1,600 to 1,850	\$192 to \$203	
	<b>Weighted averages:</b>		\$307,000	1,485	\$207	
						<b>15 to 19</b>
						single-family attached for-sale units per year above 60% AMI

NOTE: For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

Base rents and prices are in year 2025 dollars and exclude floor, view premiums, options, or upgrades.

SOURCE: Zimmerman/Volk Associates, Inc.

**Optimum Market Position**  
***Siloam Springs***  
*Benton County, Arkansas*  
**April, 2025**

<u>Number of Households</u>	<u>Housing Type/ Households by Income</u>	<u>Percent Mix</u>	<u>Base Rent Range*</u>	<u>Base Unit Size Range</u>	<u>Base Rent Per Sq. Ft.*</u>	<u>Annual Market Capture (Annual Absorption)</u>
<b>367</b>	<b>Single-Family Detached For-Sale</b>					<b>176 to 227</b>
41	Households With Incomes Below 30% AMI					7
52	Households With Incomes Between 30% and 60% AMI					9
37	Households With Incomes Between 60% and 80% AMI					6
	1br/1ba	20%	\$135,000	450	\$300	
	1br/1.5ba	30%	\$155,000	550	\$282	
	2br/1ba	50%	\$190,000	750	\$253	
	<b>Weighted averages:</b>		\$168,500	630	\$267	
39	Households With Incomes Between 80% and 100% AMI					7
	2br/1.5ba	50%	\$175,000 to \$215,000	1,000 to 1,100	\$175 to \$195	
	3br/2ba	50%	\$220,000 to \$250,000	1,200 to 1,550	\$161 to \$183	
	<b>Weighted averages:</b>		\$215,000	1,213	\$177	
198	Households With Incomes Above 100% AMI					35
	3br/2ba	25%	\$255,000 to \$285,000	1,300 to 1,400	\$196 to \$204	
	3br/2.5ba	30%	\$290,000 to \$320,000	1,500 to 1,600	\$193 to \$200	
	3br/2.5ba/den	25%	\$325,000 to \$355,000	1,700 to 1,900	\$187 to \$191	
	4br/2.5ba	20%	\$365,000 to \$410,000	2,000 to 2,350	\$174 to \$183	
	<b>Weighted averages:</b>		\$318,000	1,665	\$191	
						<b>48 to 63</b>
						single-family detached for-sale units per year above 60% AMI

NOTE: For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

Base rents and prices are in year 2025 dollars and exclude floor, view premiums, options, or upgrades.

SOURCE: Zimmerman/Volk Associates, Inc.

**Optimum Market Position**  
**Bella Vista**  
*Benton County, Arkansas*  
**April, 2025**

<u>Number of Households</u>	<u>Housing Type/ Households by Income</u>	<u>Percent Mix</u>	<u>Base Rent Range*</u>	<u>Base Unit Size Range</u>	<u>Base Rent Per Sq. Ft.*</u>	<u>Annual Market Capture (Annual Absorption)</u>
<b>625</b>	<b>Multi-Family For-Rent</b>					<b>123 to 154</b>
95	Households With Incomes Below 30% AMI					19
126	Households With Incomes Between 30% and 60% AMI					25
81	Households With Incomes Between 60% and 80% AMI					16
	1br/1ba	20%	\$1,100 to \$1,200	650 to 750	\$1.60 to \$1.69	
	2br/1ba	45%	\$1,400 to \$1,500	800 to 950	\$1.58 to \$1.75	
	3br/1ba	35%	\$1,700 to \$2,000	1,150 to 1,250	\$1.48 to \$1.60	
	<b>Weighted averages:</b>		\$1,528	953	\$1.60	
323	Households With Incomes Above 80% AMI					65
	1br/1ba	35%	\$1,400 to \$1,450	700 to 900	\$1.61 to \$2.00	
	2br/2ba	35%	\$1,600 to \$1,750	950 to 1,100	\$1.59 to \$1.68	
	3br/2ba	30%	\$2,150 to \$2,300	1,300 to 1,500	\$1.53 to \$1.65	
	<b>Weighted averages:</b>		\$1,752	1,057	\$1.66	
						<u>81 to 101</u>
						rental units per year above 60% AMI

NOTE: For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

Base rents and prices are in year 2025 dollars and exclude floor, view premiums, options, or upgrades.

