



WELCOME TO

Arkansas

A BRIEF INTRODUCTION
TO THE NATURAL STATE

A REAL ESTATE EBOOK FROM





INTRODUCING ONE OF THE HOTTEST REAL ESTATE MARKETS

Arkansas

Known for its breathtaking mountains, picture-perfect farmland, and steady economy, the state of Arkansas is a place that has a little something for everyone. Its capital, Little Rock, offers all the spoils of any major city without losing the friendliness of small-town America. And for those times when you just have to get out of town, there are 2.9 million acres of National Forest to explore. It's no surprise that people are looking to buy in the state that many regard as one of the best places to live in the country.

A photograph of the Arkansas State Capitol building at night. The building is illuminated, showing its grand facade with columns and a large dome. The sky is dark blue with some clouds. The building is surrounded by a well-manicured lawn and some landscaping.

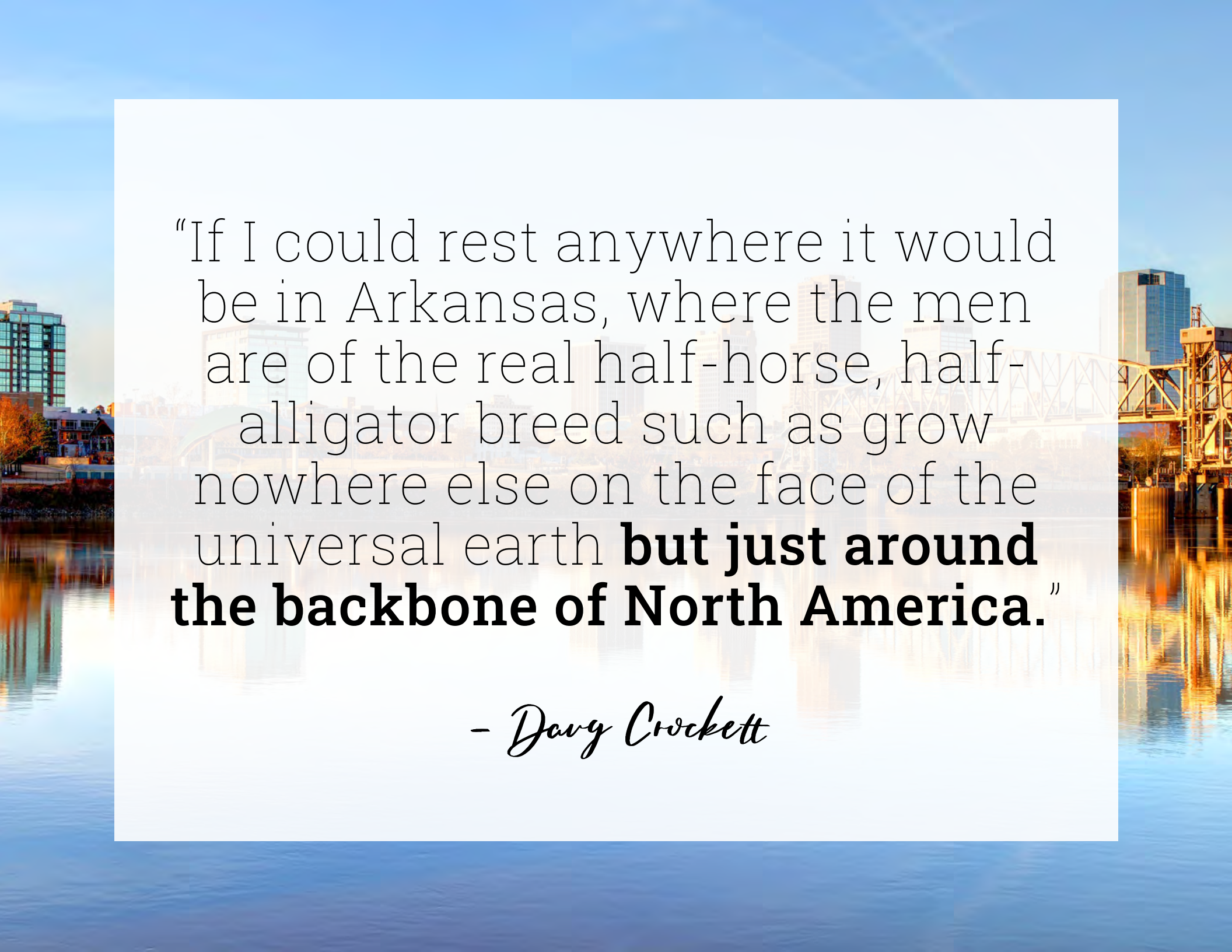
Little Rock

#5: LITTLE ROCK METRO AREA

The Little Rock Metro area is the [78th-largest metropolitan area](#) in the United States. However, that ranking could change very soon. Since 2000, the Little Rock Metro area has jumped in population from 610,000 residents to an estimated 742,000 in 2019. Every month, thousands more call Little Rock and its surrounding suburbs home. With a strong economic forecast, limited housing inventory, and the allure of affordable real estate, this metro market continues to gain momentum.

