



The City of Bryant Arkansas

...

Residential Market Potential

DRAFT

February 24, 2026

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Acknowledgements | Bryant

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Residential Market Potential

Section 1-A	Narrative Slide Deck
Section 1-B	Potential New-Builds
Section 1-C	Target Markets & Prices
Section 1-D	Potential Rehabs

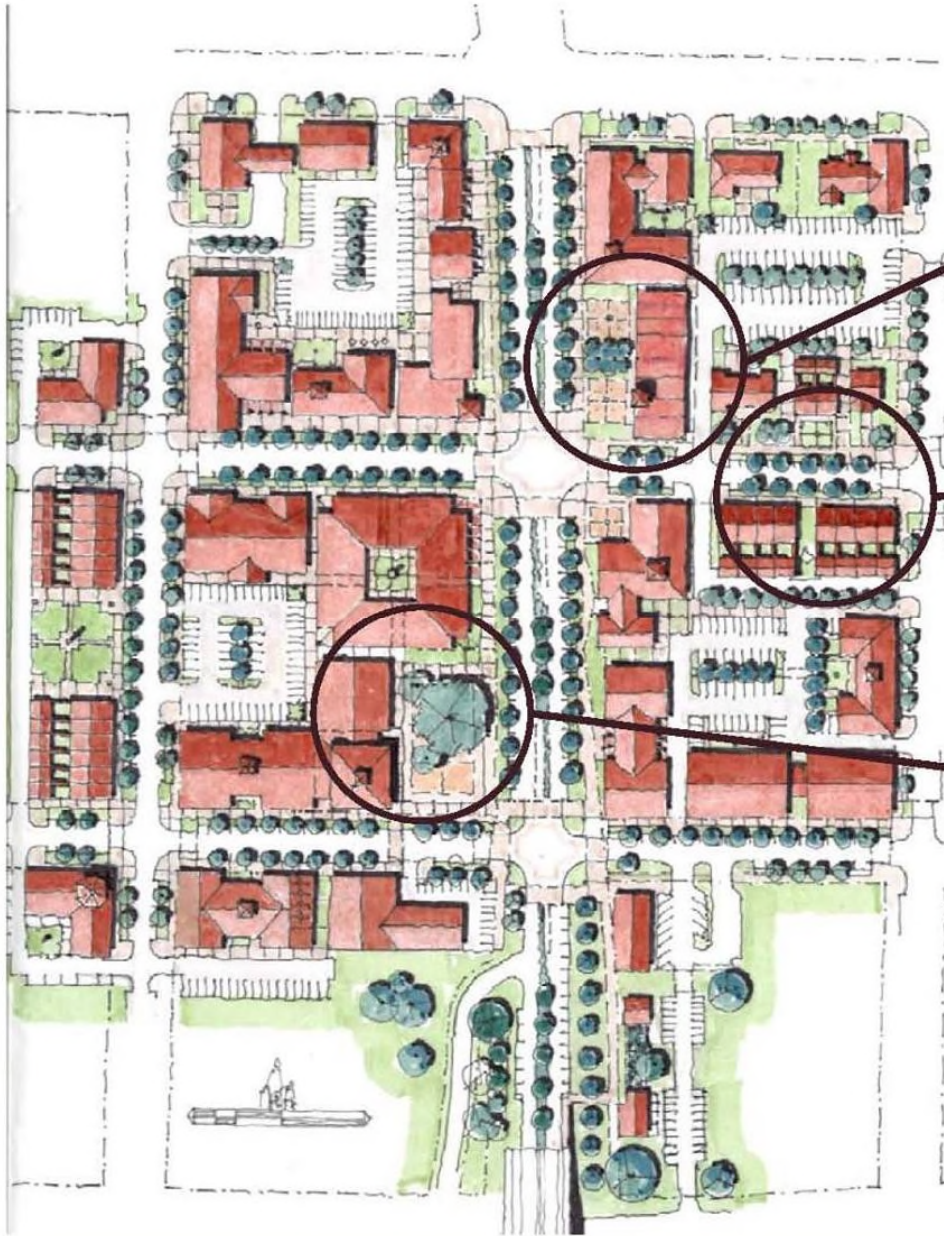
Geographic Setting | Bryant

- This Residential Target Market Analysis and housing study has been prepared for the City of Bryant, located in the east central part of Saline County, Arkansas.
- Bryant is a suburb to the City of Little Rock, which is the State Capital. Bryant also is located northeast and adjacent to Benton, which is the Saline County seat and also serves as a suburb to Little Rock.
- Some of Bryant's major employers include the local public school system, automotive dealership, big-box format retailers, and hotel chains. These aside, other important employers in Bryant include the Saline Memorial Hospital and Arkansas Heart Hospital Encore.
- Bryant is well-connected to its neighbors via Interstate 30. It also is less than 30 minutes from Interstate 40, which connects the region with Little Rock to the east and Oklahoma City to the west.
- The city has a Main Street that represents the heart of the community, with retail anchors that include Walmart and Goodwill, plus a variety of restaurants and eateries. Ashley Furniture Store, Lowes, CVS, Walgreens, and smaller chains like Gamestop and Dollar Tree also are located near Main Street; and Kohl's and Target are located three miles southwest. Together with hotel chains, they collectively leverage easy access and visibility to traffic along I-30.
- The city does not have a traditional downtown with two-story buildings and urban street grid. However, a "Heart of Bryant" project or "Jump Start" initiative was undertaken in 2014 - 2016 with renderings conveying eventual development of an urban Town Center near the intersection of S. Reynolds Road at SW 4th Street.



- The city also includes an emerging Midtown Bryant community or subdivision with a design and plan for a unified, comprehensive, mixed-use center. Although most new housing choices in Midtown have been developed as detached houses, there also are some new choices among compact cottages and six-plex patio homes (see additional slides).

Heart of Bryant at SW 4th Street | 2014-2016



Give an appropriate frontage to the existing buildings that promote lingering longer of customers, rather than parking

An appropriate transition into the neighborhood utilizes a variety of housing options

Utilize plazas and pocket parks to create outdoor living spaces.

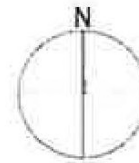
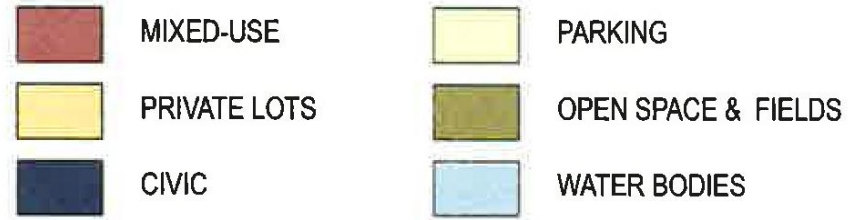
***NOTE:** This illustrative is conceptual and not actual development plans

Heart of Bryant at SW 4th Street | 2014-2016



Source: Heart of Bryant / Jump Start Initiative.
Renderings by Gateway Planning; 2014-2016.

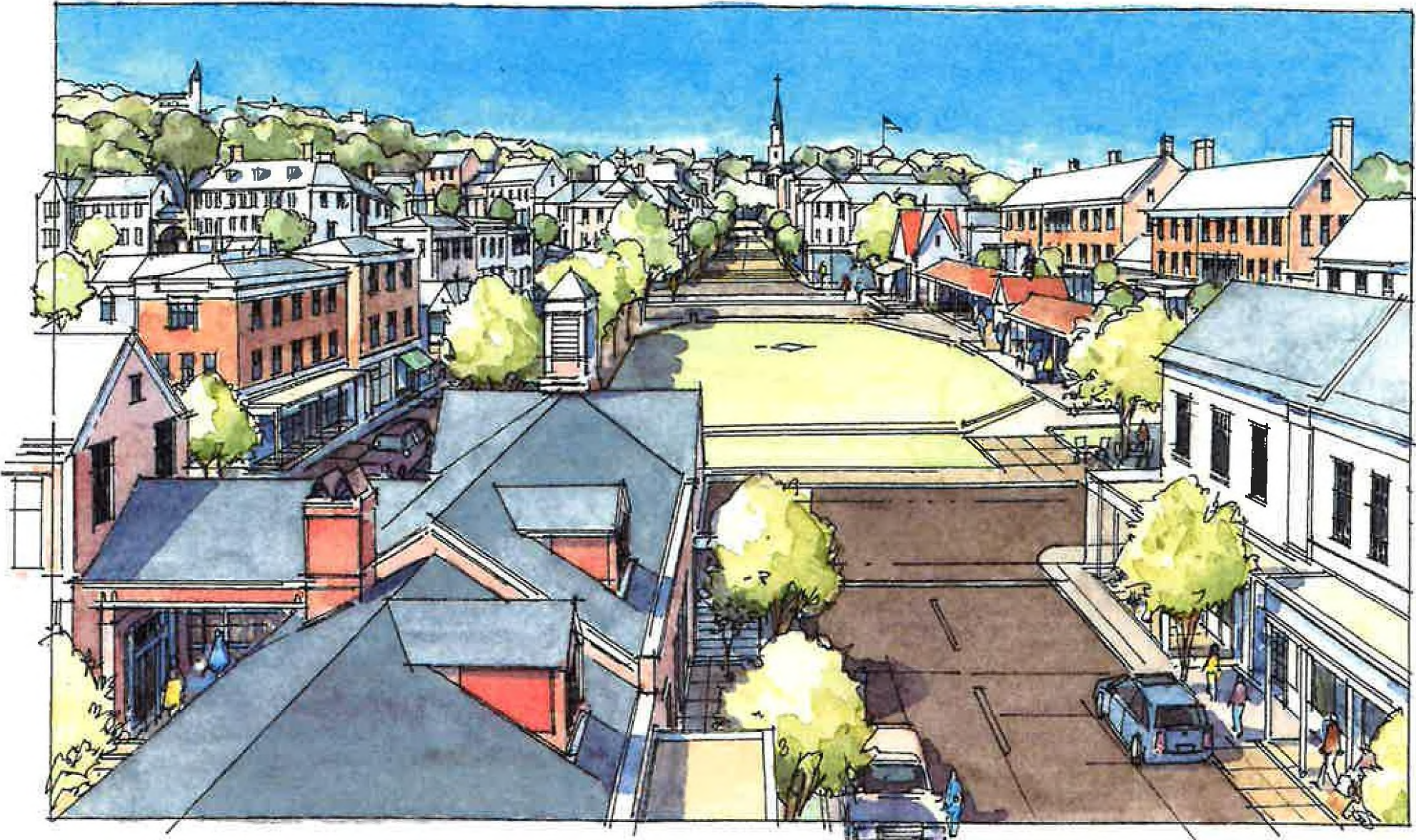
Midtown Bryant Plan | 2007



The Midtown Master Plan is a proposal for a new mixed-use center which will create a civic core for the City of Bryant and provide residents with additional services and amenities in close proximity to their homes. The plan, which is composed of three distinct neighborhoods, includes proposed commercial, residential, and office uses, as well as civic and recreational amenities such as squares, greens, parks, playing fields, and other public open spaces. These neighborhoods are designed to become a unified, comprehensive center for the City of Bryant, connected by pedestrian-friendly thoroughfares.

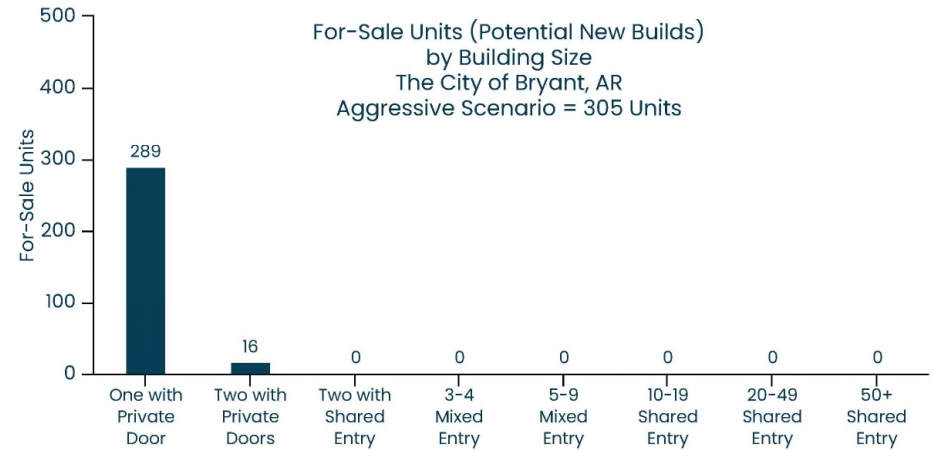
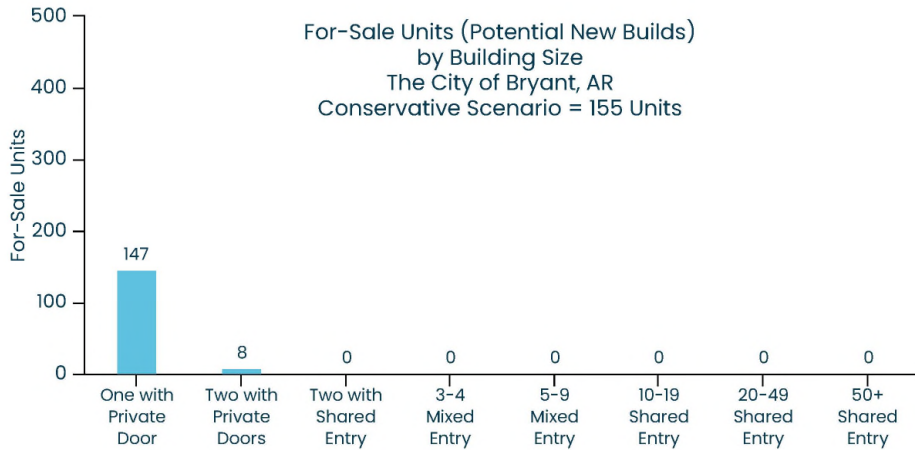
Source: Midtown Bryant Plan by Duany Plater-Zyberk & Co, 2007.

Midtown Bryant Market Square | 2007



Source: Midtown Bryant Plan by Duany Plater-Zyberk & Co, 2007.

New-Builds For-Sale | Potential



Conservative Scenario

- Within the City of Bryant, there is an immediate and near-term need to build at least 155 new for-sale housing units annually for the next five years. This represents a Conservative Scenario.
- The forecasts reflect the most recent (2024) movership rate of new owner households migrating into the city.
- Based on the profile of households that recently moved into the city, 147 (95%) of the new for-sale units should be detached houses and cottages with private entrances and yards.
- Only 5% of the new units should be in duplexes, and they must have private entrances. Attached units must also have vista views of features like Hurricane Creek, the golf fairways, or Heart of Bryant.

Aggressive Scenario

- Within the City of Bryant, there is an upside or longer-term potential to build up to and no more than 305 new for-sale housing units annually for the next five years. This represents a significant +95% lift, boost, or bonus over the Conservative Scenario.
- The forecasts reflect the peak movership rate of new owner households migrating into the city since 2010.
- Based on the profile of households that recently moved into the city, 289 (95%) of the new for-sale units should be detached houses and cottages with private entrances and yards.
- Only 5% of the new units should be in duplexes, and they must have private entrances and vista views of natural amenities or the Heart of Bryant.

Aggressive Scenario | Values + Targets

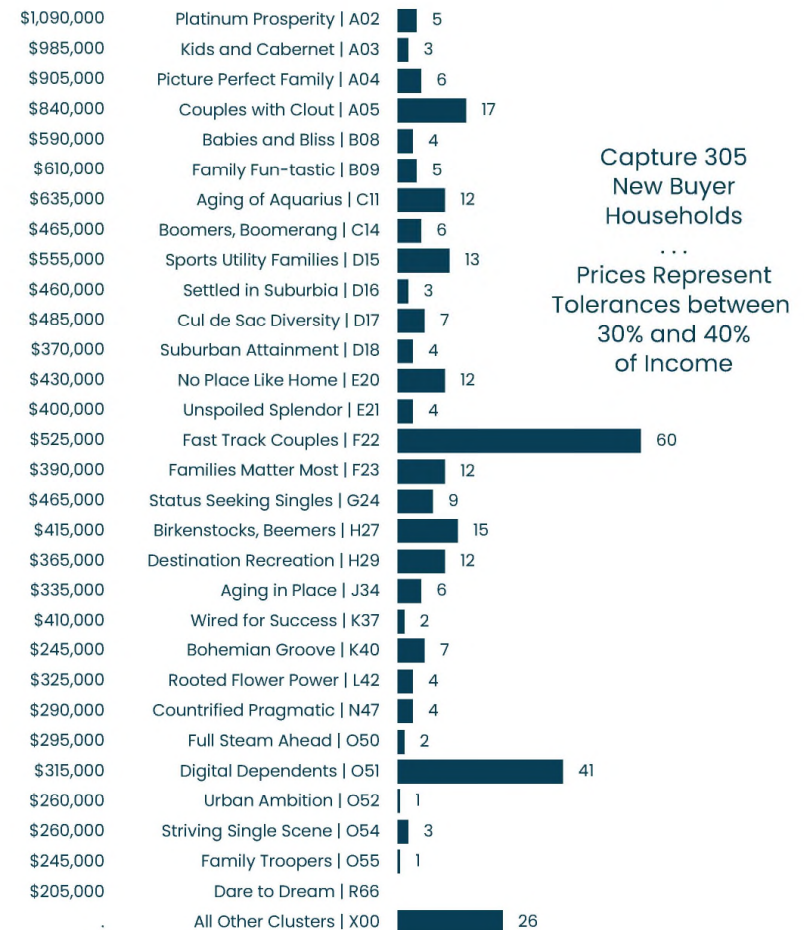
Home Value Tolerance

- Under the Aggressive Scenario, there is an annual market potential for up to 305 new-build units for new owner households migrating into the City of Bryant each year.
- About 40% of the new buyers will tolerate prices of \$500,000 or more, but only 10% will tolerate prices of \$800,000 or more.
- The majority (60%) of new buyers will hope to find new choices for less than \$500,000. This includes about 20% who will hope to find choices priced below \$300,000. Some of them could be candidates for buying small duplexes or cottages – but those formats must have garages, plus private porches and entrances.

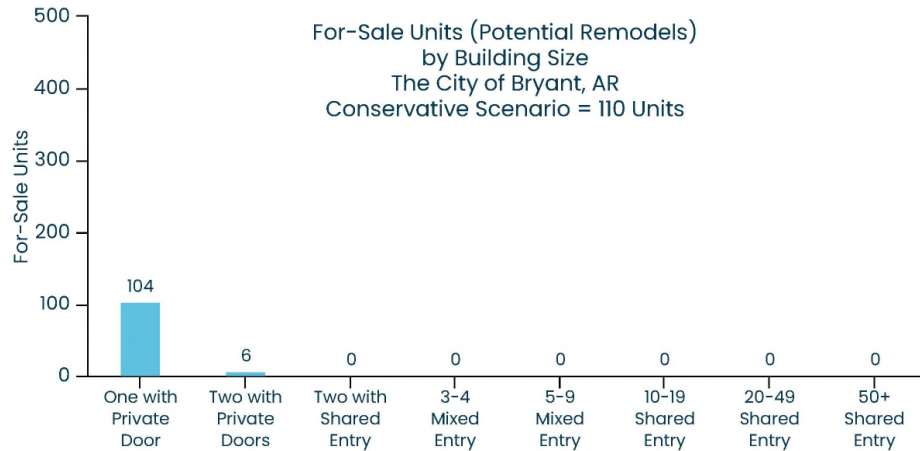
Target Markets

- Among the 305 new home buyers moving into the city each year, most will align with the “Fast Track Couples” and “Digital Dependents” target markets. The “Fast Track Couples” will tolerate prices close to \$500,000; whereas the “Digital Dependents” will hope to find prices closer to \$300,000.

Aggressive Scenario | Bryant City Owner Capture with New Builds | Yr 2026

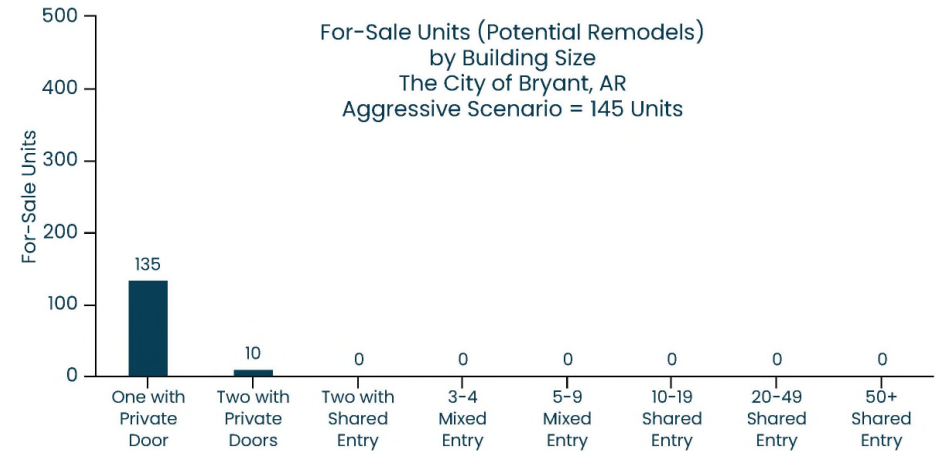


Remodels For-Sale | Potential



Conservative Scenario

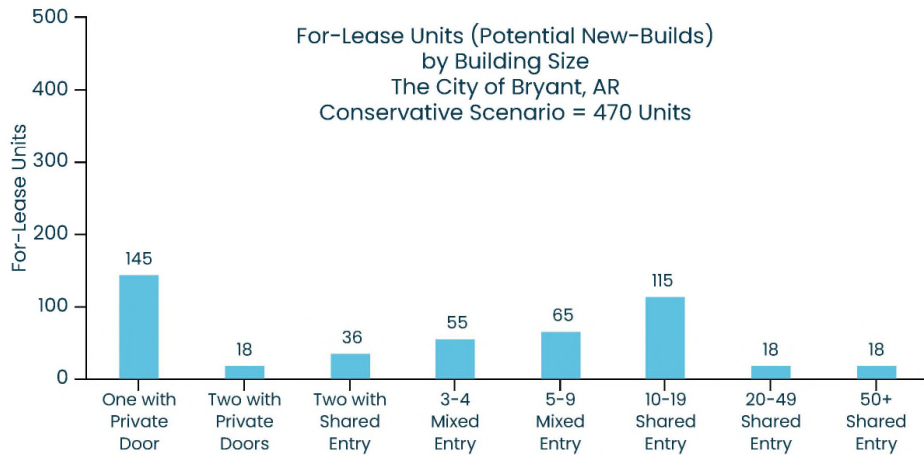
- Within the City of Bryant, there is an immediate and near-term need to remodel or renovate at least 110 existing for-sale units annually for the next five years. This represents a Conservative Scenario.
- The forecast reflects the most recent (2024) movership rate of existing renter households migrating within the city.
- Based on the profile of owner households that recently moved within the city, 104 (95%) of the for-sale remodels should be detached houses and cottages. The balance of 70 units or 5% could be existing duplexes.
- Some of the remodels and renovations could include “house hacks” to add suites and efficiencies, designed to generate rental income for the owner of the main house.



Aggressive Scenario

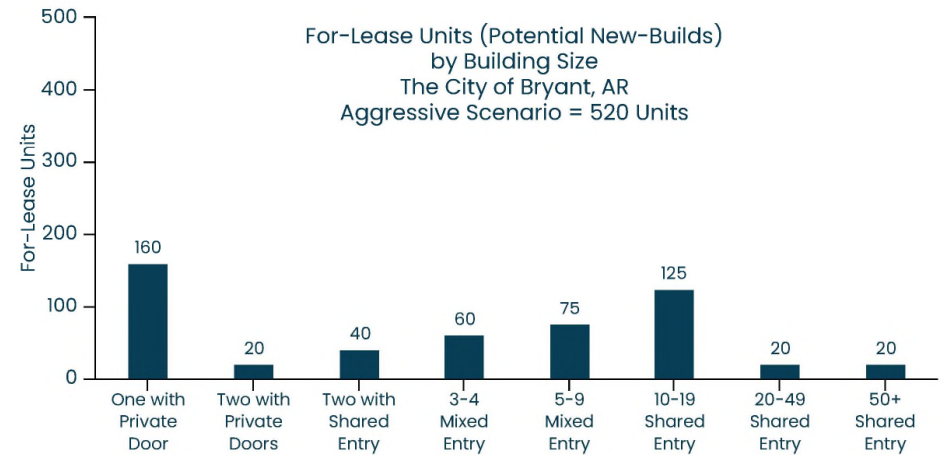
- Within the City of Bryant, there is an upside or longer-term potential to remodel or renovate up to 145 existing for-sale units annually for the next five years. This represents a +30% lift, boost, or bonus over the Conservative Scenario.
- The forecasts reflects the peak movership rate of new renter households migrating within the city since 2010.
- Based on the profile of owner households that recently moved within the city, 135 (95%) of the for-sale remodels could be detached houses and cottages; and the balance of 10 units (5%) could be existing duplexes.
- Some of the remodels and renovations can include “house hacks” to add suites and efficiencies, designed to generate rental income for the owner of the main house.

New-Builds For-Lease | Potential



Conservative Scenario

- Within the City of Bryant, there is an immediate and near-term need to build at least 470 new for-lease housing units annually for the next five years. This represents a Conservative Scenario.
- The forecasts reflect the most recent (2024) movership rate of new renter households migrating into the city.
- Based on the profile of households that recently moved into the city, almost 200 (145 + 18 + 36) or over 40% of the new for-lease units should be detached houses, cottages, and duplexes with private or shared building entrances.
- Almost 60% of the new for-lease units should be in buildings with three or more units, including apartment houses, walkups, townhouses with stoops, lofts, and courtyard apartments; and these formats could be ideal in the Heart of Bryant.



Aggressive Scenario

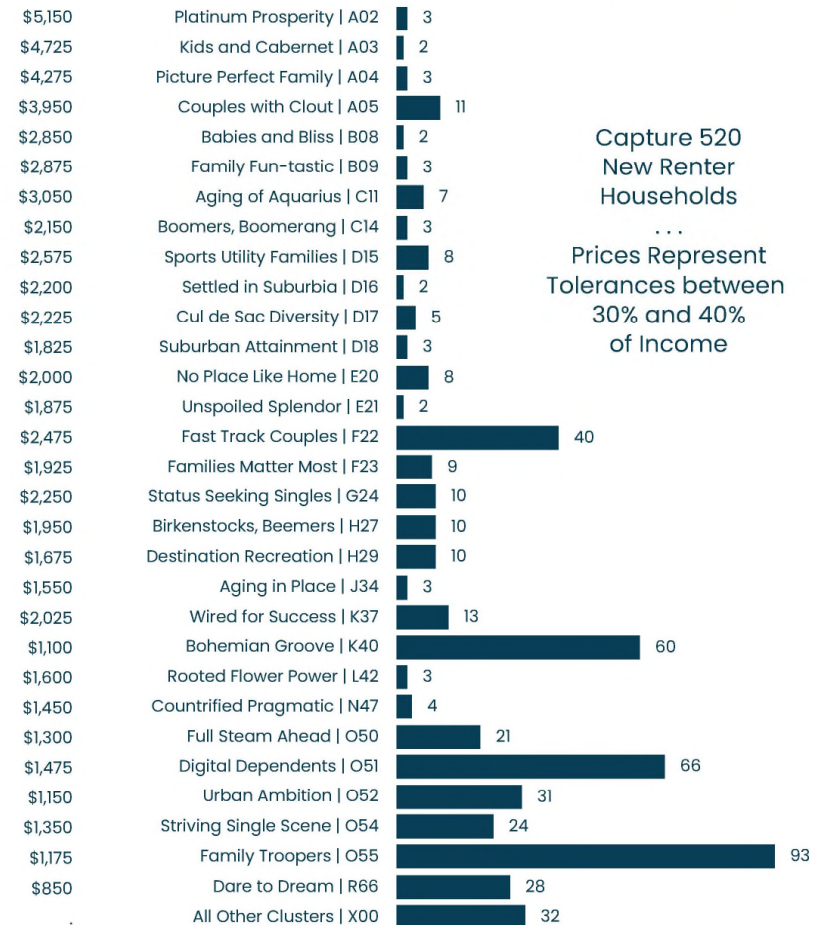
- Within the City of Bryant, there is an upside or longer-term potential to build up and no more than 520 new for-lease housing units annually for the next five years. This represents a +10% lift, boost, or bonus over the Conservative Scenario.
- The forecasts reflect the peak movership rate of new renter households migrating into the city since 2010.
- Based on the profile of households that recently moved into the city, 220 (160 + 20 + 40) or over 40% of the new for-lease units could be detached houses, cottages, and duplexes with private or shared building entrances.
- Almost 60% of the new for-lease units should be in buildings with three or more units, including apartment houses, walkups, townhouses with stoops, lofts, and courtyard apartments. Again, these formats could be ideal in the Heart of Bryant.

Aggressive Scenario | Rents & Targets

Monthly Rent Tolerance

- Under the Aggressive Scenario, there is an annual market potential for up to 520 new-build units for new renter households migrating into the City of Bryant annually for the next five years.
- Nearly all of the city's new renters will tolerate monthly contract (cash or net) rents of \$1,000 or more. However, 65% of the new renters will still hope to find new choices priced below \$2,000 per month. Only 20% will tolerate prices in the range of \$2,000 to \$3,000 per month; and less than 10% will tolerate prices above \$3,000 per month.
- Among the new renters willing to pay \$1,000 to \$2,000 per month, most will search for one- or two-bedroom units in small buildings like apartment houses and lofts. Renters with the ability to pay more than \$2,000 per month are more likely to search for detached houses, cottages, duplexes, and townhouses.
- In general, new townhouses units with private entrances, front porches (or balconies and patios) and garages should have the highest prices. In comparison, units with shared walls and fewer windows tend to have less space and comparatively lower rents.

Aggressive Scenario | Bryant City Renter Capture with New Builds | Yr 2026

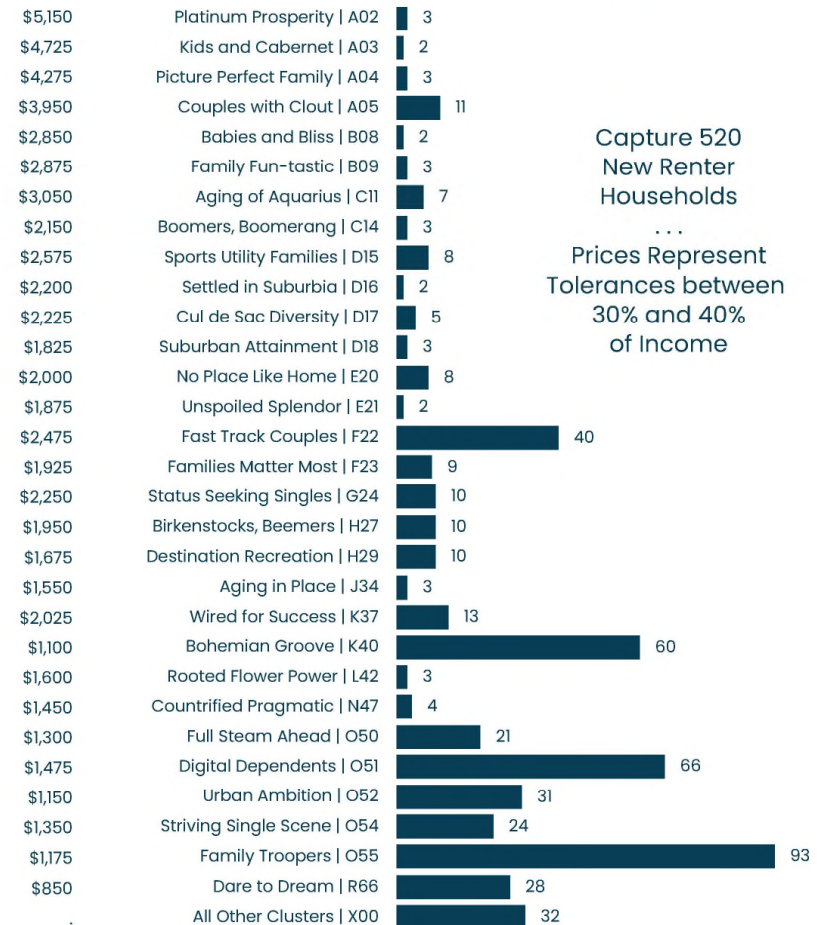


Aggressive Scenario | Rents & Targets

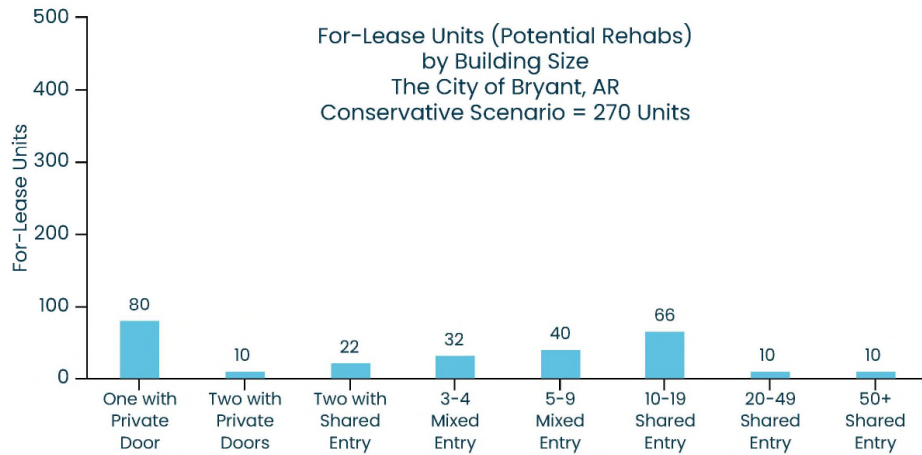
Target Markets

- Among the 520 new renter households migrating into the City of Bryant each year (under the Aggressive Scenario), most of them will be “Family Troopers”, “Digital Dependents”, “Bohemian Groove” and “Fast Track Couples”.
- Other significant renter target markets include the “Urban Ambition”, “Dare to Dream”, “Striving Single”, “Full Steam Ahead”, and “Wired for Success” households. Some are urbanites inclined to choose attached units in a variety of building sizes and formats. Others are far more inclined to search for a detached house or apartment house to either lease or share.

Aggressive Scenario | Bryant City Renter Capture with New Builds | Yr 2026

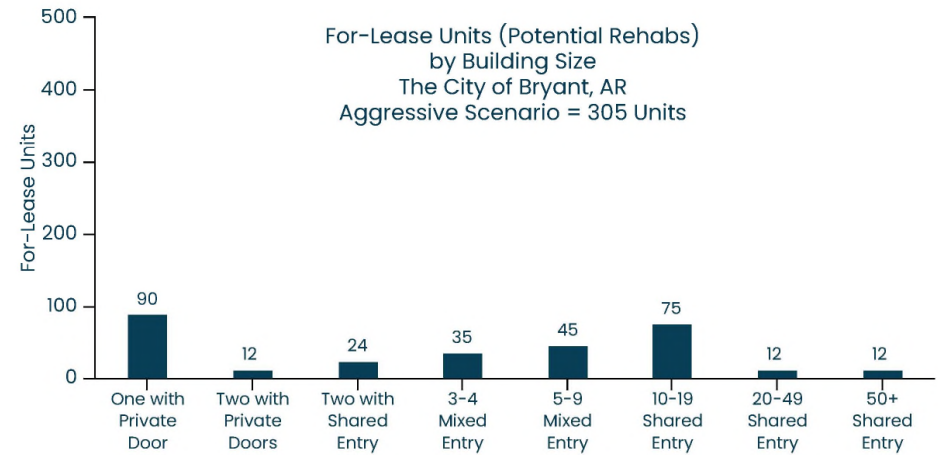


Rehabs For-Lease | Potential



Conservative Scenario

- Within the City of Bryant, there is an immediate and near-term need to rehab (and/or remodel) at least 270 existing for-lease housing units annually for the next five years. This represents a Conservative Scenario.
- The forecasts reflect the most recent (2024) movership rate of existing renter households migrating within the city.
- Based on the profile of renter households that recently moved within the city, about 112 (80 + 10 + 22) or over 40% of the for-lease rehabs could be detached houses, cottages, and duplexes with private or shared building entrances.
- About 60% of the rehabbed units could be in buildings with three or more units; and they would likely include some conventional apartments.



Aggressive Scenario

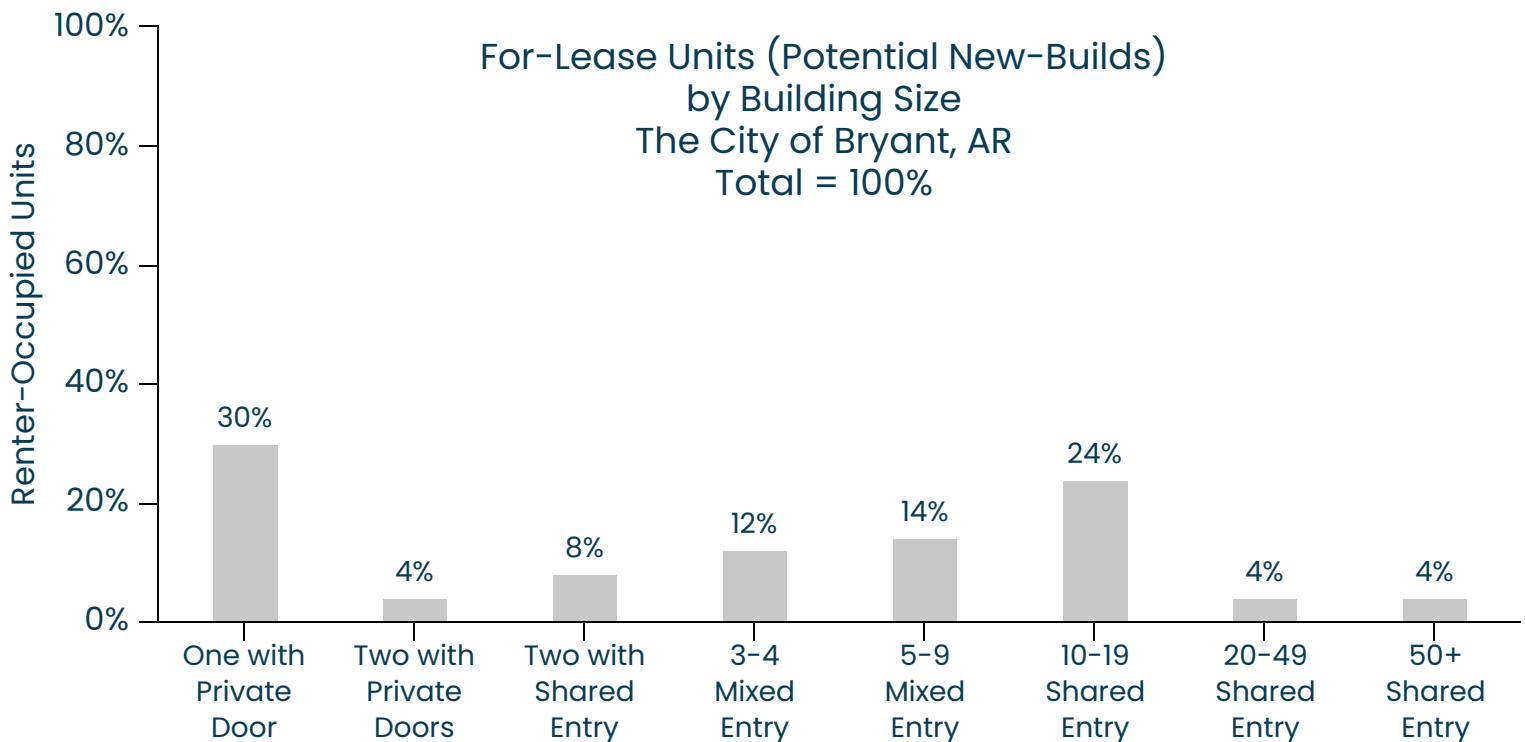
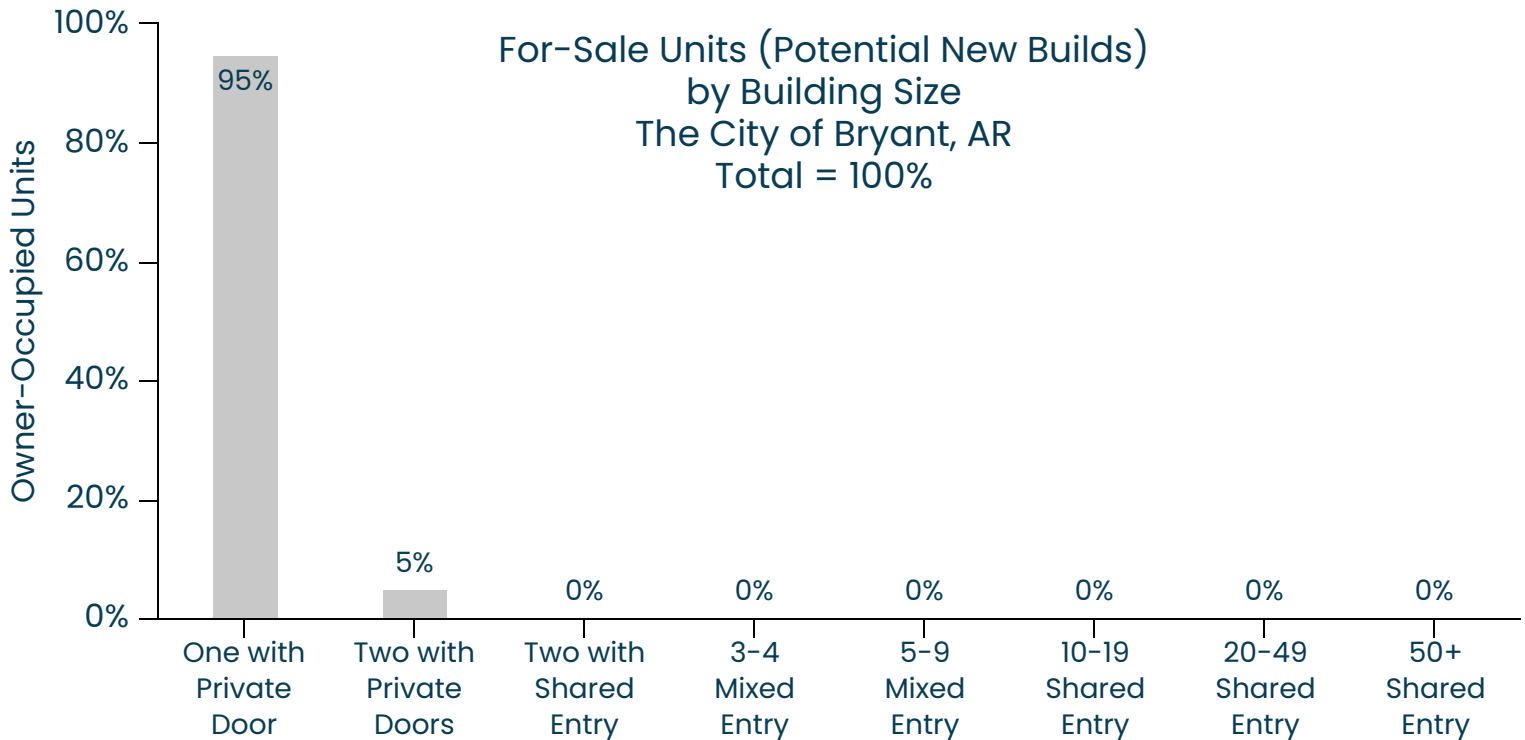
- Within the City of Bryant, there is an upside or longer-term potential to rehab (and/or remodel) up to 305 existing for-lease housing units annually for the next five years. This represents a +15% lift, boost, or bonus over the Conservative Scenario.
- The forecasts reflect the peak movership rate of new renter households migrating within the city since 2010.
- Based on the profile of renter households that recently moved within the city, 126 (90 + 12 + 24) or over 40% of the for-lease rehabs could be detached houses, cottages, and duplexes with private or shared entries.
- About 60% of the rehabbed units could be in buildings with three or more units, including some conventional apartments.