SOURCE: Zimmerman/Volk Associates, Inc.

**Optimum Market Position**  
**Bella Vista**  
*Benton County, Arkansas*  
**April, 2025**

<u>Number of Households</u>	<u>Housing Type/ Households by Income</u>	<u>Percent Mix</u>	<u>Base Rent Range*</u>	<u>Base Unit Size Range</u>	<u>Base Rent Per Sq. Ft.*</u>	<u>Annual Market Capture (Annual Absorption)</u>
<b>149</b>	<b>Multi-Family For-Sale</b>					<b>23 to 29</b>
<b>26</b>	Households With Incomes Below 30% AMI					5 to 7
<b>27</b>	Households With Incomes Between 30% and 60% AMI					5 to 7
<b>36</b>	Households With Incomes Between 60% and 100% AMI					7 to 9
	2br/1.5ba	70%	\$190,000 to \$205,000	1,050 to 1,150	\$178 to \$181	
	3br/2ba	30%	\$240,000 to \$260,000	1,350 to 1,500	\$173 to \$178	
	<b>Weighted averages:</b>		\$213,250	1,198	\$178	
<b>60</b>	Households With Incomes Above 100% AMI					12 to 15
	1br/1.5ba	10%	\$270,000 to \$280,000	900 to 950	\$295 to \$300	
	2br/2ba	60%	\$300,000 to \$320,000	1,150 to 1,300	\$246 to \$261	
	3br/2.5ba	30%	\$340,000 to \$360,000	1,500 to 1,650	\$218 to \$227	
	<b>Weighted averages:</b>		\$318,500	1,300	\$245	
						<b>19 to 24</b>
						multi-family for-sale units per year above 60% AMI

NOTE: For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

Base rents and prices are in year 2025 dollars and exclude floor, view premiums, options, or upgrades.

SOURCE: Zimmerman/Volk Associates, Inc.

**Optimum Market Position**  
**Bella Vista**  
*Benton County, Arkansas*  
**April, 2025**

<u>Number of Households</u>	<u>Housing Type/ Households by Income</u>	<u>Percent Mix</u>	<u>Base Rent Range*</u>	<u>Base Unit Size Range</u>	<u>Base Rent Per Sq. Ft.*</u>	<u>Annual Market Capture (Annual Absorption)</u>
<b>229</b>	<b>Single-Family Attached For-Sale</b>					<b>33 to 41</b>
<b>36</b>	Households With Incomes Below 30% AMI					7 to 9
<b>39</b>	Households With Incomes Between 30% and 60% AMI					8 to 10
<b>49</b>	Households With Incomes Between 60% and 100% AMI					10 to 13
	2br/1.5ba	25%	\$225,000 to \$245,000	1,150 to 1,300	\$188 to \$196	
	3br/1.5ba	40%	\$265,000 to \$280,000	1,450 to 1,600	\$175 to \$183	
	3br/2.5ba	35%	\$305,000 to \$330,000	1,800 to 2,050	\$161 to \$169	
	<b>Weighted averages:</b>		\$278,650	1,588	\$175	
<b>105</b>	Households With Incomes Above 100% AMI					21 to 26
	2br/2.5ba	35%	\$340,000 to \$375,000	1,300 to 1,550	\$242 to \$262	
	3br/2.5ba	45%	\$395,000 to \$420,000	1,650 to 1,850	\$227 to \$239	
	4br/2.5ba	20%	\$440,000 to \$480,000	1,950 to 2,250	\$213 to \$226	
	<b>Weighted averages:</b>		\$400,200	1,704	\$235	
						<b>31 to 39</b>
						single-family attached for-sale units per year above 60% AMI

NOTE: For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

Base rents and prices are in year 2025 dollars and exclude floor, view premiums, options, or upgrades.

SOURCE: Zimmerman/Volk Associates, Inc.

