



LITTLE ROCK, AR MARKET OVERVIEW

AT A GLANCE: LITTLE ROCK, AR

KEY INDUSTRIES

Aerospace, Energy, Health Care, Technology, Manufacturing, and Transportation.

MAJOR BUSINESSES

Dillard's, University of Arkansas for Medical Sciences, AT&T, Verizon Wireless, and Baptist Health.

GOOD TO KNOW

- It is located in the center of the country with 40% of the nation's population and buying power within a 550-mile radius.
- Military installations include the Little Rock Air Force Base and Camp Joe T. Robinson, which combine for over \$800 million in annual economic impact for the State of Arkansas.
- Halfway between Canada and Mexico, the Little Rock region offers access to 100 million people within a 550-mile radius. Air, rail, water, and interstates give the region an ideal intermodal network.

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900,000

**METRO
POPULATION**

43.9%

**RENTER
POPULATION**

\$190K - \$250K

**AVG. HOME PRICE
(POST-REHAB)**

ABOUT LITTLE ROCK, AR

THE CENTER OF SOUTHERN INDUSTRY

The Arkansas state capital, once known solely for its agriculture, has steadily grown into a hub of industry, engineering, and yes—real estate investment. With a metro population of over 900K, Little Rock is a sleeping giant of passive investment potential.

REI Nation works with 3,400+ investors across 11 investment markets (and counting). Hand-selected for long-term buy-and-hold investment potential, learn why Little Rock is among our key markets for turnkey real estate investors below.



THE GEOGRAPHY OF OPPORTUNITY

Part of Little Rock's appeal has to do with its ideal location. The city is central to the country, so it has ideal access to a robust 40 percent of the nation's population and, subsequently, its buying power, within a 550-mile radius. For a city that has a strong rail, interstate, aerospace, and port presence, that means that Little Rock has an intermodal network with access to some 900,000 people.

Little Rock, Arkansas rests in unique geography, central to the country and accessible by every major manner of transportation, which poses the market as a regional power player in industry, export, and trade.

Though Arkansas was and is still largely an agricultural state, efforts to develop and industrialize Little Rock lead to the emergence of many manufacturing, healthcare, and service industries. More recently, biotechnology research has been a growing industry in the market as well. However, Little Rock's largest export remains air and spacecraft—bringing in hundreds of billions in revenue each year.



Little Rock's active and ambitious Chamber of Commerce has led to over \$2.5 billion in economic development in the past 25 years, crafting a business-friendly environment through strong tax incentives. Commercial development has also kept the Little Rock economy buzzing, with shopping attractions exploding in growth in 2015 and onward, leading to a surge of both commercial and residential development.

At the heart of Little Rock's economic strategy is sustainability. With record-low unemployment, rising wages, and an increase in consumer spending, Little Rock fosters an environment of stable economics through policy and the private sector.

GOVERNMENT JOBS STABILIZE THE MARKET

The advantages of the Little Rock market are similar to that of Oklahoma City in that, being a capital city, its access to a wealth of government jobs means that there is stability to the job market. These jobs will never evaporate in economic crisis, as there's little that can "crash" government jobs. When we look at the breakdown of top employers in Little Rock, we see that the government tops the list:

- State Government (35,200)
- Local Government (26,500)
- Federal Government (10,200)
- University of Arkansas for Medical Sciences (9,100)
- Baptist Health (6,590)
- Little Rock Air Force Base (4,500)
- Arkansas Children's Hospital (4,000)



ECONOMICS OF SUSTAINABILITY



REVITALIZATION & REAL ESTATE

Beyond the promise of Little Rock's economic strength is the city's revitalization efforts. The downtown area has seen aggressive revitalization over the last twenty years that have effectively doubled the market for retailers, manufacturers, services, and other industries. Even with revitalization efforts bringing in a swath of new businesses, jobs, and residents, Little Rock real estate is among the most affordable in the nation.

This is one of the primary benefits of the Little Rock market. With a 43.5 percent renter population, real estate investors have the opportunity to capitalize on the steady, modest growth under leadership that has long kept its focus on long-term sustainability for the city as a whole.

WHY INVEST IN LITTLE ROCK?

The Little Rock real estate market benefits turnkey investors by several key indicators. Through insightful leadership, the Little Rock economy has flourished and expanded. Overall market stability is increased with access to local, state, and federal government jobs.

The affordability of the market attracts both population growth and makes it accessible for real estate investors. Though inventory has been squeezed, turnkey investors can easily navigate the market with REI Nation. Our dedication to service, attention to detail, and customer experience have helped thousands of investors build successful passive investment portfolios.