Section 1-A
Narrative
Slide Deck

Section 1-B Potential New-Builds

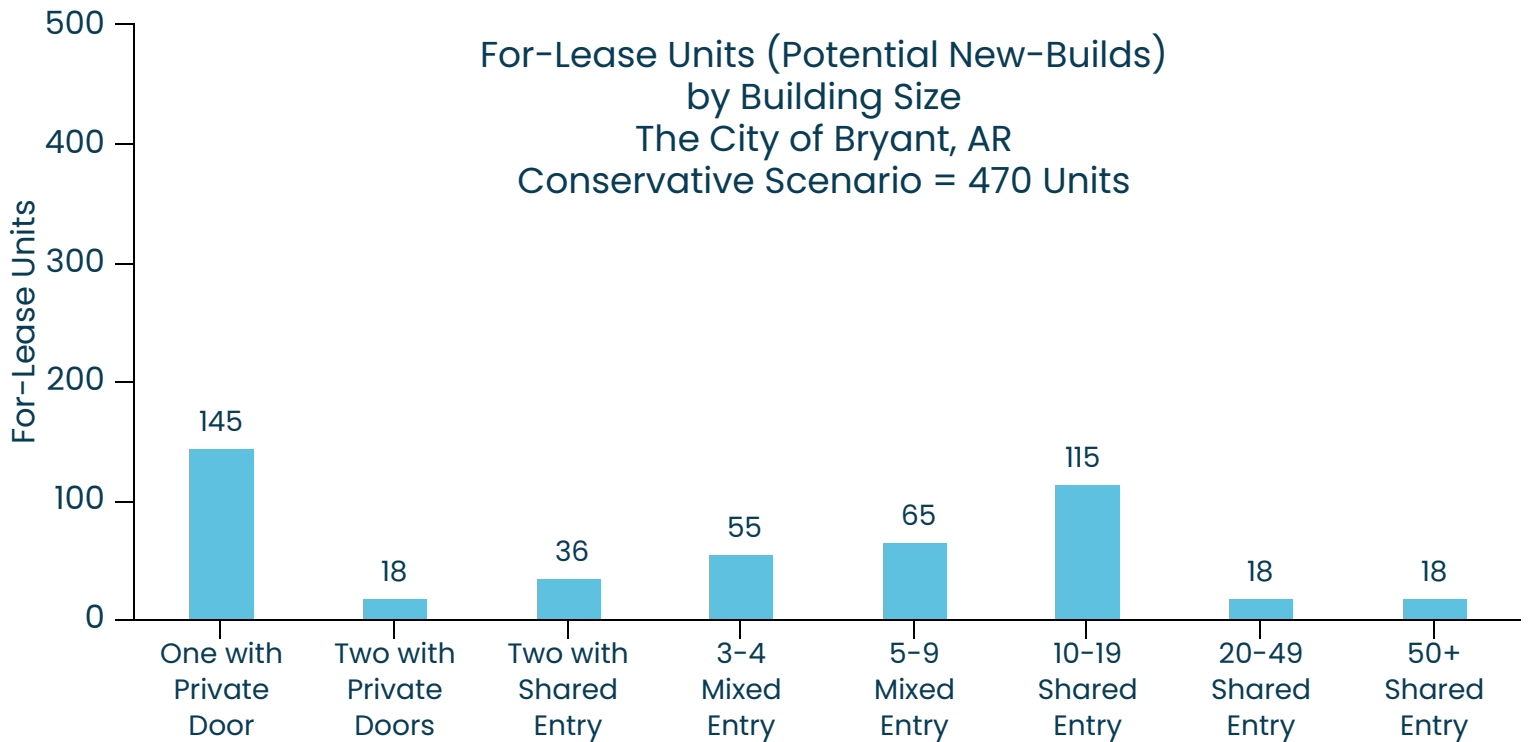
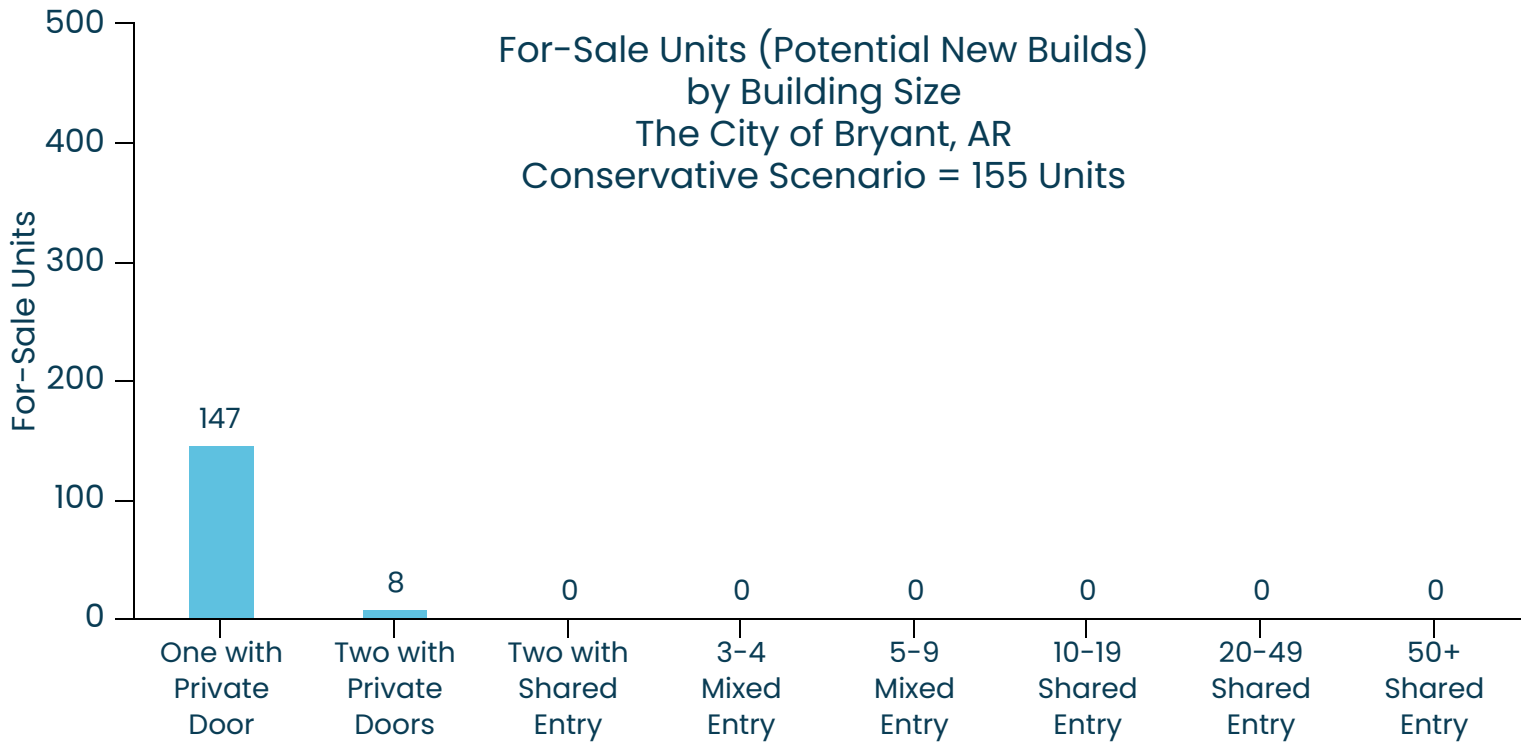
New-Build Potential | Bryant City

The share of potential new-build units by the size of the building or structure.



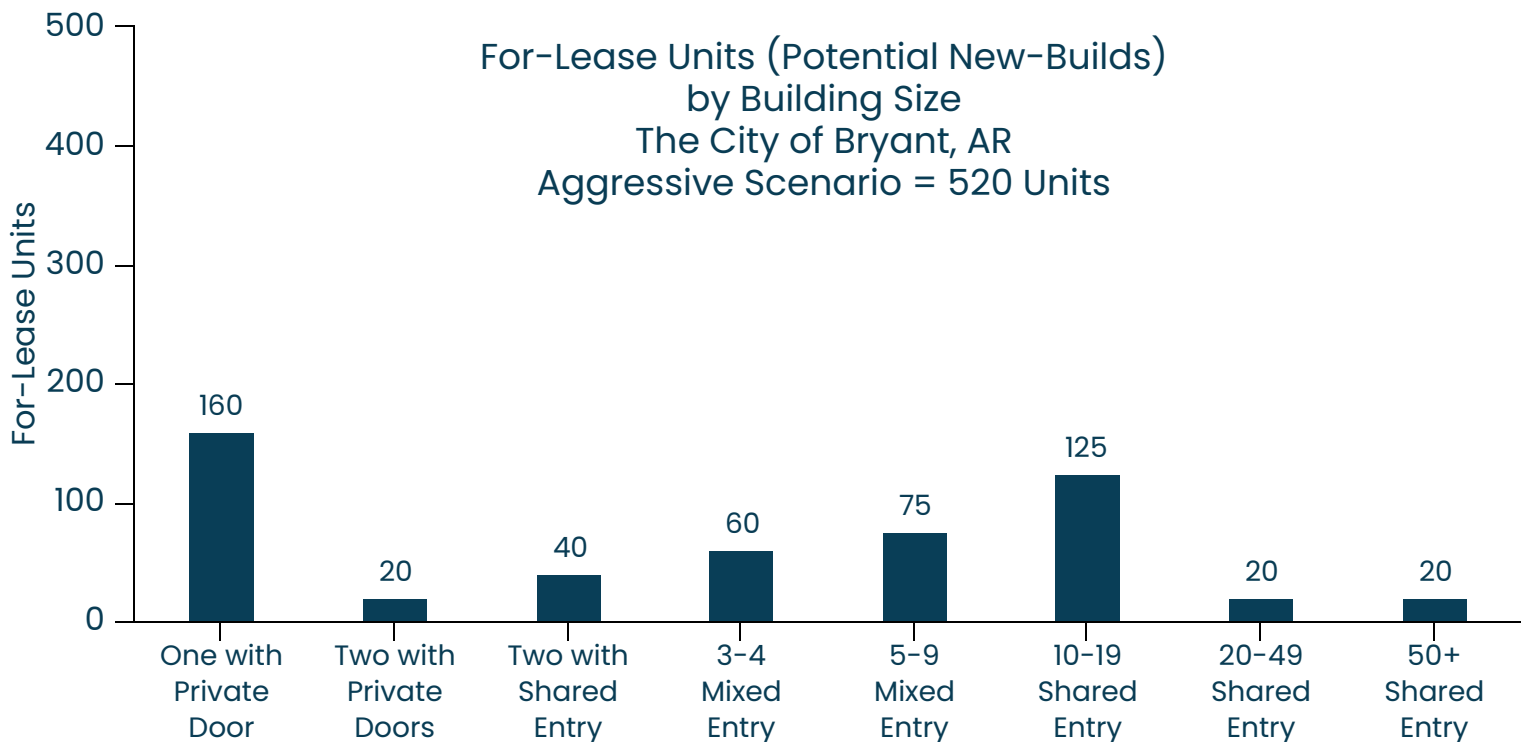
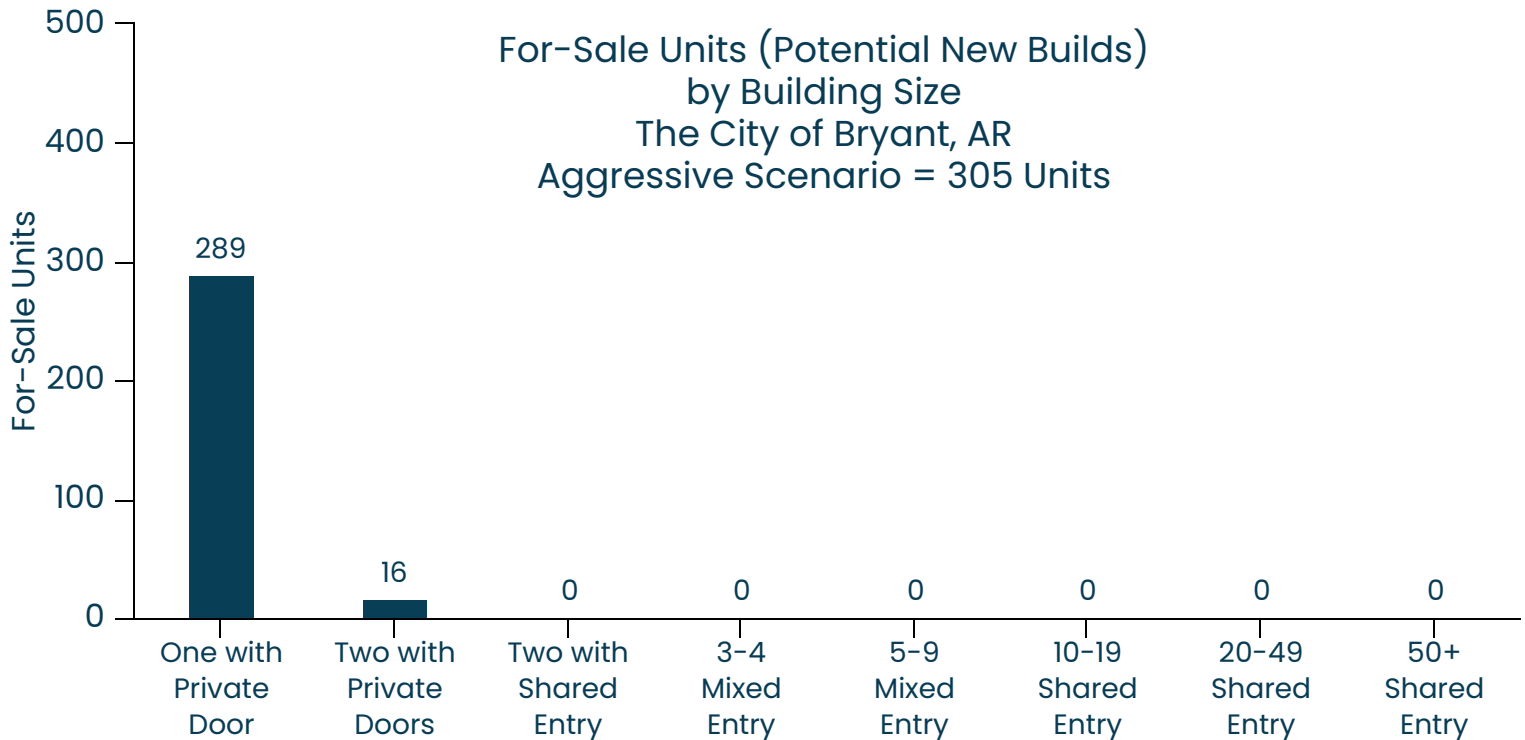
Conservative Scenario | Bryant City

Annual number of potential new-build units by tenure and size of the building.



Aggressive Scenario | Bryant City

Annual number of potential new-build units by tenure and size of the building.



Aggressive Scenario | Bryant City

Optimal Building Formats | For-Sale Units

Examples of recommended building formats for new-builds, and specifically for owner households.

289 Units Annually

...
1 Unit Each
Detached
Houses
All Sizes
Gabled Roofs



16 Units Annually

...
Duplexes
Townhouses
All Two-Levels

...
Vista Views of
Hurricane Creek
Golf Fairways
Heart of Bryant
Midtown Bryant



Source: Based on results of a Residential Target Market Analysis prepared by LandUseUSA | Strategies in collaboration with Crafton Tull and DPZ CoDesign, 2026. Exhibits created by Shophouse Studio in collaboration with the Incremental Development Alliance, 2024.



Aggressive Scenario | Bryant City

Optimal Building Formats | For-Lease Units

Examples of recommended building formats for new-builds, and specifically for renter households.

160 Units Annually

- ...
- Small Houses
- Cottages
- Detached
- Accessory
- Dwellings



60 Units Annually

- ...
- Duplexes
- Private Entrances
- Some Attached
- to Primary
- Owner Houses



Source: Based on results of a Residential Target Market Analysis prepared by LandUseUSA | Strategies in collaboration with Crafton Tull and DPZ CoDesign, 2026. Exhibits created by Shophouse Studio in collaboration with the Incremental Development Alliance, 2024.



Aggressive Scenario | Bryant City

Optimal Building Formats | For-Lease Units

Examples of recommended building formats for new-builds, and specifically for renter households.

60 Units Annually

...
 Triplexes
 Fourplexes
 Rowhouses
 Mixed Formats

...
 Heart of Bryant
 Midtown Bryant



75 Units Annually

...
 5-9 Units Each
 Rowhouses
 Apartment
 Houses
 Soft Lofts

...
 Heart of Bryant
 Midtown Bryant



Source: Based on results of a Residential Target Market Analysis prepared by LandUseUSA | Strategies in collaboration with Crafton Tull and DPZ CoDesign, 2026. Exhibits created by Shophouse Studio in collaboration with the Incremental Development Alliance, 2024.



Aggressive Scenario | Bryant City

Optimal Building Formats | For-Lease Units

Examples of recommended building formats for new-builds, and specifically for renter households.

125 Units Annually

...
10-19 Units Each
Apt Houses
Soft Lofts

...
Heart of Bryant
Midtown Bryant



40 Units Annually

...
20+ Units Each
Soft Lofts
No Conventional
Apt Buildings

...
Heart of Bryant
Midtown Bryant



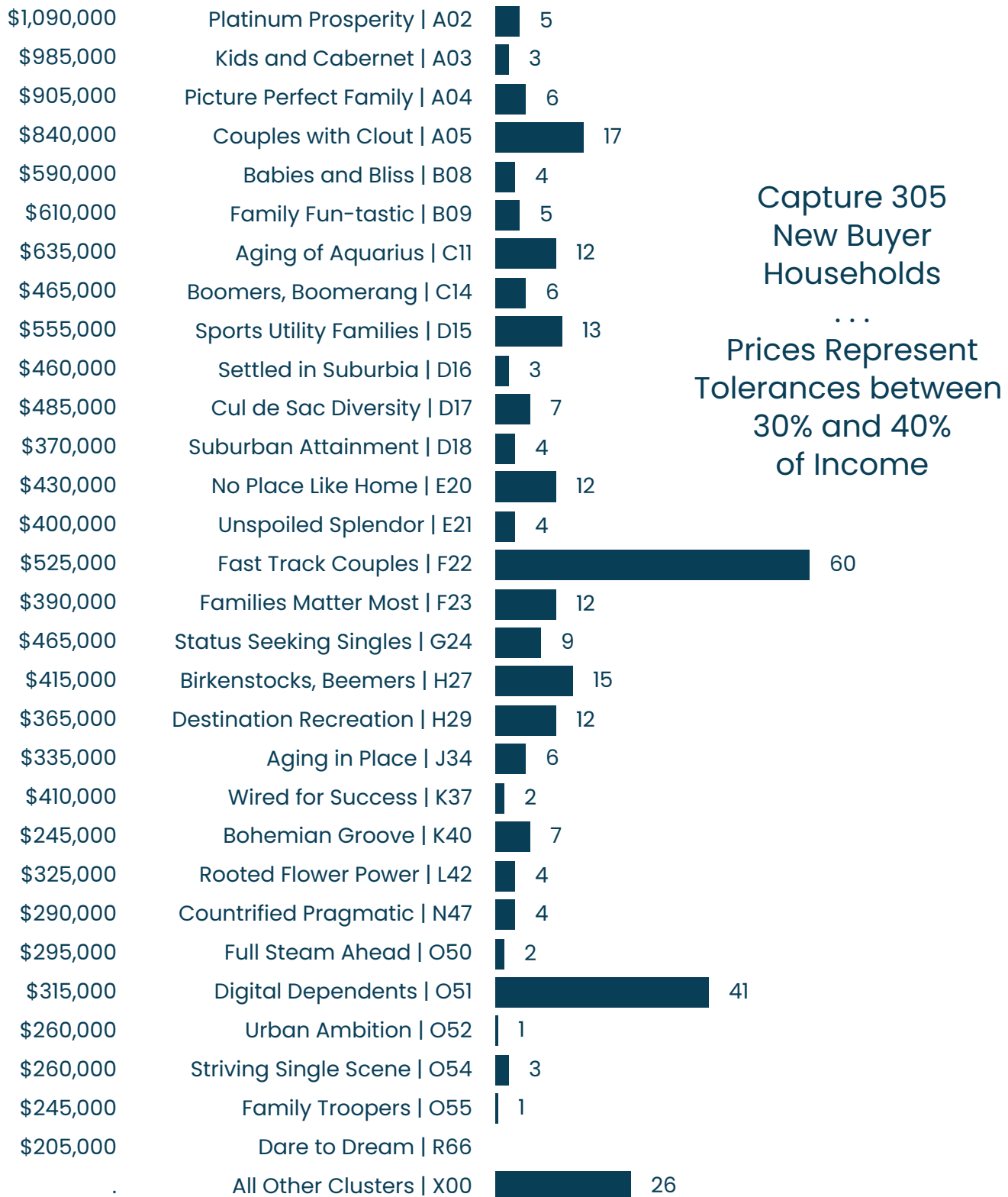
Source: Based on results of a Residential Target Market Analysis prepared by LandUseUSA | Strategies in collaboration with Crafton Tull and DPZ CoDesign, 2026. Exhibits created by Shophouse Studio in collaboration with the Incremental Development Alliance, 2024.



Section 1-C

Target Markets & Prices

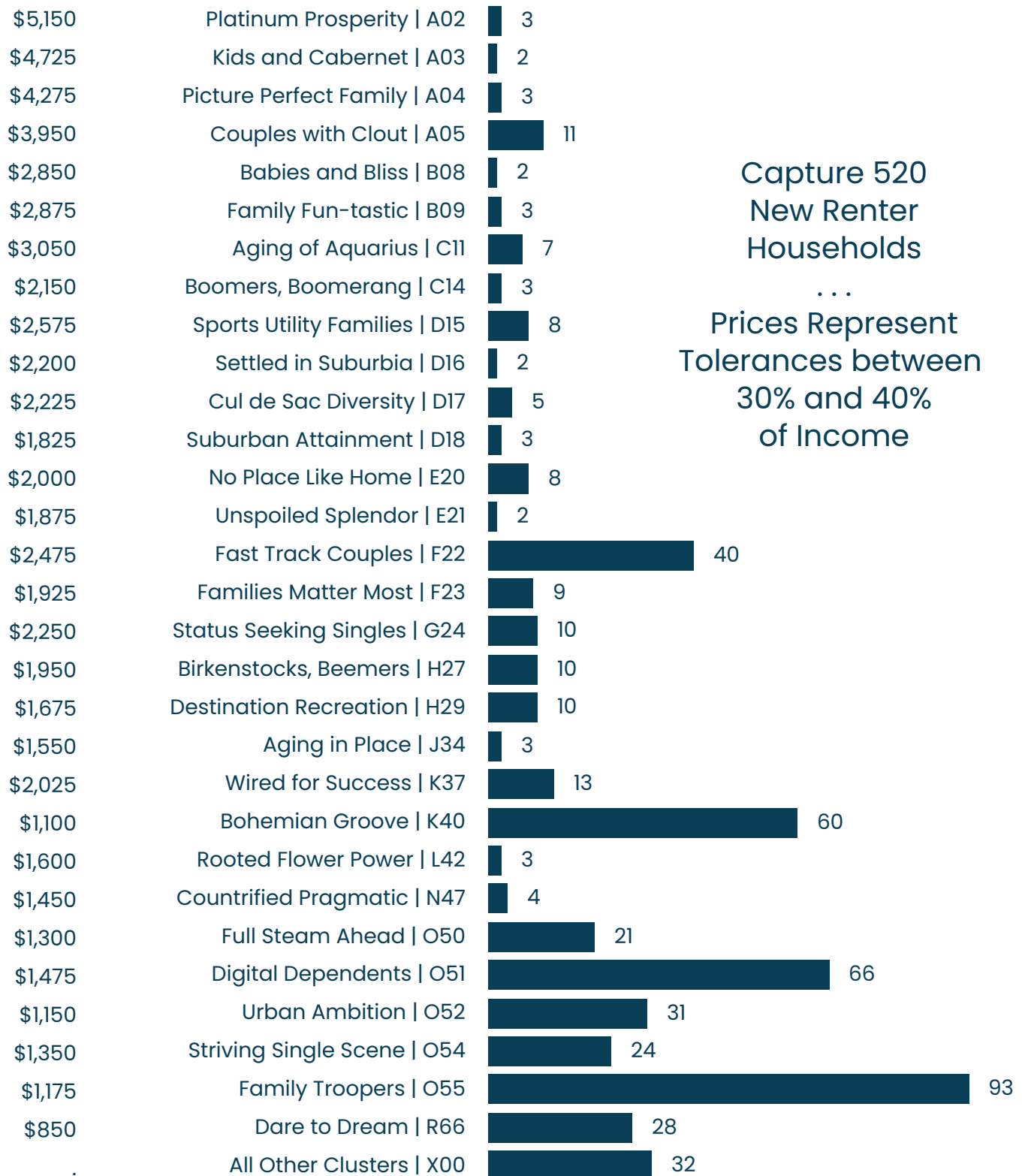
Aggressive Scenario | Bryant City Owner Capture with New Builds | Yr 2026



Source: Results of a Residential Target Market Analysis. Analysis and exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign, 2026.

Aggressive Scenario | Bryant City

Renter Capture with New Builds | Yr 2026

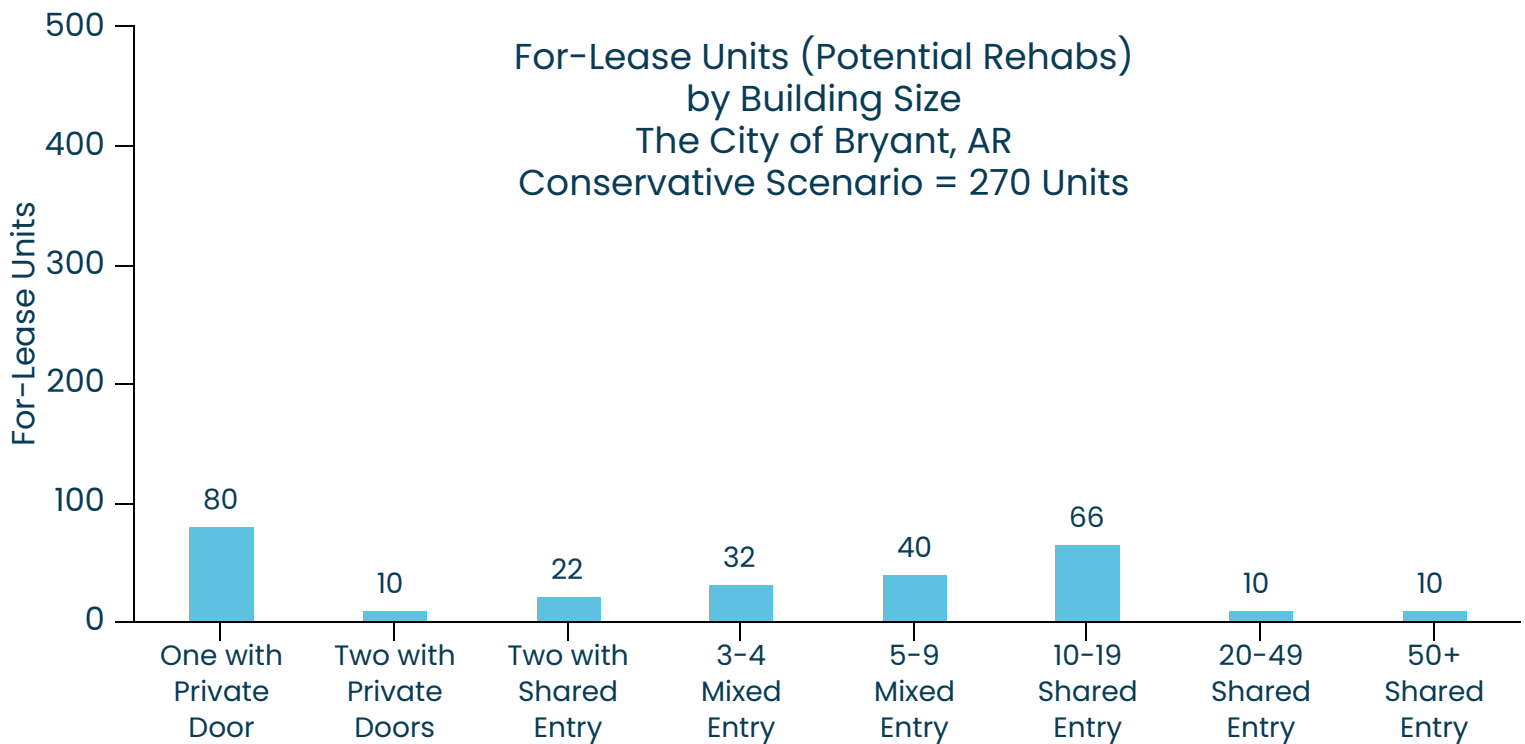
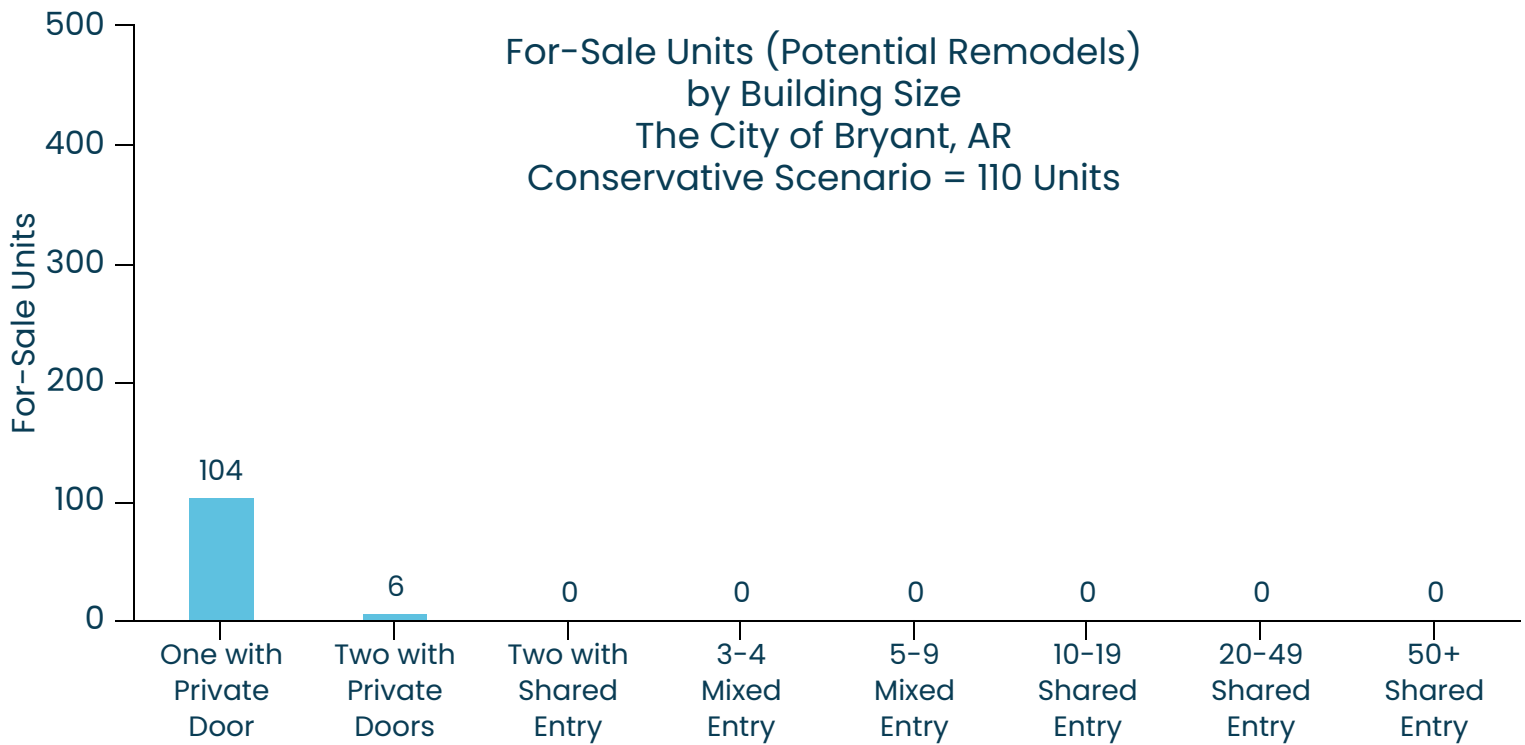


Source: Results of a Residential Target Market Analysis. Analysis and exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign, 2026.

Section 1-D Potential Rehabs

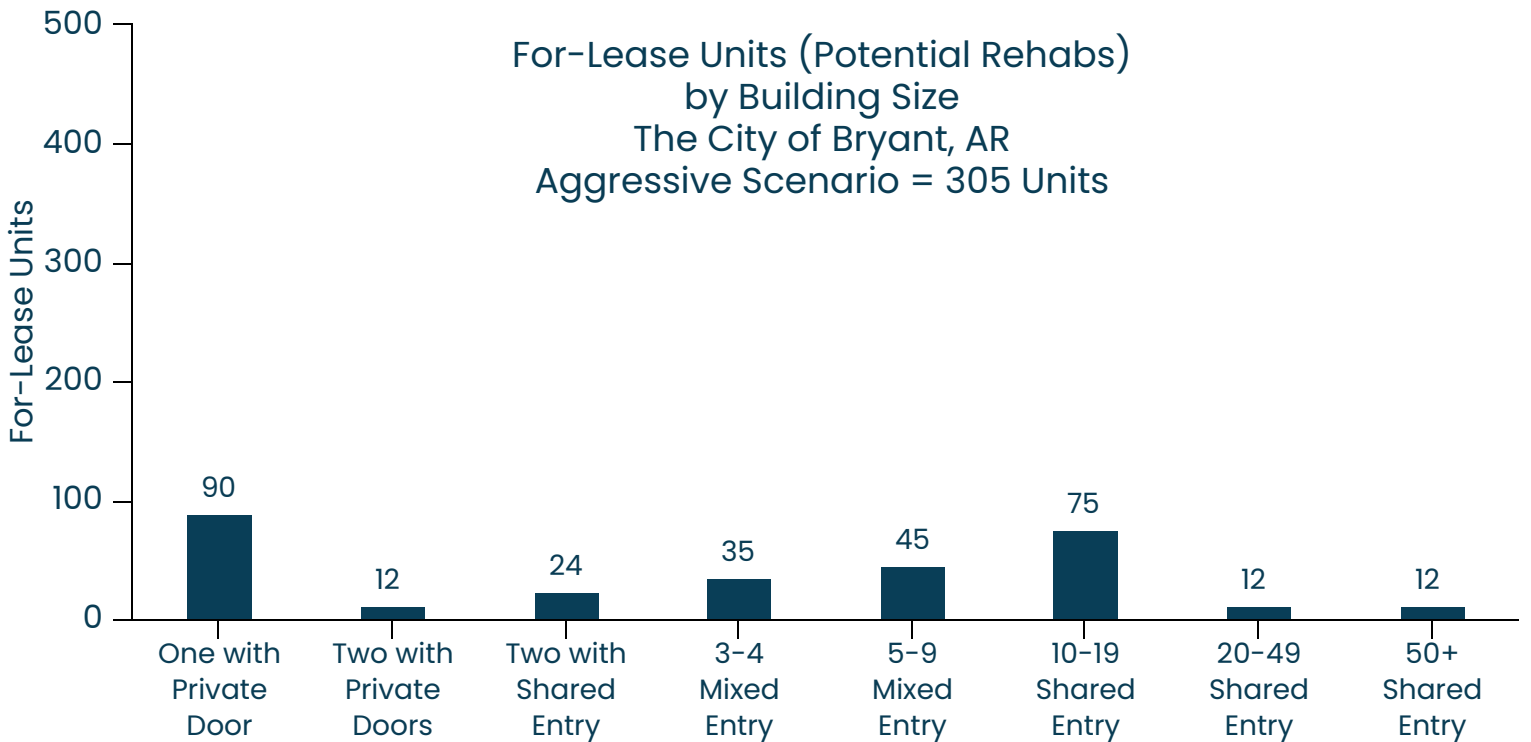
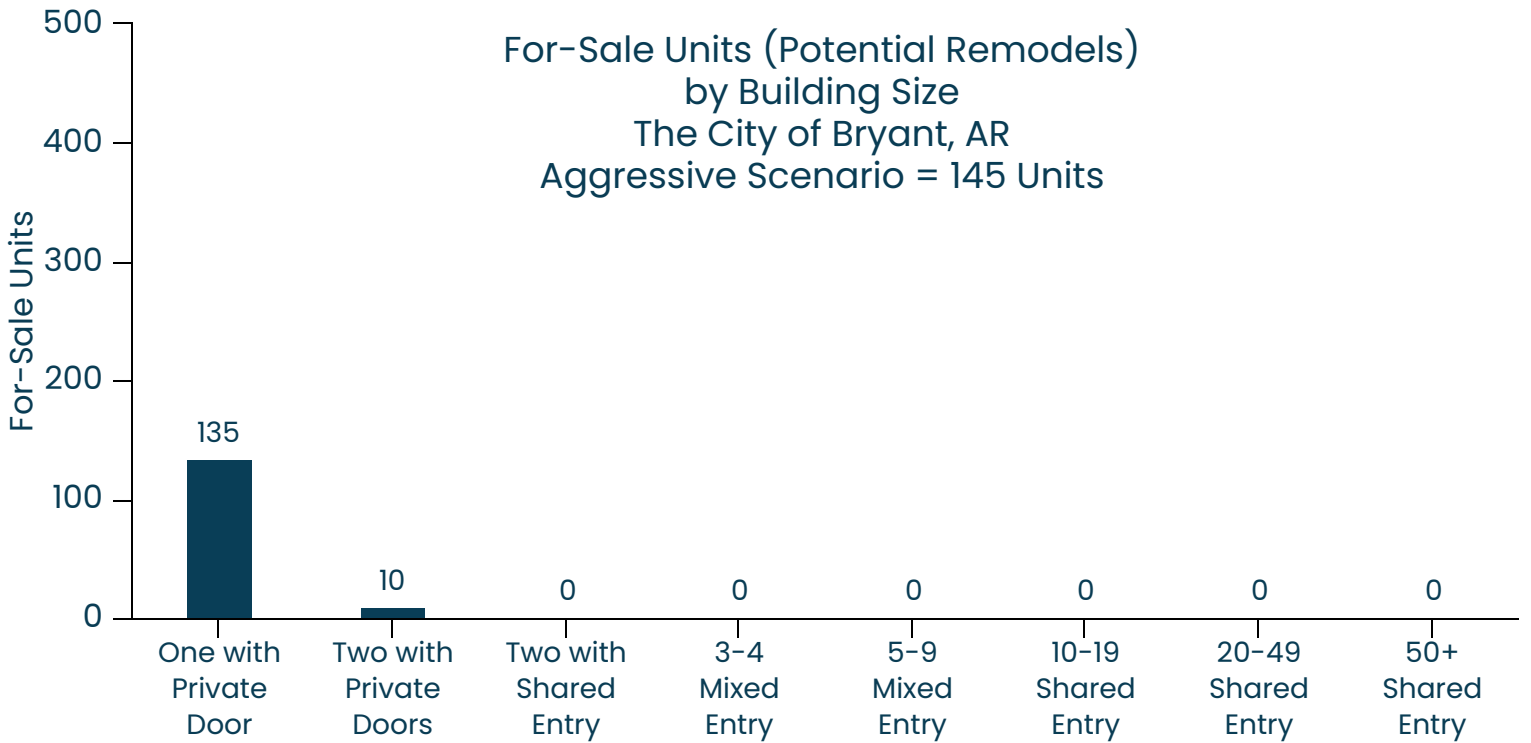
Conservative Scenario | Bryant City

Annual number of potential remodels / rehabs by tenure and size of the building.