**Optimum Market Position**  
**Bella Vista**  
*Benton County, Arkansas*  
**April, 2025**

<u>Number of Households</u>	<u>Housing Type/ Households by Income</u>	<u>Percent Mix</u>	<u>Base Rent Range*</u>	<u>Base Unit Size Range</u>	<u>Base Rent Per Sq. Ft.*</u>	<u>Annual Market Capture (Annual Absorption)</u>
<b>997</b>	<b>Single-Family Detached For-Sale</b>					<b>261 to 335</b>
<b>104</b>	Households With Incomes Below 30% AMI					18 to 23
<b>142</b>	Households With Incomes Between 30% and 60% AMI					25 to 32
<b>104</b>	Households With Incomes Between 60% and 80% AMI					18 to 23
	1br/1ba	15%	\$150,000	450	\$333	
	1br/1.5ba	50%	\$165,000	550	\$300	
	2br/1ba	35%	\$200,000	750	\$267	
	<b>Weighted averages:</b>		\$175,000	605	\$289	
<b>101</b>	Households With Incomes Between 80% and 100% AMI					18 to 23
	2br/1.5ba	30%	\$270,000 to \$290,000	1,000 to 1,100	\$264 to \$270	
	3br/2ba	70%	\$325,000 to \$355,000	1,250 to 1,400	\$254 to \$260	
	<b>Weighted averages:</b>		\$322,000	1,243	\$259	
<b>546</b>	Households With Incomes Above 100% AMI					95 to 123
	3br/2ba	20%	\$370,000 to \$405,000	1,500 to 1,700	\$238 to \$247	
	3br/2.5ba	25%	\$425,000 to \$455,000	1,800 to 2,000	\$228 to \$236	
	3br/2.5ba/den	30%	\$470,000 to \$495,000	2,100 to 2,300	\$215 to \$224	
	4br/2.5ba	25%	\$525,000 to \$570,000	2,450 to 2,700	\$211 to \$214	
	<b>Weighted averages:</b>		\$468,750	2,097	\$224	
						<b>131 to 169</b>
						single-family detached for-sale units per year above 60% AMI

NOTE: For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

Base rents and prices are in year 2025 dollars and exclude floor, view premiums, options, or upgrades.

SOURCE: Zimmerman/Volk Associates, Inc.

**Optimum Market Position**  
**Corridor Adjacent Municipalities**  
*Benton and Washington Counties, Arkansas*  
**April, 2025**

<u>Number of Households</u>	<u>Housing Type/ Households by Income</u>	<u>Percent Mix</u>	<u>Base Rent Range*</u>	<u>Base Unit Size Range</u>	<u>Base Rent Per Sq. Ft.*</u>	<u>Annual Market Capture (Annual Absorption)</u>
<b>922</b>	<b>Multi-Family For-Rent</b>					<b>466 to 583</b>
<b>161</b>	Households With Incomes Below 30% AMI					32
<b>196</b>	Households With Incomes Between 30% and 60% AMI					39
<b>123</b>	Households With Incomes Between 60% and 80% AMI					25
	1br/1ba	25%	\$1,050 to \$1,150	700 to 800	\$1.44 to \$1.50	31
	2br/1ba	35%	\$1,300 to \$1,400	900 to 1,000	\$1.40 to \$1.44	
	3br/1ba	40%	\$1,550 to \$1,650	1,100 to 1,200	\$1.38 to \$1.41	
	<b>Weighted averages:</b>		\$1,387	979	\$1.42	
<b>442</b>	Households With Incomes Above 80% AMI					88
	1br/1ba	30%	\$1,350 to \$1,450	800 to 900	\$1.61 to \$1.69	110
	2br/2ba	35%	\$1,600 to \$1,700	1,000 to 1,100	\$1.55 to \$1.60	
	3br/2ba	35%	\$1,800 to \$1,950	1,200 to 1,350	\$1.44 to \$1.50	
	<b>Weighted averages:</b>		\$1,653	1,068	\$1.55	
						<u>113 to 141</u> rental units per year above 60% AMI

NOTE: For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

Base rents and prices are in year 2025 dollars and exclude floor, view premiums, options, or upgrades.

SOURCE: Zimmerman/Volk Associates, Inc.