Local Tip: Little Rock is full of little oddities that make it a fun and interesting place to be. [The Esse Purse Museum](#) is one such oddity, and it's the perfect place for fashionistas to dabble in a little handbag history.

The [median home value in the Little Rock Metro](#) area is \$205,829, which is a 3.8% increase from the previous year. Zillow predicts this figure will rise another 6.4% within the next year.



“If I could rest anywhere it would be in Arkansas, where the men are of the real half-horse, half-alligator breed such as grow nowhere else on the face of the universal earth **but just around the backbone of North America.**”

- Davy Crockett

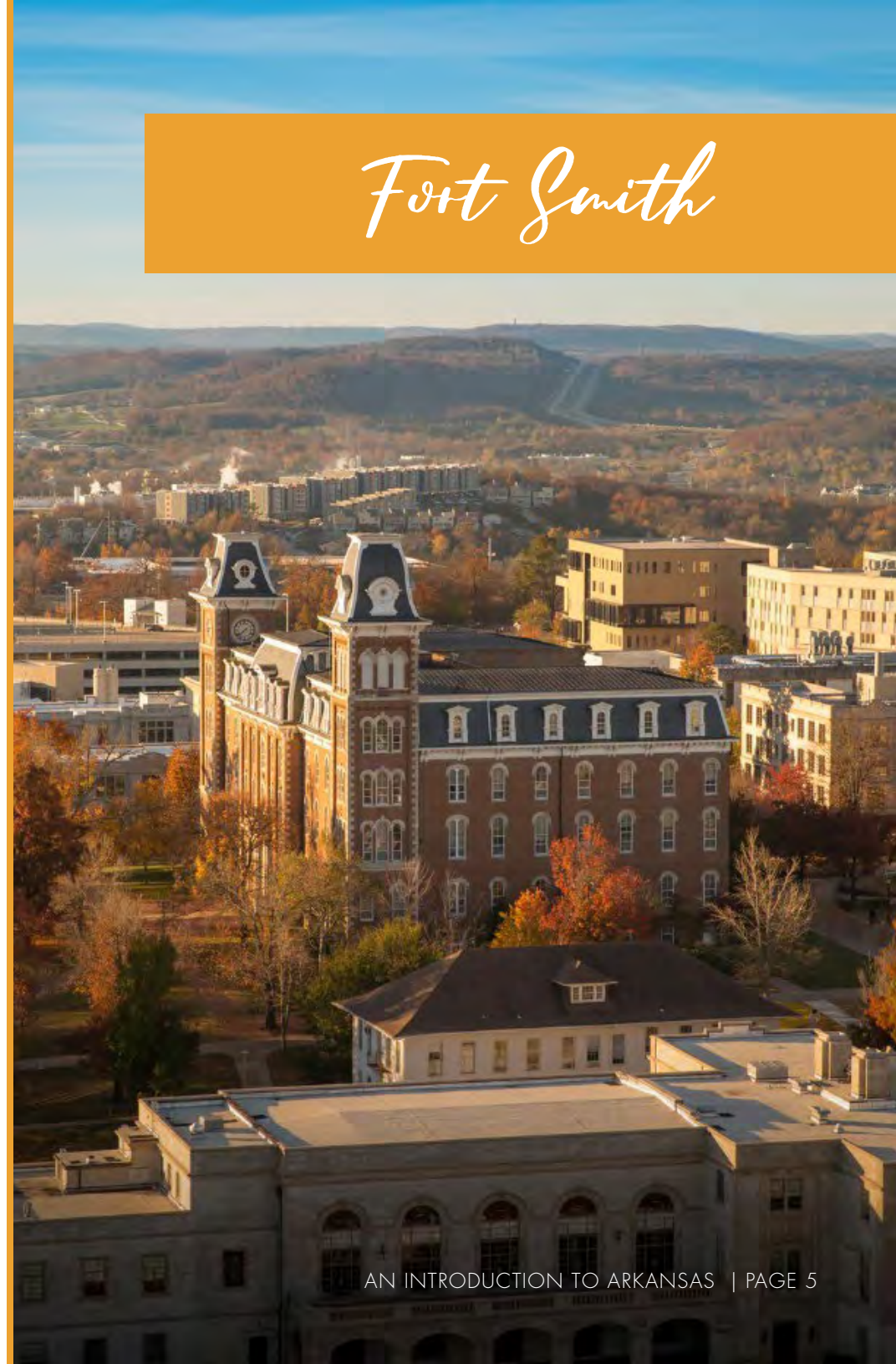
#4: FORT SMITH

Fort Smith offers its residents many big-town amenities without losing any of that small-town charm. However, with a population of 88,037 residents, a regional airport, a University of Arkansas campus, and a bustling downtown, Fort Smith is anything but small. Rich in Old West history and praised for its suburban feel, [Niche.com](#) gives this charming town high marks for its public schools, diversity, and its low cost of living.