Aggressive Scenario | Bryant City

Annual number of potential remodels / rehabs by tenure and size of the building.





The City of Bryant Arkansas

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Existing Lifestyle Clusters & Migration

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Existing Lifestyle Clusters & Migration

Section 2-A	Narrative Slide Deck
Section 2-B	Existing Lifestyle Clusters
Section 2-C	Top Ten Target Markets Owners
Section 2-D	Top Ten Target Markets Renters
Section 2-E	Reference to Experian Mosaic
Section 2-F	Movership Rates Owners
Section 2-G	Movership Rates Renters
Section 2-H	Origins of Migration

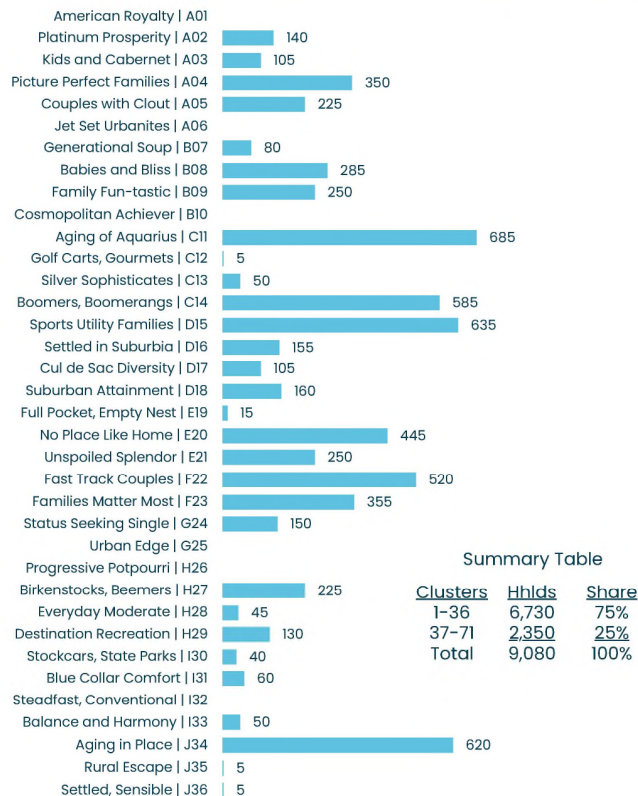
Section 2-A
Narrative
Slide Deck

Existing Lifestyle Clusters | A01 – J36

- Histograms are provided to demonstrate the number of existing households among all 71 lifestyle clusters as defined by Experian Decision Analytics. There are two pages each for the cities of Bryant, Benton, and Little Rock. The most affluent lifestyle clusters (A01 – J36) are provided on the first page, and relatively moderate lifestyle clusters (K37 – S71) are shown on the second page. The lifestyle clusters are generally organized in order of declining income, with the most affluent being American Royalty (cluster code A01); and the lowest income being Tough Times (code S71).
- Some clusters that are under-represented in the City of Bryant could represent upside or bonus opportunities to intercept households who are bypassing the city for other suburban communities like neighboring Benton. This especially applies if they have relatively high movership rates, good incomes, and inclinations to choose missing middle housing formats like duplexes, townhouses, walkups, and urban lofts.

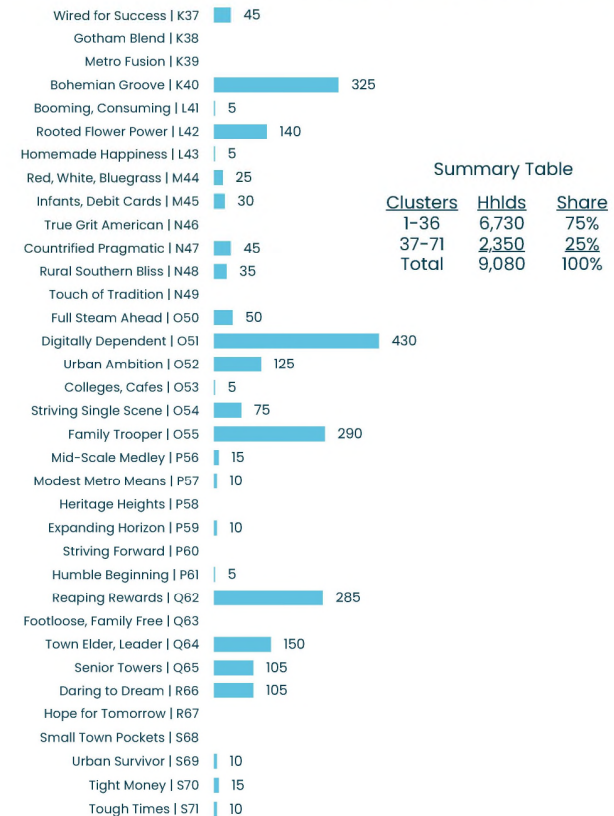
1-36 Lifestyle Clusters | Bryant City

The number of existing households currently living in the city, by lifestyle cluster.



37-71 Lifestyle Clusters | Bryant City

The number of existing households currently living in the city, by lifestyle cluster.

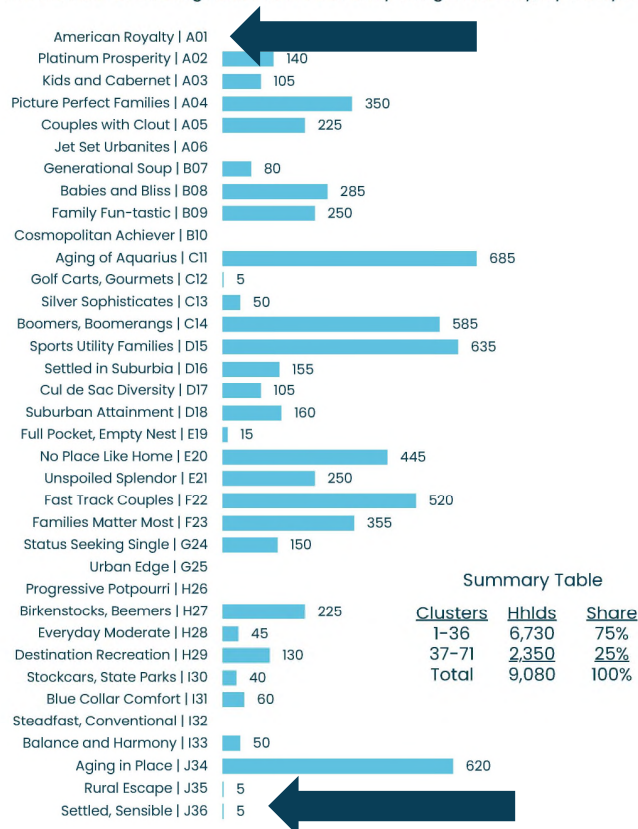


Existing Lifestyle Clusters | A01 – J36

- Again, some clusters that are under-represented in Bryant could represent upside or bonus opportunities to intercept households who are more prevalent in neighboring places like Benton and Little Rock. For example, there currently are five (5) “American Royalty” households living in Benton, but none in Bryant. There also are 40 “Rural Escape” and 75 “Settled and Sensible” households living in Benton, but only five of each are living in Bryant.
- The challenge is that the vast majority of these households are owners settled into houses and disinclined to move, even if new choices become available. Therefore, the market potential model focuses on households that are prevalent in Bryant and that are on the move and seeking new housing choices to either purchase or lease.

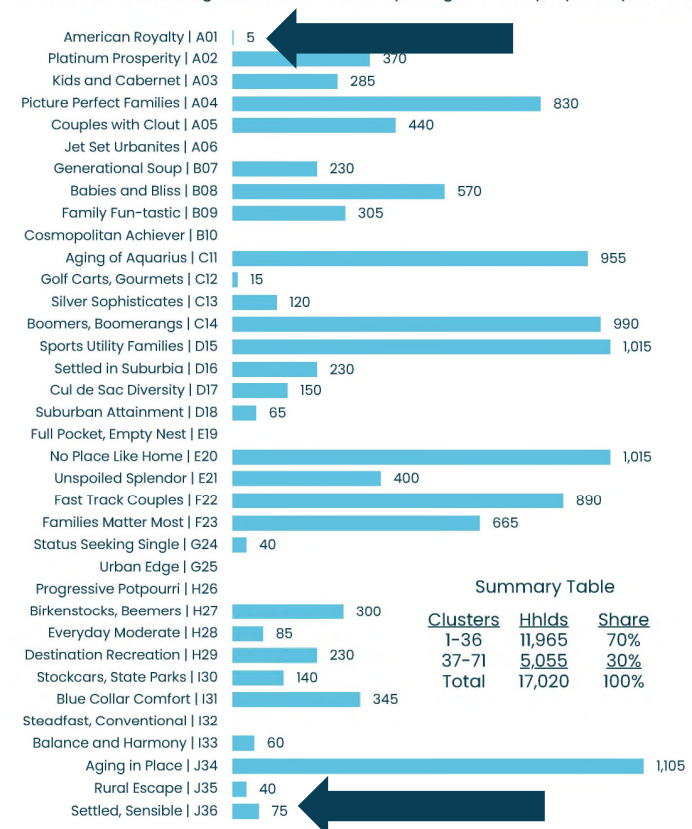
1-36 Lifestyle Clusters | Bryant City

The number of existing households currently living in the city, by lifestyle cluster.



1-36 Lifestyle Clusters | Benton City

The number of existing households currently living in the city, by lifestyle cluster.

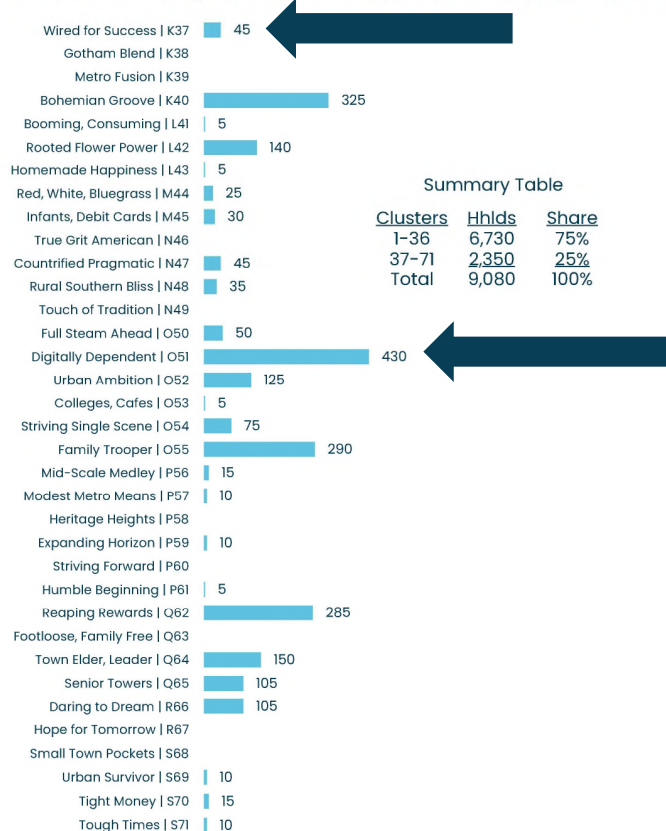


Existing Lifestyle Clusters | A01 – J36

- As another and more applicable example, there currently are 215 existing “Wired for Success” households living in Benton and representing 1.3% of that city’s total. If that same percent is applied to Bryant, then that would imply a long-term potential for 115 “Wired for Success” households in that smaller city. However, only forty-five (45) existing households in Bryant currently align with that cohort.
- Similarly, Benton currently has 945 “Digitally Dependent” households, representing 5.5% of the city’s total. If this percent is applied to Bryant, then that would imply a long-term potential for 500 households. However, only 430 existing households in Bryant currently align with that cohort. These two cohorts are highlighted because they prefer to be footloose and free with high movership rates. Those movership rates generate a market potential for Bryant; and both cohorts are among its top thirty (30) target markets.

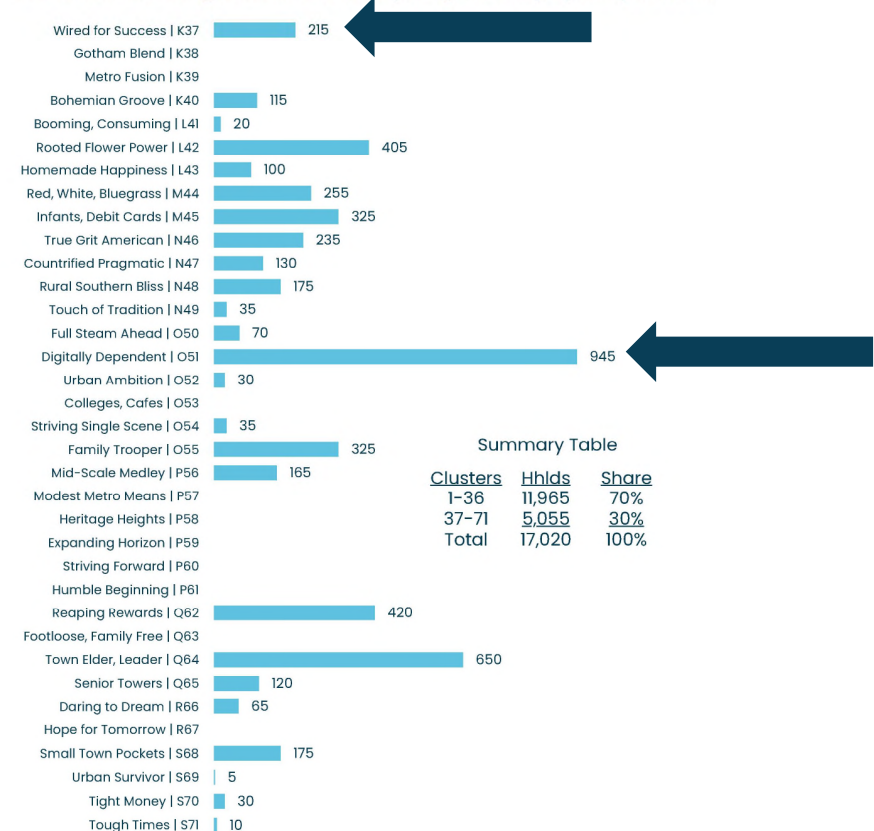
37-71 Lifestyle Clusters | Bryant City

The number of existing households currently living in the city, by lifestyle cluster.



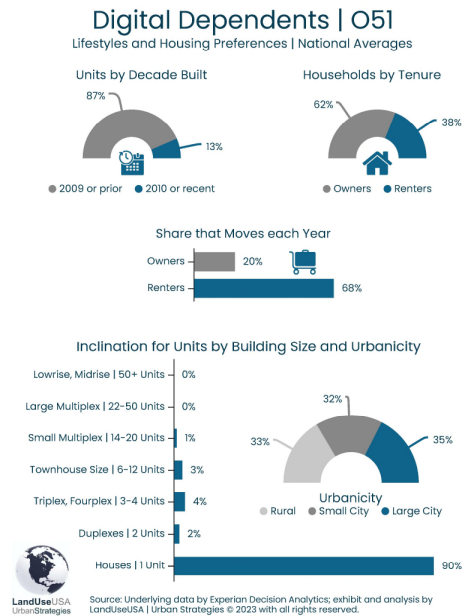
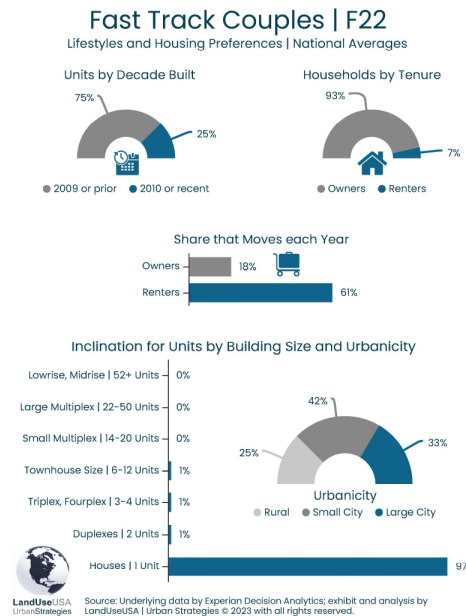
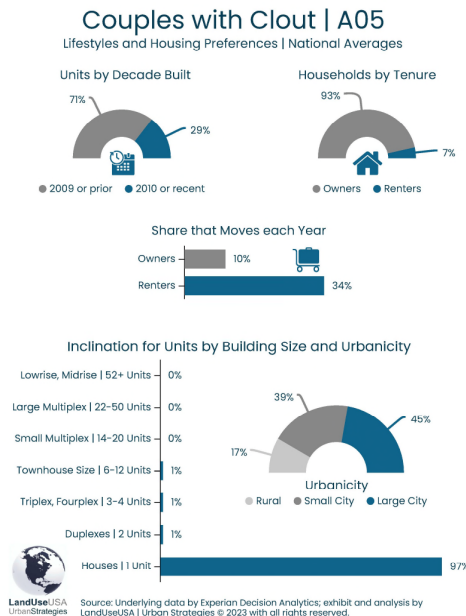
37-71 Lifestyle Clusters | Benton City

The number of existing households currently living in the city, by lifestyle cluster.



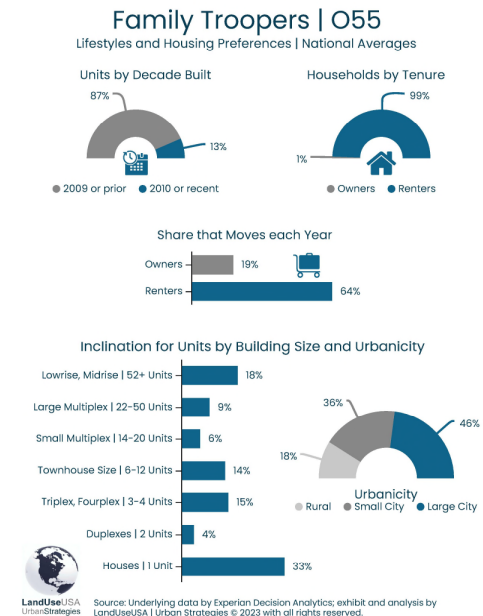
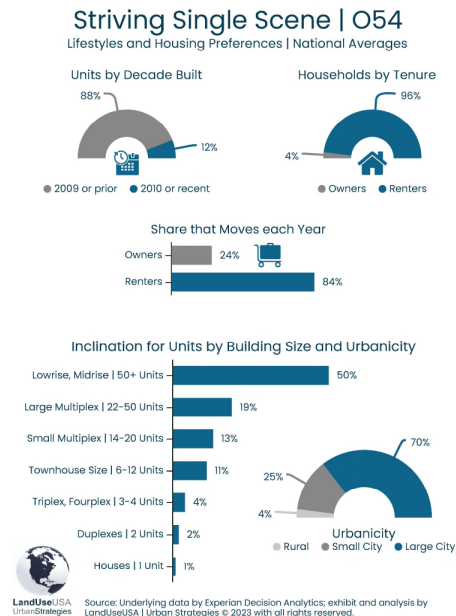
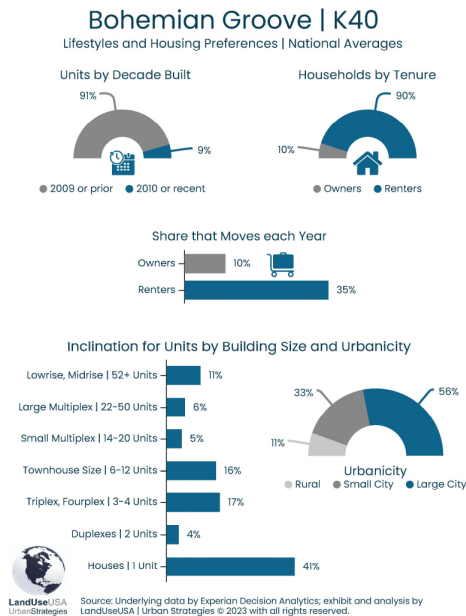
Owner Target Markets | Bryant

- Owner households migrating into (and within) the City of Bryant tend to have good-to-better incomes and high-than-average movership rates. The top three target markets most likely to purchase new homes include the “Couples with Clout”, “Fast Track Couples”, and “Digital Dependents”. It is easy to them as couples with two wage earners; and at least one of those wage earners probably is commuting into Little Rock for a white-collar job.
- Most of the owner households migrating into and with Bryant will be inclined to purchase detached houses rather than attached units. The “Digital Dependents” are the easiest to convert into side-by-side duplexes, triplexes, and townhouses.
- For-sale units that are attached also have shared walls, fewer windows, smaller yards, and less privacy. In exchange, the units must offer a vista view of an amenity that helps convey value in other ways. Those views could overlook Hurricane Creek and golf course fairways, other greenbelts, the Heart of Bryant, and/or Market Square within Midtown Bryant.



Renter Target Markets | Bryant

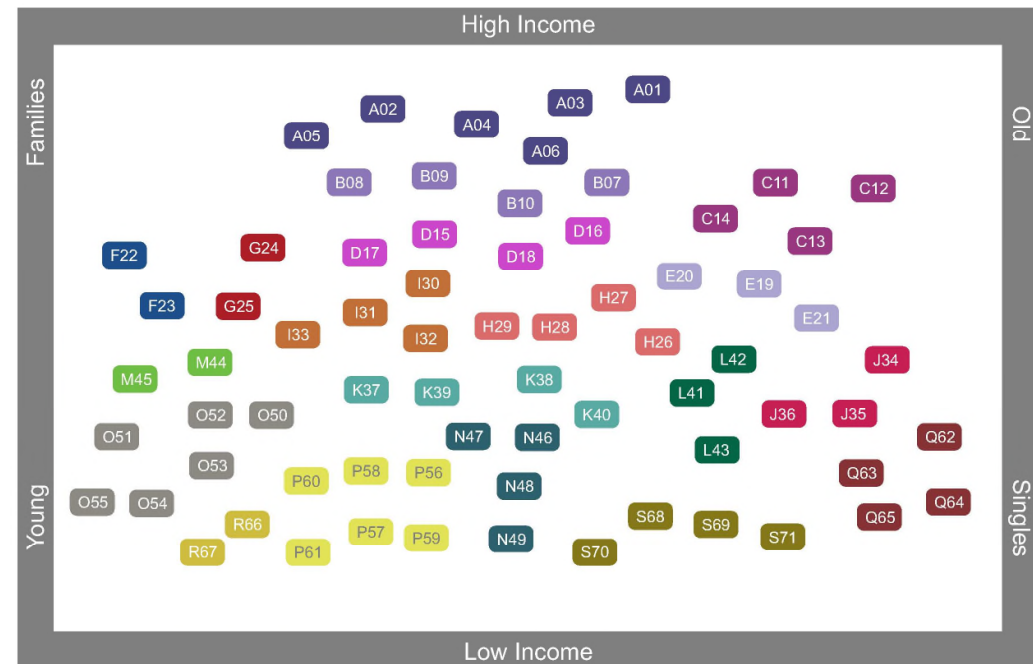
- The mantra of “build it and they will come” can be upheld in growing suburban communities like the City of Bryant. Existing households can be motivated or spurred into making a move if the quantity, quality, and formats of new choices match their wants and needs.
- In some upscale markets with few new housing choices, households sometimes are motivated to hold onto the home that they have. In downscale markets with high vacancies but few new choices, households can be motivated to shuffle and trade in the hopes of improving their quality of life.
- Lifestyle clusters with high movership rates are far more likely to be identified as target markets. For this reason, renters with high movership rates usually generate a significant share of the total market potential.
- Targeting renters with new for-lease units can be an effective strategy for growing the market for future homeowners. Many of Bryant’s renters will eventually become homeowners and settle down. If new for-sale choices become available within the city, then also are more likely to settle down locally rather than move away. This especially applies to the “Striving Single” target market.



Experian Decision Analytics

Experian Decision Analytics

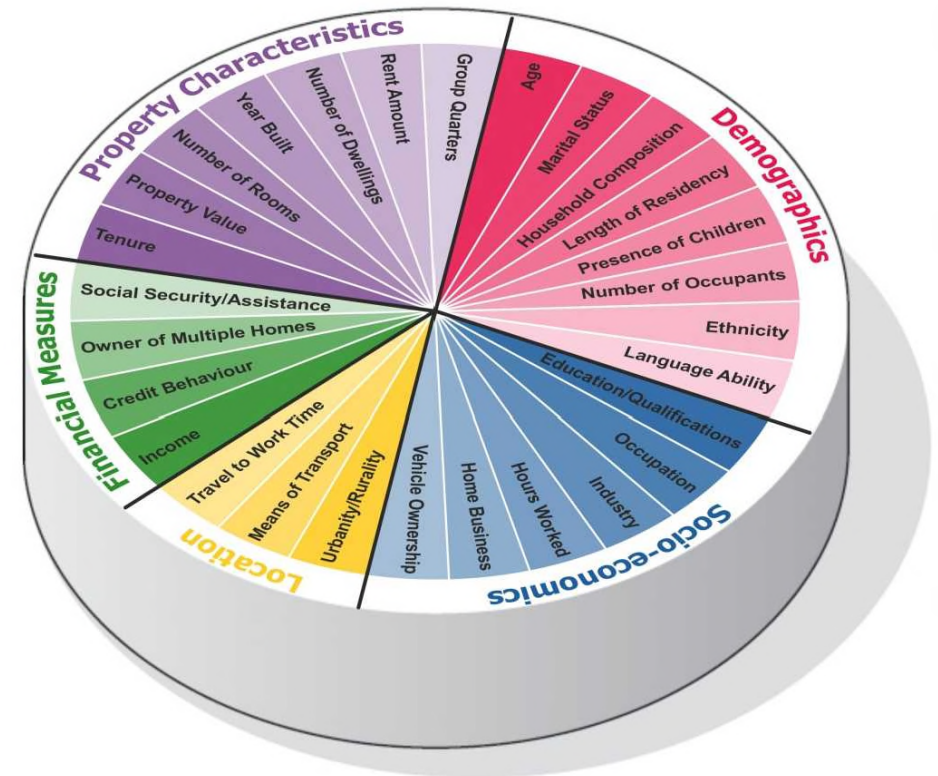
- Experian's 71 lifestyle clusters can be scattered on an x-y axis based on family composition, income, and head-of-householder's age. The results are similar to "Mosaic" (Experian terminology), "Tapestry" (ESRI), or "Prizm" (Nielsen) data sets.
- Experian provides twenty (20) pages of data for each unique lifestyle cluster. This includes many variables relevant to the housing industry, such as urbanicity (inclination to live in a city versus a rural place); tenure (owners and renters); movership rate (share that moves in any given year) by tenure; inclination to choose detached versus attached units (i.e., houses, cottages, duplexes, and townhouses versus condos, lofts, and apartments); and price tolerance (values and rents).
- All of these variables are fundamental to the underlying methodology used in the Residential Target Market Analysis for the City of Bryant.
- Also, Experian's data sets include median household incomes and prices (values and rents) by lifestyle cluster for the nation. Those variables have been adjusted for the State of Arkansas and the City of Bryant when completing the analytic model.



Experian Decision Analytics

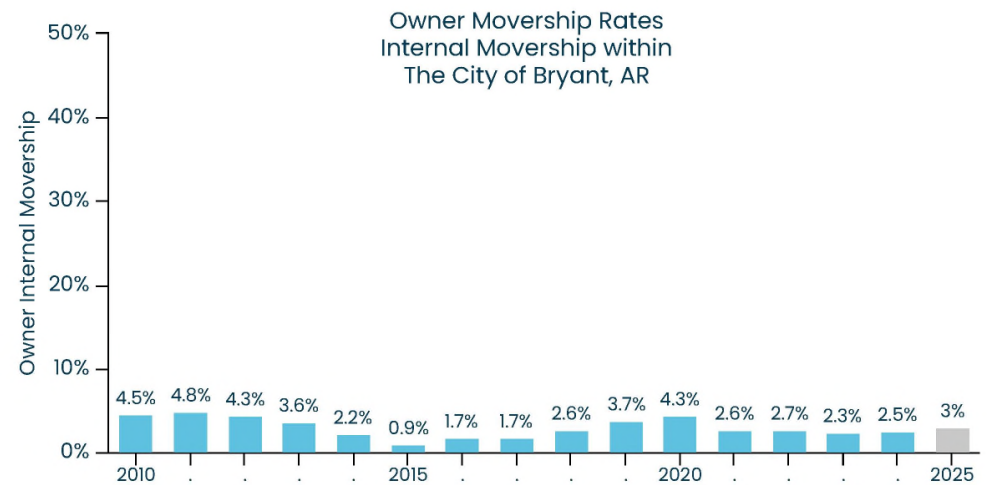
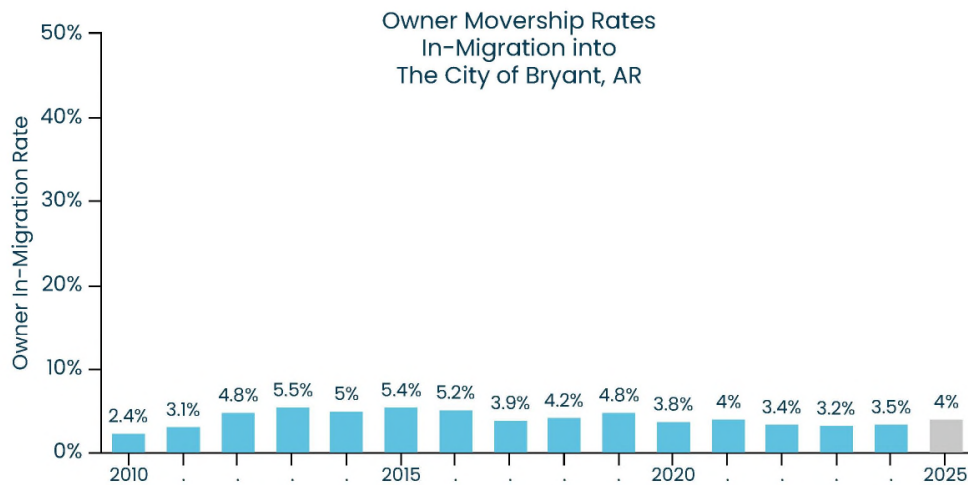
Experian Decision Analytics

- Experian's methodology relies partly on consumer credit and debt data, which is garnered from credit cards, magazine subscriptions, and much more. It also reflects property characteristics garnered from geocoding, IRS reports on tax returns, and household mortgages and leases. Finally, it also reflects demographic and socio-economic data garnered from the United States Census, including the American Community Survey.



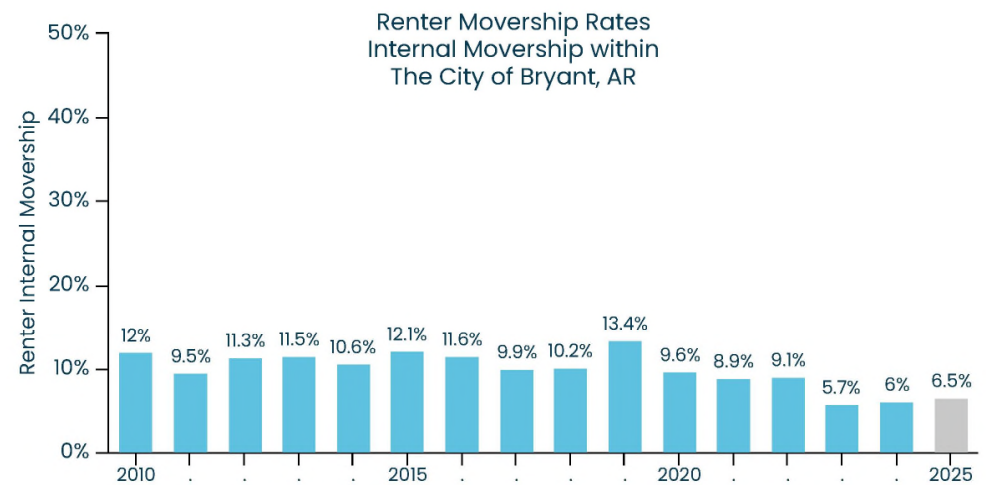
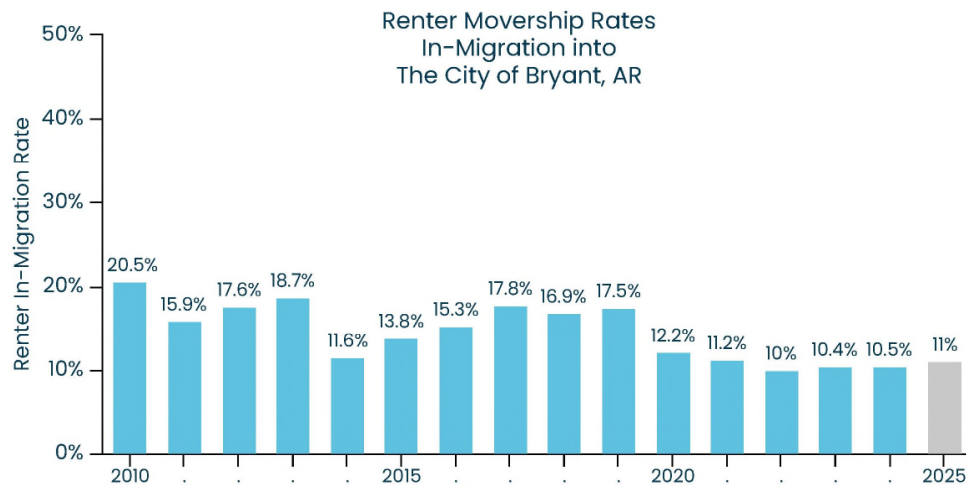
Owner Movership Rates | Bryant

- Again, movership rates are essential variables in the Target Market Analysis approach used in the City of Bryant's housing study. To begin, a movership rate is the share of households that moves into or within any given geography and in any given year.
- In calculating the market potential for new-builds and rehabs in the City of Bryant, the most recent year (2024) of movership rates is generally used for the Conservative Scenario, and the peak year since 2010 is generally used for the Aggressive Scenario. However, movership rates into Benton and Little Rock also have been studied and applied where appropriate.
- The Conservative Scenario assumes a "status quo" in the housing environment, with little change that might spur an uptick in migration. The Aggressive Scenario assumes that significant number of new for-sale housing choices become available, enabling new owner households to migrate into and within the city, and resulting in a "boost" to the movership rates.
- Peak in-migration among new owners moving into the City of Bryant (5.5% in 2013) is higher than Arkansas' statewide peak (4.0% in 2024). In comparison, peak Internal movership among existing owners moving within the city (4.8% in 2011) is nearly identical to the statewide peak (4.7% in 2010). Bryant's high movership rates among household migrating into the city could be partly attributed to the steady availability of new housing choices, and the appeal of the small town quality-of-life and easy commutes to Little Rock.



Renter Movership Rates | Bryant

- Again, in calculating the market potential for new-builds and rehabs in the City of Bryant, the most recent year (2024) of movership rates is used for the Conservative Scenario, and the peak year since 2010 is used for the Aggressive Scenario.
- The Conservative Scenario assumes a “status quo” in the rental housing environment, with little change that might spur an uptick in migration among renters. The Aggressive Scenario assumes that significant number of new for-lease choices become available, enabling new renter households to migrate into and within the city and resulting in a “boost” to the movership rates.
- Peak in-migration among new renters moving into the City of Bryant (20.5% in 2024) is significantly higher than Arkansas' statewide peak (13.8% in 2010). However, that high movership rate into the city has since declined to <12% in 2020 and beyond.
- Peak Internal movership among existing renters moving within the city (13.4% in 2019) is significantly lower than the statewide peak (23.8% in 2010). Furthermore, internal movership among existing renters has since declined to about 6%. However, if a meaningful number of new for-lease choices are developed and become available, then movership rates among new and existing renters can be expected to increase.

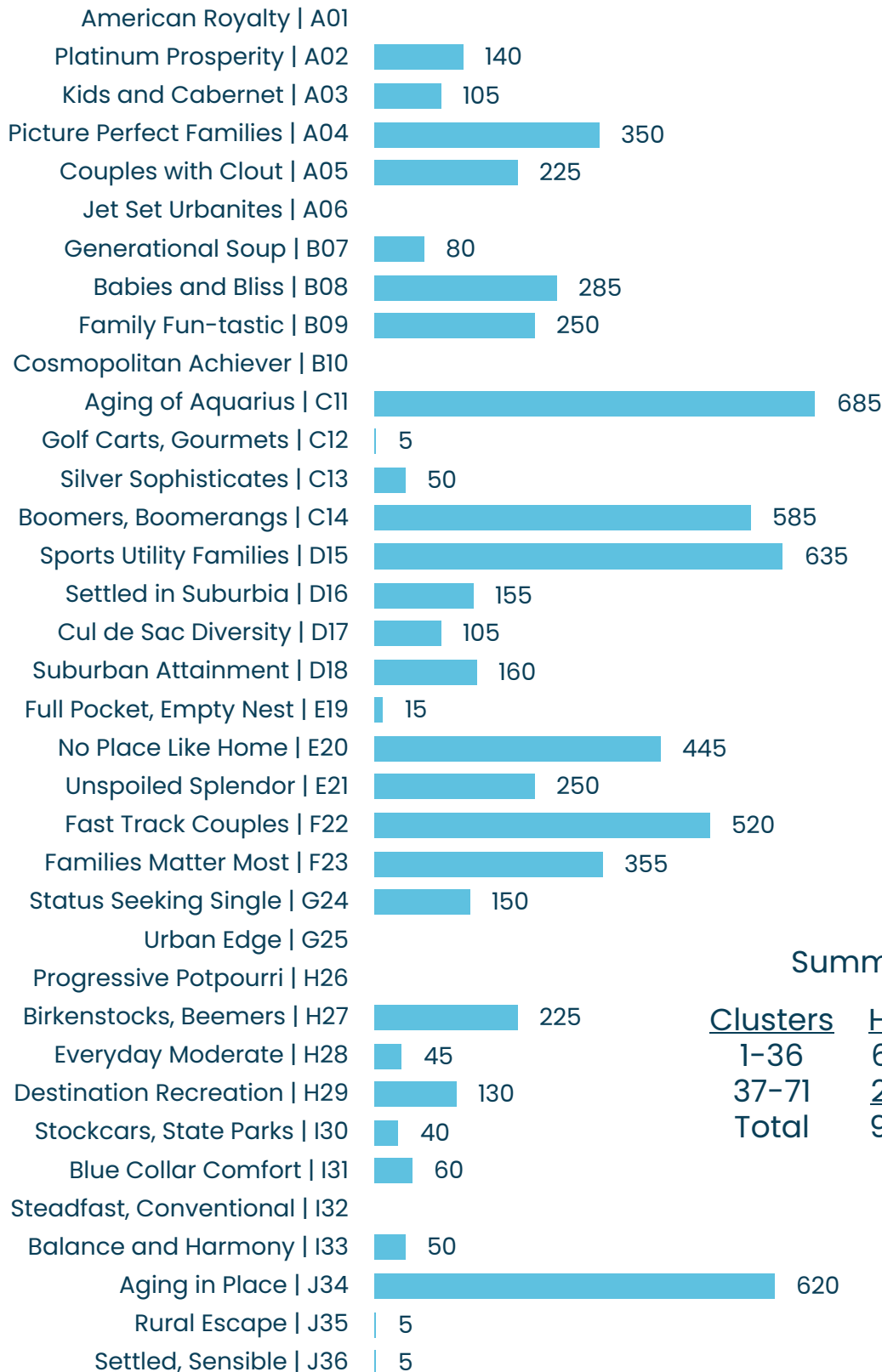


Section & 6

Existing Lifestyle Clusters

1-36 Lifestyle Clusters | Bryant City

The number of existing households currently living in the city, by lifestyle cluster.