**Optimum Market Position  
Corridor Adjacent Municipalities**

*Benton and Washington Counties, Arkansas*

**April, 2025**

<u>Number of Households</u>	<u>Housing Type/ Households by Income</u>	<u>Percent Mix</u>	<u>Base Rent Range*</u>	<u>Base Unit Size Range</u>	<u>Base Rent Per Sq. Ft.*</u>	<u>Annual Market Capture (Annual Absorption)</u>
<b>192</b>	<b>Multi-Family For-Sale</b>					<b>58 to 72</b>
<b>29</b>	Households With Incomes Below 30% AMI					6 to 7
<b>35</b>	Households With Incomes Between 30% and 60% AMI					7 to 9
<b>44</b>	Households With Incomes Between 60% and 100% AMI					9 to 11
	1br/1ba	20%	\$145,000 to \$155,000	750 to 850	\$182 to \$193	
	2br/1.5ba	35%	\$165,000 to \$175,000	950 to 1,050	\$167 to \$174	
	3br/1.5ba	45%	\$185,000 to \$200,000	1,150 to 1,300	\$154 to \$161	
	<b>Weighted averages:</b>		\$176,000	1,060	\$166	
<b>84</b>	Households With Incomes Above 100% AMI					17 to 21
	1br/1.5ba	15%	\$225,000 to \$245,000	850 to 950	\$258 to \$265	
	2br/2ba	50%	\$265,000 to \$285,000	1,050 to 1,150	\$248 to \$252	
	3br/2ba	35%	\$315,000 to \$355,000	1,300 to 1,500	\$237 to \$242	
	<b>Weighted averages:</b>		\$289,700	1,174	\$247	
						<b>26 to 32</b>
						multi-family for-sale units per year above 60% AMI

NOTE: For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

Base rents and prices are in year 2025 dollars and exclude floor, view premiums, options, or upgrades.

SOURCE: Zimmerman/Volk Associates, Inc.

**Optimum Market Position**  
**Corridor Adjacent Municipalities**  
*Benton and Washington Counties, Arkansas*  
**April, 2025**

<u>Number of Households</u>	<u>Housing Type/ Households by Income</u>	<u>Percent Mix</u>	<u>Base Rent Range*</u>	<u>Base Unit Size Range</u>	<u>Base Rent Per Sq. Ft.*</u>	<u>Annual Market Capture (Annual Absorption)</u>
<b>280</b>	<b>Single-Family Attached For-Sale</b>					<b>78 to 98</b>
37	Households With Incomes Below 30% AMI					7
57	Households With Incomes Between 30% and 60% AMI					11
65	Households With Incomes Between 60% and 100% AMI					13
	2br/1.5ba	45%	\$160,000 to \$175,000	900 to 1,100	\$159 to \$178	
	3br/1.5ba	55%	\$195,000 to \$265,000	1,250 to 1,400	\$156 to \$189	
	<b>Weighted averages:</b>		\$201,450	1,177	\$171	
<b>121</b>	<b>Households With Incomes Above 100% AMI</b>					<b>24</b>
	2br/2.5ba	50%	\$295,000 to \$345,000	1,100 to 1,450	\$238 to \$268	
	3br/2.5ba	50%	\$375,000 to \$395,000	1,600 to 1,850	\$214 to \$234	
	<b>Weighted averages:</b>		\$352,500	1,500	\$235	
						<b>37 to 47</b>
						single-family attached for-sale units per year above 60% AMI

NOTE: For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

Base rents and prices are in year 2025 dollars and exclude floor, view premiums, options, or upgrades.

SOURCE: Zimmerman/Volk Associates, Inc.

**Optimum Market Position  
Corridor Adjacent Municipalities**

*Benton and Washington Counties, Arkansas*

**April, 2025**

<u>Number of Households</u>	<u>Housing Type/ Households by Income</u>	<u>Percent Mix</u>	<u>Base Rent Range*</u>	<u>Base Unit Size Range</u>	<u>Base Rent Per Sq. Ft.*</u>	<u>Annual Market Capture (Annual Absorption)</u>	
<b>1,121</b>	<b>Single-Family Detached For-Sale</b>					<b>176 to 227</b>	
<b>120</b>	Households With Incomes Below 30% AMI					21	27
<b>171</b>	Households With Incomes Between 30% and 60% AMI					30	38
<b>126</b>	Households With Incomes Between 60% and 80% AMI					22	28
	1br/1ba	15%	\$135,000	450	\$300		
	1br/1.5ba	20%	\$155,000	550	\$282		
	2br/1ba	65%	\$190,000	750	\$253		
	<b>Weighted averages:</b>		\$174,750	665	\$263		
<b>119</b>	Households With Incomes Between 80% and 100% AMI					21	27
	2br/1.5ba	35%	\$235,000 to \$250,000	1,050 to 1,200	\$208 to \$224		
	3br/2ba	65%	\$265,000 to \$275,000	1,300 to 1,400	\$196 to \$204		
	<b>Weighted averages:</b>		\$260,250	1,270	\$205		
<b>585</b>	Households With Incomes Above 100% AMI					102	132
	3br/2ba	20%	\$335,000 to \$350,000	1,400 to 1,500	\$233 to \$239		
	3br/2.5ba	30%	\$365,000 to \$385,000	1,600 to 1,750	\$220 to \$228		
	3br/2.5ba/den	35%	\$400,000 to \$430,000	1,850 to 2,050	\$210 to \$216		
	4br/2.5ba	15%	\$445,000 to \$475,000	2,150 to 2,350	\$202 to \$207		
	<b>Weighted averages:</b>		\$390,250	1,778	\$220		
						<b>145 to 187</b>	
						single-family detached for-sale units per year above 60% AMI	

