



# Little Rock, Arkansas

## Rental Real Estate Overview

Little Rock is a bustling Southern city with a lot of promise for investors. While home values have been on the rise over the last few years, high interest rates have recently caused the market to slow down and there are signs that the balance is about to shift in buyers' favor. This could just be the perfect time to acquire property in this unique city.

But is Little Rock right for your portfolio? Read on to find out why Little Rock real estate is an opportunity you don't want to miss.

## About Little Rock, Arkansas

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Located in central Arkansas along the Arkansas river, Little Rock is the state's capital as well as [its largest and most populous city](#).

**Rich in history**, Little Rock was named by French explorer Jean-Baptiste Benard de la Harpe, after a small rock formation on the bank of the Arkansas River called “le petit rocher” (French for “the little rock”). It became part of the United States following the Louisiana Purchase. The city is famous for many things including school desegregation, internationally recognized charitable organizations, and its role in launching the career of President Bill Clinton.

And although it may be on the smaller side as cities go, Little Rock offers plenty of **culture and top tier amenities**. Visitors and locals enjoy spending time in the vibrant River Market District filled with shops, hotels, and restaurants. There are also plenty of museums, parks, nature preserves, music venues, and even a zoo.

The low cost of living, rapid creation of new businesses, and high quality of life all help to keep Little Rock’s economy and housing market thriving.



# City Statistics



## POPULATION

204,244 city proper  
764,582 greater area



## MEDIAN INCOME

\$41,709/capita  
\$59,762/household



## MEDIAN AGE

38.3



## AREA

120 square miles



## UNEMPLOYMENT RATE

2.7%



## GDP

\$51.2 Billion



## MAJOR EMPLOYERS

Federal and State Government, University of Arkansas for Medical Sciences, Baptist Health, Little Rock Air Force Base, Arkansas Children's Hospital, Central Arkansas Veterans Health Care System



## HIGHEST PAYING JOBS

Anesthesiologist, physician, hospitalist physician, oral and maxillofacial surgeon, pulmonologist, cardiologist, hospitalist, nuclear medical physician, medical director, rheumatologist

# Real Estate Market Statistics

61

NEIGHBORHOODS

2,854

HOME FOR SALE  
AS OF JAN. 2025

\$275K

MEDIAN  
LIST PRICE

\$250K

MEDIAN  
SOLD PRICE

\$145

MEDIAN PRICE  
PER SQ. FT.

98.45%

SALE-TO-LIST  
PRICE RATIO

58

MEDIAN DAYS  
ON MARKET

\$1,051

MEDIAN  
RENT PRICE

3.8%

ONE-YEAR  
APPRECIATION RATE

19.8

PRICE-TO-RENT  
RATIO

# Most Expensive Neighborhoods

NEIGHBORHOOD	AVERAGE MONTHLY RENT	MEDIAN LISTING PRICE
Heights	\$1,891	\$857,132
Duquesne Place	\$5,742	\$764,486
Riverdale/Pulaski Heights	\$1,809	\$680,783
Aberdeen Court/Bayonne Place	\$2,467	\$611,090
Ferndale/Northpoint	\$1,558	\$578,510

# Least Expensive Neighborhoods

NEIGHBORHOOD	AVERAGE MONTHLY RENT	MEDIAN LISTING PRICE
Pine to Woodrow	\$1,460	\$95,004
East Little Rock/East Roosevelt	\$1,258	\$98,882
Love	\$2,121	\$106,888
Oak Forest	\$1,484	\$115,912
Base Line	\$1,278	\$132,672
Wakefield/Upper Baseline	\$1,366	\$122,340