Summary Table

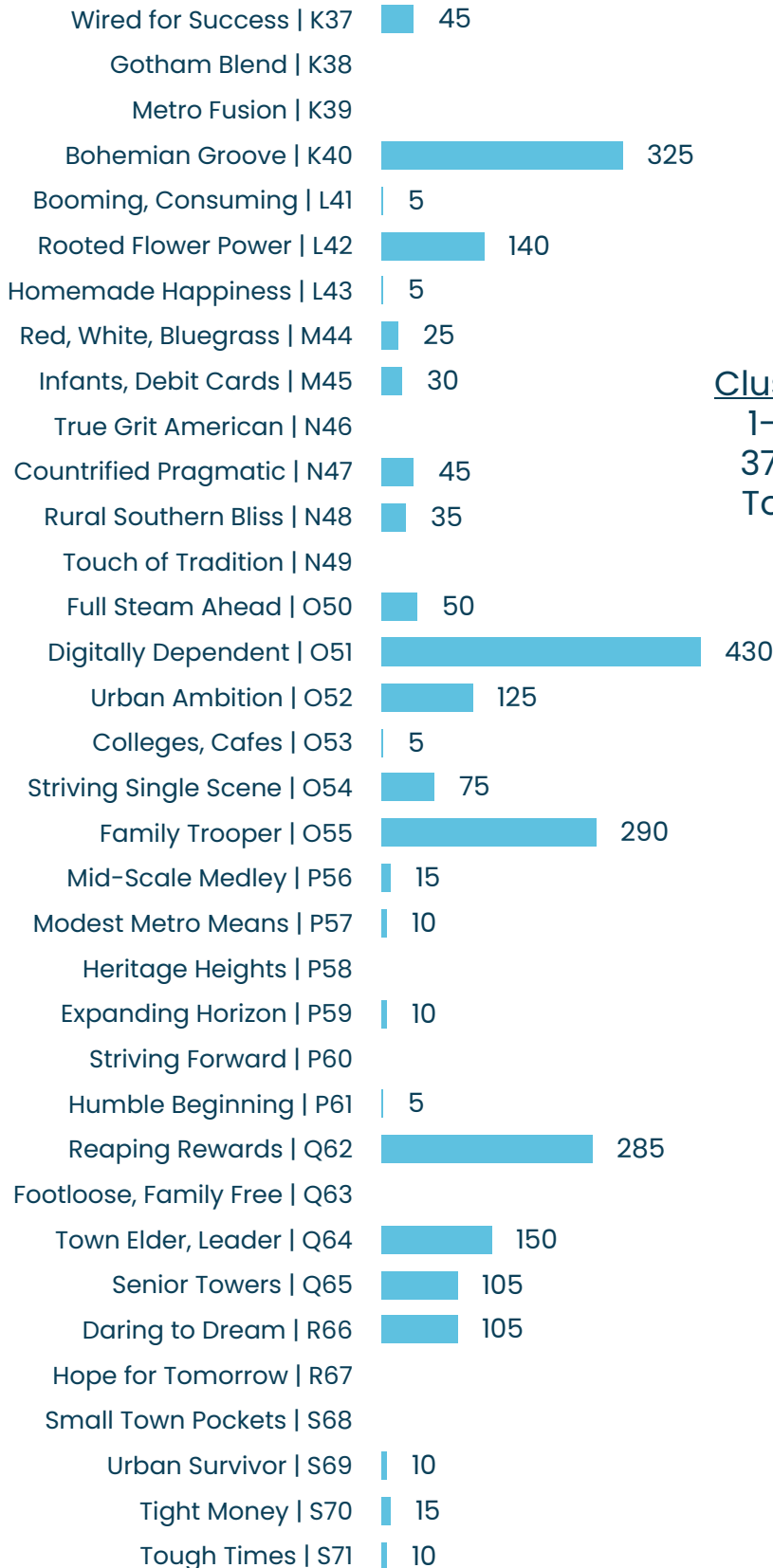
Clusters	Hhlds	Share
1-36	6,730	75%
37-71	2,350	25%
Total	9,080	100%

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2025. Forecasts for 2026, analysis, and exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign, 2026.



37-71 Lifestyle Clusters | Bryant City

The number of existing households currently living in the city, by lifestyle cluster.



Summary Table

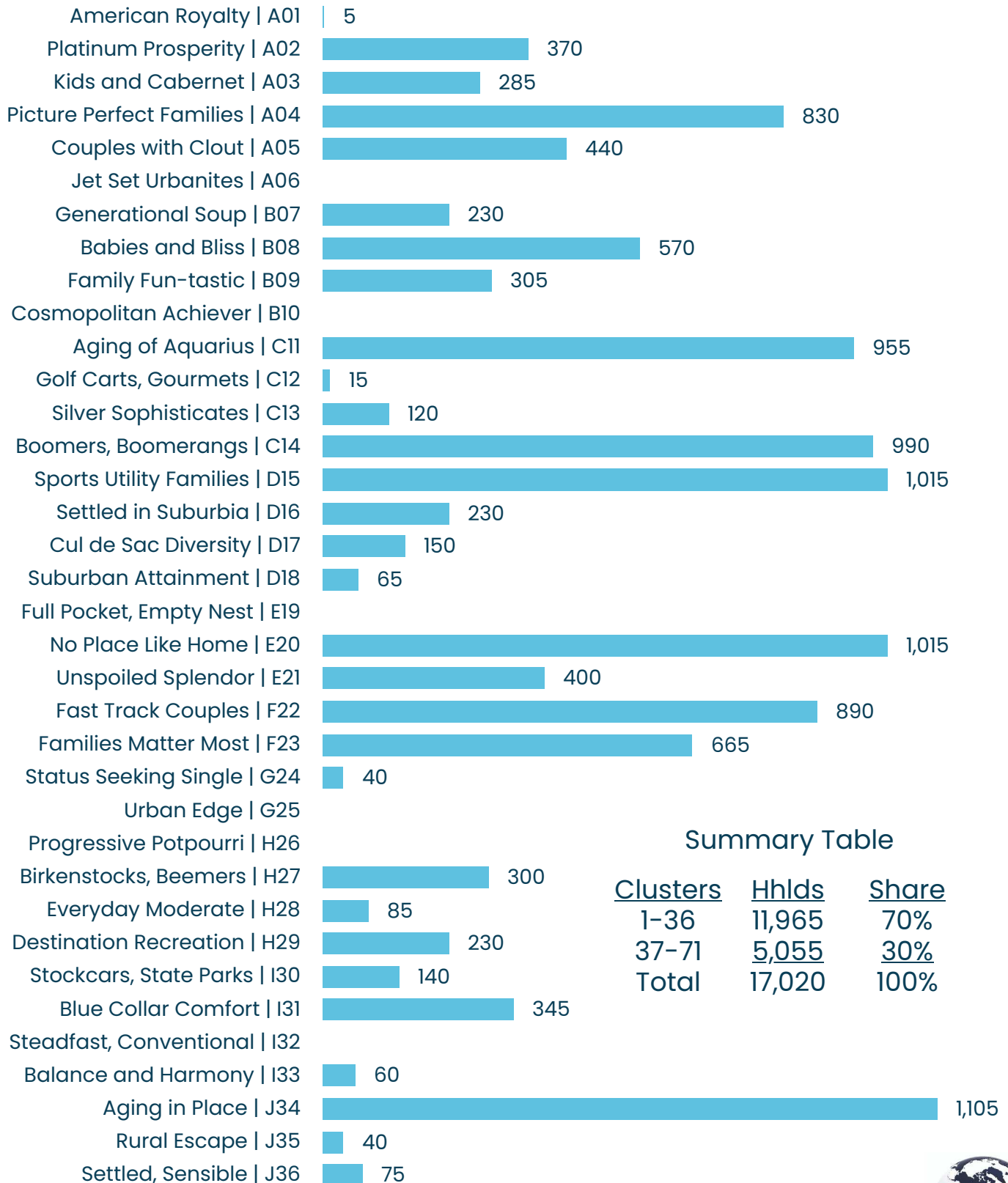
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1-36 Lifestyle Clusters | Benton City

The number of existing households currently living in the city, by lifestyle cluster.



Summary Table

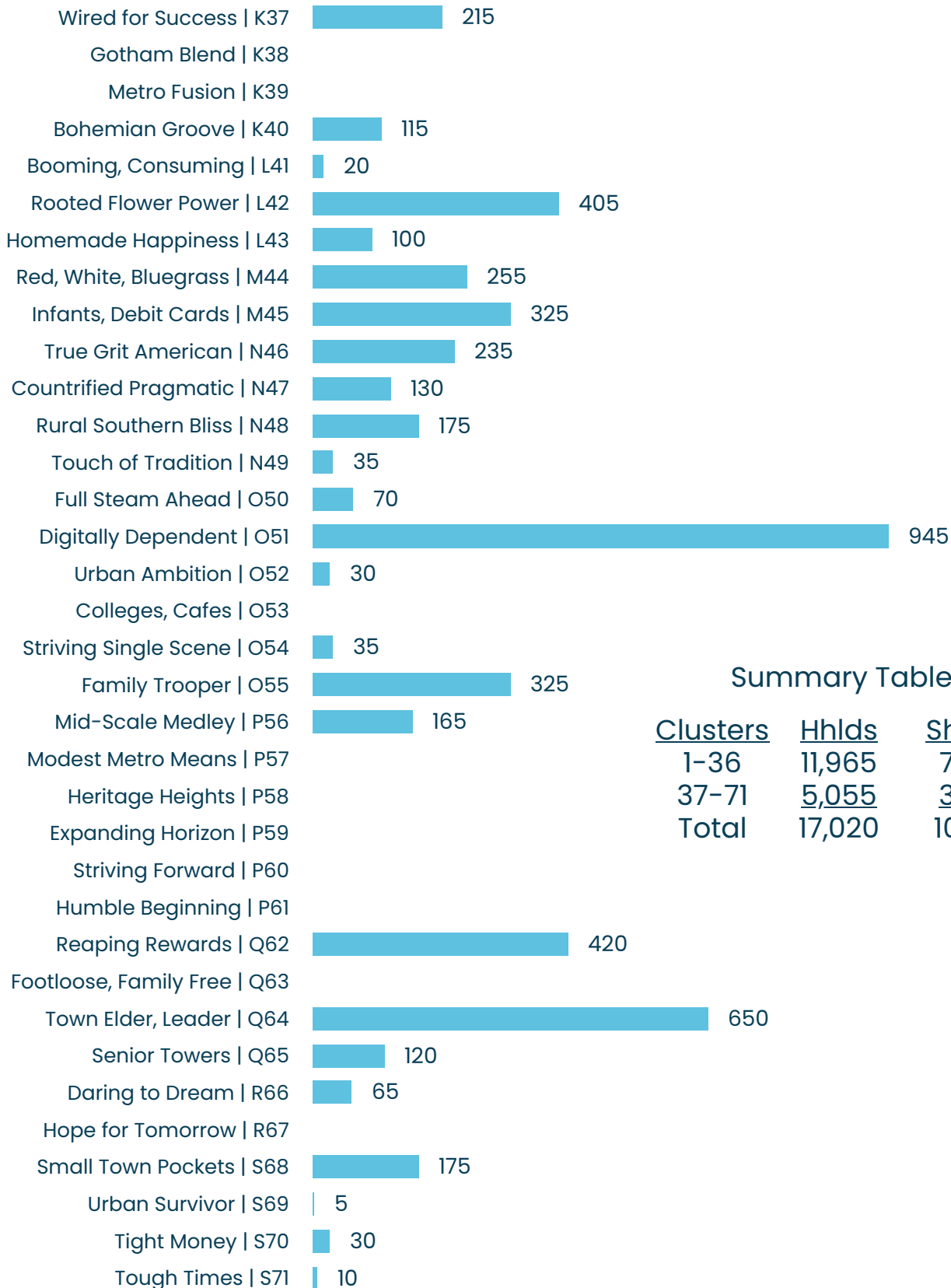
Clusters	Hhlds	Share
1-36	11,965	70%
37-71	5,055	30%
Total	17,020	100%

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2025. Forecasts for 2026, analysis, and exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign, 2026.



37-71 Lifestyle Clusters | Benton City

The number of existing households currently living in the city, by lifestyle cluster.



Summary Table

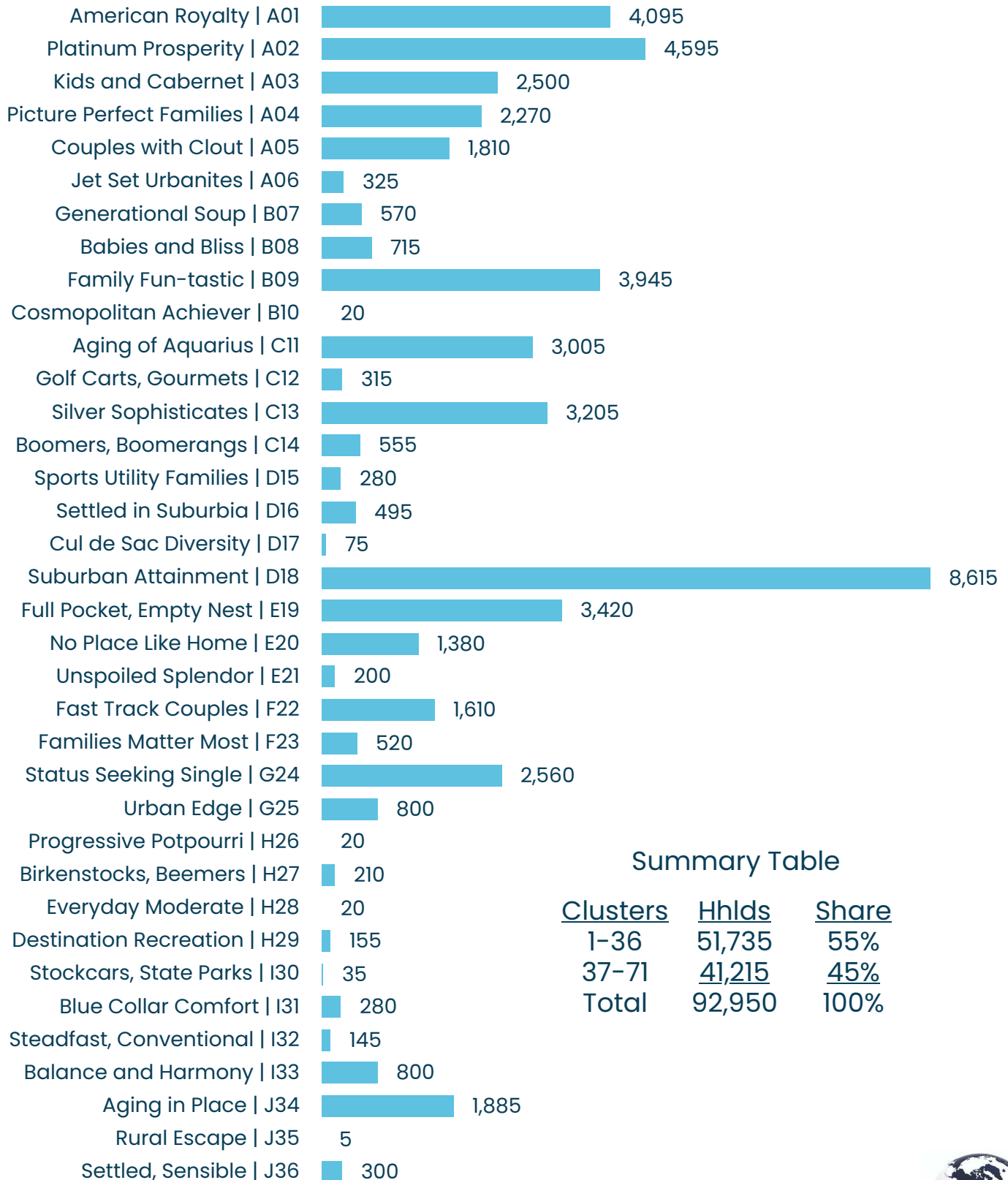
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1-36 Lifestyle Clusters | Little Rock City

The number of existing households currently living in the city, by lifestyle cluster.



Summary Table

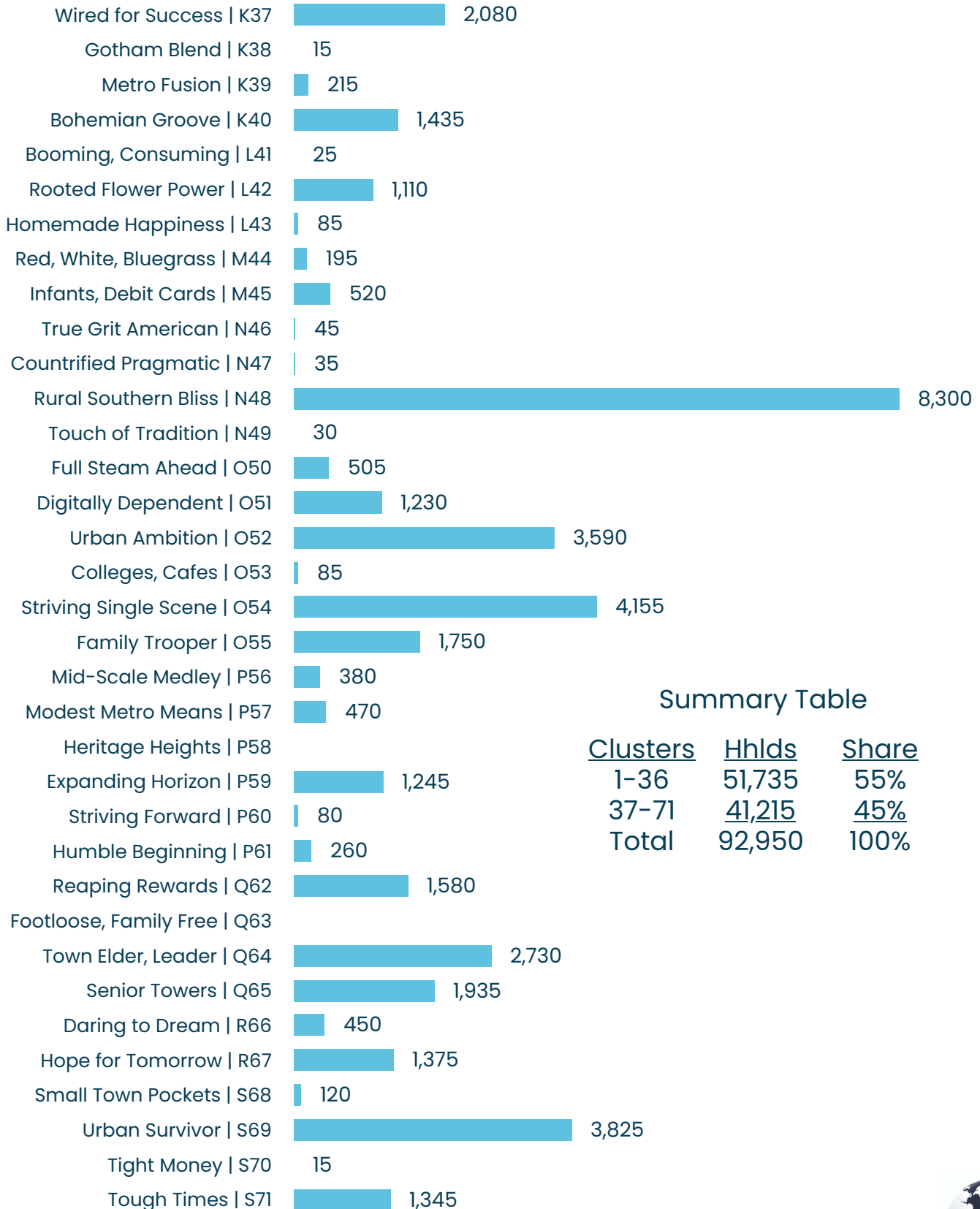
<u>Clusters</u>	<u>Hhlds</u>	<u>Share</u>
1-36	51,735	55%
37-71	41,215	45%
Total	92,950	100%

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2025. Forecasts for 2026, analysis, and exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign, 2026.



37-71 Lifestyle Clusters | Little Rock City

The number of existing households currently living in the city, by lifestyle cluster.



Summary Table

Clusters	Hhlds	Share
1-36	51,735	55%
37-71	41,215	45%
Total	92,950	100%

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2025. Forecasts for 2026, analysis, and exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign, 2026.

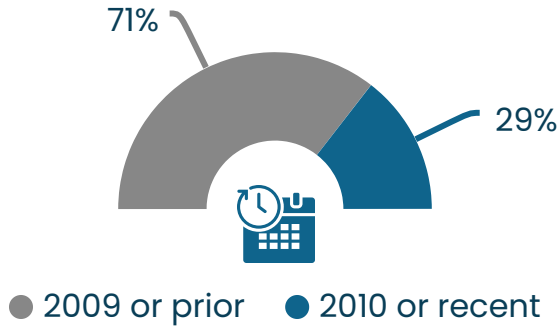


Section &-C
Top Ten
Target
Markets
OWNERS

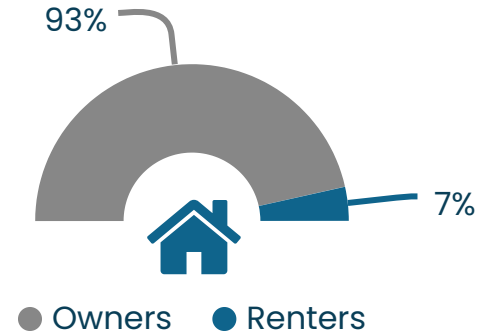
Couples with Clout | A05

Lifestyles and Housing Preferences | National Averages

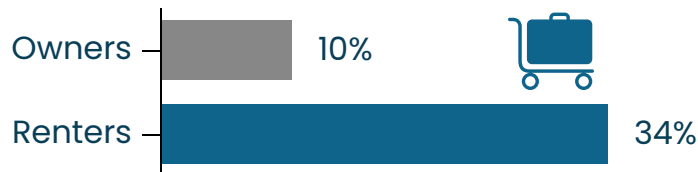
Units by Decade Built



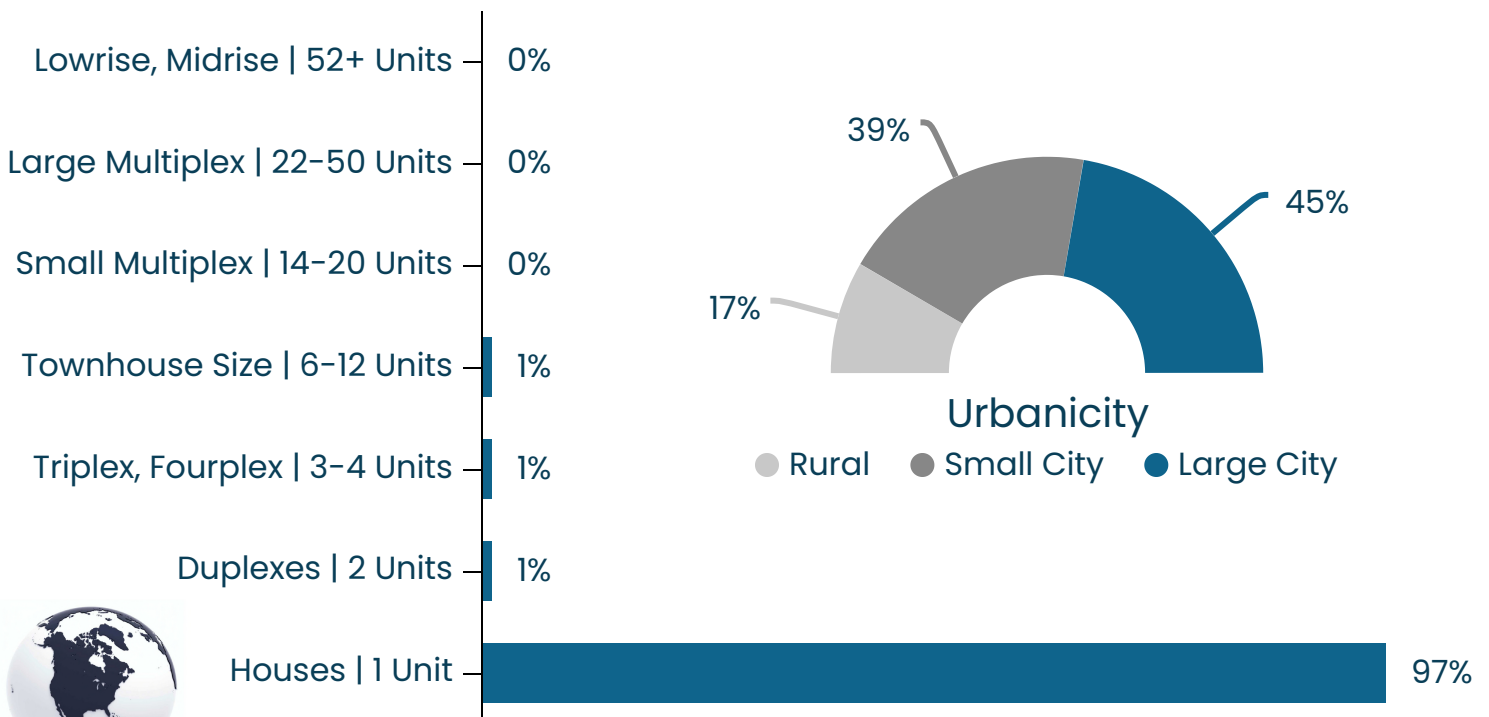
Households by Tenure



Share that Moves each Year



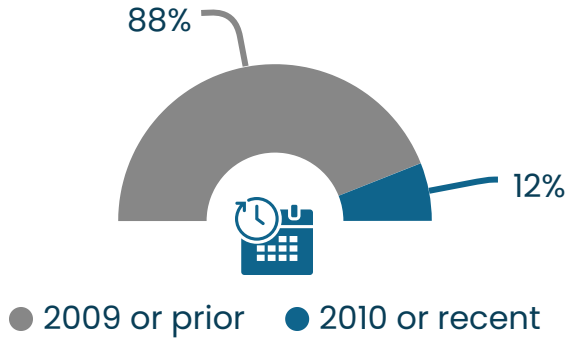
Inclination for Units by Building Size and Urbanicity



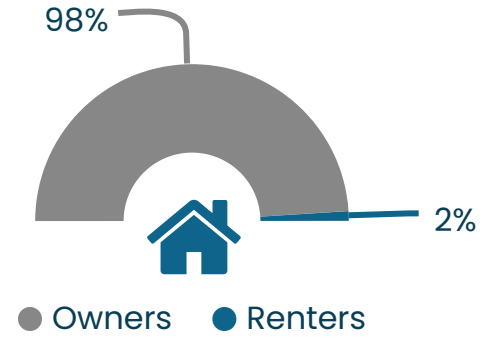
Aging of Aquarius, Settled | C11

Lifestyles and Housing Preferences | National Averages

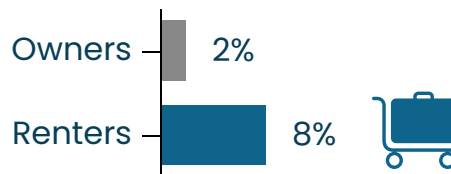
Units by Decade Built



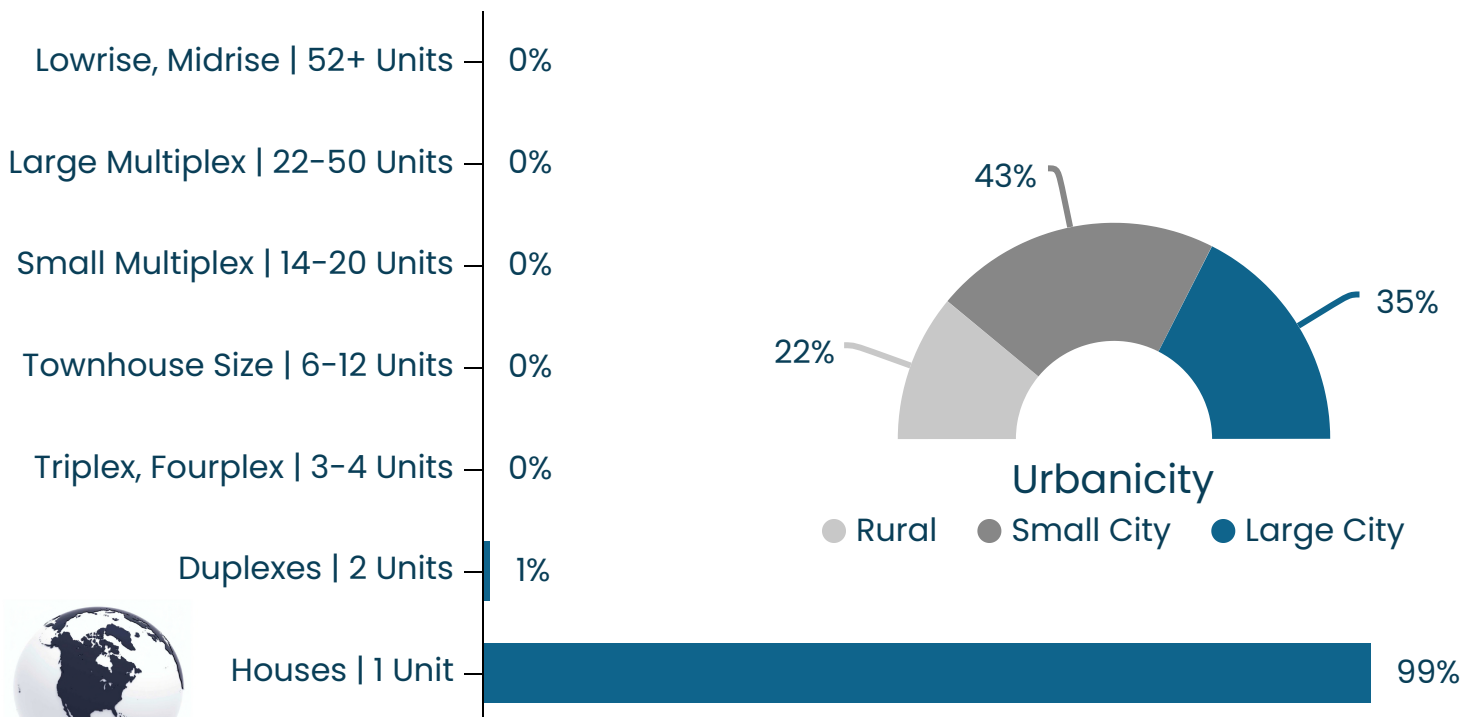
Households by Tenure



Share that Moves each Year



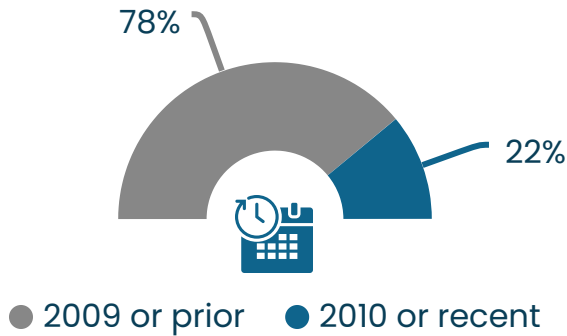
Inclination for Units by Building Size and Urbanicity



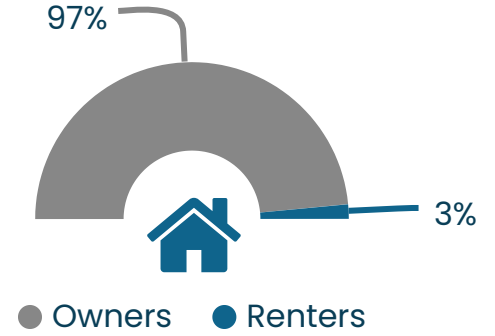
Sports Utility Families | D15

Lifestyles and Housing Preferences | National Averages

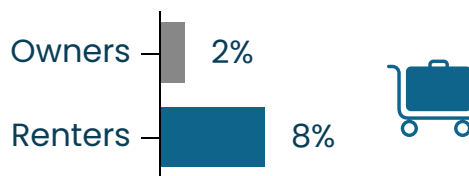
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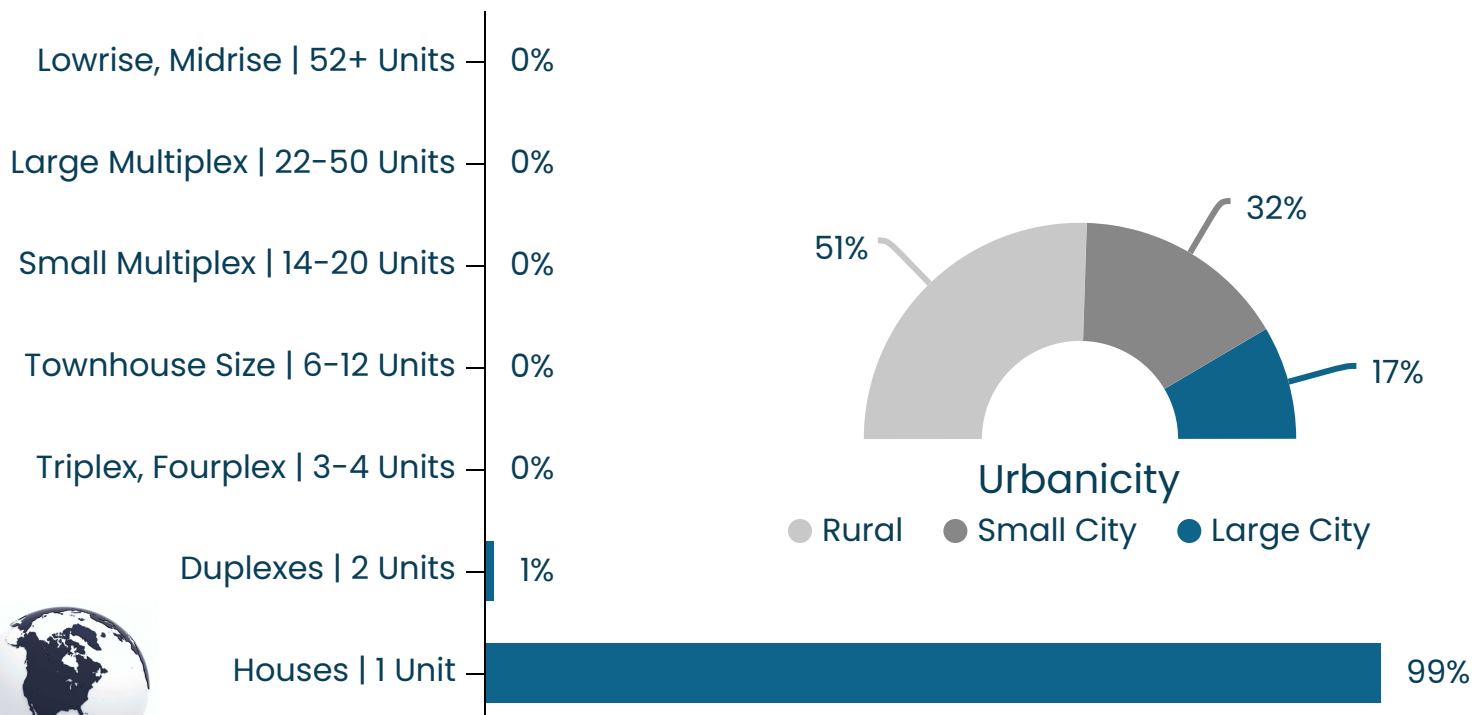
Households by Tenure



Share that Moves each Year



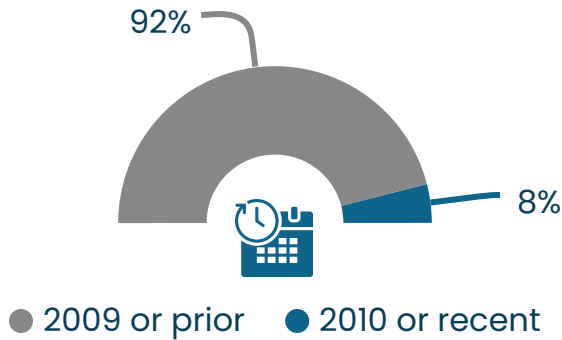
Inclination for Units by Building Size and Urbanicity



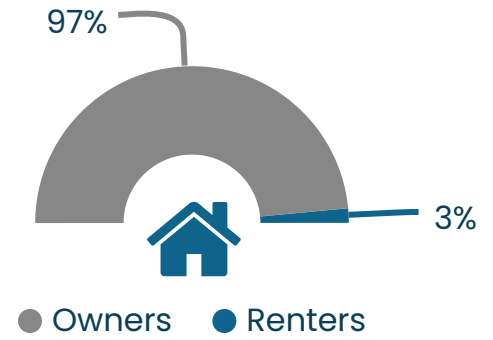
No Place Like Home | E20

Lifestyles and Housing Preferences | National Averages

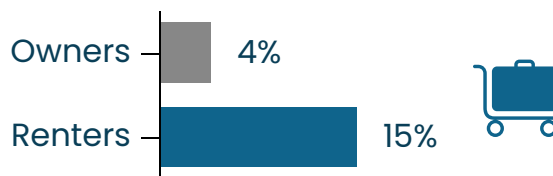
Units by Decade Built



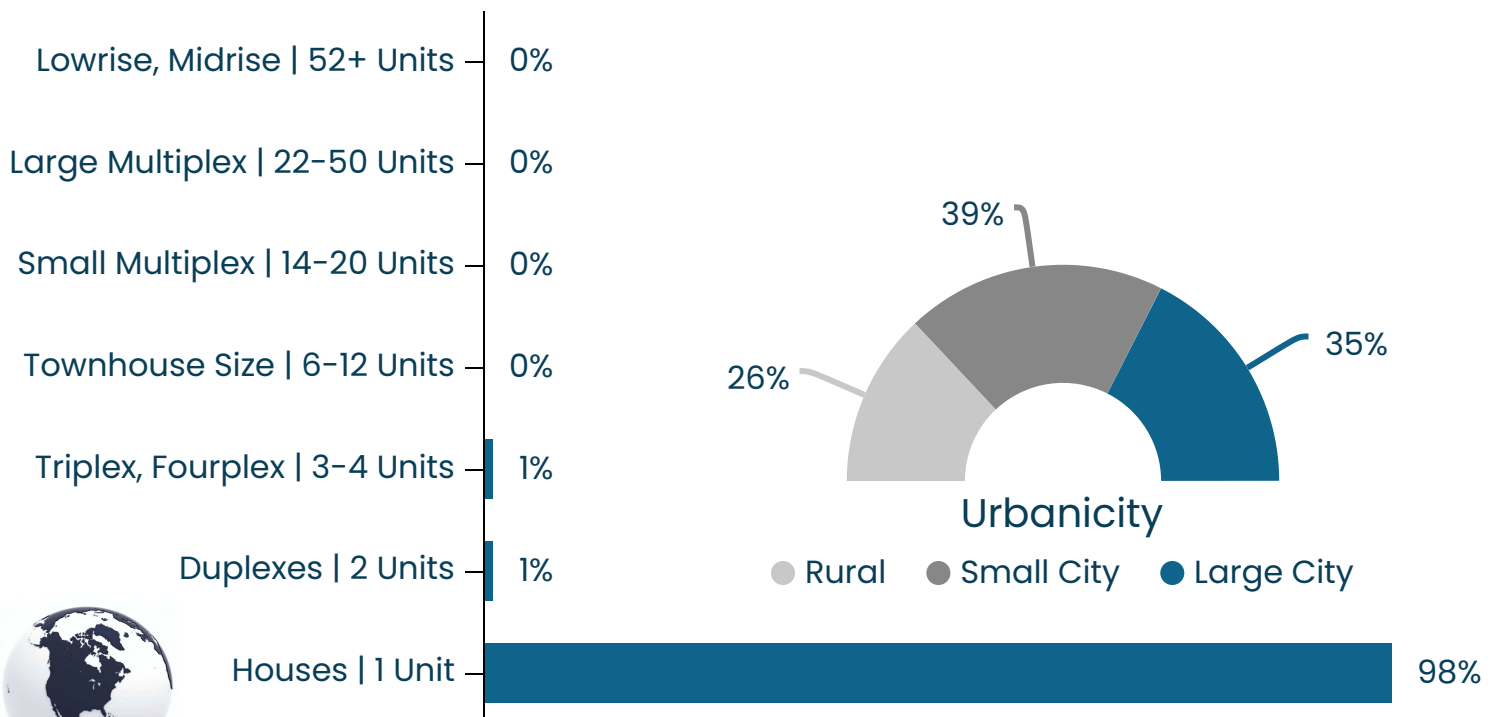
Households by Tenure



Share that Moves each Year



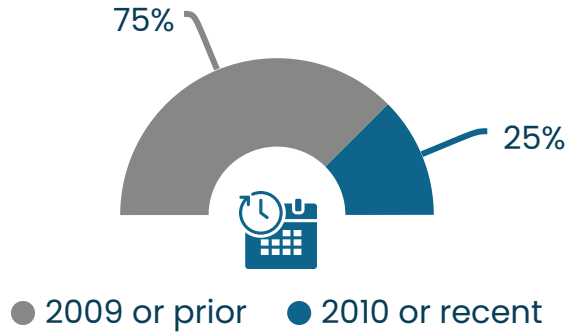
Inclination for Units by Building Size and Urbanicity