NOTE: For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

Base rents and prices are in year 2025 dollars and exclude floor, view premiums, options, or upgrades.

SOURCE: Zimmerman/Volk Associates, Inc.

**Optimum Market Position  
Small Towns**

*Benton and Washington Counties, Arkansas  
April, 2025*

<u>Number of Households</u>	<u>Housing Type/ Households by Income</u>	<u>Percent Mix</u>	<u>Base Rent Range*</u>	<u>Base Unit Size Range</u>	<u>Base Rent Per Sq. Ft.*</u>	<u>Annual Market Capture (Annual Absorption)</u>
<b>670</b>	<b>Multi-Family For-Rent</b>					<b>466 to 583</b>
<b>118</b>	Households With Incomes Below 30% AMI					24
<b>141</b>	Households With Incomes Between 30% and 60% AMI					28
<b>87</b>	Households With Incomes Between 60% and 80% AMI					17
	1br/1ba	25%	\$1,000 to \$1,100	750 to 850	\$1.29 to \$1.33	
	2br/1ba	35%	\$1,250 to \$1,350	950 to 1,050	\$1.29 to \$1.32	
	3br/1ba	40%	\$1,500 to \$1,600	1,150 to 1,250	\$1.28 to \$1.30	
	<b>Weighted averages:</b>		\$1,337	1,029	\$1.30	
<b>324</b>	Households With Incomes Above 80% AMI					65
	1br/1ba	30%	\$1,300 to \$1,400	850 to 950	\$1.47 to \$1.53	
	2br/2ba	35%	\$1,550 to \$1,650	1,050 to 1,150	\$1.43 to \$1.48	
	3br/2ba	35%	\$1,750 to \$1,950	1,250 to 1,450	\$1.34 to \$1.40	
	<b>Weighted averages:</b>		\$1,611	1,126	\$1.43	
						<u>82 to 103</u> rental units per year above 60% AMI

NOTE: For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

Base rents and prices are in year 2025 dollars and exclude floor, view premiums, options, or upgrades.

SOURCE: Zimmerman/Volk Associates, Inc.

**Optimum Market Position  
Small Towns**

*Benton and Washington Counties, Arkansas  
April, 2025*

<u>Number of Households</u>	<u>Housing Type/ Households by Income</u>	<u>Percent Mix</u>	<u>Base Rent Range*</u>	<u>Base Unit Size Range</u>	<u>Base Rent Per Sq. Ft.*</u>	<u>Annual Market Capture (Annual Absorption)</u>
<b>187</b>	<b>Multi-Family For-Sale</b>					<b>58 to 72</b>
30	Households With Incomes Below 30% AMI					6 to 8
40	Households With Incomes Between 30% and 60% AMI					8 to 10
46	Households With Incomes Between 60% and 100% AMI					9 to 12
	1br/1ba	20%	\$140,000 to \$150,000	800 to 900	\$167 to \$175	
	2br/1.5ba	35%	\$160,000 to \$170,000	1,000 to 1,100	\$155 to \$160	
	3br/1.5ba	45%	\$180,000 to \$200,000	1,200 to 1,400	\$143 to \$150	
	<b>Weighted averages:</b>		\$172,100	1,121	\$154	
71	Households With Incomes Above 100% AMI					14 to 17
	1br/1.5ba	15%	\$215,000 to \$230,000	900 to 1,000	\$230 to \$239	
	2br/2ba	50%	\$255,000 to \$270,000	1,100 to 1,200	\$225 to \$232	
	3br/2ba	35%	\$295,000 to \$320,000	1,350 to 1,550	\$206 to \$219	
	<b>Weighted averages:</b>		\$272,050	1,224	\$222	
						<b>23 to 29</b>
						multi-family for-sale units per year above 60% AMI

NOTE: For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

Base rents and prices are in year 2025 dollars and exclude floor, view premiums, options, or upgrades.