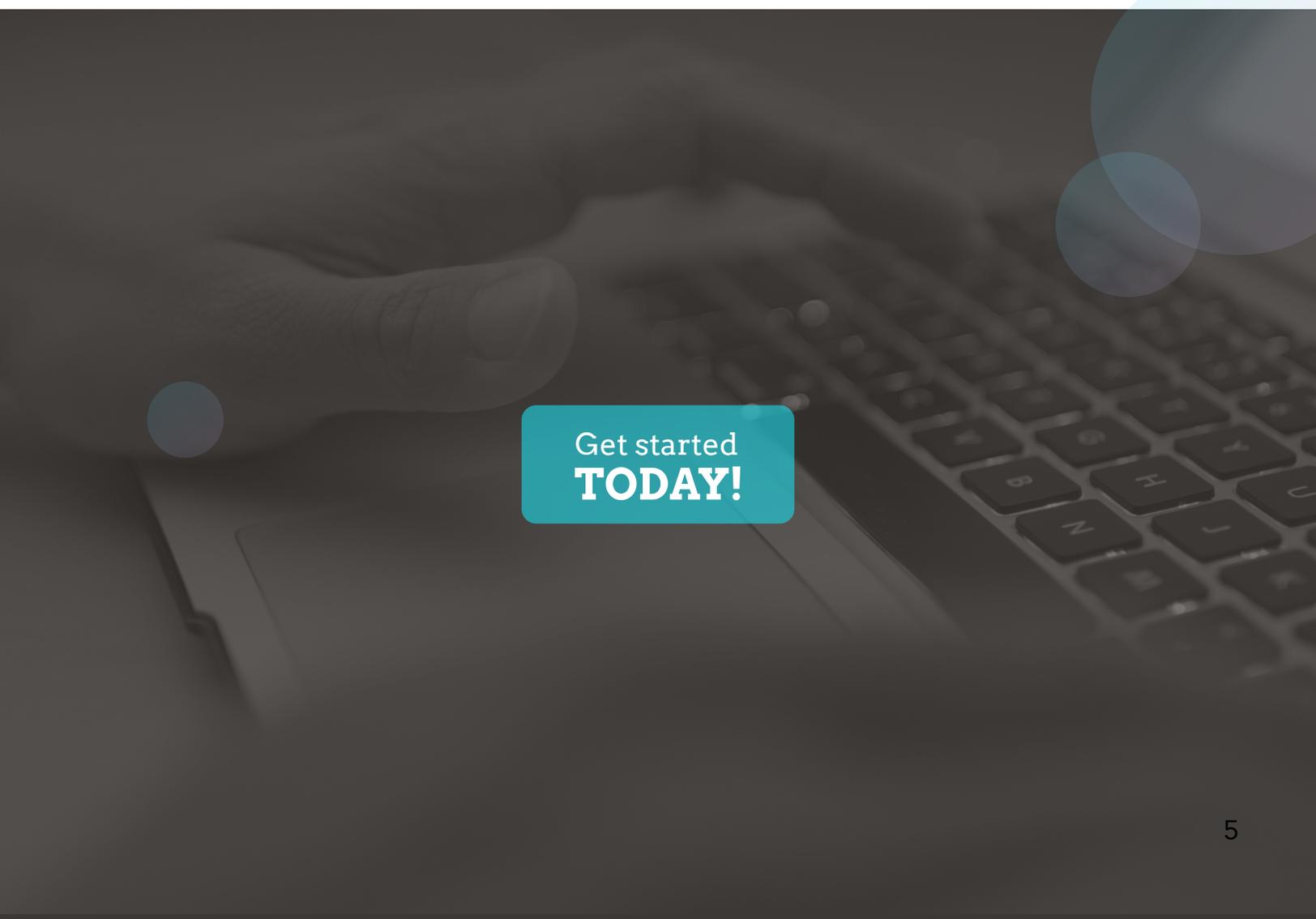
# LOOKING FOR AN INVESTOR-FRIENDLY AGENT?



From accessing off-market deals, to building a team, to determining the right rental rates, buying properties in a new market can prove tough for any investor. That's why we launched Evernest Brokerage.

You no longer need in-depth expertise to invest in [some of the best real estate markets](#) in the United States. Working with Evernest's in-house brokerage team of investor-friendly real estate agents is the most efficient way to build a local team and grow your rental portfolio.

It's simple. Visit our website, pick your market, fill out the form, and a member of our team will get back to you as soon as possible.



Get started  
**TODAY!**

# At-A-Glance Pros and Cons

## To investing in Little Rock



When looking at any new real estate market, it's important to consider all aspects of investing in the area. Considerations like quality of life, overall affordability, and school choice will impact your long-term investment even if they aren't a direct factor in your buying decision.