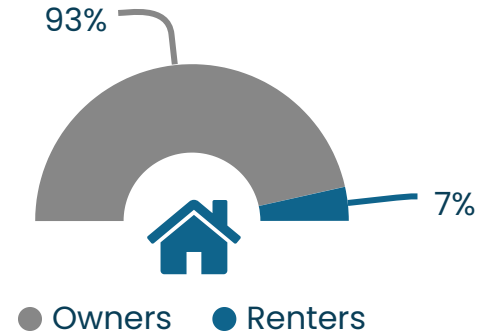
Fast Track Couples | F22

Lifestyles and Housing Preferences | National Averages

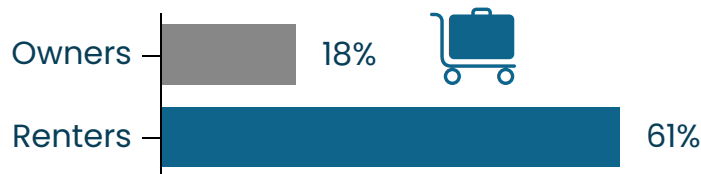
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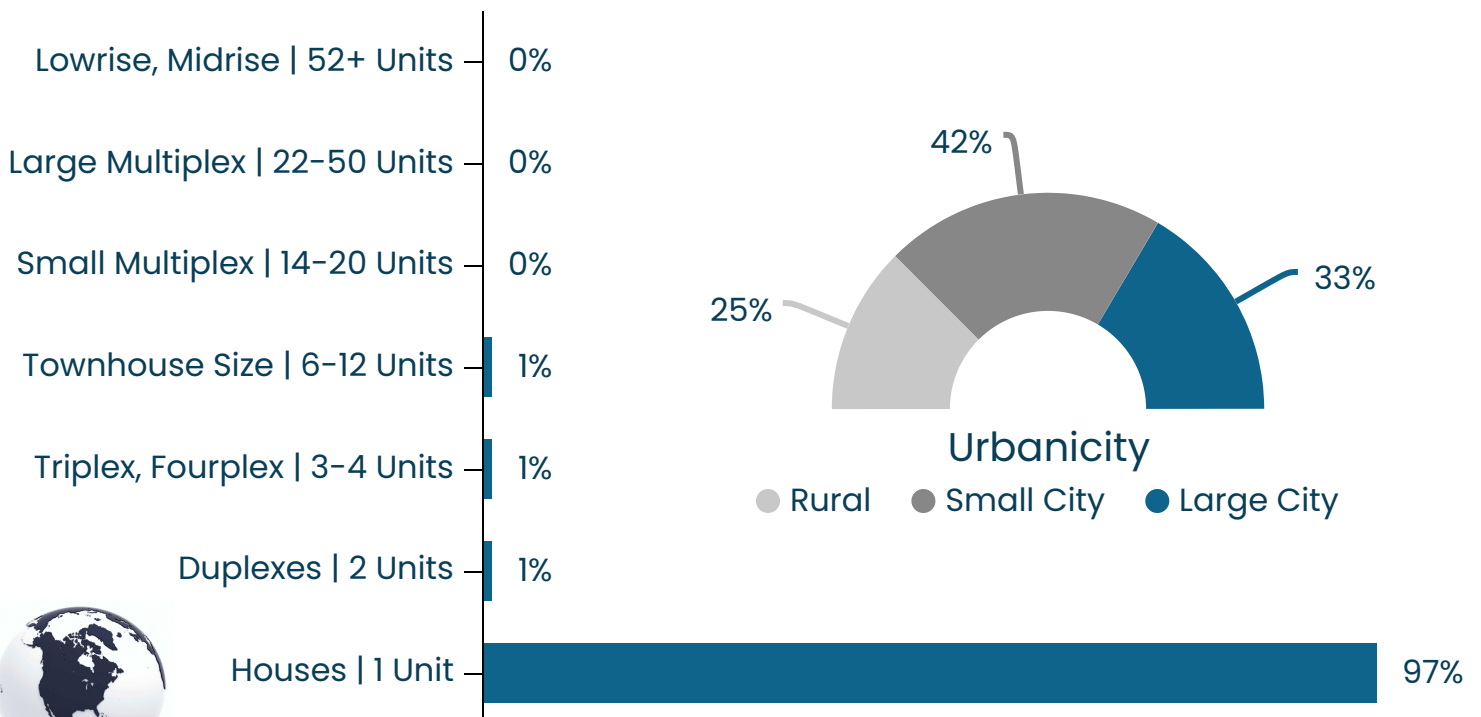
Households by Tenure



Share that Moves each Year



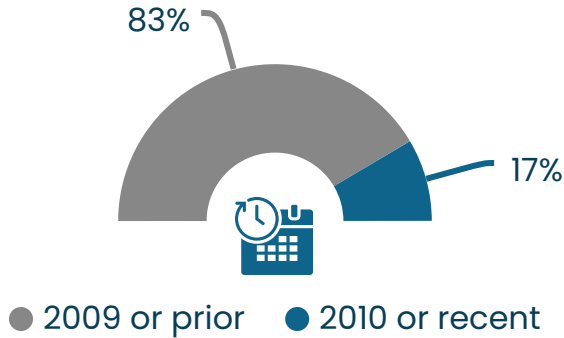
Inclination for Units by Building Size and Urbanicity



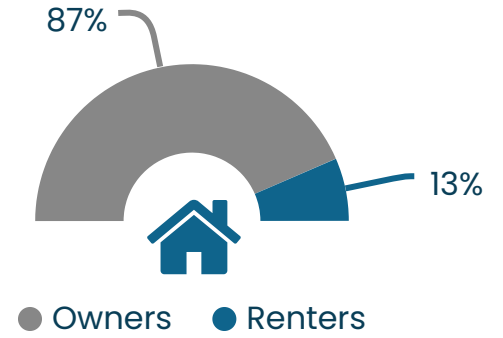
Families Matter Most | F23

Lifestyles and Housing Preferences | National Averages

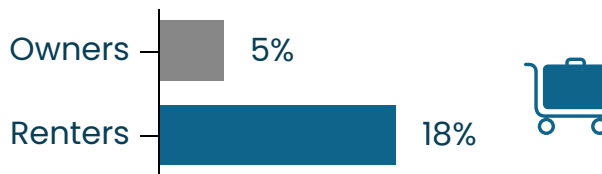
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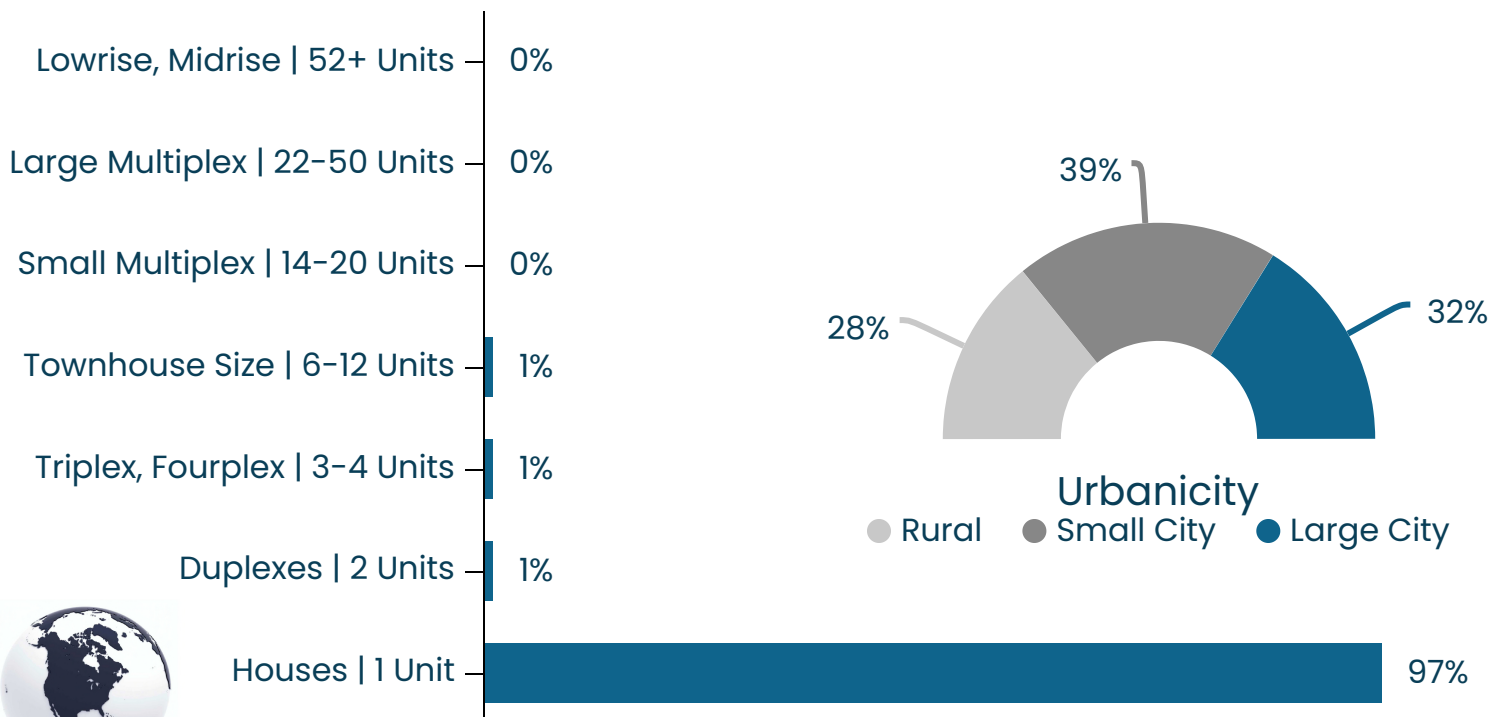
Households by Tenure



Share that Moves each Year



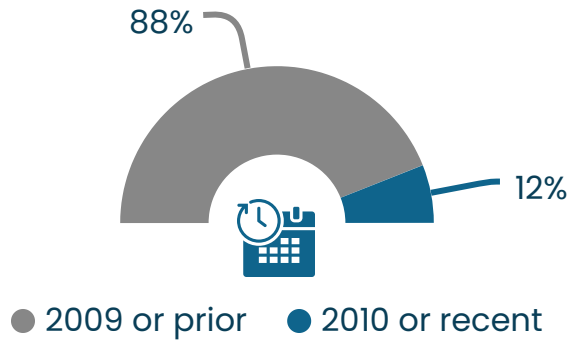
Inclination for Units by Building Size and Urbanicity



Status Seeking Singles | G24

Lifestyles and Housing Preferences | National Averages

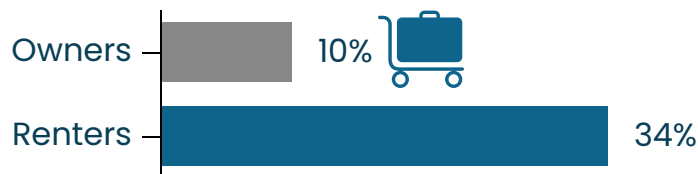
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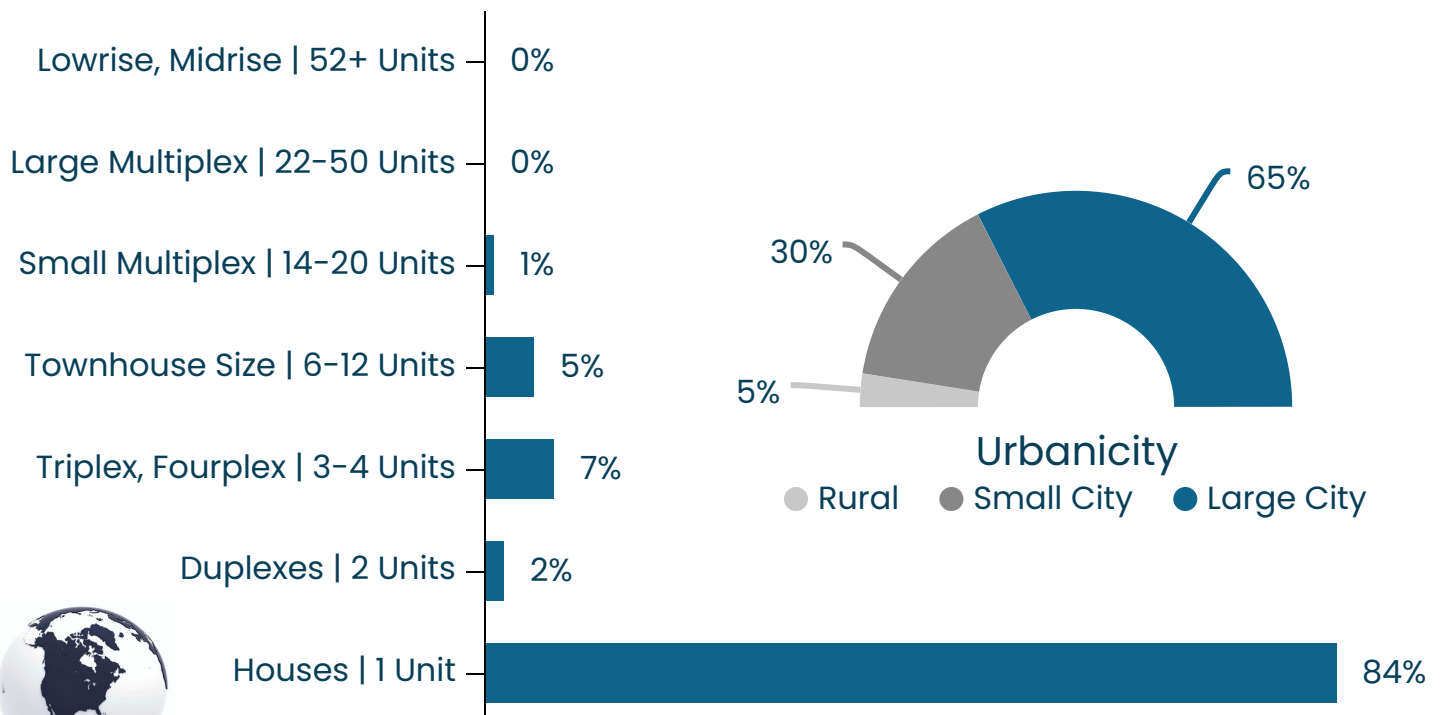
Households by Tenure



Share that Moves each Year



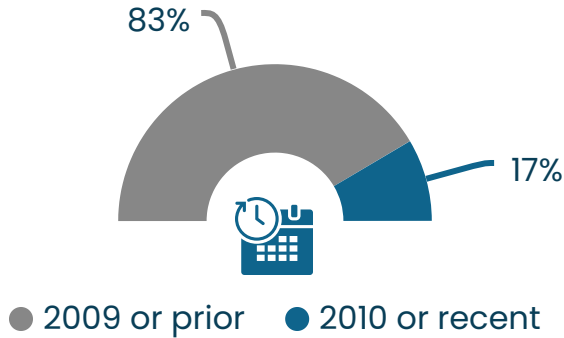
Inclination for Units by Building Size and Urbanicity



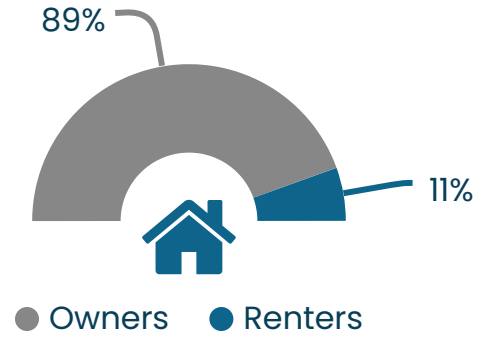
Birkenstocks & Beemers | H27

Lifestyles and Housing Preferences | National Averages

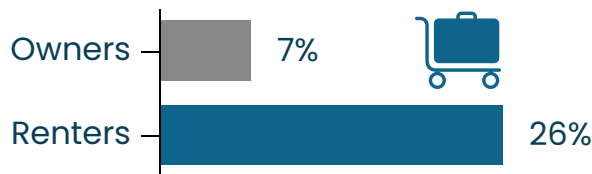
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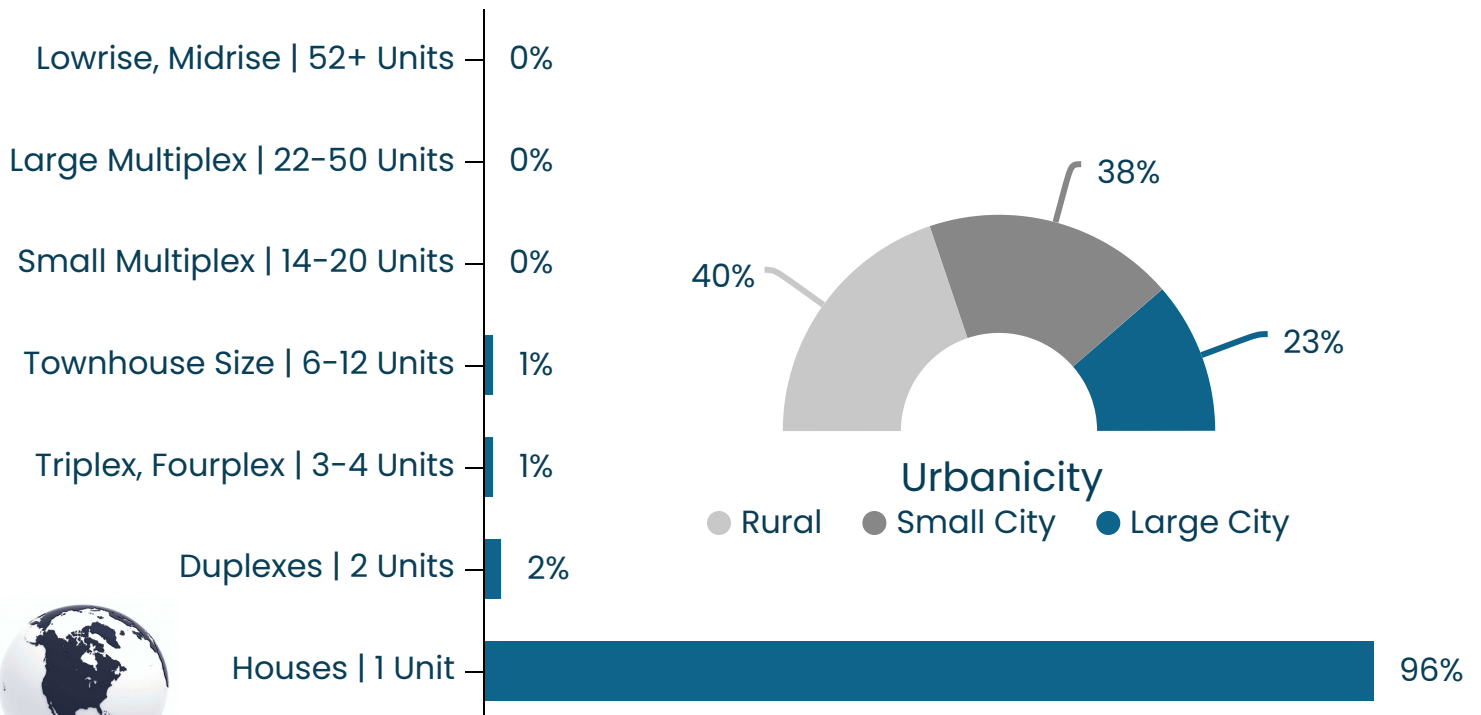
Households by Tenure



Share that Moves each Year



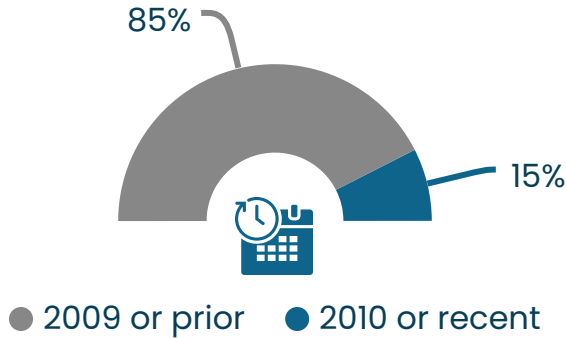
Inclination for Units by Building Size and Urbanicity



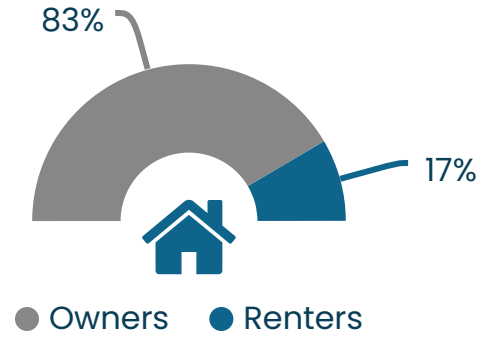
Destination Recreation | H29

Lifestyles and Housing Preferences | National Averages

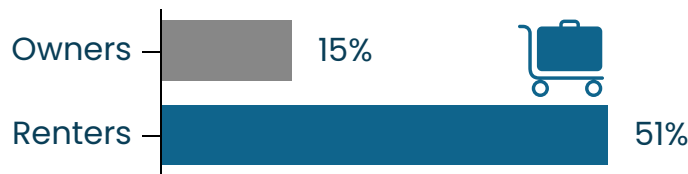
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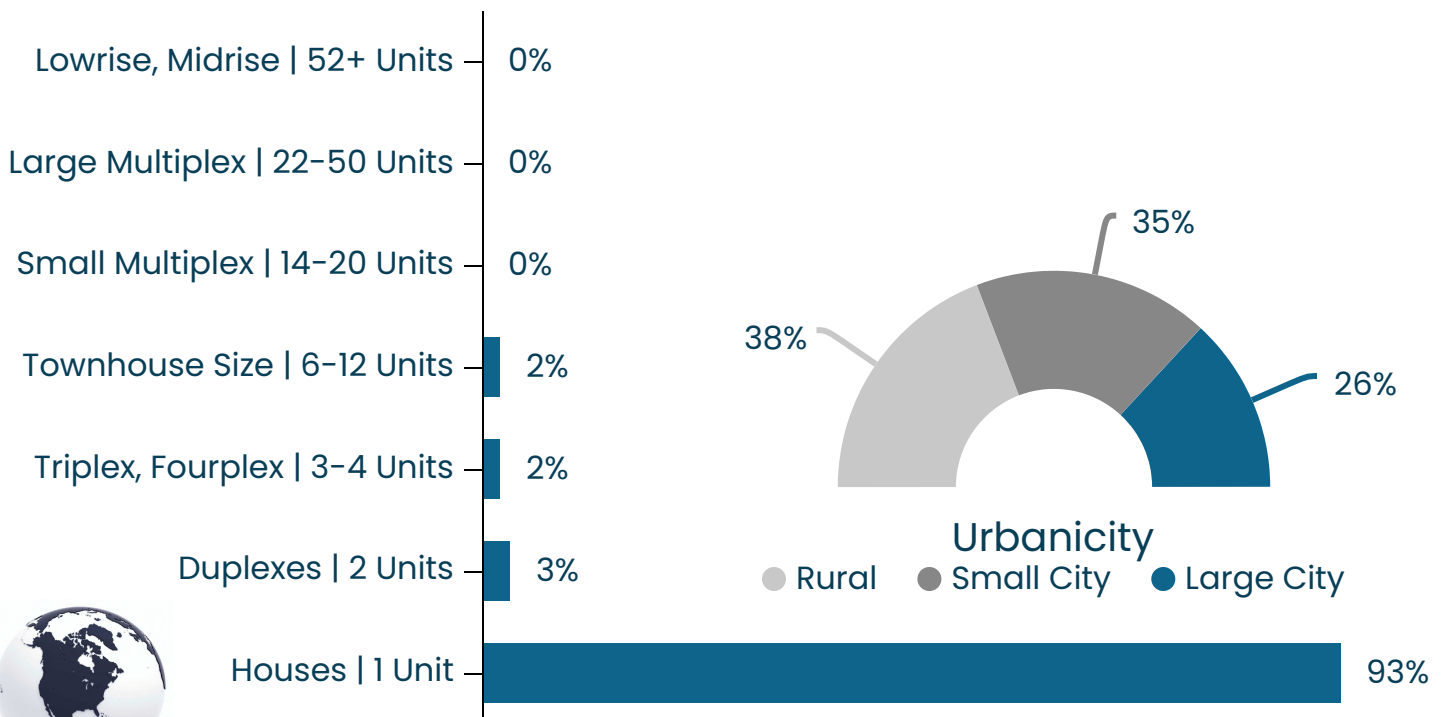
Households by Tenure



Share that Moves each Year



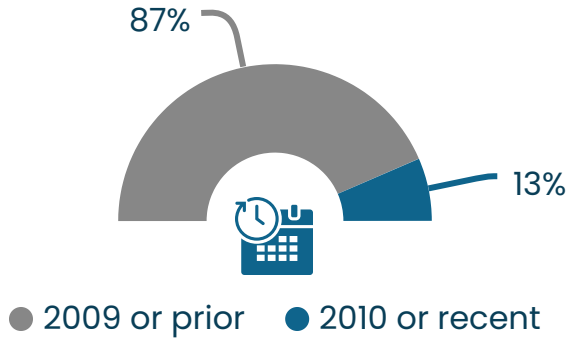
Inclination for Units by Building Size and Urbanicity



Digital Dependents | O51

Lifestyles and Housing Preferences | National Averages

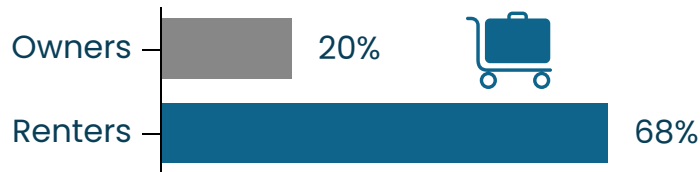
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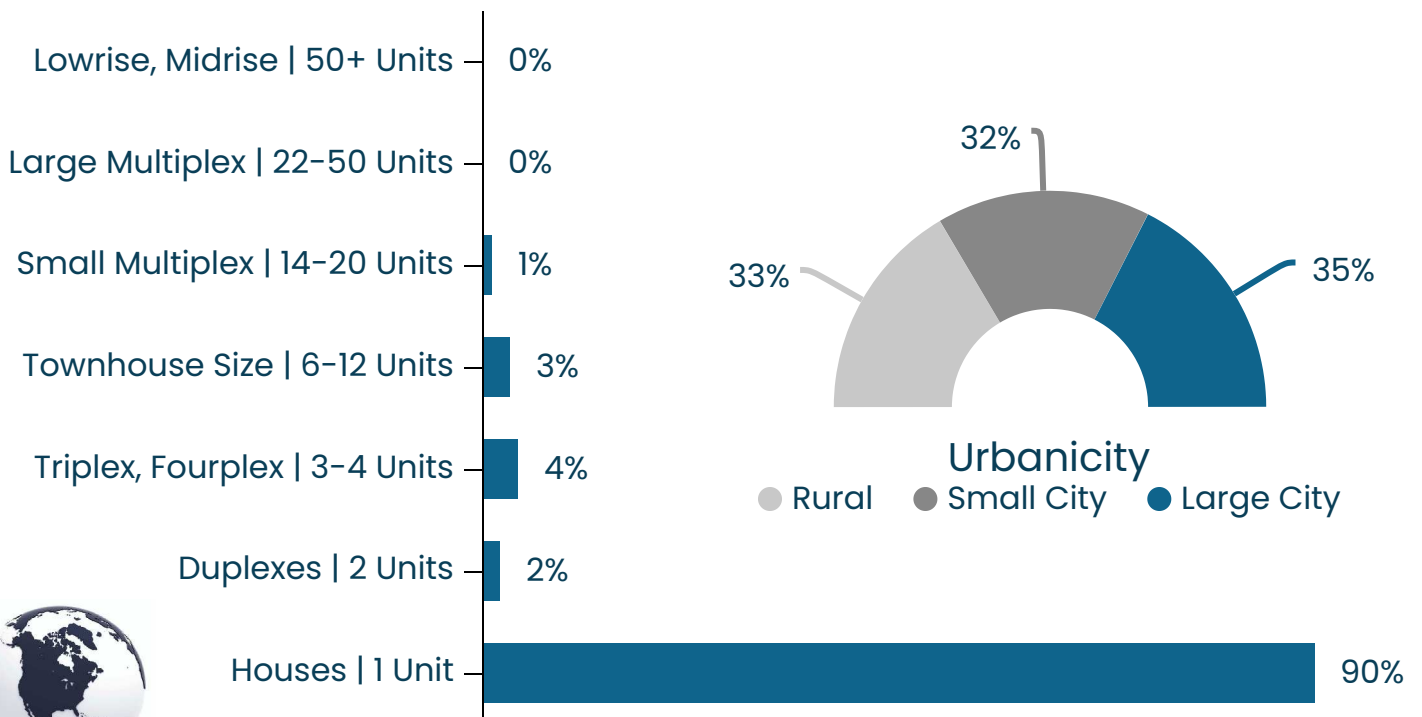
Households by Tenure



Share that Moves each Year



Inclination for Units by Building Size and Urbanicity



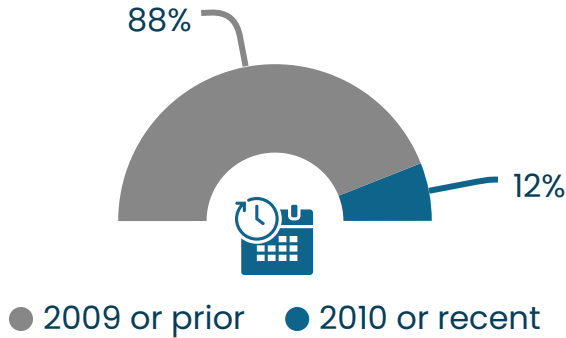
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Section & D
Top Ten
Target
Markets
RENTERS

Status Seeking Singles | G24

Lifestyles and Housing Preferences | National Averages

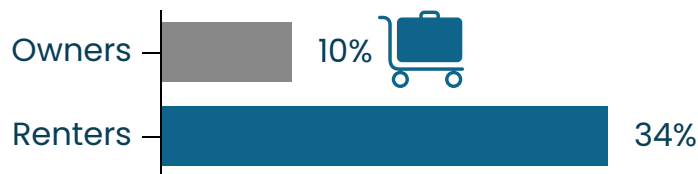
Units by Decade Built



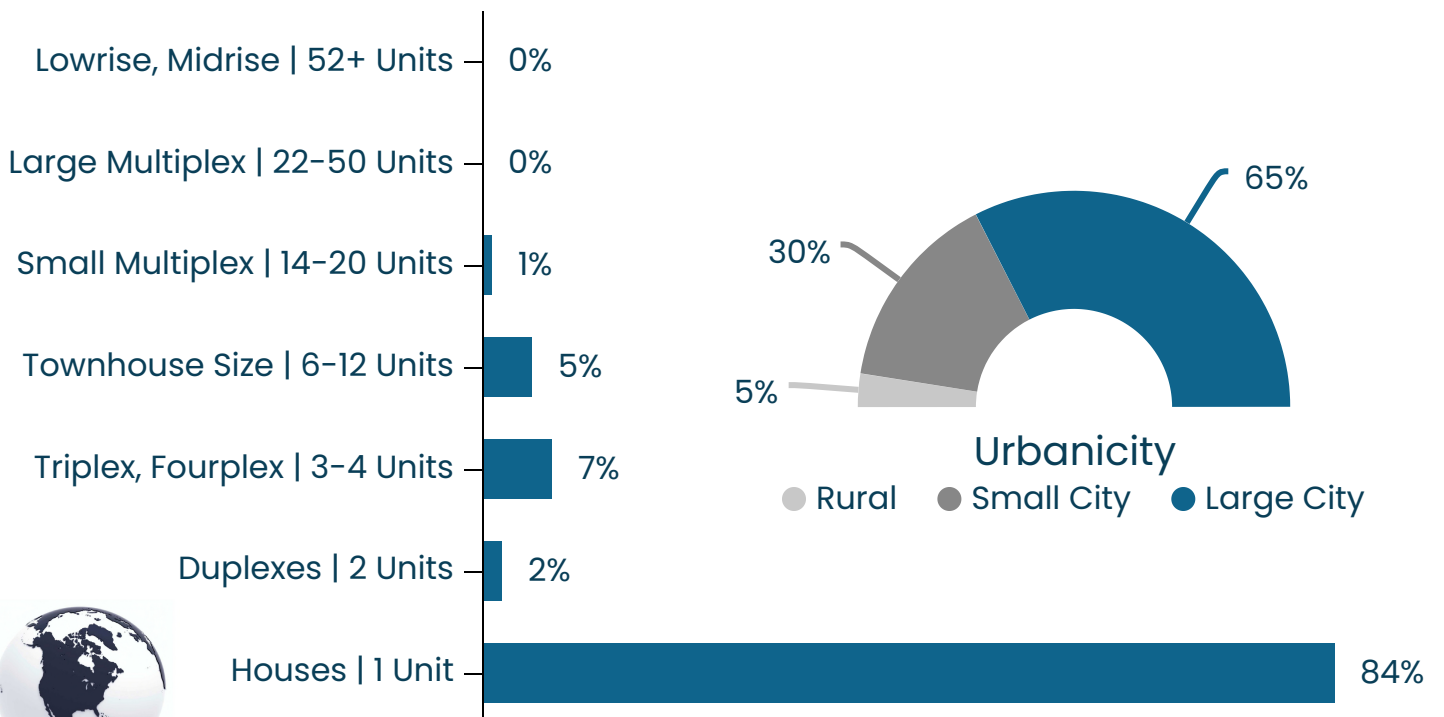
Households by Tenure



Share that Moves each Year



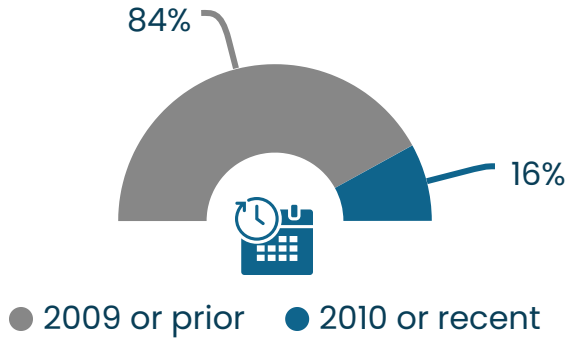
Inclination for Units by Building Size and Urbanicity



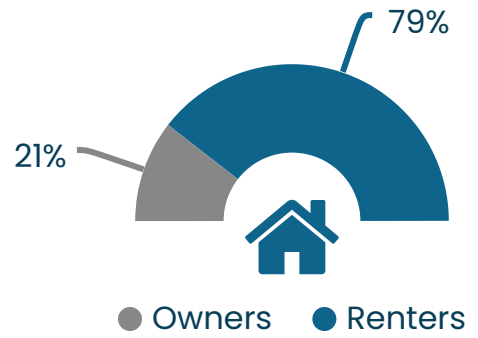
Wired for Success | K37

Lifestyles and Housing Preferences | National Averages

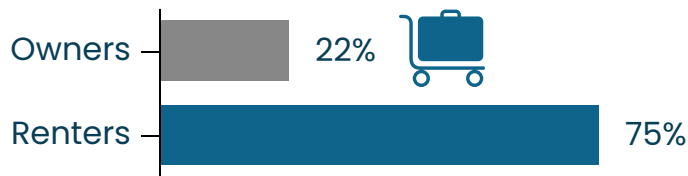
Units by Decade Built



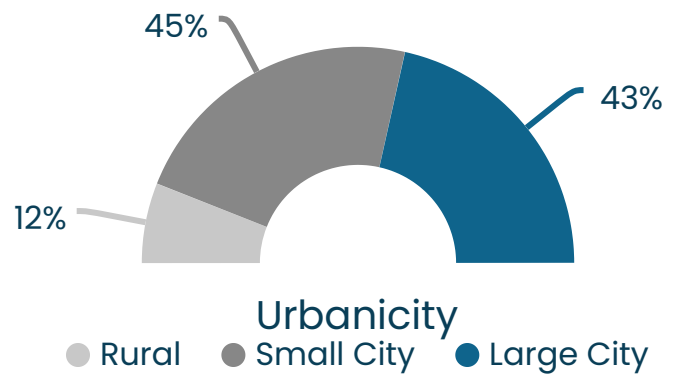
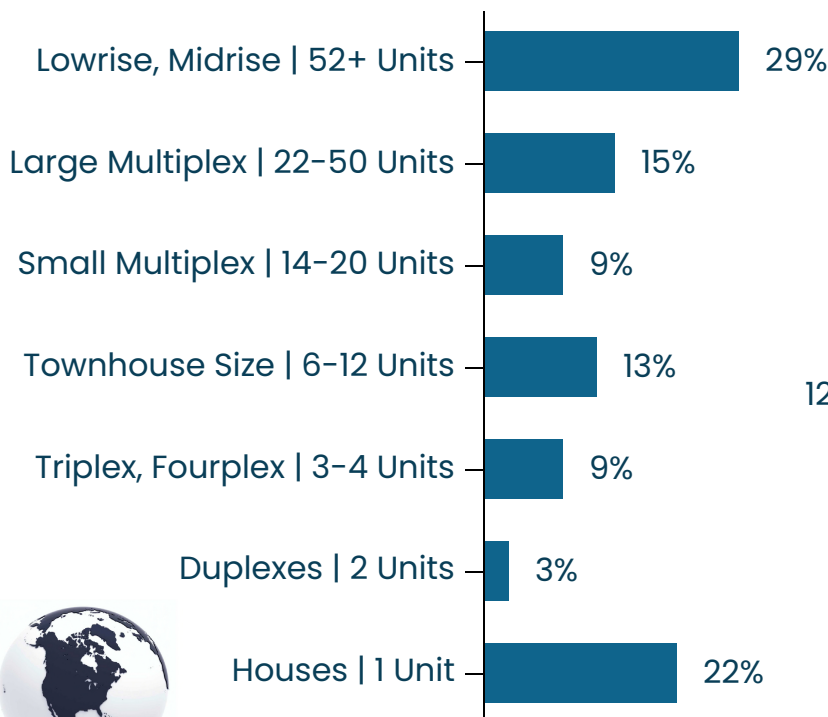
Households by Tenure



Share that Moves each Year



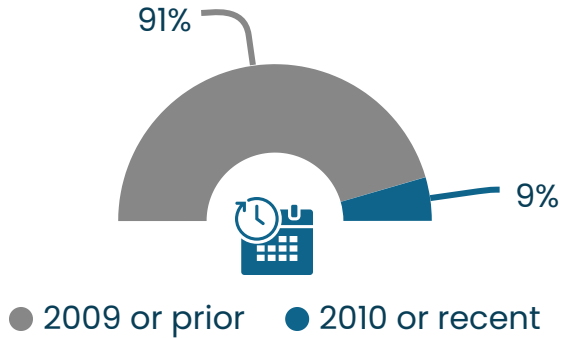
Inclination for Units by Building Size and Urbanicity



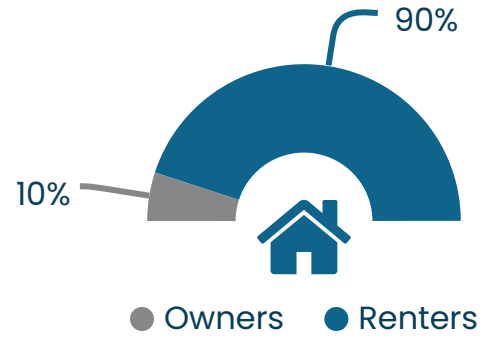
Bohemian Groove | K40

Lifestyles and Housing Preferences | National Averages

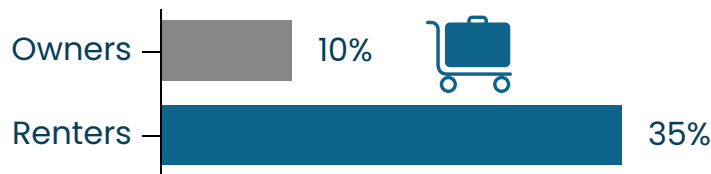
Units by Decade Built



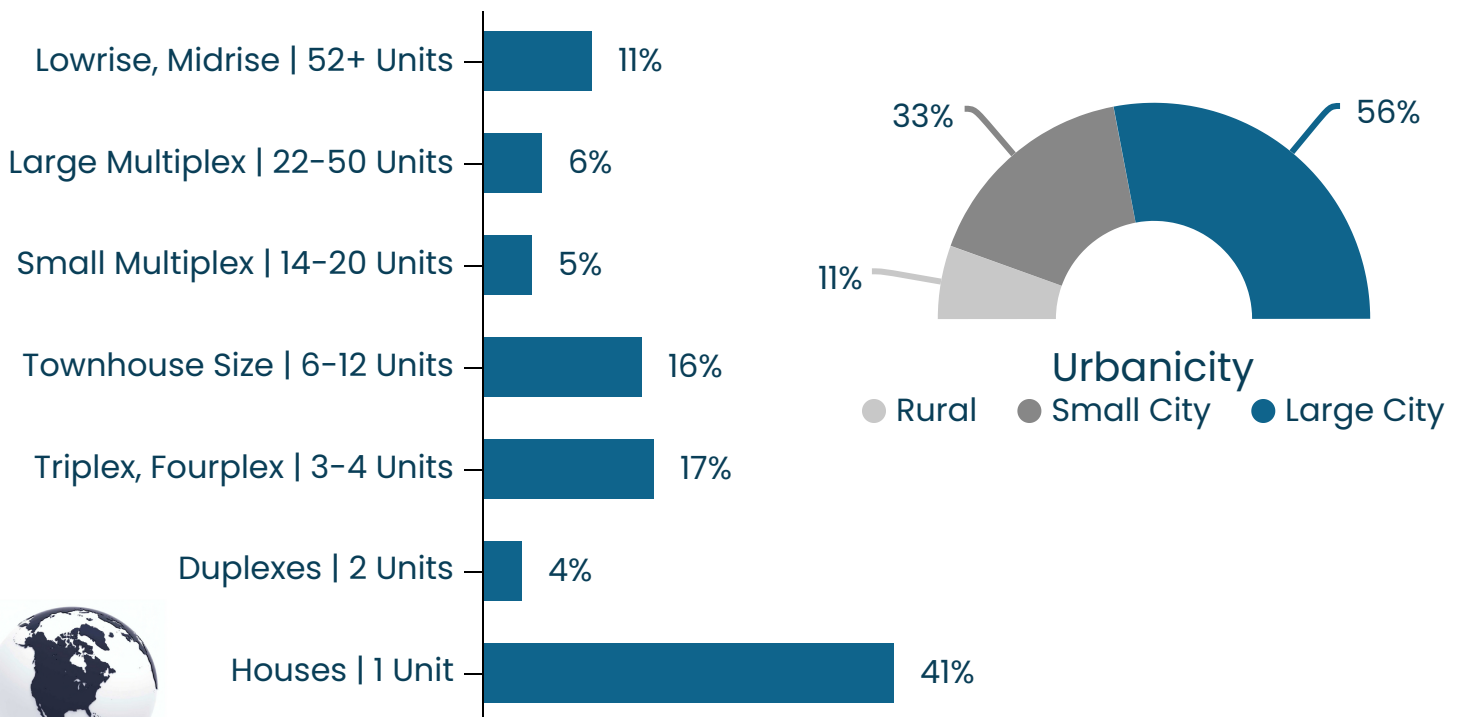
Households by Tenure



Share that Moves each Year



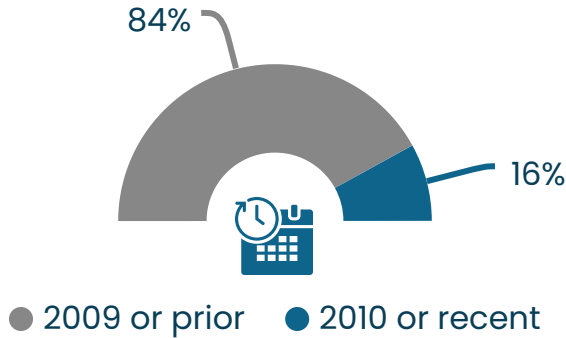
Inclination for Units by Building Size and Urbanicity