SOURCE: Zimmerman/Volk Associates, Inc.

**Optimum Market Position  
Small Towns**

*Benton and Washington Counties, Arkansas  
April, 2025*

<u>Number of Households</u>	<u>Housing Type/ Households by Income</u>	<u>Percent Mix</u>	<u>Base Rent Range*</u>	<u>Base Unit Size Range</u>	<u>Base Rent Per Sq. Ft.*</u>	<u>Annual Market Capture (Annual Absorption)</u>		
<b>272</b>	<b>Single-Family Attached For-Sale</b>					<b>78</b>	<b>to</b>	<b>98</b>
43	Households With Incomes Below 30% AMI					9		11
53	Households With Incomes Between 30% and 60% AMI					11		13
62	Households With Incomes Between 60% and 100% AMI					12		16
	2br/1.5ba	50%	\$165,000 to \$180,000	950 to 1,150	\$157 to \$174			
	3br/1.5ba	50%	\$190,000 to \$255,000	1,250 to 1,400	\$152 to \$182			
	<b>Weighted averages:</b>		\$197,500	1,188	\$166			
114	Households With Incomes Above 100% AMI					23		28
	2br/2.5ba	30%	\$285,000 to \$315,000	1,200 to 1,350	\$233 to \$238			
	3br/2.5ba	40%	\$335,000 to \$365,000	1,450 to 1,600	\$228 to \$231			
	4br/2.5ba	30%	\$380,000 to \$435,000	1,700 to 1,950	\$223 to \$224			
	<b>Weighted averages:</b>		\$352,250	1,540	\$229			
						<b>35</b>	<b>to</b>	<b>44</b>
						single-family attached for-sale units per year above 60% AMI		

NOTE: For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

Base rents and prices are in year 2025 dollars and exclude floor, view premiums, options, or upgrades.

SOURCE: Zimmerman/Volk Associates, Inc.

**Optimum Market Position  
Small Towns**

*Benton and Washington Counties, Arkansas  
April, 2025*

<u>Number of Households</u>	<u>Housing Type/ Households by Income</u>	<u>Percent Mix</u>	<u>Base Rent Range*</u>	<u>Base Unit Size Range</u>	<u>Base Rent Per Sq. Ft.*</u>	<u>Annual Market Capture (Annual Absorption)</u>
<b>1,286</b>	<b>Single-Family Detached For-Sale</b>					<b>176 to 227</b>
179	Households With Incomes Below 30% AMI					31
237	Households With Incomes Between 30% and 60% AMI					41
163	Households With Incomes Between 60% and 80% AMI					29
	1br/1ba	25%	\$135,000	450	\$300	
	1br/1.5ba	20%	\$155,000	550	\$282	
	2br/1ba	55%	\$190,000	750	\$253	
	<b>Weighted averages:</b>		\$169,250	635	\$267	
138	Households With Incomes Between 80% and 100% AMI					24
	2br/1.5ba	40%	\$195,000 to \$215,000	1,100 to 1,250	\$172 to \$177	
	3br/2ba	60%	\$225,000 to \$275,000	1,350 to 1,450	\$167 to \$190	
	<b>Weighted averages:</b>		\$232,000	1,310	\$177	
569	Households With Incomes Above 100% AMI					99
	3br/2ba	25%	\$295,000 to \$315,000	1,450 to 1,550	\$203 to \$203	
	3br/2.5ba	30%	\$335,000 to \$355,000	1,650 to 1,800	\$197 to \$203	
	3br/2.5ba/den	25%	\$370,000 to \$395,000	1,900 to 2,100	\$188 to \$195	
	4br/2.5ba	20%	\$415,000 to \$445,000	2,200 to 2,400	\$185 to \$189	
	<b>Weighted averages:</b>		\$361,150	1,851	\$195	
						<b>152 to 196</b>
						single-family detached for-sale units per year above 60% AMI

NOTE: For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

Base rents and prices are in year 2025 dollars and exclude floor, view premiums, options, or upgrades.