We've gathered a few pros and cons of investing in Little Rock, Arkansas for your consideration. These will have a different impact on your decision depending on your risk tolerance and investment strategy. Don't have an investment strategy yet? No worries - just [get in touch with our team](#) to put together a solid plan today.

### Pros of Little Rock, AR

- Central location
- Ethnically diverse
- Outdoor environment and accessibility
- Low property taxes
- Excellent health care system
- Established job market
- Affordable cost of living
- Rich history
- Low unemployment rate

### Cons of Little Rock, AR

- High crime rate
- No international airport
- High sales tax
- Lack of nightlife
- Risk of tornadoes

# Five Reasons To Invest IN LITTLE ROCK REAL ESTATE

Just like any real estate market, investing in Little Rock comes with its own quirks and benefits. For the right investor, the pros will outweigh the cons.

So, here are five of the top reasons to invest in Little Rock real estate:



AFFORDABILITY



CENTRAL LOCATION



QUALITY OF LIFE



STELLAR HEALTHCARE



STRONG, DIVERSE ECONOMY

## AFFORDABILITY



Arkansas is known for its low cost of living. It is currently ranked the [most affordable](#) state to live in 2024, and has been consistently listed in the top five cheapest states to live in for years.

The State of Arkansas also has some of the [lowest property taxes in the country](#), so investing in Little Rock real estate comes at a lower yearly cost than many other places in the United States. Not only are property taxes lower than average, residents of Little Rock also pay less for food, utilities, and healthcare. This affordability attracts young people, families, and retirees alike to the area, meaning that renters are never hard to find.

Overall the cost of living in Little Rock is [6%](#) less than the national average. Here's a breakdown of that figure:

CATEGORY	COMPARISON
Housing	18% below average
Food and Grocery	2% below average
Utilities	10% below average
Transportation	10% below average
Healthcare	11% below average

# CENTRAL LOCATION



Little Rock is centrally located in Arkansas, making it ideal for exploring the rest of the state. The 550 mile radius around the city houses **forty percent of the population and buying power in the United States**. Little Rock is within easy driving distance of the following major US cities:

CITY	DISTANCE FROM LITTLE ROCK
Memphis, TN	130 miles, approx. 2 hrs
Tulsa, OK	232 miles, approx. 4 hrs
Dallas, TX	290 miles, approx. 5 hrs
Saint Louis, MO	292 miles, approx. 5 hrs

While over 82% of people who live in Little Rock commute using their cars, traffic is not a major issue, at least in comparison to other major cities. The average one-way commute is **23 minutes**, approximately 9 minutes less than the national average. Some of that can be contributed to the infrastructure of Little Rock, with multiple **major interstates** in the city including:

- I-40 running through North Little Rock
- I-30 coming in through the South
- I-630 running east-west and connecting the business district
- I-430 serving as a bypass from Little Rock to the West



# HIGH QUALITY OF LIFE

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While Little Rock is not huge as far as metropolitan areas go, locals love the hometown feel while still enjoying the perks of big city life. [Little Rock](#) is ranked as one of the best US cities to live in based on the job market, cost of living, and quality of life.

Little Rock has a wide variety of entertainment and leisure options, accommodating many different types of people. In the downtown and midtown areas there are many local breweries and restaurants. The metro area boasts a great live music scene, ranging from the [Arkansas Symphony Orchestra](#) to bars and nightclubs. Considering Little Rock's storied past, history buffs will surely want to explore the many museums, including the [Historic Arkansas Museum](#), the [Old State House Museum](#), and the [Mosaic Templars Cultural Center](#).

For those who prefer outdoor activities, Little Rock also has plenty to offer. [Pinnacle Mountain State Park](#), [Ouachita National Forest](#), and the beautiful Ozark Mountains are within 30-60 minutes of Little Rock. Bike riding, hiking, and rock climbing are only a few of the outdoor activities available. Little Rock has mild weather and, unlike many southern cities, still has distinct periods of all four seasons.



# STELLAR HEALTHCARE



Excellent healthcare also attracts many people to the Little Rock area. Not only are Little Rock's healthcare **costs lower than the national average**; the city also boasts **highly rated hospitals and doctors**. The University of Arkansas for Medical Sciences' (UAMS) is located in Little Rock, where faculty and staff are passionate about continually producing excellent healthcare professionals. In fact, UAMS was recognized as one of the nation's best schools for education in primary care on U.S. News' 2023 list of Best Medical Schools.