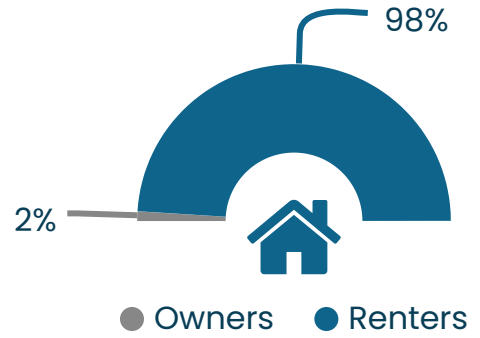
Full Steam Ahead | O50

Lifestyles and Housing Preferences | National Averages

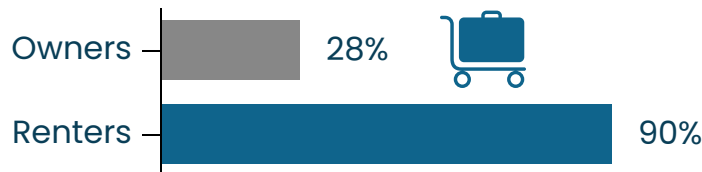
Units by Decade Built



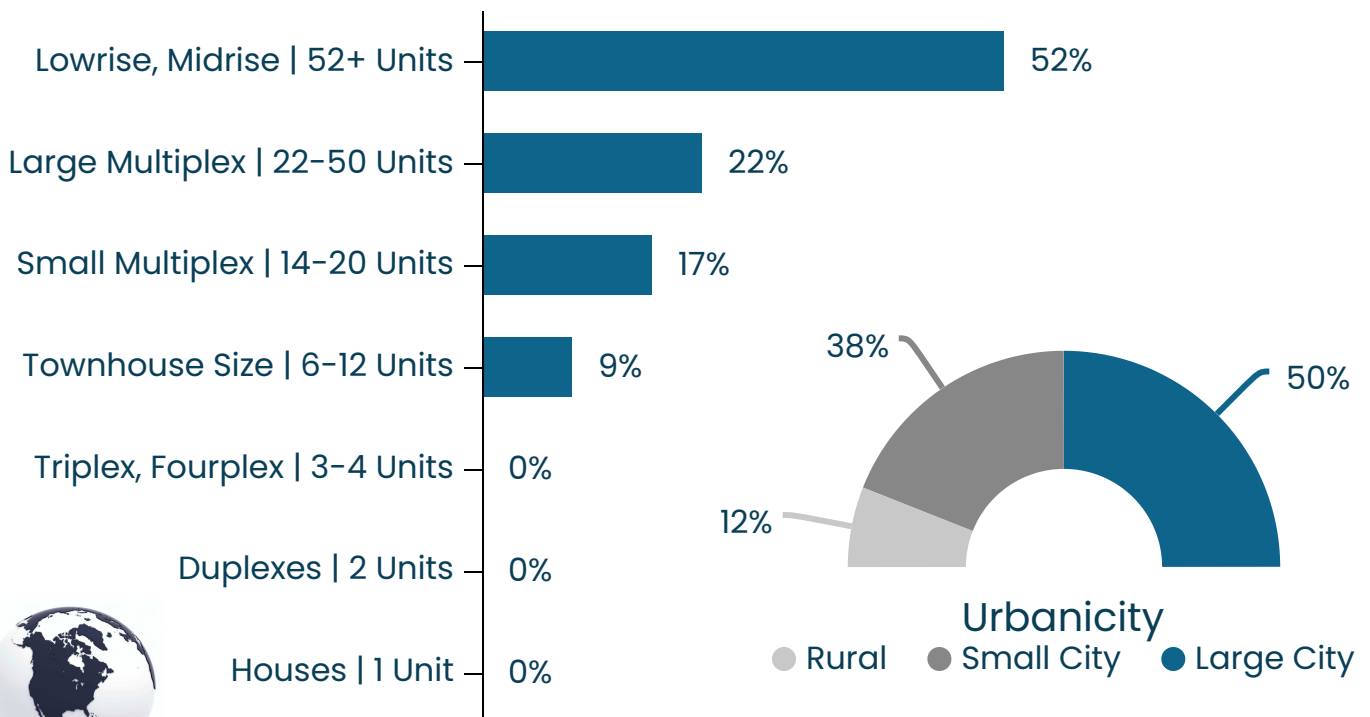
Households by Tenure



Share that Moves each Year



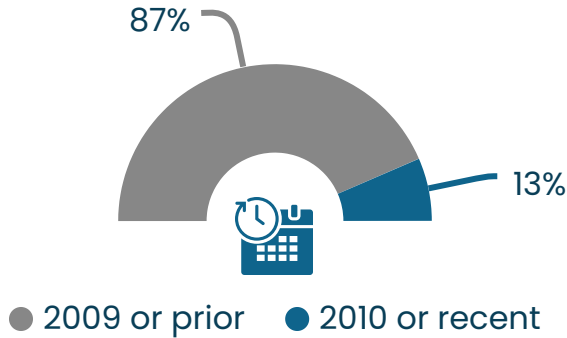
Inclination for Units by Building Size and Urbanicity



Digital Dependents | O51

Lifestyles and Housing Preferences | National Averages

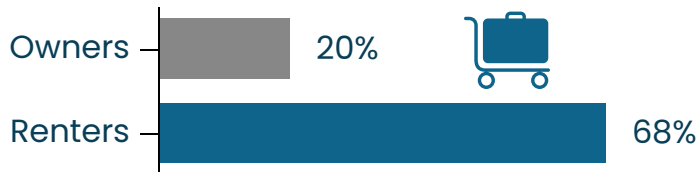
Units by Decade Built



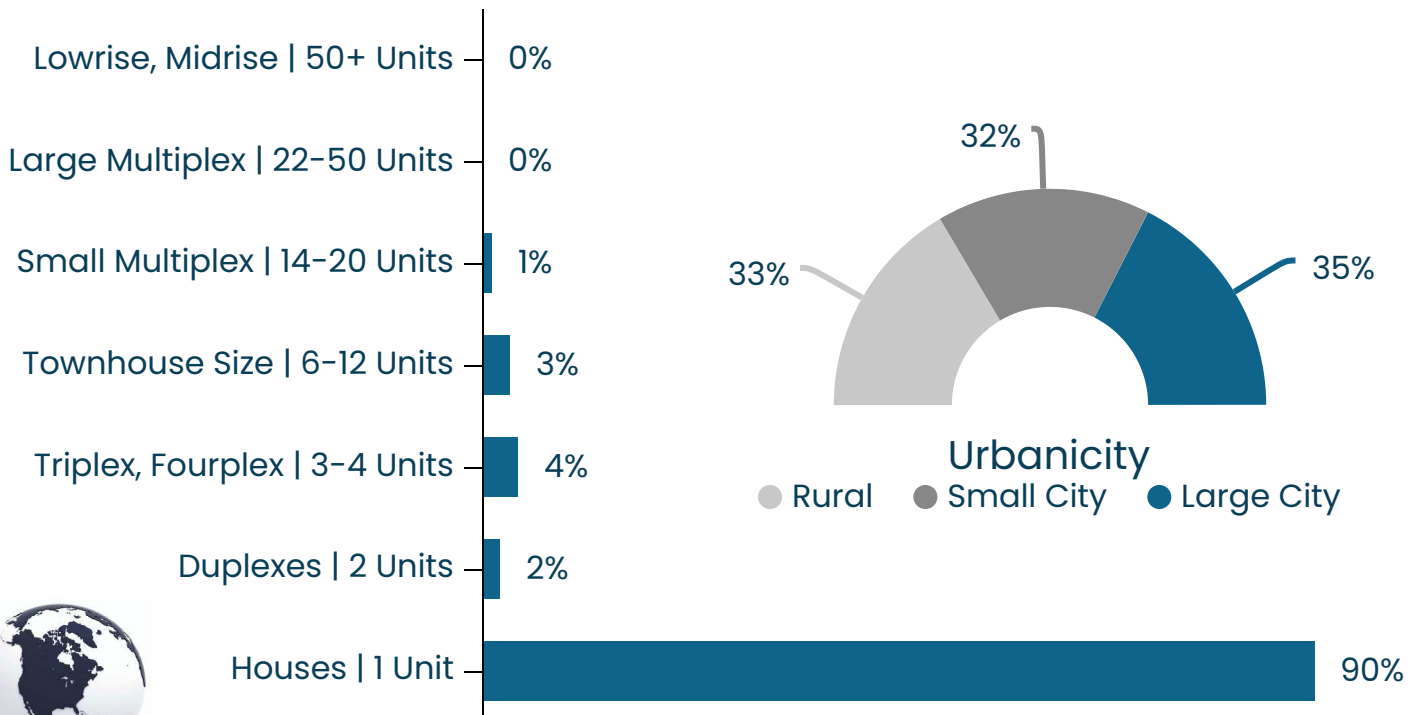
Households by Tenure



Share that Moves each Year



Inclination for Units by Building Size and Urbanicity

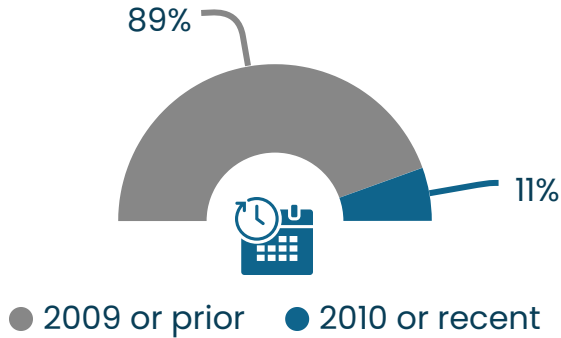


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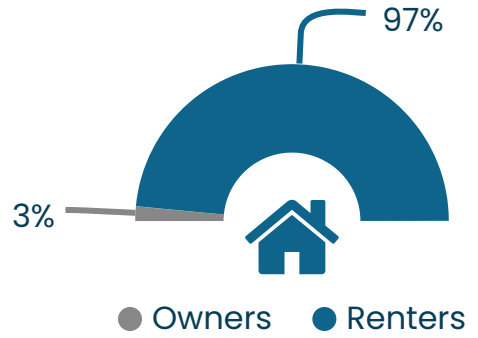
Urban Ambitions | O52

Lifestyles and Housing Preferences | National Averages

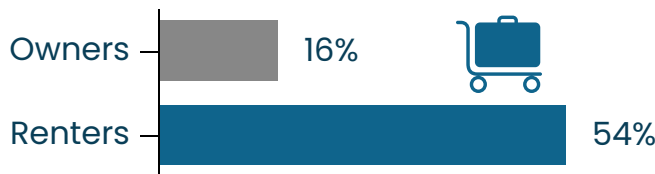
Units by Decade Built



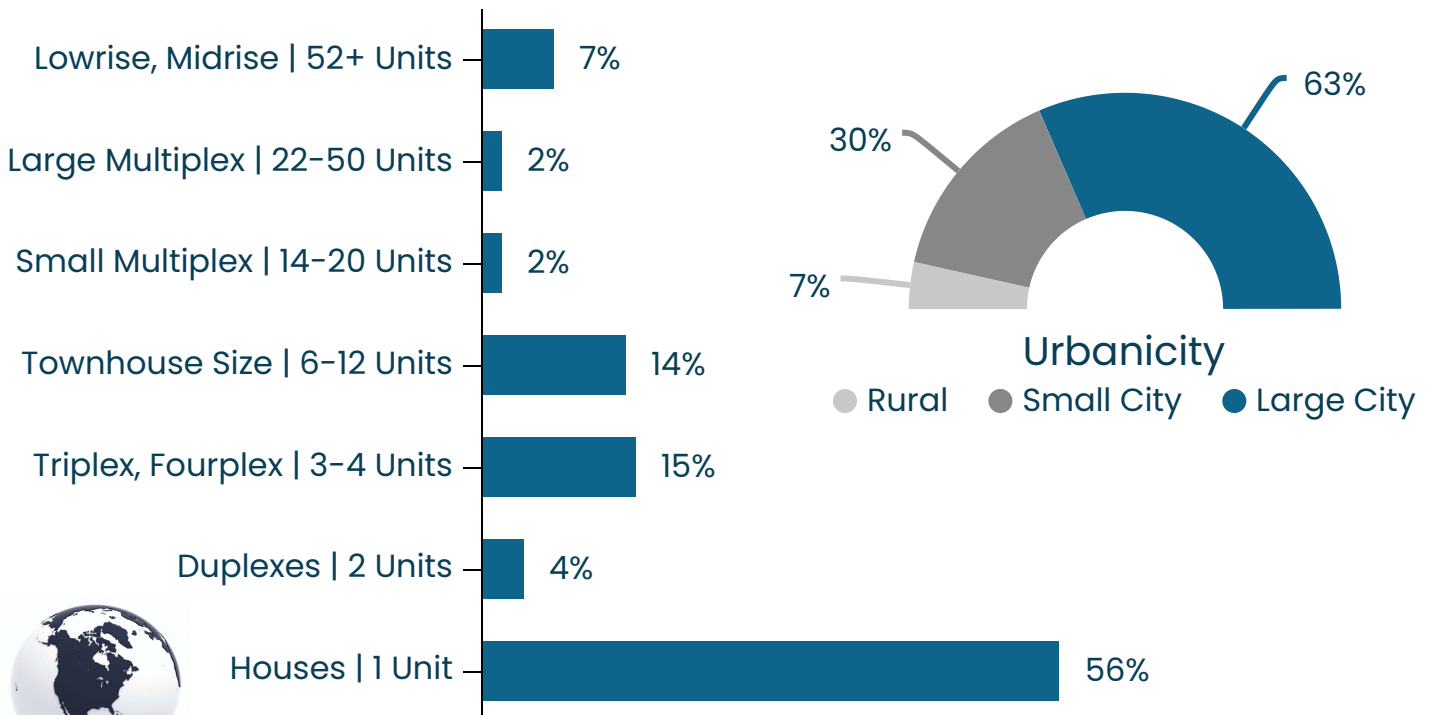
Households by Tenure



Share that Moves each Year



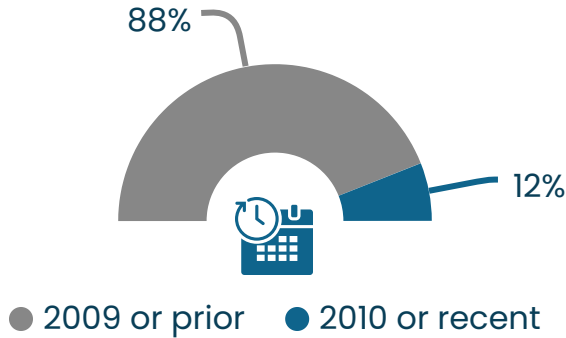
Inclination for Units by Building Size and Urbanicity



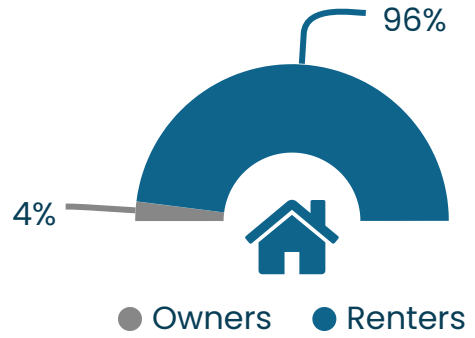
Striving Single Scene | O54

Lifestyles and Housing Preferences | National Averages

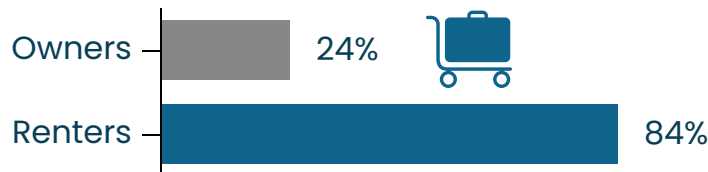
Units by Decade Built



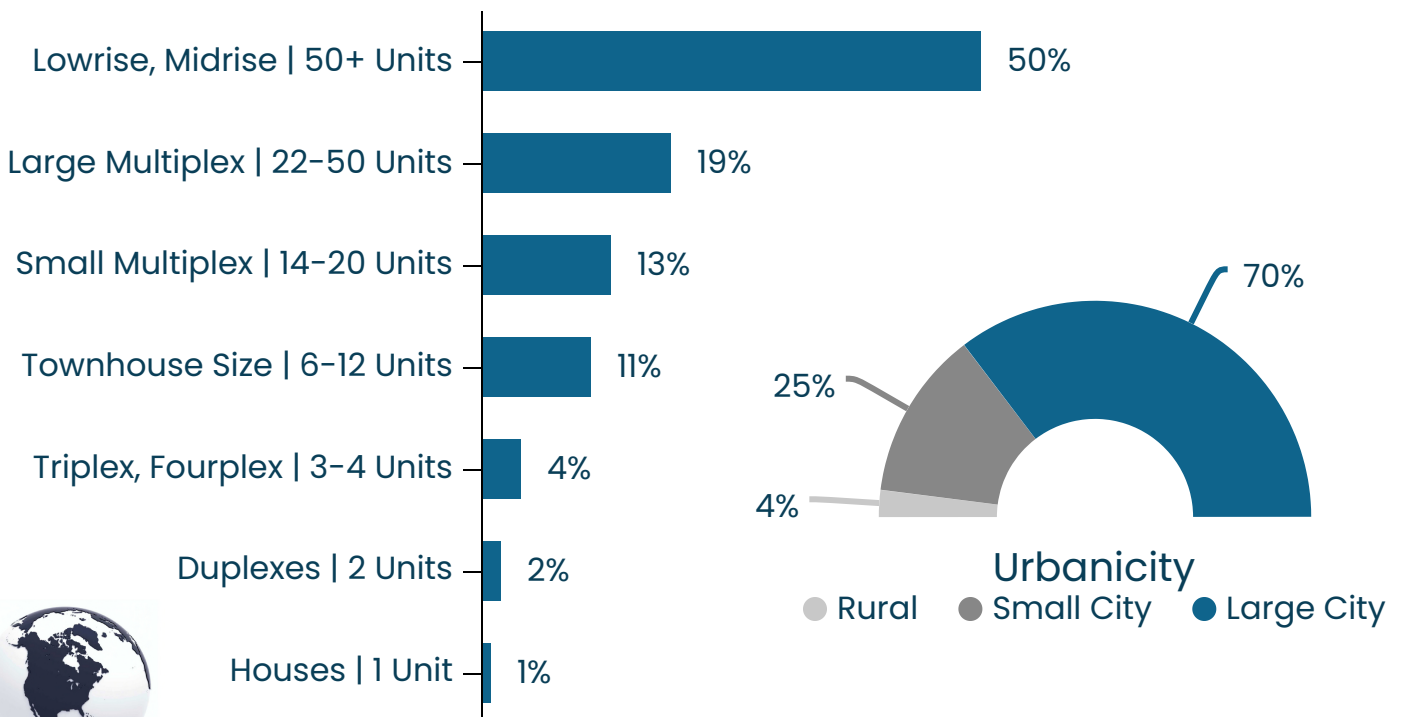
Households by Tenure



Share that Moves each Year



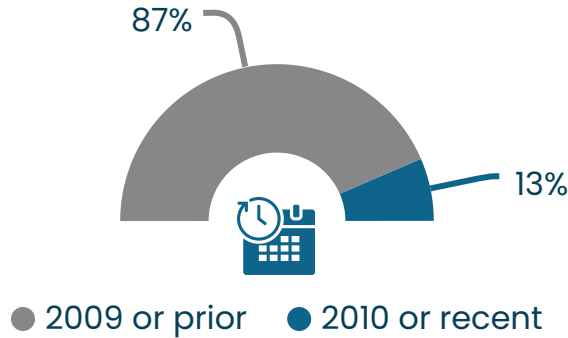
Inclination for Units by Building Size and Urbanicity



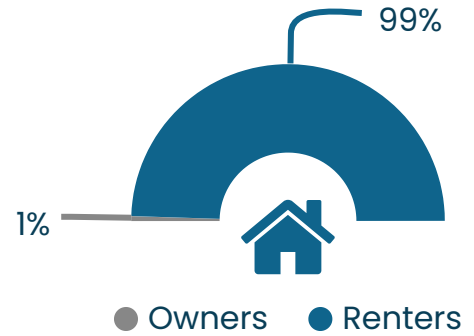
Family Troopers | O55

Lifestyles and Housing Preferences | National Averages

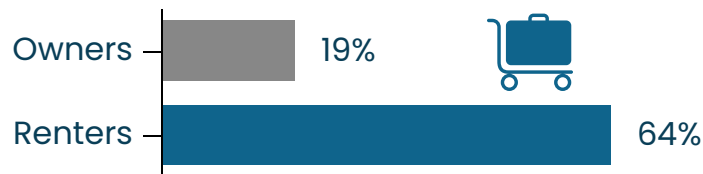
Units by Decade Built



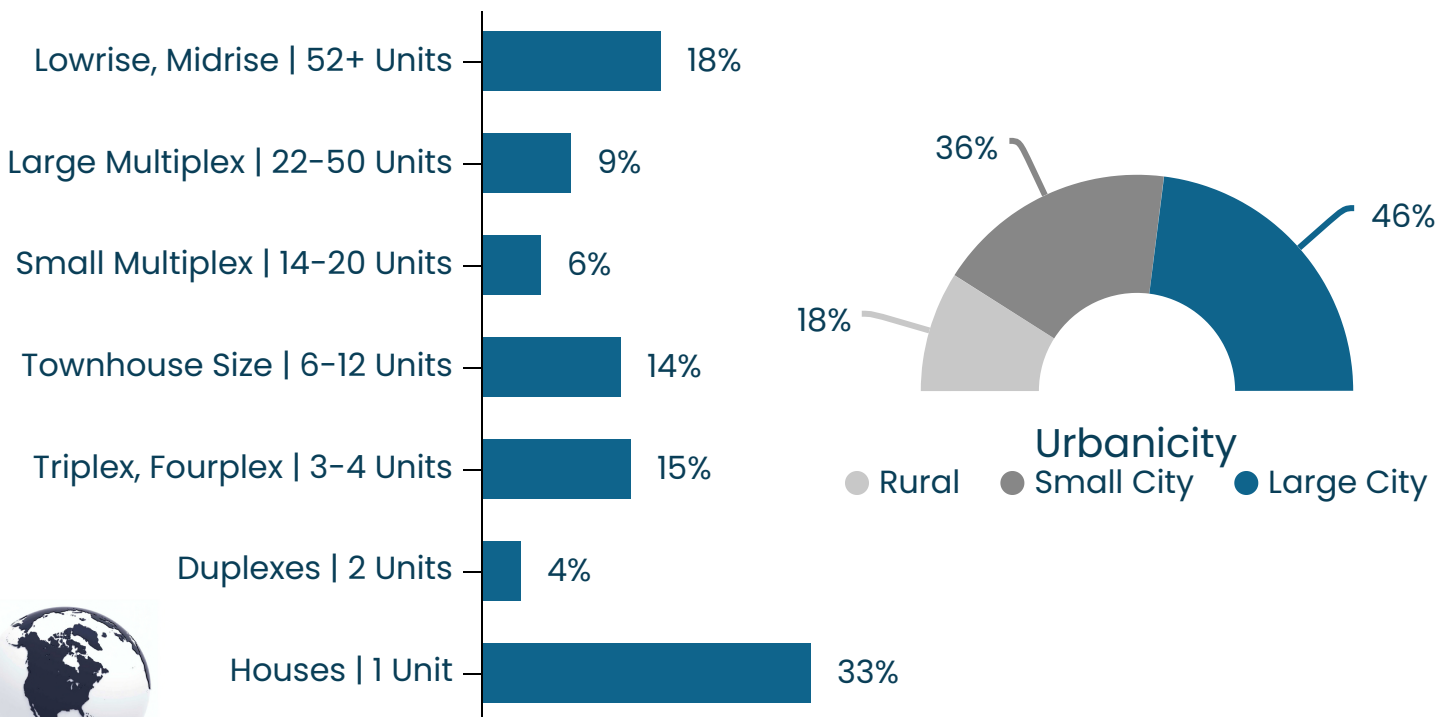
Households by Tenure



Share that Moves each Year



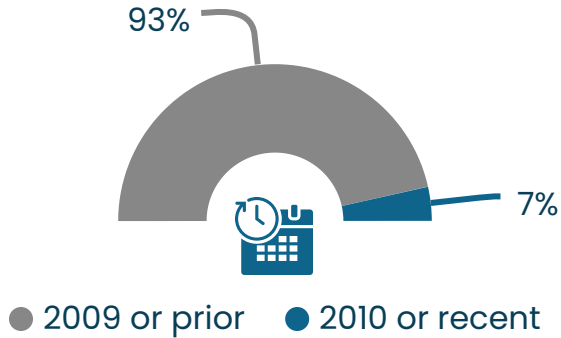
Inclination for Units by Building Size and Urbanicity



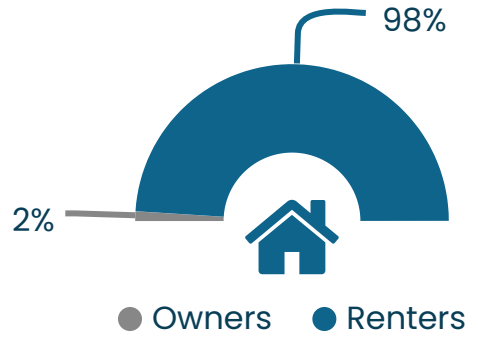
Dare to Dream | R66

Lifestyles and Housing Preferences | National Averages

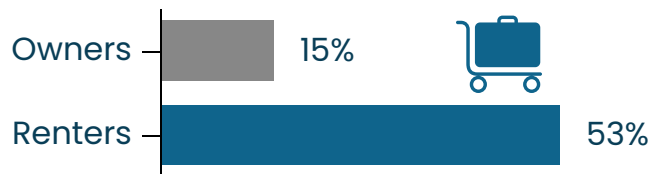
Units by Decade Built



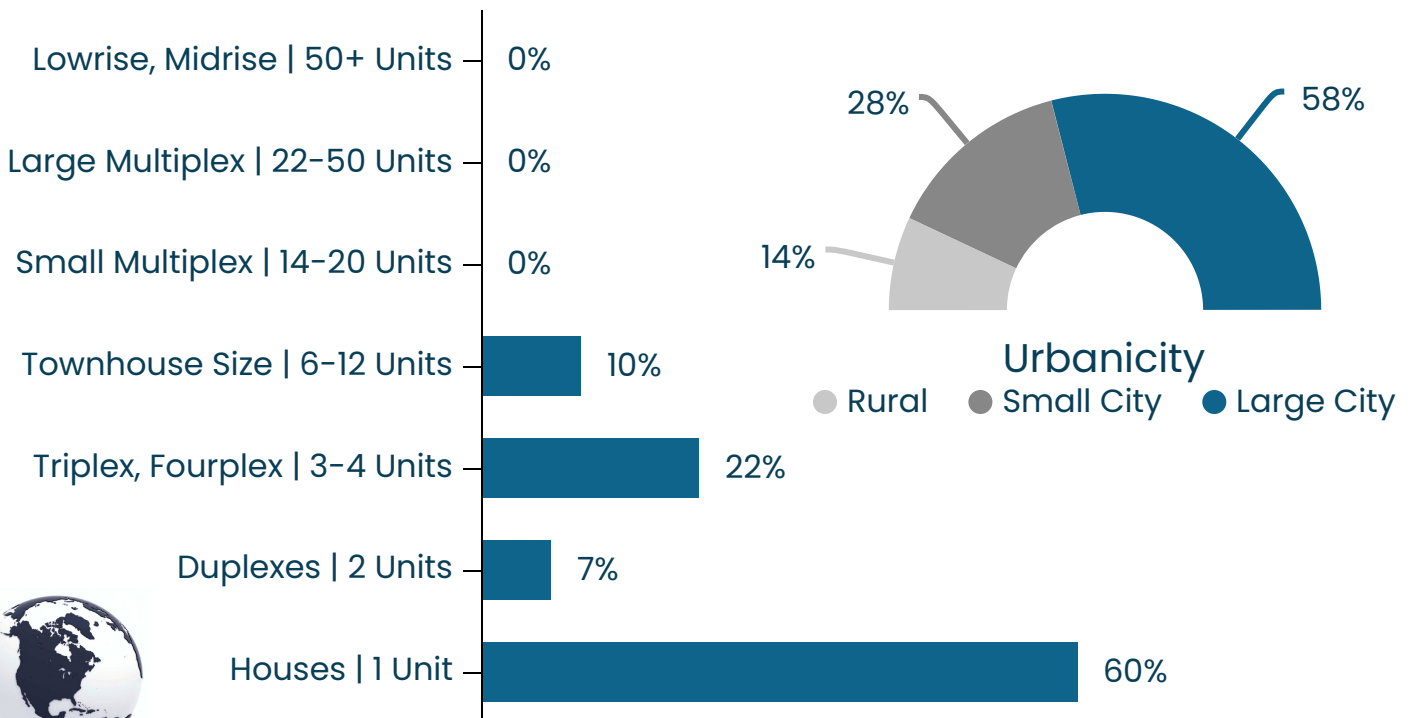
Households by Tenure



Share that Moves each Year



Inclination for Units by Building Size and Urbanicity

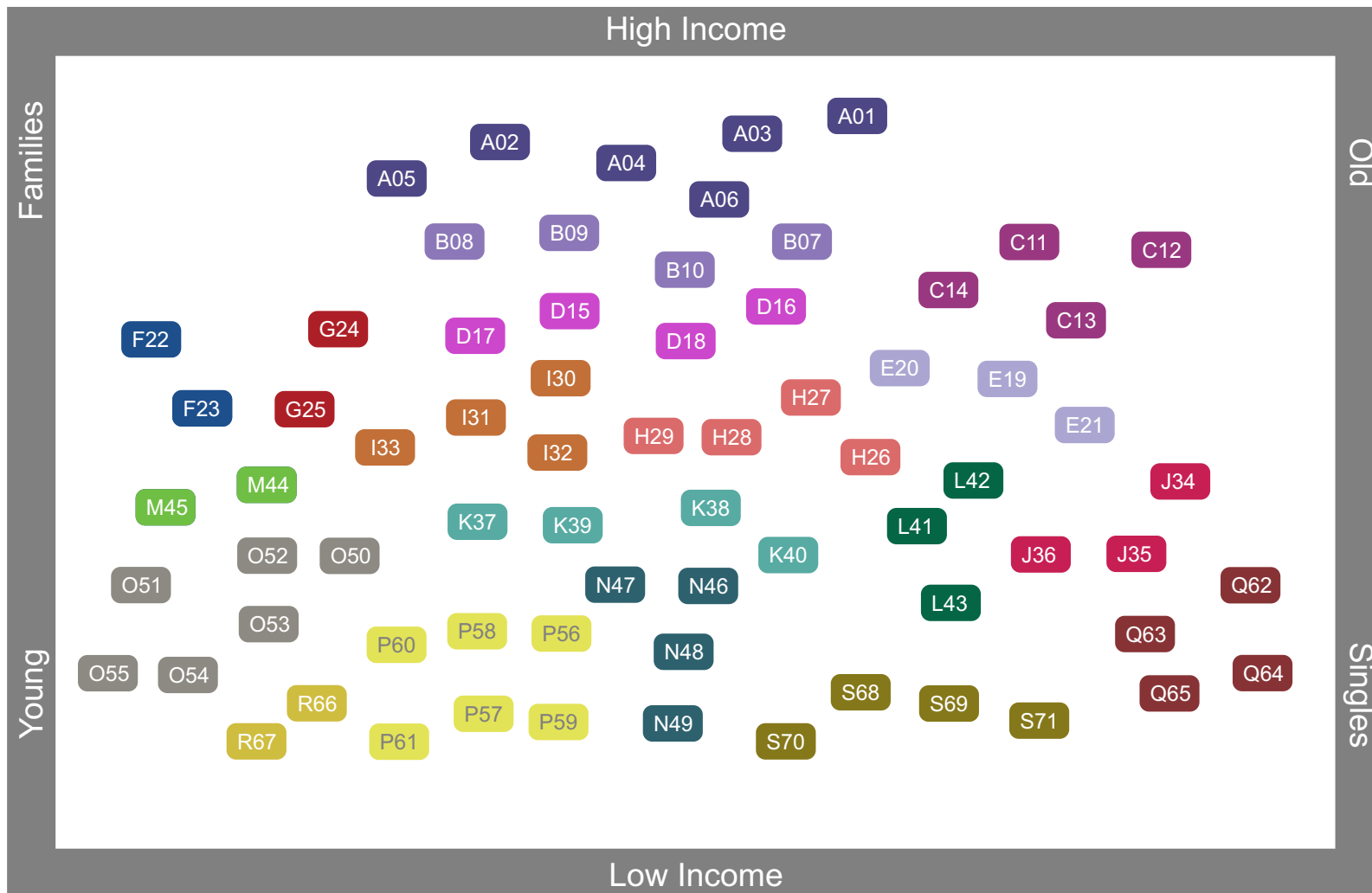


Section & E' Reference to Experian Mosaic

71 Lifestyle Clusters - The Mosaic

Experian Decision Analytics; 2022 - 2023

The Mosaic USA family tree illustrates the major demographic and lifestyle polarities between the groups and types, and shows how the Mosaic types relate to each other.



71 Lifestyle Clusters (Mosaic) with Med Hhd Income (2025 Average for Arkansas Cities)

A POWER ELITE

American Royalty A01
Age: 51-65 | \$200k Med Hhd Income
Single Family, 5+
Age of children: 13-18
Tech Use: Below Average
Prestigious housing; Luxury living;
Upscale cars; Healthy lifestyles;
Charitable giving; World travelers

Couples with Clout A05
Age: 36-45 | \$170k Med Hhd Income
Single family, 2
Tech Use: Excellent
Affluent; Designer-brand
conscious; Politically conservative;
Risk takers; Active social lives;
Highly educated

Jet Set Urbanites A06
Age: 51-65 | \$150k Med Hhd Income
Multi-family, 1
Tech Use: Excellent
Upscale urban living; Busy social
lives; Highly educated; Supporter
of fine arts; Avid *NY Times* readers;
Politically liberal

Kids and Cabernet A03
Age: 36-45 | \$210k Med Hhd Income
Single family, 5+
Age of children: 10-12
Tech Use: Below Average
Affluent young families;
Foodies; Politically conservative;
Saving for college; PTA members;
Family vacations

Picture Perfect Families A04
Age: 46-50 | \$190k Med Hhd Income
Single family, 5+
Age of children: 13-18
Tech Use: Below Average
Wealthy households; Educated;
Digitally plugged-in; PTA
members; Practical priorities;
Travel enthusiasts

Platinum Prosperity A02
Age: 51-65 | \$235k Med Hhd Income
Single Family, 2
Tech Use: Below Average
Luxury products; Empty-nesters;
Political donor; Country club
members; Philanthropic;
Investment-savvy

B FLOURISHING FAMILIES

Babies and Bliss B08
Age: 35-45 | \$120k Med Hhd Income
Single family, 5+
Age of children: 4-6
Tech Use: Above Average
Athletic activities; Engaged
Parenting; Child oriented
purchases; Large families; High
credit awareness; Online shoppers

Cosmopolitan Achievers B10
Age: 51-65 | \$120k Med Hhd Income
Single family, 2
Age of children: 13-18
Tech Use: Excellent
Bilingual; Luxury living; Family
abroad; Status spenders;
Economic literature;
Progressive liberals

Family Fun-tastic B09
Age: 36-45 | \$120k Med Hhd Income
Single Family, 5+
Age of children: 13-18
Tech Use: Above Average
Bargain hunters; Comfortable
spending; Saving for college;
Charity donor; Sports fans;
Active lifestyles

Generational Soup B07
Age: 51-65 | \$130k Med Hhd Income
Single family, 5+
Age of children: 13-18
Tech Use: Below Average
Environmental donor; Outdoor
hobbies; Fitness club members;
Rooted in the suburbs;
Multigenerational households;
Affluent

C BOOMING WITH CONFIDENCE

Aging of Aquarius C11
Age: 51-65 | \$125k Med Hhd Income
Single family, 3
Tech Use: Below Average
Affluent; College sports fans;
Upscale housing; Highly educated;
Philanthropic; Savvy investor

Boomers and Boomerangs C14
Age: 51-65 | \$90k Med Hhd Income
Single family, 5+
Age of children: 13-18
Tech Use: Below Average
Suburbanites; Middle-class
families; Politically conservative;
Big spenders; Charitable;
Multigenerational households

Golf Carts and Gourmets C12
Age: 66-75 | \$120k Med Hhd Income
Single family, 2
Tech Use: Below Average
Resort sports; Highly educated;
Luxury living; Country club
members; Financially savvy;
Music lover

Silver Sophisticates C13
Age: 66-75 | \$105k Med Hhd Income
Single family, 2
Tech Use: Below Average
Retiring in comfort; Experienced
travelers; Art connoisseurs;
Philanthropic; Retirement
investments; Ecological lifestyles

D SUBURBAN STYLE

Cul de Sac Diversity D17
Age: 36-45 | \$95k Med Hhd Income
Single family, 2
Age of children: 13-18
Tech Use: Below Average
Bilingual; Career-focused;
2nd generation success; Saving
for college; Outdoor activities;
Professional sports fans

Settled in Suburbia D16
Age: 46-50 | \$95k Med Hhd Income
Single family, 5+
Age of children: 13-18
Tech Use: Below Average
Comfortable lifestyles; Diverse
investments; Confident consumers;
Active kids; Movie-goers; Theme
park vacations

Sports Utility Families D15
Age: 36-45 | \$110k Med Hhd Income
Single family, 5+
Age of children: 13-18
Tech Use: Below Average
Suburb living; Comfortable
spending; Athletic activities;
Outdoor leisure; Saving for college;
Soccer moms/dads

Suburban Attainment D18
Age: 51-65 | \$75k Med Hhd Income
Single family, 3
Age of children: 13-18
Tech Use: Below Average
Racially diverse; Politically liberal;
Power shoppers; Active lifestyles;
Jazz listeners; Brick and
mortar shoppers

E THRIVING BOOMERS

Full Pockets, Empty Nests E19
Age: 51-65 | \$85k Med Hhd Income
Single family, 1
Tech Use: Below Average
Empty nesters; Highly educated;
City dwellers; Environmental
advocates; Well-traveled;
Fitness minded

No Place Like Home E20
Age: 51-65 | \$80k Med Hhd Income
Single family, 5+
Age of children: 0-3
Tech Use: Below Average
Smart shoppers; Contribute to
charities; Multi-generational
homes; Tailgaters; Financially
informed; Conservative values

Unspoiled Splendor E21
Age: 51-65 | \$70k Med Hhd Income
Single family, 2
Tech Use: Below Average
Price conscious; Politically
conservative; Do-it-yourselfers;
NASCAR fanatics; Outdoor
enthusiasts; Domestic travelers

F PROMISING FAMILIES

Fast Track Couples F22
Age: 31-35 | \$95k Med Hhd Income
Single family, 2
Age of children: 0-3
Tech Use: Above Average
Credit aware; Comfortable spender;
Active lifestyles; Tech savvy; Music
lovers; Football fans

Families Matter Most F23
Age: 31-35 | \$70k Med Hhd Income
Single family, 5+
Age of children: 0-3
Tech Use: Excellent
Sprawling families; Family
vacations; PTA parents; Child
related purchases; Internet active;
Credit revolver

G YOUNG CITY SOLOS

Status Seeking Singles G24
Age: 36-45 | \$80k Med Hhd Income
Single family, 1
Tech Use: Above Average
Single city dweller; Highly
educated; Upwardly mobile;
Professionals; Physically fit;
Foodies

Urban Edge G25
Age: 25-30 | \$85k Med Hhd Income
Multi-family, 101+, 1
Tech Use: Above Average
Progressive views; Urban-
dwellers; Environmental
advocates; Ambitious; Highly
educated; Exercise enthusiasts

H MIDDLE-CLASS MELTING POT

Birkenstocks & Beemers H27
Age: 46-50 | \$75k Med Hhd Income
Single family, 1
Age of children: 13-18
Tech Use: Below Average
Suburb living; Active investors;
Comfortable spending; Yogis;
Charitable giving; Outdoor
activities

Destination Recreation H29
Age: 36-45 | \$60k Med Hhd Income
Single family, 1
Age of children: 13-18
Tech Use: Below Average
Risk takers; Entrepreneurial spirit;
Money isn't everything;
Sports focused; Outdoor
recreation; Price conscious

Everyday Moderates H28
Age: 51-65 | \$65k Med Hhd Income
Single family, 2
Age of children: 13-18
Tech Use: Excellent
Credit aware; Comfortable
living; Brand conscious; Fashion
orientated; Financially alert;
Middle of the road views

Progressive Potpourri H26
Age: 51-65 | \$75k Med Hhd Income
Single family, 2
Age of children: 13-18
Tech Use: Below Average
Bilingual; Ethnically diverse; Urban
centric; Status spenders; Family
abroad; Comfortable lifestyles