SOURCE: Zimmerman/Volk Associates, Inc.

**Optimum Market Position**  
**Northwest Arkansas**

*Benton and Washington Counties, Arkansas*  
**April, 2025**

<i>Number of Households</i>	<i>Housing Type/ Households by Income</i>	<i>Base Rent Range*</i>	<i>Base Unit Size Range</i>	<i>Base Rent Per Sq. Ft.*</i>	<i>Annual Market Capture (Annual Absorption)</i>
<b><u>21,601</u></b>	<b>Multi-Family For-Rent</b>				<b><u>3,428 to 4,284</u></b>
<b>3,525</b>	Households With Incomes Below 30% AMI				705      881
<b>3,775</b>	Households With Incomes Between 30% and 60% AMI				755      944
<b>2,211</b>	Households With Incomes Between 60% and 80% AMI				443      553
	Studio/1ba      to	\$975 to	400 to	\$1.21 to	
	3br/1ba	\$2,050	1,250	\$2.44	
<b>7,624</b>	Households With Incomes Above 80% AMI				1,525      1,906
	Studio/1ba      to	\$1,100 to	500 to	\$1.23 to	
	3br/2ba	\$2,600	1,550	\$2.60	
					<u>1,968 to 2,459</u> rental units per year above 60% AMI
<b><u>2,629</u></b>	<b>Multi-Family For-Sale</b>				<b><u>527 to 658</u></b>
<b>467</b>	Households With Incomes Below 30% AMI				93      117
<b>538</b>	Households With Incomes Between 30% and 60% AMI				108      135
<b>605</b>	Households With Incomes Between 60% and 100% AMI				121      151
	Studio/1ba      to	\$140,000 to	500 to	\$143 to	
	3br/2ba	\$330,000	1,500	\$280	
<b>1,019</b>	Households With Incomes Above 100% AMI				205      255
	1br/1.5ba      to	\$215,000 to	750 to	\$206 to	
	3br/2.5ba	\$540,000	1,650	\$431	
					<u>326 to 406</u> multi-family for-sale units per year above 60% AMI

NOTE: For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

Base rents and prices are in year 2025 dollars and exclude floor, view premiums, options, or upgrades.

SOURCE: Zimmerman/Volk Associates, Inc.

**Optimum Market Position  
Northwest Arkansas**

*Benton and Washington Counties, Arkansas*  
**April, 2025**

<u>Number of Households</u>	<u>Housing Type/ Households by Income</u>	<u>Base Rent Range*</u>	<u>Base Unit Size Range</u>	<u>Base Rent Per Sq. Ft.*</u>	<u>Annual Market Capture (Annual Absorption)</u>
<b>3,594</b>	<b>Single-Family Attached For-Sale</b>				<b>719 to 900</b>
609	Households With Incomes Below 30% AMI				122 152
725	Households With Incomes Between 30% and 60% AMI				145 181
834	Households With Incomes Between 60% and 100% AMI				167 210
	2br/1.5ba to 3br/2.5ba	\$160,000 to \$445,000	900 to 2,100	\$152 to \$278	
1,426	Households With Incomes Above 100% AMI				285 357
	2br/2.5ba to 4br/2.5ba	\$270,000 to \$895,000	1,150 to 2,500	\$192 to \$423	
					<u>452 to 567</u> single-family attached for-sale units per year above 60% AMI
<b>11,187</b>	<b>Single-Family Detached For-Sale</b>				<b>176 to 227</b>
1,432	Households With Incomes Below 30% AMI				251 322
1,873	Households With Incomes Between 30% and 60% AMI				328 421
1,324	Households With Incomes Between 60% and 80% AMI				232 298
	1br/1ba to 2br/1ba	\$135,000 to \$220,000	450 to 750	\$253 to \$367	
1,180	Households With Incomes Between 80% and 100% AMI				207 267
	2br/1.5ba to 3br/2ba	\$175,000 to \$415,000	950 to 1,600	\$161 to \$286	
5,378	Households With Incomes Above 100% AMI				940 1,210
	3br/2ba to 4br/2.5ba	\$255,000 to \$765,000	1,250 to 2,700	\$174 to \$320	
					<u>1,379 to 1,775</u> single-family detached for-sale units per year above 60% AMI

NOTE: For fiscal year 2024, Fayetteville-Springdale-Rogers, AR MSA Median Family Income for a family of four is \$94,400.