Five nationally acclaimed hospitals in Little Rock include:

- **Arkansas Children's Hospital**, sixth largest children's hospital in the US.
- **Arkansas Heart Hospital**, nationally recognized and award-winning for its dedication to treatment of cardiovascular disease.
- **Baptist Health**, nationally recognized for surgical safety.
- **CHI St. Vincent Health System**, nationally ranked in the top 5% of medical systems for overall orthopedic service.
- **University of Arkansas for Medical Sciences (UAMS)**, named Best Hospital in the State.



# STRONG, DIVERSE ECONOMY



The city of Little Rock places economic development as a high priority. City planners are consistently working to develop existing businesses as well as attract new companies to the area.

Since 1994, there has been more than **\$2.5 billion in economic** development in the central Arkansas area. Arkansas also offers **tax incentives** for industrial and economic development, making Little Rock a great place to start a business.

Since it is the state capital as well as home to Little Rock Air Force Base, there are many federal and state government jobs in the area.

Healthcare is also a major industry thanks to the numerous medical facilities that provide service to Little Rock and throughout the state.

The Port of Little Rock significantly contributes to the economy of the city. Located on the Arkansas River, the port is a designated **Foreign Trade Zone and a United States Customs m.** As well as providing year-round access to the Arkansas River, the port provides immediate access to major US interstates, Class I railways, and national runways.

The thriving economy of Little Rock means people consistently move to the city to find jobs. This steady stream of new renters and home buyers alike should keep the housing market busy!



# LITTLE ROCK REAL ESTATE MARKET Predictions



While many factors when it comes to real estate are unpredictable, overall trends and statistics can guide investors in determining whether it is worth buying in a given market. The following are a few key factors that will affect the real estate market in Little Rock:

**People will continue to relocate to Little Rock.** While perhaps not the fastest growing city, the population in the Little Rock metro area has steadily increased over the past 10 years. The low cost of living as well as other factors like mild weather, affordable real estate, and a great rental market will keep bringing people to the area.

**New businesses will attract more homeowners.** Economic growth and development are priorities in Little Rock. Even when rocked by the events of the last several years, including flooding, a global pandemic, a recession, and civil and political unrest, [Little Rock has had historic year-over-year job growth](#). Between the centralized location, easy-access to a major port, and multiple major interstates, Little Rock is an ideal location for businesses to expand. Major companies that have recently moved into Little Rock, or plan to do so soon, include:

- [Amazon](#)
- [Costco](#)
- [Trex Company](#)
- [Seurtek](#)

**Rental properties will be in high demand.** According to data from [RentCafe](#), Little Rock is ranked as the 3rd most competitive market for apartment rentals in small metro areas. The survey showed a lease renewal rate of 73% for Little Rock. Apartments typically stay vacant for an average of 26 days with 10 potential prospects for every available apartment.

# INVEST WITH Interest



Every investment opportunity comes with risk, but it's even harder to know what to do when the whole world fears a recession. With every news source calling for a "collapse" of some sort or predicting "another bubble," how can you sort through the fluff and find the most valuable markets for your money?

That's why it's crucial to have a team surrounding you as you build wealth and make investment decisions. Knowledgeable investment teams can help you avoid the common mistakes most investors make (and give you the extra boost of confidence to know you're making a smart investment decision, even in the most unpredictable markets).

Here at [Evernest](#), we've been investing in markets across the United States since 2008. And not only that—we've also been [analyzing and sharing our information](#) about these opportunity-filled markets, in good times and bad, for other investors to study.

Our local team can be your eyes and ears in the Little Rock real estate world, saving you hours of time (and a few headaches as well). We'll connect you with investor-friendly real estate agents and advisors to make your wealth-building journey smooth and successful.

## Ready to invest with our team?

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### Let's talk.

Are you an investor not just limited to Little Rock or Arkansas? You can invest in [some of the best real estate markets](#) in the United States by working with Evernest's in-house Brokerage team of investor-friendly Real Estate Agents. [All you have to do is fill out this form](#) and one of our agents will reach out as soon as possible.

*Make the best investments in the most attractive markets with Evernest.....in good times and bad.*

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