I FAMILY UNION

Balance and Harmony I33
Age: 36-45 | \$60k Med Hhd Income
Single family, 2
Age of children: 10-12
Tech Use: Excellent
Bilingual households; Roots
abroad; Blue-collar income;
Athletic fitness; Soccer fans;
Financially curious

Blue Collar Comfort I31
Age: 36-45 | 60k Med Hhd Income
Single family, 5+
Age of children: 13-18
Tech Use: Excellent
Multi-generational households;
Patriotic; Middle class comfort;
Older homes; Union workers;
Bargain hunters

Steadfast Conventionalists I32
Age: 51-65 | \$60k Med Hhd Income
Single family, 5+
Age of children: 10-12
Tech Use: Excellent
Ethnically diverse; Foreign
travelers; Family abroad;
Limited investments; High school
educated; Health conscious

Stock Cars and State Parks I30
Age: 46-50 | \$70k Med Hhd Income
Single family, 5+
Age of children: 13-18
Tech Use: Below Average
Country living; Outdoor activities;
Blue-collar jobs; Family-centric
activities; Conservative views;
Motor sports fans

J AUTUMN YEARS

Aging in Place J34
Age: 66-75 | \$55k Med Hhd Income
Single family, 2
Tech Use: Very Poor
Retired; Fine arts appreciation;
Financially secure; AARP
members; Avid newspaper reader;
Republican

Rural Escape J35
Age: 66-75 | \$45k Med Hhd Income
Single family, 2
Tech Use: Very Poor
Country living; Modest educations;
Risk adverse; Outdoor activities;
Traditional media; Aftermarket
buyers

Settled and Sensible J36
Age: 51-65 | \$40k Med Hhd Income
Single family, 2
Tech Use: Very Poor
Humble living; Modest spending;
Limited financial savings;
Retired; Stable lifestyle;
Limited internet activity

K SIGNIFICANT SINGLES

Bohemian Groove K40
Age: 51-65 | \$40k Med Hhd Income
Single family, 1
Tech Use: Very Poor
Apartment dwellers; Single adults;
Environmentally sympathetic;
Modest living; Value-conscious
shoppers; Eclectic interests

Gotham Blend K38
Age: 51-65 | \$70k Med Hhd Income
Multi-family: 2 units, 1
Tech Use: Excellent
City lifestyle; Environmental donor;
Bilingual; Aspirational consumers;
Culturally diverse Newspaper
readers

Metro Fusion K39
Age: 36-45 | \$50k Med Hhd Income
Single family, 1
Tech Use: Excellent
City apartment living; Family
abroad; Ethnically diverse; Modest
investments; Digitally dependent;
Youthful perseverance

Wired for Success K37
Age: 36-45 | \$70k Med Hhd Income
Multi-family: 101+, 1
Tech Use: Above Average
Conspicuous consumption; Status
seekers; Digital media gurus;
Value education; Liberal
household; Active lifestyles

L BLUE SKY BOOMERS

Booming and Consuming L41
Age: 51-65 | \$60k Med Hhd Income
Single family, 1
Tech Use: Below Average
Busy social lives; Diversified
investments; Home and garden
enthusiasts; Open-minded;
Balanced shoppers;
Disposable income

Homemade Happiness L43
Age: 51-65 | \$40k Med Hhd Income
Single family, 1
Tech Use: Very Poor
Humble rural living; Hunting/
fishing; Blue-collar and
agricultural jobs; Cash not credit;
Pragmatic shoppers; Traditional
family values

Rooted Flower Power L42
Age: 51-65 | \$55k Med Hhd Income
Single family, 1
Tech Use: Above Average
Philanthropist; Deeply rooted;
Single adults; Bargain hunters;
Liberal; Clubs and volunteering

M FAMILIES IN MOTION

Diapers and Debit Cards M45
Age: 31-35 | \$35k Med Hhd Income
Single family, 5+
Age of children: 0-3
Tech Use: Excellent
Rural living; Home-based family
activities; Enjoy bargain hunting;
Middle of the road politics; Early
childrearing years; Bowling and
pool leagues

Red, White and Bluegrass M44
Age: 36-45 | \$50k Med Hhd Income
Single family, 5+
Age of children: 4-6
Tech Use: Excellent
Family-centered activities; Rural
communities; Working-class
lifestyles; Racing fan; Modest
financial investments; Country life

N PASTORAL PRIDE

Countrified Pragmatics N47
Age: 51-65 | \$45k Med Hhd Income
Single family, 1
Age of children: 13-18
Tech Use: Excellent
Remote rural communities;
Patriotic; Independent streak;
Modest housing; Active outdoor
lifestyles; Risk takers

Rural Southern Bliss N48
Age: 51-65 | \$35k Med Hhd Income
Single family, 5+
Age of children: 0-3
Tech Use: Excellent
Fashionable; Limited discretionary
spend; Aspirational;
Multigenerational households;
Modest educations; Status
shoppers

Touch of Tradition N49
Age: 36-45 | \$35k Med Hhd Income
Single family, 1
Age of children: 13-18
Tech Use: Very Poor
Frugal; Working-class sensibility;
Home-based activities; Sports TV;
Remote settings; Hunting/fishing

True Grit Americans N46
Age: 36-45 | \$50k Med Hhd Income
Single family, 1
Age of children: 13-18
Tech Use: Very Poor
Rural residences; Live within
means; Outdoor activities;
After-market buyers; Practical
priorities; Cowboy values

O SINGLES

Colleges and Cafes O53
Age: 19-24 | \$40k Med Hhd Income
Multi-family: 101+ units, 1
Tech Use: Very Poor
University towns; Single adults;
Risk takers; Active lifestyles;
Politically disengaged;
Well-educated

Digital Dependents O51
Age: 25-30 | \$50k Med Hhd Income
Single family, 1
Age of children: 0-3
Tech Use: Excellent
Ambitious; Appearances are
important; Single adults;
Outdoor activities; Music lovers;
Digitally savvy

Family Troopers O55
Age: 25-30 | \$35k Med Hhd Income
Multi-family: 5-9 units, 2
Age of children: 0-3
Tech Use: Excellent
Renters; Military base communities;
Ethnically diverse; Children's
activities; Limited educations;
Active social lives

Full Steam Ahead O50
Age: 36-45 | \$45k Med Hhd Income
Multi-family: 101+ units, 1
Age of children: 13-18
Tech Use: Very Poor
Busy lives; Television fans; Single
adults; Informed shopper; Leaning
liberal; Competitive sports

Striving Single Scene O54
Age: 25-30 | \$40k Med Hhd Income
Multi-family: 101+ units, 1
Tech Use: Excellent
Career-driven; Urban-centric;
Digitally dependent; Active social
lives; Gym memberships; Music fan

Urban Ambition O52
Age: 31-35 | \$40k Med Hhd Income
Multi-family: 5-9 units, 1
Age of children: 13-18
Tech Use: Very Poor
Racially diverse; Singles and single
parents; City apartment renters;
Music hip; Technology adapting;
Video games

P CULTURAL CONNECTIONS

Expanding Horizons P59
Age: 36-45 | \$35k Med Hhd Income
Single family, 5+
Age of children: 10-12
Tech Use: Excellent
Blue-collar jobs; Bilingual;
Style conscious; Budget
constraints; Preteens and teens;
Team sports

Heritage Heights P58
Age: 36-45 | \$40k Med Hhd Income
Multi-family: 2 units, 1
Age of children: 13-18
Tech Use: Excellent
Ethnically eclectic; Fashion
forward; Artistically inclined;
Bilingual; Single parents;
Appearances matter

Humble Beginnings P61
Age: 36-45 | \$30k Med Hhd Income
Multi-family: 101+ units, 1
Age of children: 10-12
Tech Use: Excellent
Rental housing; Single parents;
Bilingual; Driven to impress;
Family abroad; Style on a budget

Mid-scale Medley P56
Age: 36-45 | \$45k Med Hhd Income
Single family, 1
Age of children: 13-18
Tech Use: Below Average
Modest living; Single adults;
Trendsetters; Cash over credit;
Outdoor leisure; Family abroad

Modest Metro Means P57
Age: 51-65 | \$35k Med Hhd Income
Multi-family: 2 units, 1
Age of children: 13-18
Tech Use: Very Poor
Public transportation; Ethnically
diverse; Single parents; Rental
housing; TV watchers;
Opportunity seekers

Striving Forward P60
Age: 36-45 | \$35k Med Hhd Income
Multi-family: 5-9 units, 1
Age of children: 10-12
Tech Use: Excellent
Multi-ethnic; Ambitious;
Single parents; Family activities;
Active athletes; Fashionable

Q GOLDEN YEAR GUARDIANS

Footloose & Family Free Q63
Age: 76+ | \$40k Med Hhd Income
Single family, 1
Tech Use: Below Average
Retirees; Epicurean; Healthy living;
Active social lives; Well-invested;
Financially secure

Reaping Rewards Q62
Age: 76+ | \$45k Med Hhd Income
Single family, 2
Tech Use: Very Poor
Retirees; Established credit;
Cruise vacations; Daytime
entertainment; Brand loyal;
Republican supporter

Town Elders & Leaders Q64
Age: 76+ | \$35k Med Hhd Income
Single family, 1
Tech Use: Very Poor
Spiritual; Cautious money
managers; Seniors. Home-
centered activities; Health-related
purchases; Rural lifestyle

Senior Discounts Q65
Age: 76+ | \$30k Med Hhd Income
Multi-family: 101+ units, 1
Tech Use: Very Poor
Discount shoppers; Retirement
residences; TV entertainment;
Active leisure lives; Active health
maintenance; Avid newspaper
readers

R ASPIRATIONAL FUSION

Dare to Dream R66
Age: 26-30 | \$35k Med Hhd Income
Multi-family: 5-9 units, 1
Age of children: 13-18
Tech Use: Above Average
Single parents; Apartment dweller;
Bilingual; Brand-conscious; Team
sports; Window-shoppers

Hope for Tomorrow R67
Age: 19-24 | \$25k Med Hhd Income
Single family, 1
Age of children: 13-18
Tech Use: Excellent
Single parents; Striving for
more; City living; Shopping as
entertainment; Seeking approval;
Cash not credit

S ECONOMIC CHALLENGES

Small Town Shallow Pocket S68
Age: 51-65 | \$35k Med Hhd Income
Single family, 1
Tech Use: Very Poor
Modest spenders; Rural towns;
Single; Empty nesters; Frequent
movers; Modest educations;
Status seeking purchases

Tight Money S70
Age: 36-45 | \$25k Med Hhd Income
Multi-family: 20-49 units, 1
Age of children: 13-18
Tech Use: Excellent
Rental housing; Rural towns;
Bluecollar jobs; Simple lifestyles;
Bargain hunters; Status shoppers

Tough Times S71
Age: 51-65 | \$25k Med Hhd Income
Multi-family: 101+ units, 1
Tech Use: Excellent
City renters; Ethnically diverse;
Brand conscious; Aspirational;
Limited budgets;
Appearances matter

Urban Survivors S69
Age: 51-65 | \$35k Med Hhd Income
Single family, 1
Age of children: 13-18
Tech Use: Excellent
Modest budgets; Racially
diverse; Entrepreneurial spirit;
Homeowners; Materialistic
aspirations; Style on a budget

Half of all Lifestyle Clusters | Nationwide

A01 – J36 | Better-to-Upper Incomes

- A01 | American Royalty - Wealthy influential couples and families in prestigious communities - Suburbs.
A02 | Platinum Prosperity - Wealthy and established empty-nesting couples - Suburbs.
A03 | Children & Cabernet - Prosperous, middle-aged married couples focused on their children's lives - Suburbs.
A04 | Picture Perfect Families - Established families of child-raising households in wealthy communities - Suburbs.
A05 | Couples with Clout - Middle-aged childless couples living in affluent areas - Metros.
A06 | Jet Set Urbanites - Mix of affluent singles and couples enjoying diverse neighborhoods - Urban.
- B07 | Generational Soup - Affluent couples and multi-generational families, wide range of lifestyles - Suburbs.
B08 | Babies & Bliss - Middle-aged couples with large families and active lives - Suburbs.
B09 | Family Funtastic - Upscale, middle-aged families with busy lives focused on older children - Satellite Cities.
B10 | Cosmopolitan Achievers - Affluent middle-aged, established couples & families, dynamic lifestyles - Metros.
- C11 | Aging of Aquarius, Settled - Upscale boomer couples settled in detached houses - Cities, Nearby Suburbs.
C12 | Golf Carts & Gourmets - Upscale retirees & empty-nesters in comfortable golf communities - Urban Edges.
C13 | Silver Sophisticates - Mature, upscale couples & singles in larger detached houses - Suburbs.
C14 | Boomers & Boomerangs - Baby boomer adults with young adult children sharing their house - Suburbs.
- D15 | Sports Utility Families - Upscale, multi-generational, middle-aged families, active lifestyles - Outer Suburbs.
D16 | Settled in Suburbia - Upper-middle-income diverse families & empty nesters - Established Suburbs.
D17 | Cul de Sac Diversity - Culturally diverse, middle-aged families settling into emerging communities - Suburbs.
D18 | Suburban Attainment - Upper middle-class couples and families moving to newer communities - Suburbs.
- E19 | Full Pockets & Empty Nests - Empty-nesters, discretionary income and sophisticated lifestyles - Most Cities.
E20 | No Place Like Home - Middle-to-upper income, multi-generational households, detached houses - Urban Edges.
E21 | Unspoiled Splendor - Comfortably established baby boomer couples, detached houses - Small Cities, Rural.
F22 | Fast Track Couples - Young, upwardly-mobile couples with active lifestyles - Inner Suburbs.
F23 | Families Matter Most - Young, middle-to-upper income families with active, family-focused lives - Suburbs.
- G24 | Status Seeking Singles - Young, upwardly-mobile singles balancing work and leisure - Metros, Urban.
G25 | Urban Edge - Younger, up-and-coming singles living big-city lifestyles - Largest Metros.
- H26 | Progressive Potpourri - Mature couples with comfortable and active lives - Suburbs.
H27 | Birkenstocks & Beemers - Middle-to-upper income couples living leisurely lifestyles - Small Cities.
H28 | Everyday Moderates - Multi-cultural couples & families choosing modest lifestyles - Suburbs to Mid-sized Cities.
H29 | Destination Recreation - Middle-aged couples working hard to support active lifestyles - Small Cities, Suburbs.
- I30 | Stockcars & State Parks - Middle-income couples & families seeking affordable entertainment - Small Cities.
I31 | Blue Collar Comfort - Middle-income families working solid, blue-collar jobs - Small Cities.
I32 | Steadfast Conventionalists - Conventional Gen-X families in conventional detached houses - Coastal Cities.
I33 | Balance & Harmony - Middle-income families with lively lifestyles - City-Centric Neighborhoods.
- J34 | Aging in Place Already - Middle-income seniors established in their homes, preferring to stay - Suburban.
J35 | Rural Escape - Older, middle-income couples & singles, living modestly, comfortably - Small Cities, Rural Edges.
J36 | Settled & Sensible - Older, middle-income, empty nest couples & singles living sensibly - City Neighborhoods.

Half of all Lifestyle Clusters | Nationwide

K37 – S71 | Lower-to-Moderate Incomes

- K37 | Wired for Success - Young, middle-income singles and couples living socially-active lives - Cities.
- K38 | Gotham Blend - Middle-aged, middle-income singles & couples with big city lifestyles - Urban, Large Cities.
- K39 | Metro Fusion - Middle-aged singles living active lifestyles with a wide range of backgrounds - Urban.
- K40 | Bohemian Groove - Older, unattached singles enjoying settled lives in detached houses - Urban Neighborhoods.
- L41 | Booming & Consuming - Older empty nester couples and singles enjoying relaxed lifestyles - Small Cities.
- L42 | Rooted Flower Power - Middle-income baby boomer singles & couples, rooted & nearing retirement - Suburban.
- L43 | Homemade Happiness - Middle-income baby boomers in detached houses - Small Cities, Rural.
- M44 | Red, White, Bluegrass - Middle-income families with diverse household dynamics - Rural.
- M45 | Infants and Debit Cards - Young, working families & single parents in small houses - Urban Neighborhoods.
- N46 | True Grit Americans - Older, middle-income households located in nation's mid-section - Small Cities, Rural.
- N47 | Countrified Pragmatics - Middle-income couples and singles with casual lifestyles - Rural.
- N48 | Rural Country Bliss - Middle-income, multi-generational families in the nation's south - Small Cities, Rural.
- N49 | Touch of Tradition - Working, middle-aged couples and singles in detached houses - Rural.
- O50 | Full Steam Ahead - Young and middle-aged singles on the move forward and upward - Mid-Sized Cities.
- O51 | Digital Dependents - Gen-X and Gen-Y singles living digitally-driven lifestyles - Urban.
- O52 | Urban Ambition - Gen-Y singles, some with children, moving into urban places - Mid-Sized Cities, Urban.
- O53 | Colleges & University Affiliates - Young singles, alumni, recent grads, staff connected to colleges - College Towns.
- O54 | Striving Single Scene - Young singles, upwardly mobile, aspiring in early careers - City Centers, Urban.
- O55 | Family Troopers - Families & single parents, with current or recent connections to the military - Nationwide.
- P56 | Mid-Scale Medley - Middle-aged, moderate-income singles, many starting over - Mid-Sized Cities.
- P57 | Modest Metro Means - Moderate-income singles settled in moderate communities - Inner-City Neighborhoods.
- P58 | Heritage Heights - Moderate-income singles & families settled in apartments - Urban, Compact Neighborhoods.
- P59 | Expanding Horizons - Middle-aged, middle-income families - Border Towns.
- P60 | Striving Forward - Moderate-income families & single parents in newer communities - Urban Edges.
- P61 | Humble Beginnings - Multi-cultural singles, some with children, starting in apartments - Inner-Cities, Urban.
- Q62 | Reaping Rewards - Retired couples and widowed singles living relaxed, quiet lives in detached houses - Suburban.
- Q63 | Footloose and Family Free - Older couples and widowed singles living active, comfortable lives - Urban Edges.
- Q64 | Town Elders & Leaders - Elders and community leaders settled into small houses and living frugally - Small Cities.
- Q65 | Senior Discounts & Towers - Low-income seniors in apartments with some rent assistance - Metros, City Edges.
- R66 | Daring to Dream - Aspiring young couples & singles, some with children, just starting out - Inner-City, Urban.
- R67 | Hoping Tomorrow - Hopeful, young, single parents with low-incomes, living in apartments - Mid-Sized Cities.
- S68 | Small Towns & Shallow Pockets - Older, low-income empty nesters & singles, tight budgets. - Small Satellite Cities.
- S69 | Urban Survivors - Older, low-income singles, some with children, settled & living modestly - Urban Neighborhoods.
- S70 | Tight Money - Middle-aged, low-income, unattached singles seeking to move upward - Small Cities, Urban Edges.
- S71 | Tough Times - Older, low-income singles, struggling to get by, apartments - Inner-Cities, Compact Neighborhoods.

71 Lifestyle Clusters - General Approach

Experian Decision Analytics; 2020 - 2023

More than 300 data points have been used to build Mosaic USA. These have been selected as inputs to the classification on the basis of their coverage, quality, consistency and sustainability.

The data variables enable accurate identification and differentiation between a wide range of consumer characteristics and attributes. (See the list below.)

The data variables are updated quarterly to ensure continued accuracy in assignments of the Mosaic codes.

In general, they meet the following criteria:

- Allow the identification and description of consumer segments that are not necessarily distinguished solely by the use of census data.
- Ensure accuracy of Mosaic code by either household or neighborhood.
- Are updated regularly to ensure that changes are monitored.
- Improve differentiation and allow for the identification of a wide range of consumer behaviors.

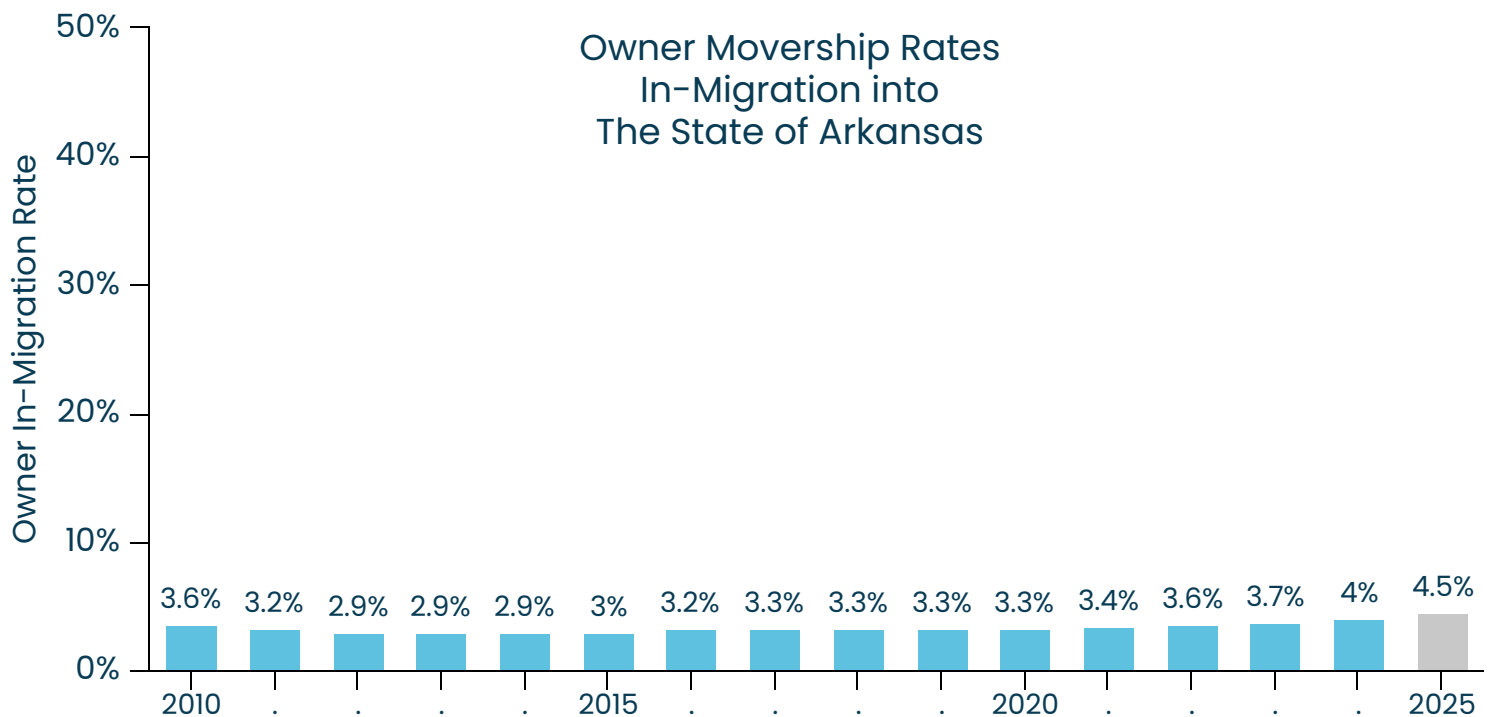
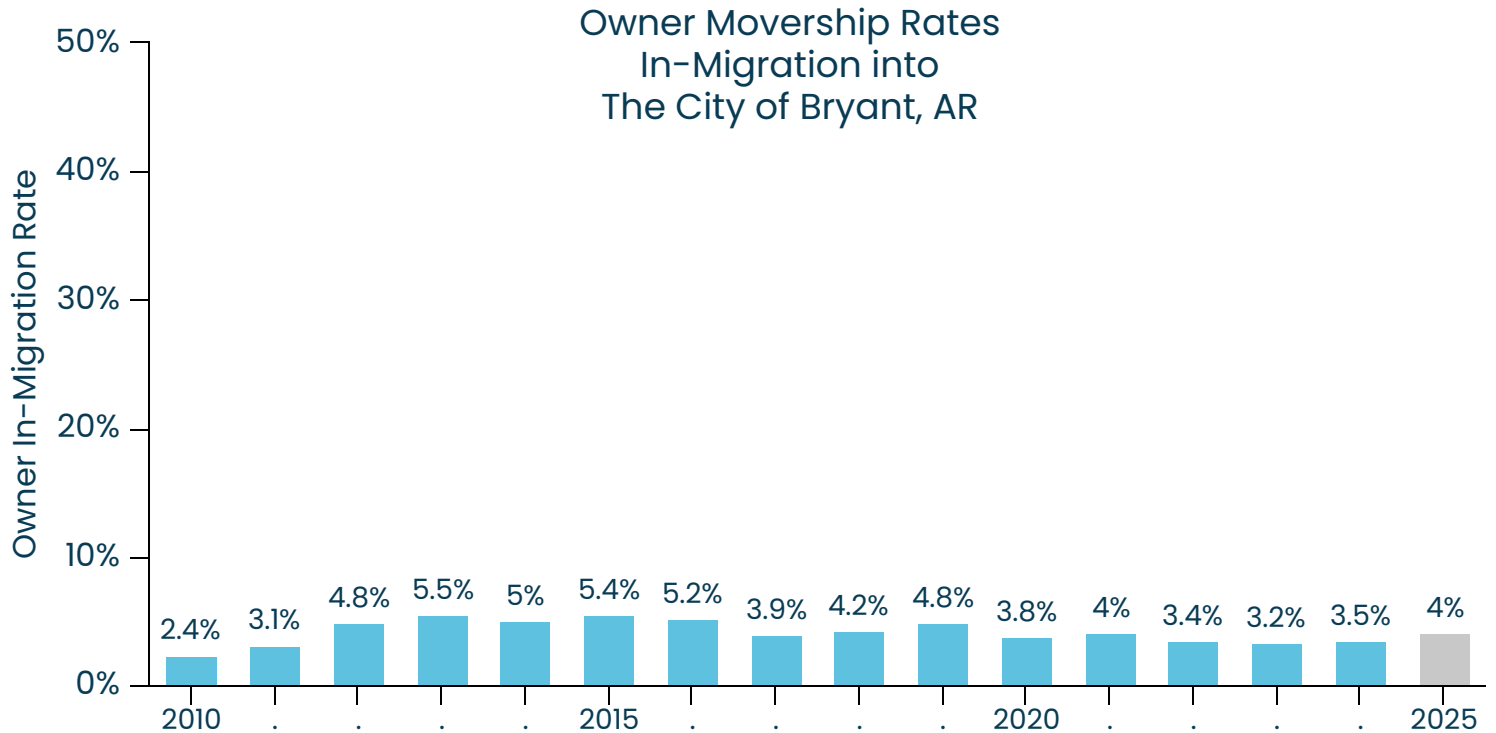
Characteristics and Attributes

Demographics	Socio-economics	Location	Financial measures	Property characteristics
Age	Education/qualifications	Urbanity/rurality	Income	Tenure
Marital status	Occupation	Means of transport	Credit behaviour	Property value
Household composition	Industry	Travel to work time	Owner of multiple homes	Number of rooms
Length of residency	Hours worked		Social security/assistance	Year built
Presence of children	Home business			Number of dwellings
Number of occupants	Vehicle ownership			Rent amount
Ethnicity				Group quarters
Language ability				

Section & F
A c j Y f g \] d
F U h Y g
OWNERS

Owner In-Migration | Bryant + Arkansas

Movership rates represent the share of households that moves in any given year.

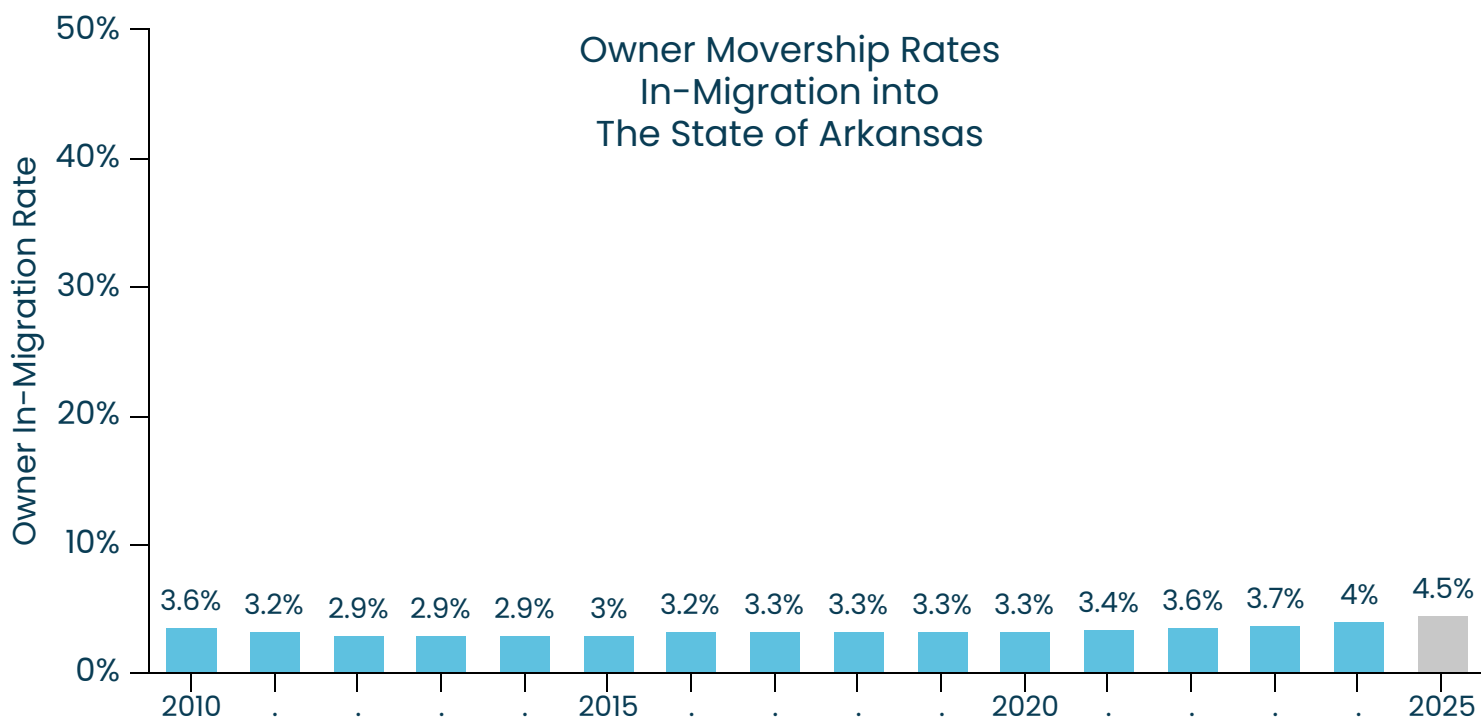
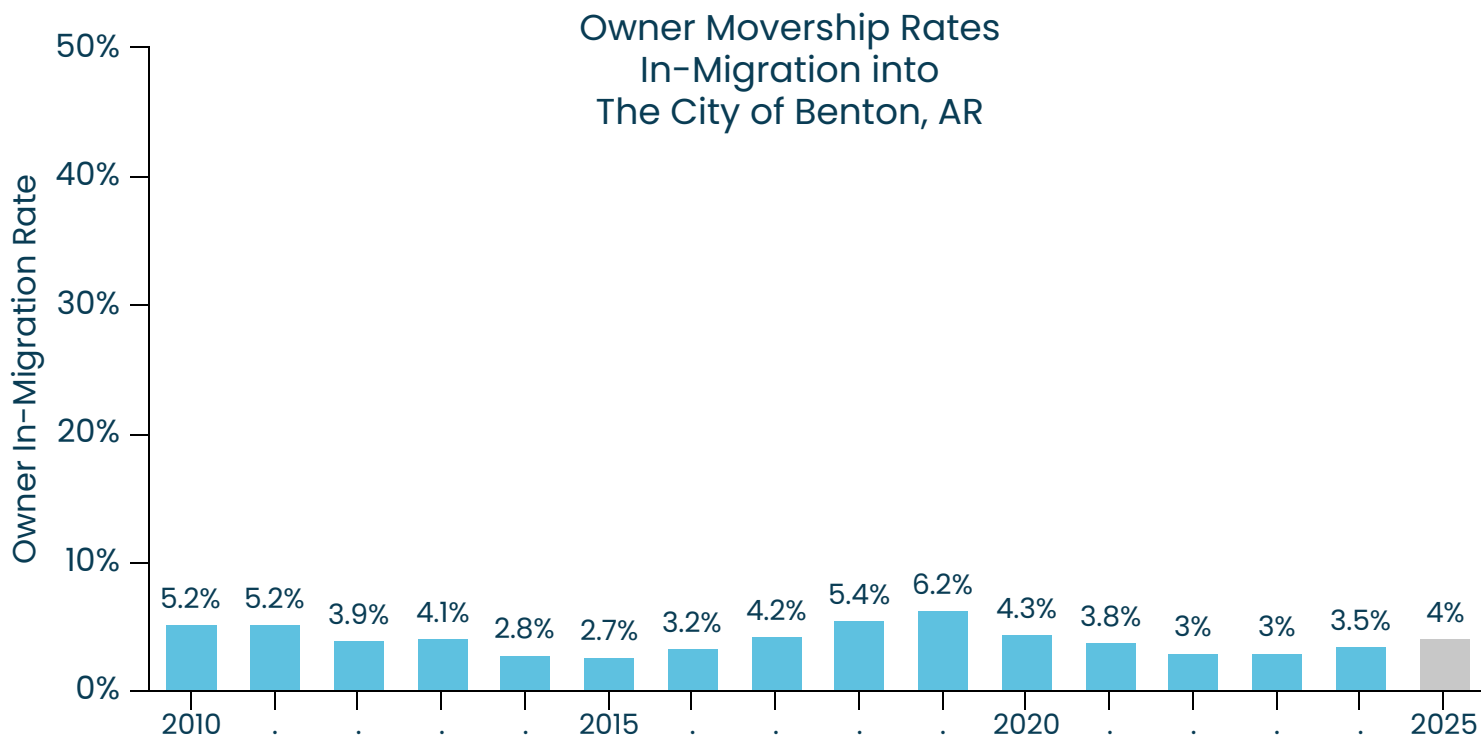


Underlying data by the Decennial Census and American Community Survey (ACS) through 2024. Analysis & exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign, 2026.



Owner In-Migration | Benton + Arkansas

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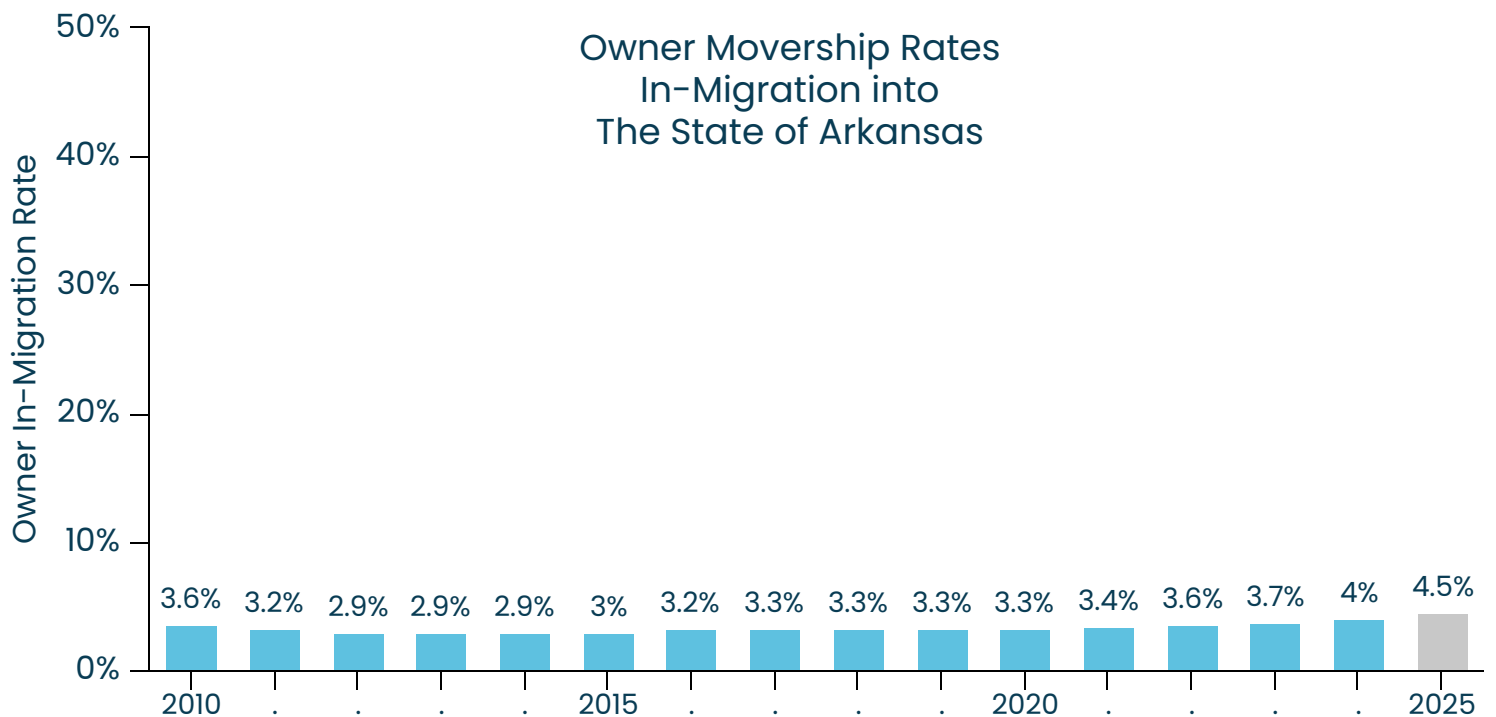
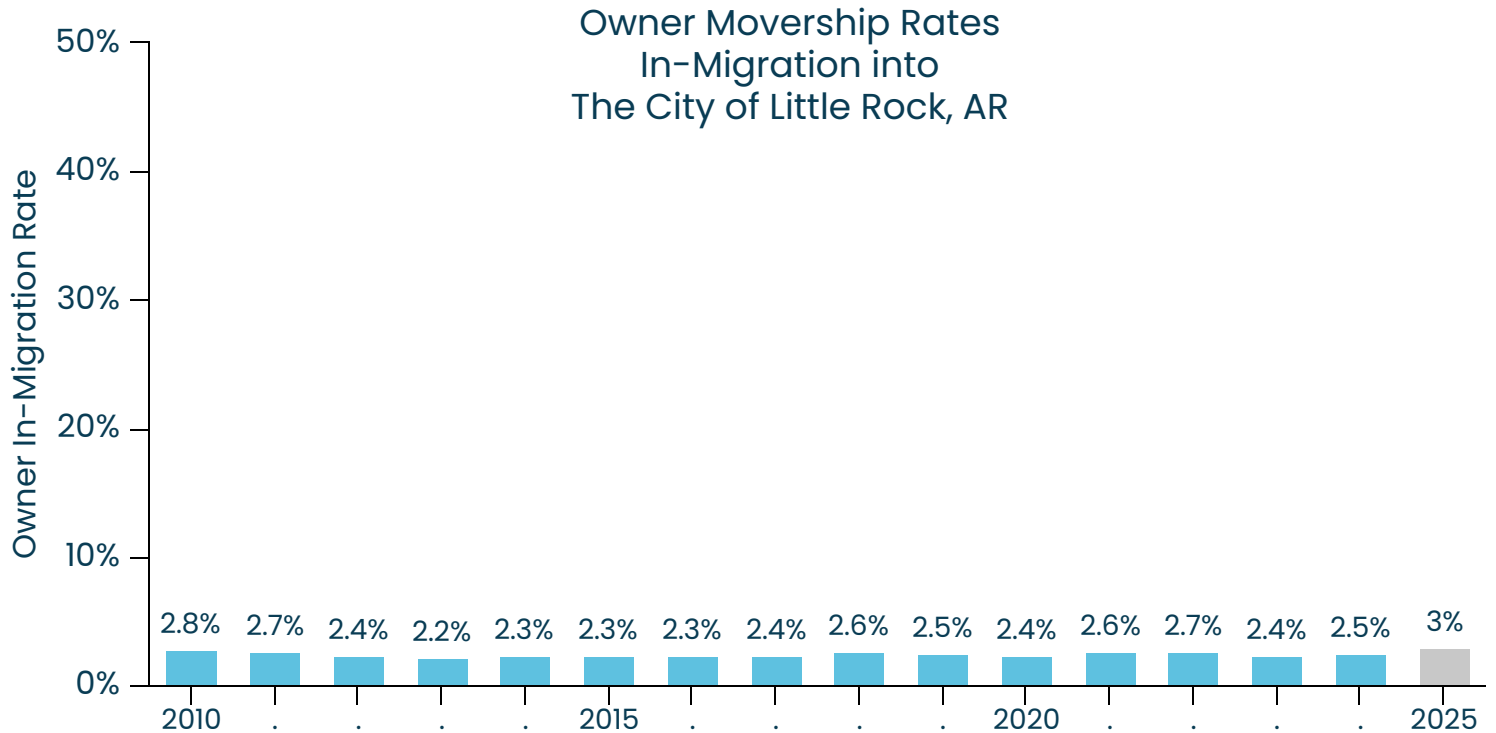


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Owner In-Migration | Little Rock + Arkansas