Base rents and prices are in year 2025 dollars and exclude floor, view premiums, options, or upgrades.

SOURCE: Zimmerman/Volk Associates, Inc.

Table 57

### Annual Absorption Forecast By Municipality

Households With Incomes Above 60% AMI

Benton and Washington Counties, Arkansas

April, 2025

<i>Municipality</i>	<i>Annual . . . . . Rentals . . . . . Condominiums</i>	<i>Townhouses</i>		<i>Single-Family</i>		<i>Total</i>	<i>Total</i>		
	<i>Potential</i>	<i>20%</i>	<i>25%</i>	<i>20%</i>	<i>25%</i>			<i>17.5%</i>	<i>22.5%</i>
	<i>Market</i>	<i>Capture</i>	<i>Capture</i>	<i>Capture</i>	<i>Capture</i>	<i>Capture</i>	<i>Capture</i>	<i>Total</i>	<i>Total</i>
Northwest Arkansas	21,601	1,968 to 2,459	326 to 406	452 to 567	1,379 to 1,775	4,125 to 5,207			
Rogers	2,430	247 to 308	36 to 46	50 to 63	134 to 172	467 to 589			
Springdale	2,422	263 to 329	35 to 43	48 to 60	122 to 157	468 to 589			
Fayetteville	5,206	676 to 845	78 to 97	95 to 119	169 to 217	1,018 to 1,278			
Bentonville	2,224	214 to 267	36 to 45	51 to 64	126 to 162	427 to 538			
Centerton	933	76 to 95	15 to 18	22 to 27	65 to 84	178 to 224			
Siloam Springs	667	53 to 66	11 to 14	15 to 19	48 to 62	127 to 161			
Bella Vista	1,405	81 to 101	19 to 24	31 to 39	131 to 169	262 to 333			
Corridor Adjacent*	1,709	113 to 141	26 to 32	37 to 47	145 to 187	321 to 407			
Small Towns**	1,574	82 to 103	23 to 29	35 to 44	152 to 196	292 to 372			
Balance of Region	3,031	163 to 204	47 to 58	68 to 85	287 to 369	565 to 716			
	21,601 households	1,968 to 2,459 dwelling units	326 to 406 dwelling units	452 to 567 dwelling units	1,379 to 1,775 dwelling units	4,125 to 5,207 dwelling units			

\* Lowell, Johnson, Farmington, Cave Springs, Prairie Creek, Little Flock, Elm Springs, Tontitown.

\*\* Pea Ridge, Elkins, Gentry, Prairie Grove, Lincoln, West Fork, Sulphur Springs, Decatur, Greenland, Avoca, Gravette, Garfield, Springtown, Goshen, Cherokee, Lost Bridge, Highfill, Morrow, Summers, Gateway, Evansville, Maysville, Cane Hill, Cincinnati.

SOURCE: Claritas, Inc.;  
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Residential Market Analysis Across the Urban-to-Rural Transect

### ASSUMPTIONS AND LIMITATIONS—

Every effort has been made to insure the accuracy of the data contained within this analysis. Demographic and economic estimates and projections have been obtained from government agencies at the national, state, and county levels. Market information has been obtained from sources presumed to be reliable, including developers, owners, and/or sales agents. However, this information cannot be warranted by Zimmerman/Volk Associates, Inc. While the proprietary Residential Target Market Methodology™ employed in this analysis allows for a margin of error in base data, it is assumed that the market data and government estimates and projections are substantially accurate.

Absorption scenarios are based upon the assumption that a normal economic environment will prevail in a relatively steady state during development of the subject property. Absorption paces are likely to be slower during recessionary periods and faster during periods of recovery and high growth. Absorption scenarios are also predicated on the assumption that the product recommendations will be implemented generally as outlined in this report and that the developer will apply high-caliber design, construction, marketing, and management techniques to the development of the property.

Recommendations are subject to compliance with all applicable regulations. Relevant accounting, tax, and legal matters should be substantiated by appropriate counsel.





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