Local tip: [The Bricktown Brewery](#) is the type of place hip enough to exist in a much larger town, but this one comes without the crowds of a big city. Plus, can you really go wrong with local burgers and beers?

The [median home value in Fort Smith](#) is \$124,976, which is a 4.7% increase from the previous year. Zillow predicts this figure will rise another 5.8% within the next year.

Fort Smith






Fayetteville

#3: FAYETTEVILLE

Surrounded by beautiful majestic mountains and the proud home of the University of Arkansas, Fayetteville has a lot going for it. In fact, we'd say it's one of the best places in the country, and we're not the only ones who think so either. In 2016, [U.S. News & World Report](#) ranked Fayetteville the 3rd best place in the country to live. As for the professional sphere, Forbes has Fayetteville ranked in [The Top 50 Best Places for Business and Careers](#), placing higher than cities like Chicago and Washington D.C.

Local tip: For a truly Fayetteville experience, attend at least one [Arkansas Razorbacks](#) baseball game at Baum-Walker Stadium.

The [median home value in Fayetteville](#) is \$228,533, which is a 4.1% increase from the previous year. Zillow predicts this figure will rise another 7.1% within the next year.



“I loved Arkansas... I loved
the people there. **I love
my state.** I always wanted
to stay loyal to my state.”

- Peyton Hillis



Springdale

#2: SPRINGDALE

Springdale might be known as [“The Poultry Capital of the World”](#), but there’s a lot more to this town than just being the global headquarters of Tyson Foods. In fact, Springdale has been booming since the early ‘90s. From 1990 to 2010, [this industrial hub’s population has grown 133%](#). Today, the town continues to grow as residents enjoy the surrounding beauty of the Ozark Mountains as well as local baseball games where they can cheer on their minor league baseball team, the [Northwest Arkansas Naturals](#).

Local tip: You may not think of Springdale as the hippest place, but [Onyx Coffee Lab](#) is so beautifully done it makes many New York City coffee shops seem drab. Go have a hot cup, then revel in the majesty of the mountains at [Ozark National Forest](#).

The [median home value in Springdale](#) is \$186,545, which is a 5.1% increase from the previous year. Zillow predicts this figure will rise another 7.2% within the next year.

Jonesboro

#1: JONESBORO

At roughly 68,000 residents, Jonesboro is [the fifth largest city in the state](#) and home to Arkansas State University. Like Springdale, the major economic drivers in Jonesboro are [major food processing facilities](#) such as those owned by Frito-Lay, Nestle Foods, and Post Foods, as well as the university. However, money-conscious recent grads may not want to leave. In 2012, Jonesboro was named among the top “[10 Best Cities for Cheapskates](#)” by *Kiplinger*.

Local Tip: Stretch your legs at [Craighead Forest Park](#), which offers pristine lake views and 692 acres of pure Arkansas beauty to explore.

The [median home value in Jonesboro](#) is \$157,207 which is a 5.2% increase from the previous year. Zillow predicts this figure will rise another 6.4% within the next year.



Why Arkansas Real Estate?

With a high demand for real estate, great jobs, and unbeatable quality of life, Arkansas markets are some of the best in the country for real estate professionals.

Quick Stats- ARKANSAS

PROJECTED YEAR/YEAR MEDIAN HOME PRICES (FEB 2020 - FEB 2021):	6.6%
MEDIAN HOME VALUE:	\$150,910
MEDIAN RENT PRICE:	\$804
AVERAGE DAYS LISTED:	107

MARKET OUTLOOK

Arkansas is the national headquarters for several of the country's largest companies, including Tyson Foods, Dillards, and Walmart, which is [the country's largest employer](#). Growth from its existing industries accounts for 80% of all new jobs in the Natural State. Today, Arkansas remains a major hub for other large industries like aerospace and defense, agriculture, transportation, and forestry. With a diverse economy and a strong economic forecast, we can expect real estate to follow.



THERE'S NEVER BEEN A BETTER TIME TO BECOME A

Real Estate Agent in Arkansas

Between the beautiful natural surroundings, wealth of jobs, relatively low cost of homeownership, and the fact that there's always something unique going on, Arkansas has become an appealing destination for employers, families, and real estate agents alike. Now is the time for new real estate agents to start selling in Arkansas!

If you want to learn more about how you can easily get your license and join the ranks of Arkansas real estate agents, visit us at TheCEShop.com/Arkansas/AR-real-estate. There you'll be able to find out what exactly you'll need to do to become an agent and how The CE Shop can help you achieve your goals through our award-winning real estate education.

About Us

Founded in 2005, The CE Shop has become the leading provider of online real estate education. With industry-leading pass rates and support from Pre-Licensing through CE, our students are better prepared to set themselves up for success.

Our ever-expanding course catalog of Pre-Licensing, Exam Prep, and Continuing Education products are trusted throughout the industry and offer agents across the country the education they rely on.

With products available in all 50 states and D.C., we're driven by a desire to constantly improve, both for ourselves and our students.