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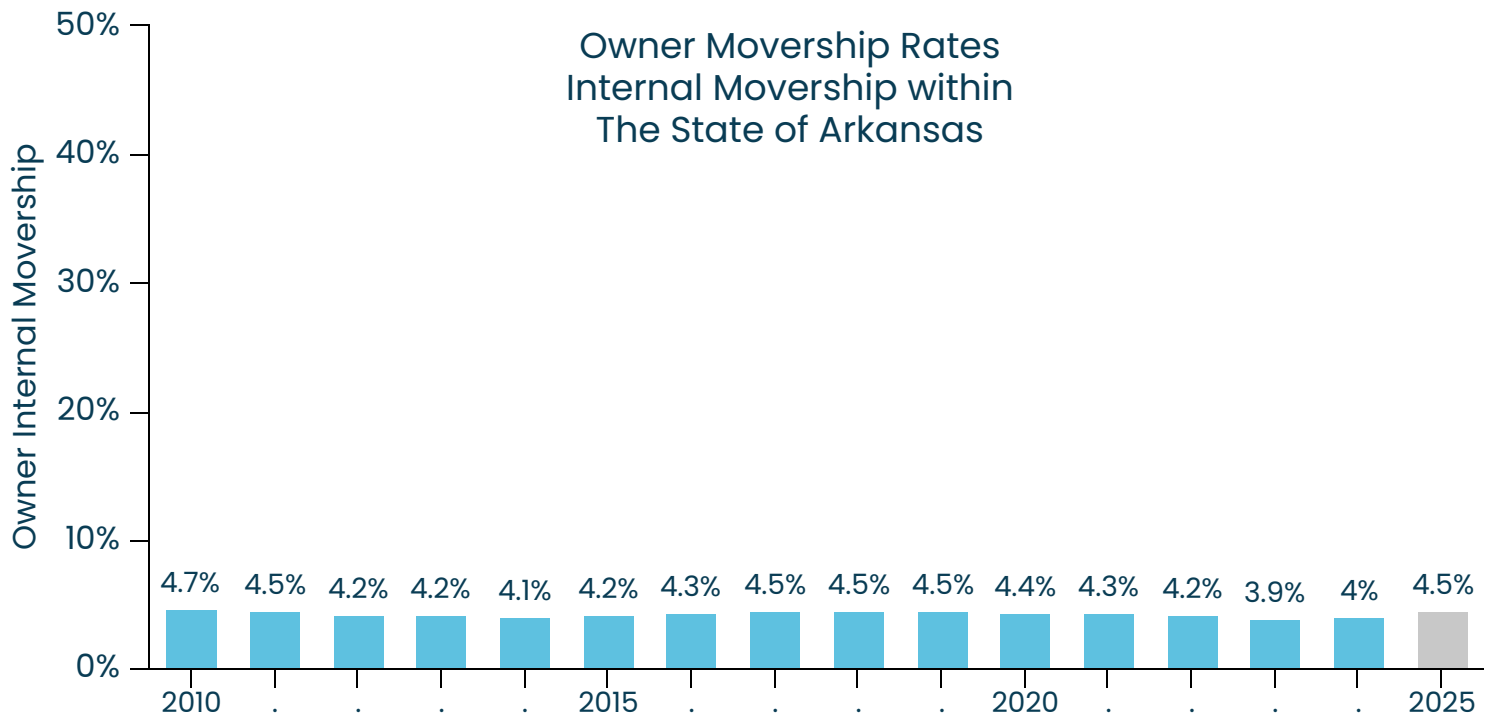
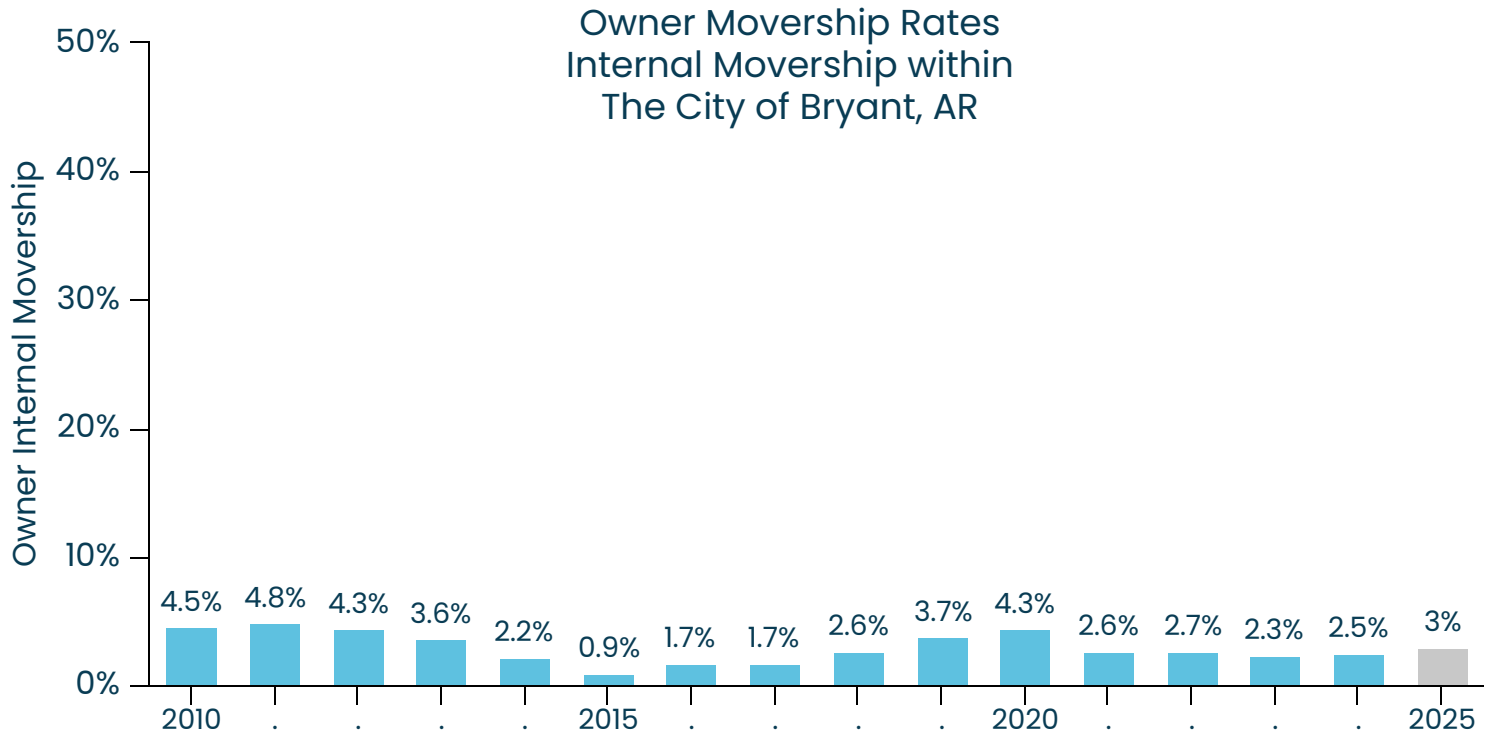


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Owner Internal Movers | Bryant + Arkansas

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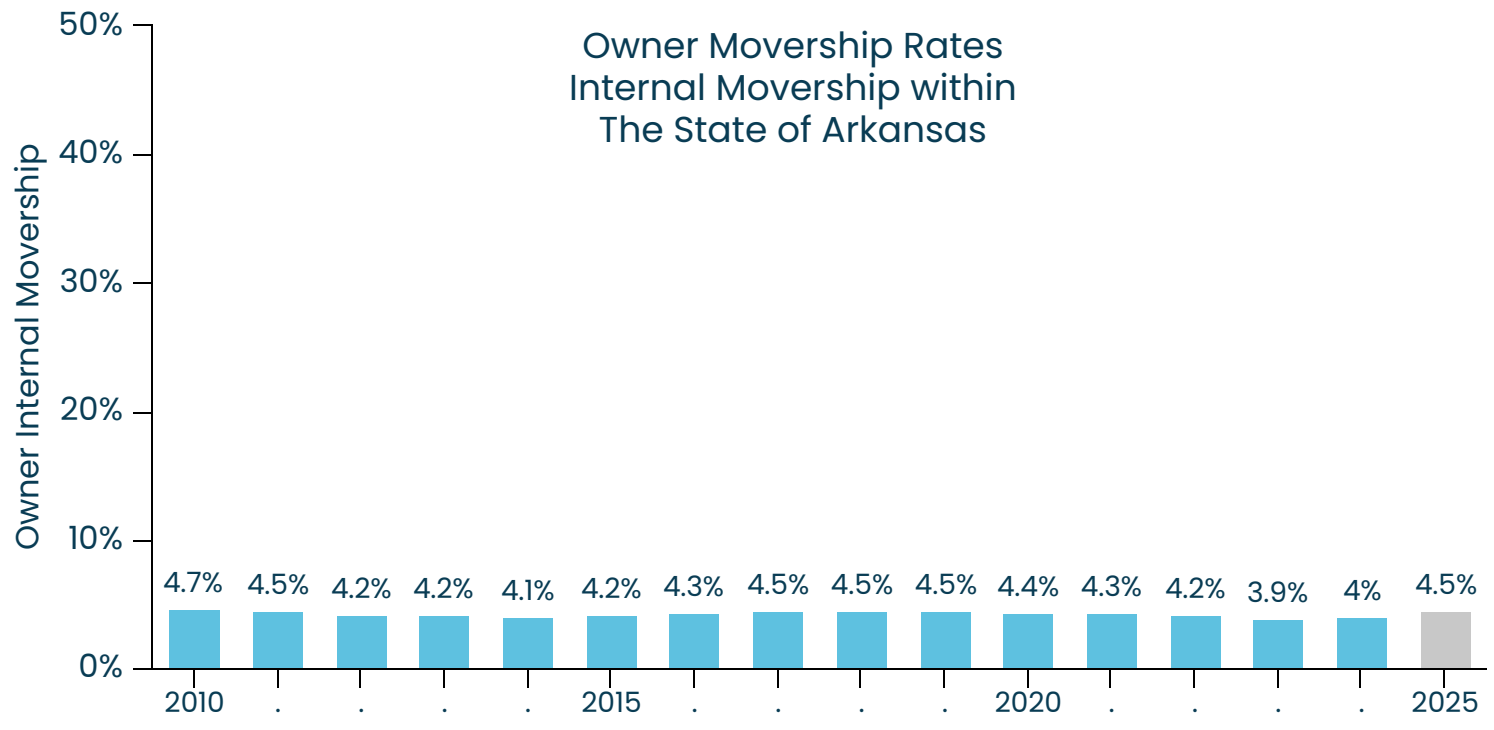
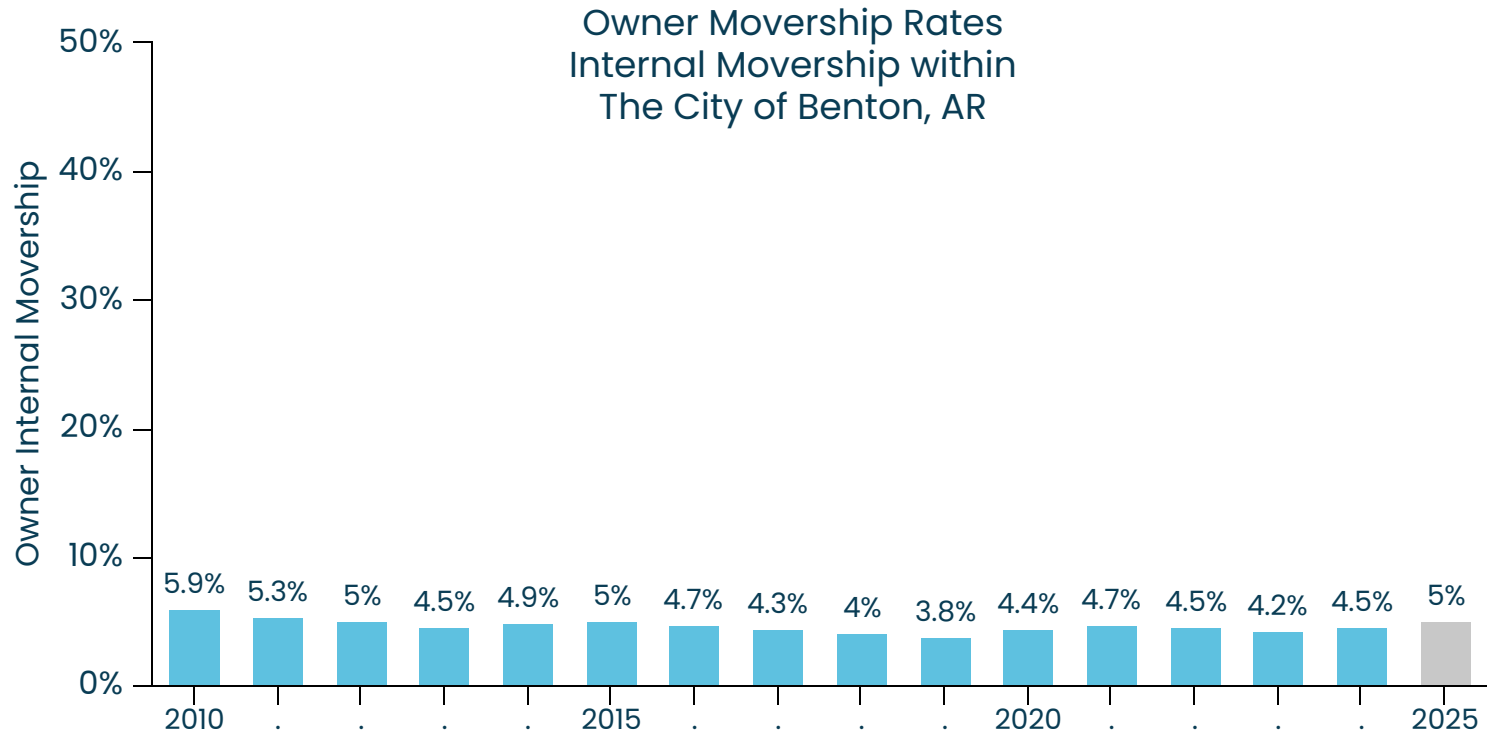


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Owner Internal Movers | Benton + Arkansas

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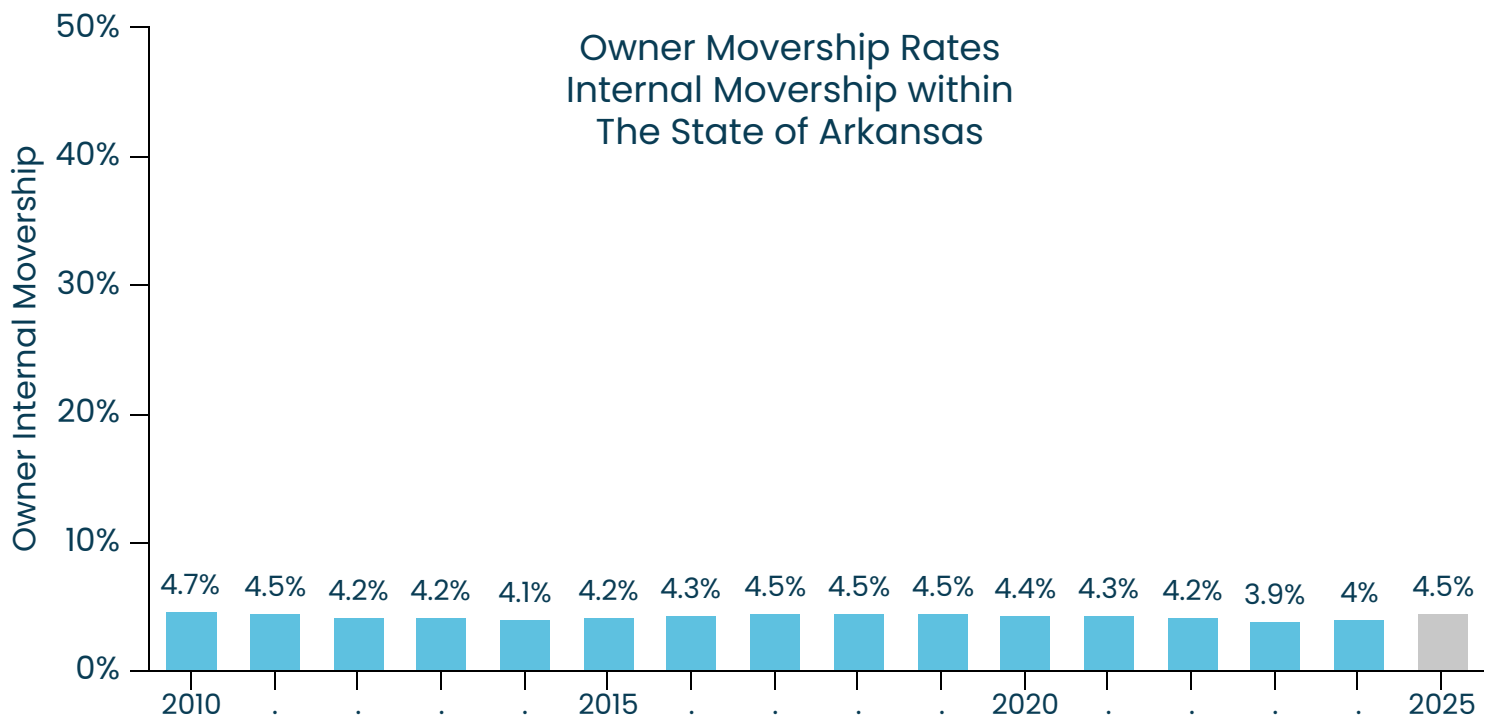
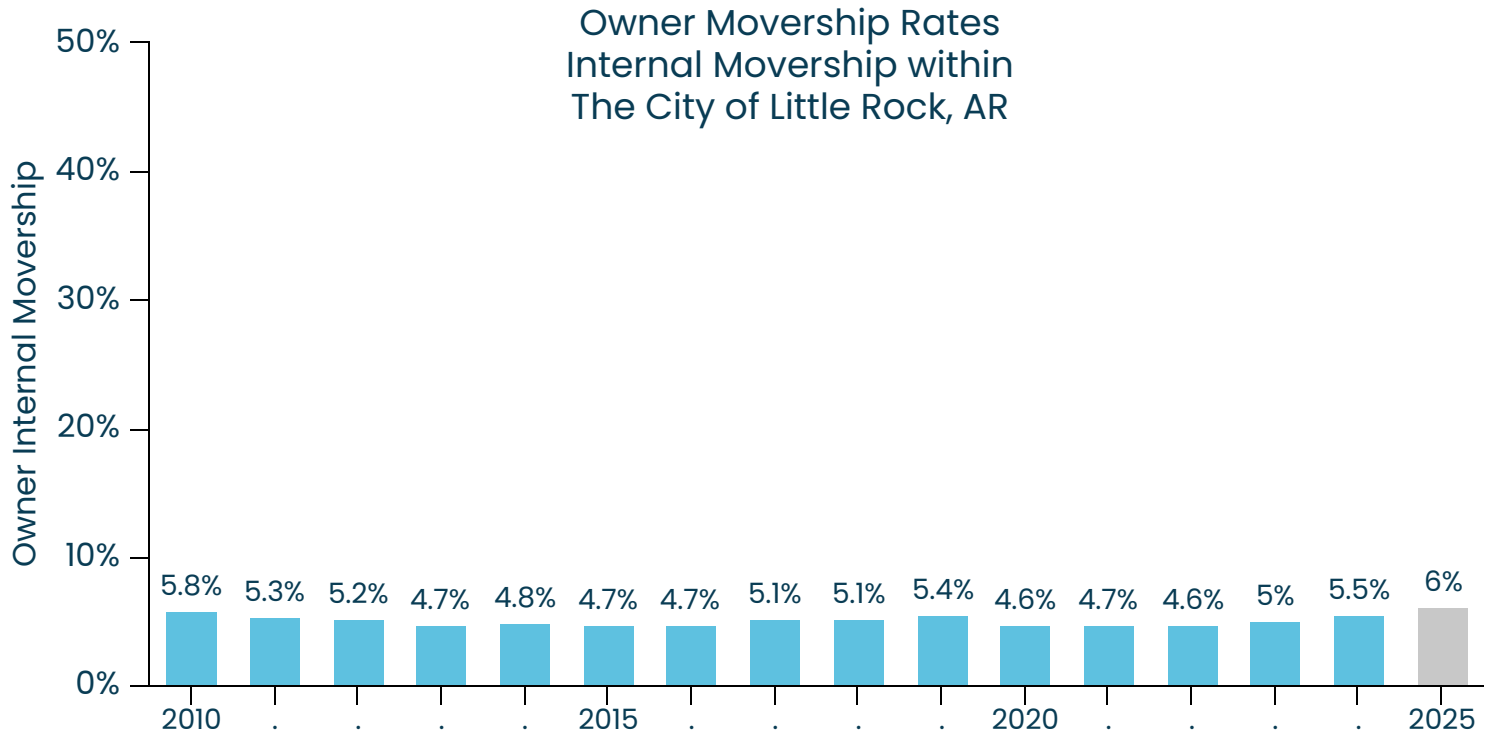


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Owner Internal Movers | Little Rock + Arkansas

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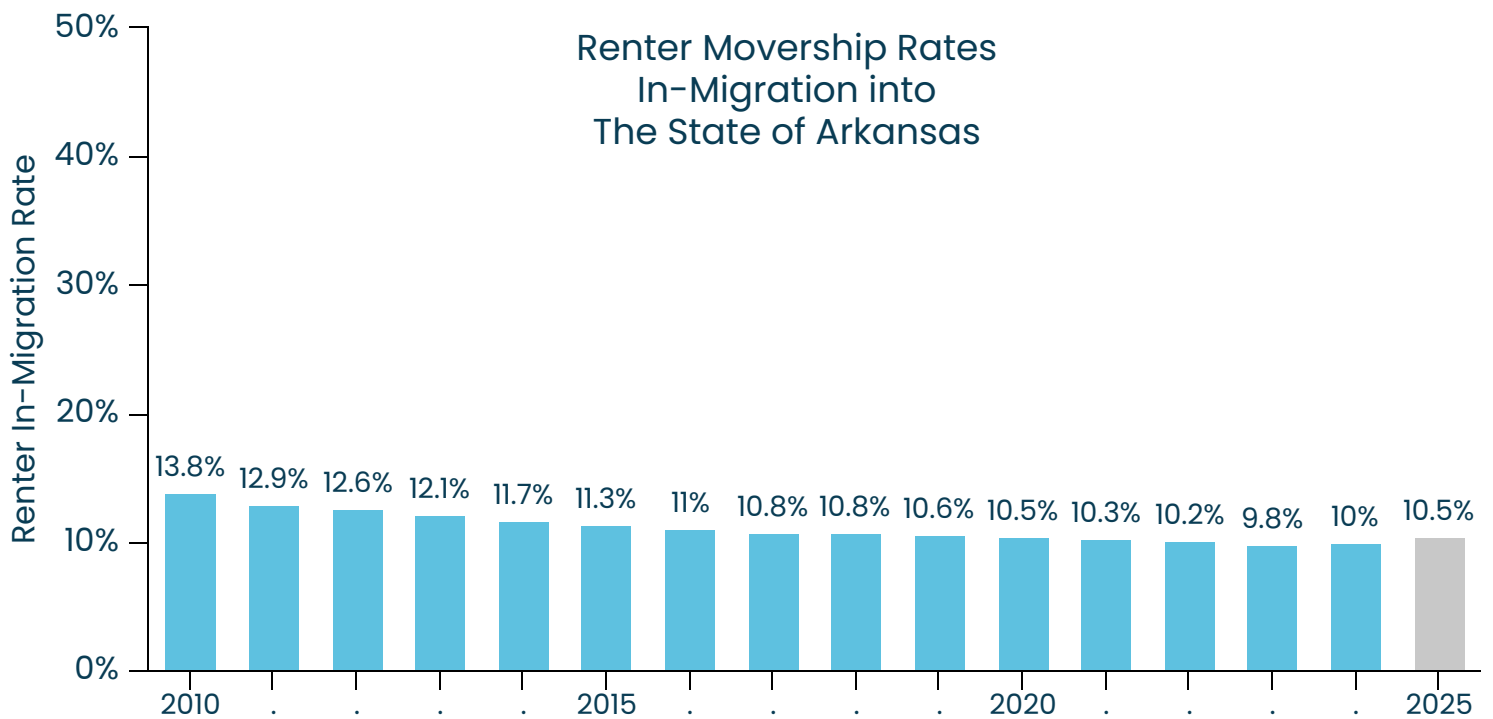
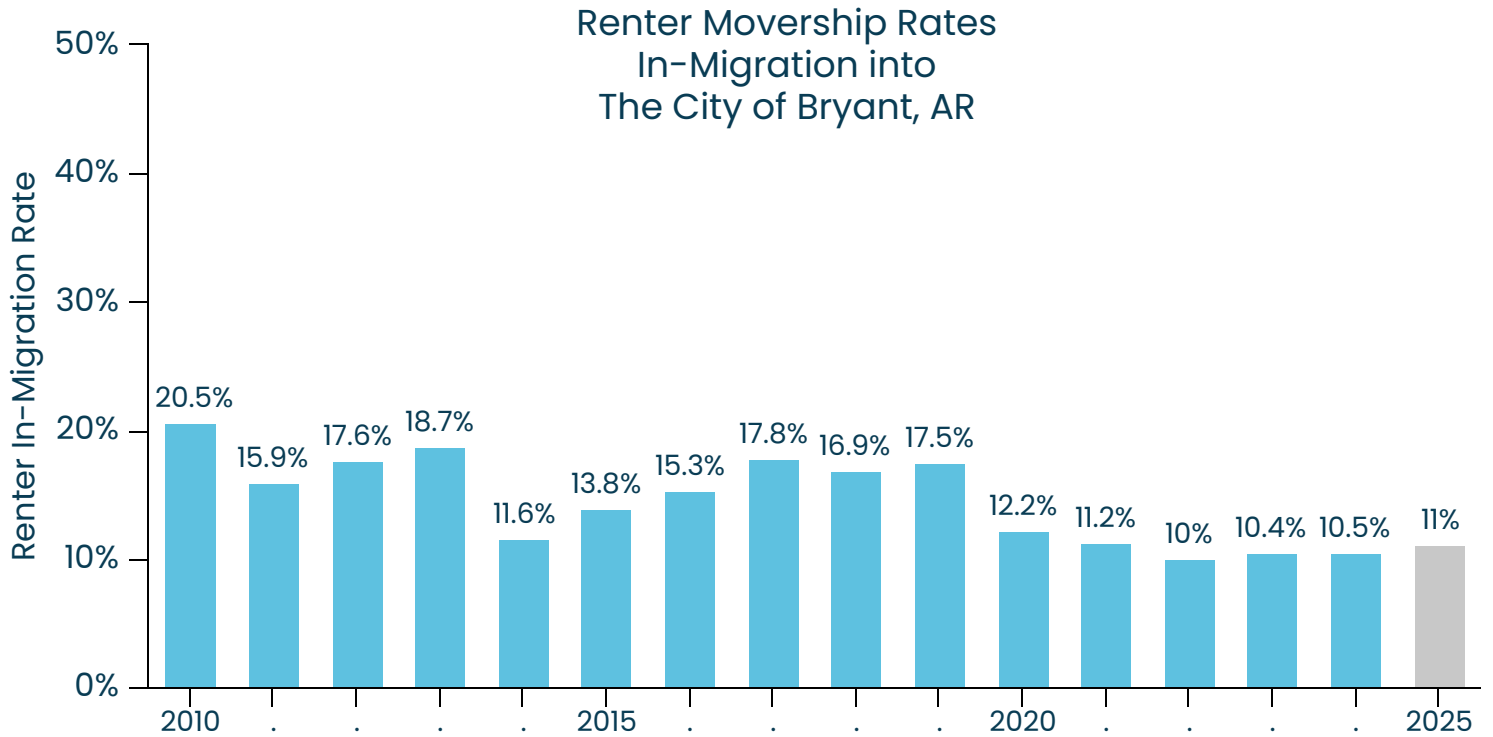
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Section & G
A c j Y f g \] d `.
F U h Y g
RENTERS

Renter In-Migration | Bryant + Arkansas

Movership rates represent the share of households that moves in any given year.

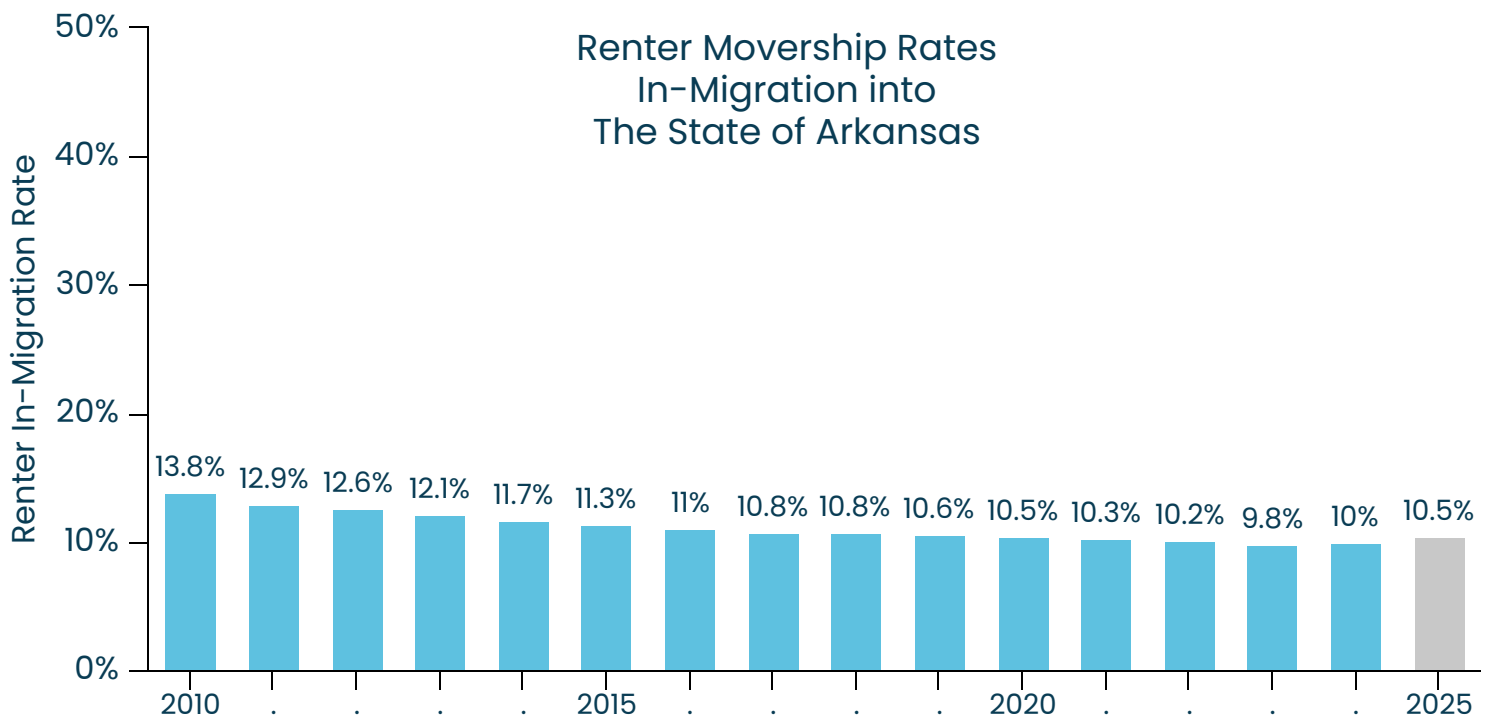
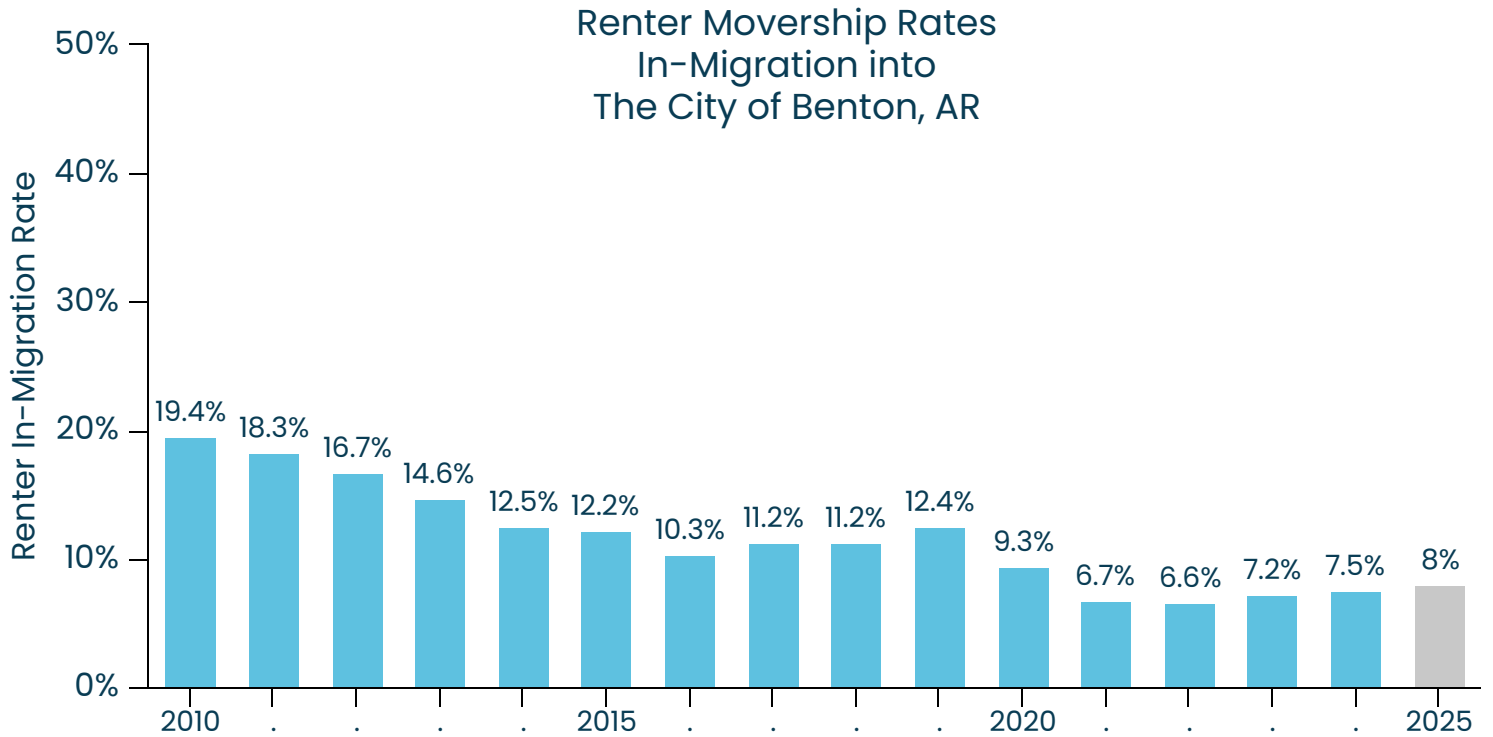


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Renter In-Migration | Benton + Arkansas

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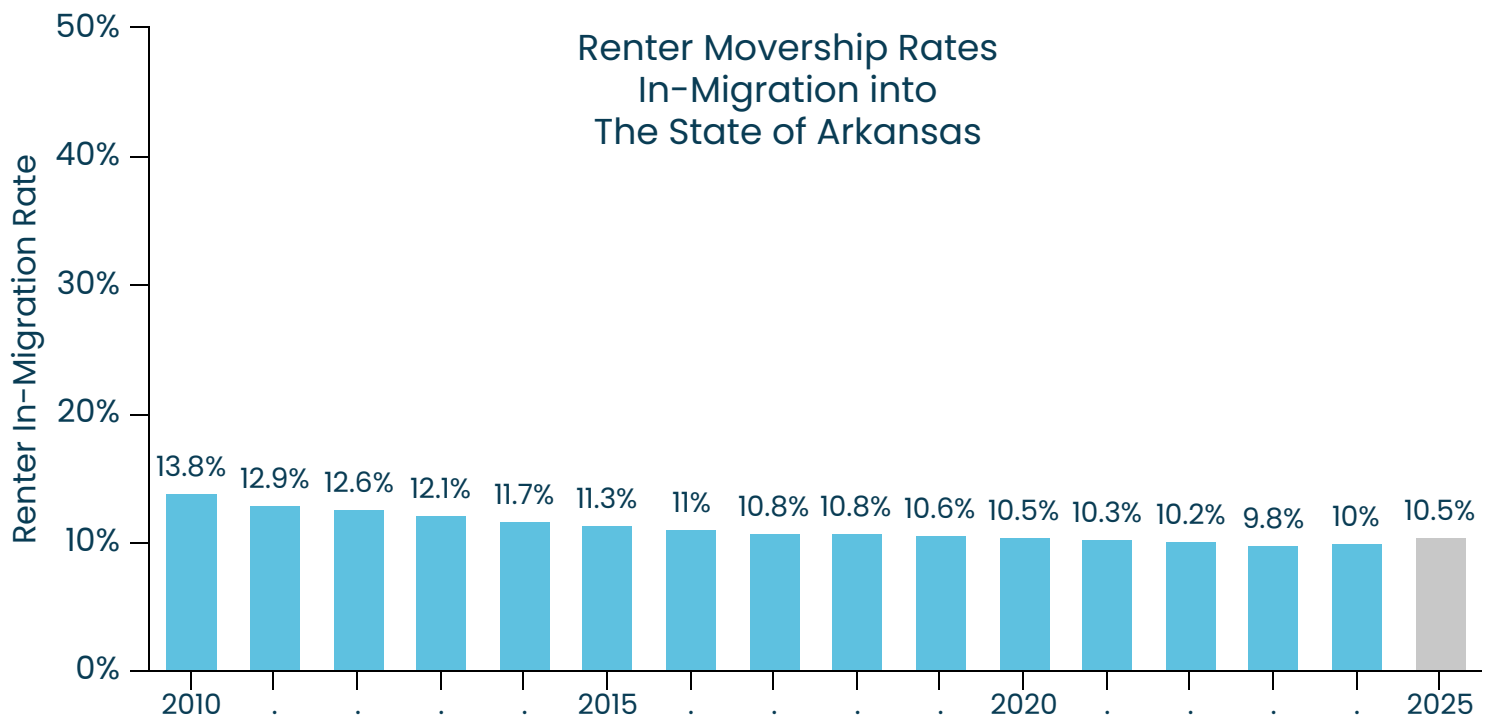
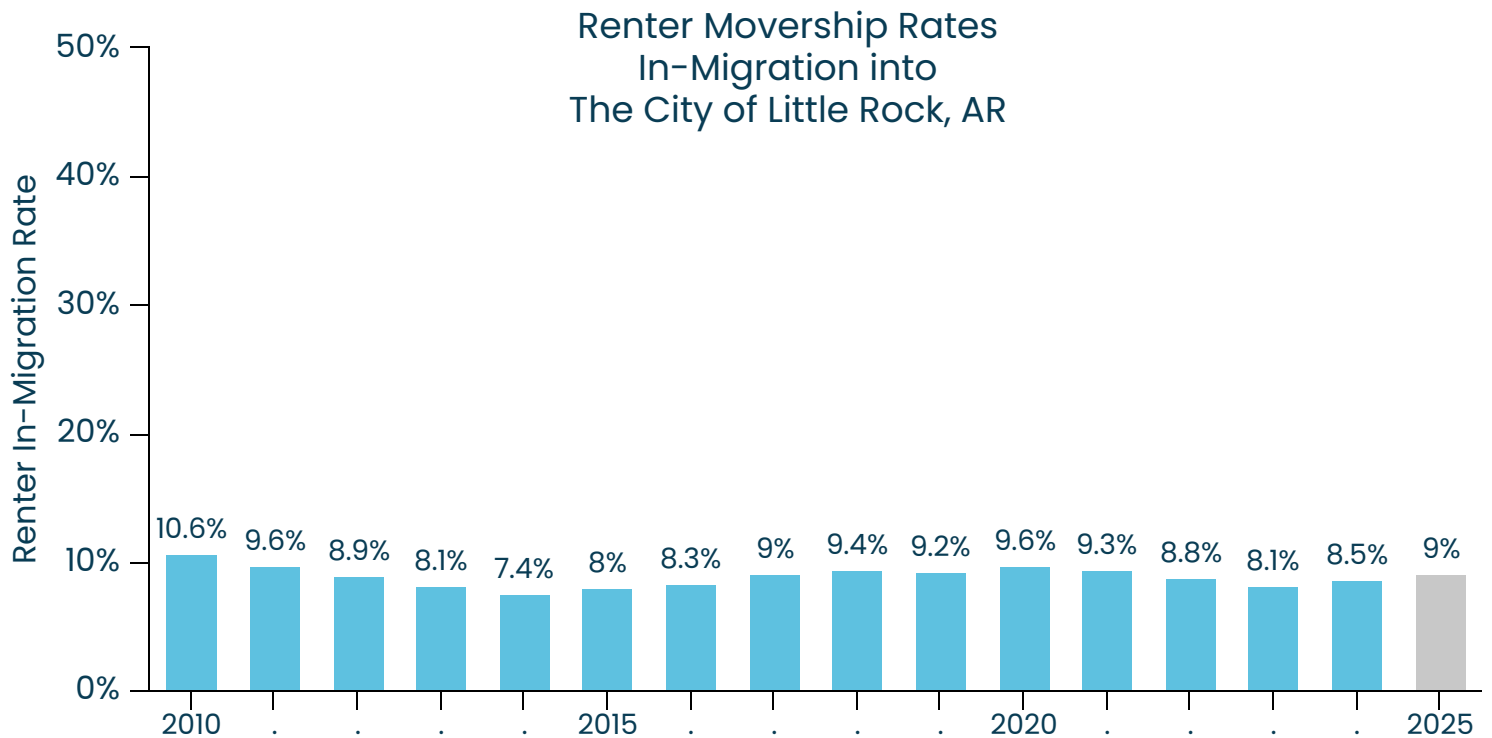


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Renter In-Migration | Little Rock + Arkansas

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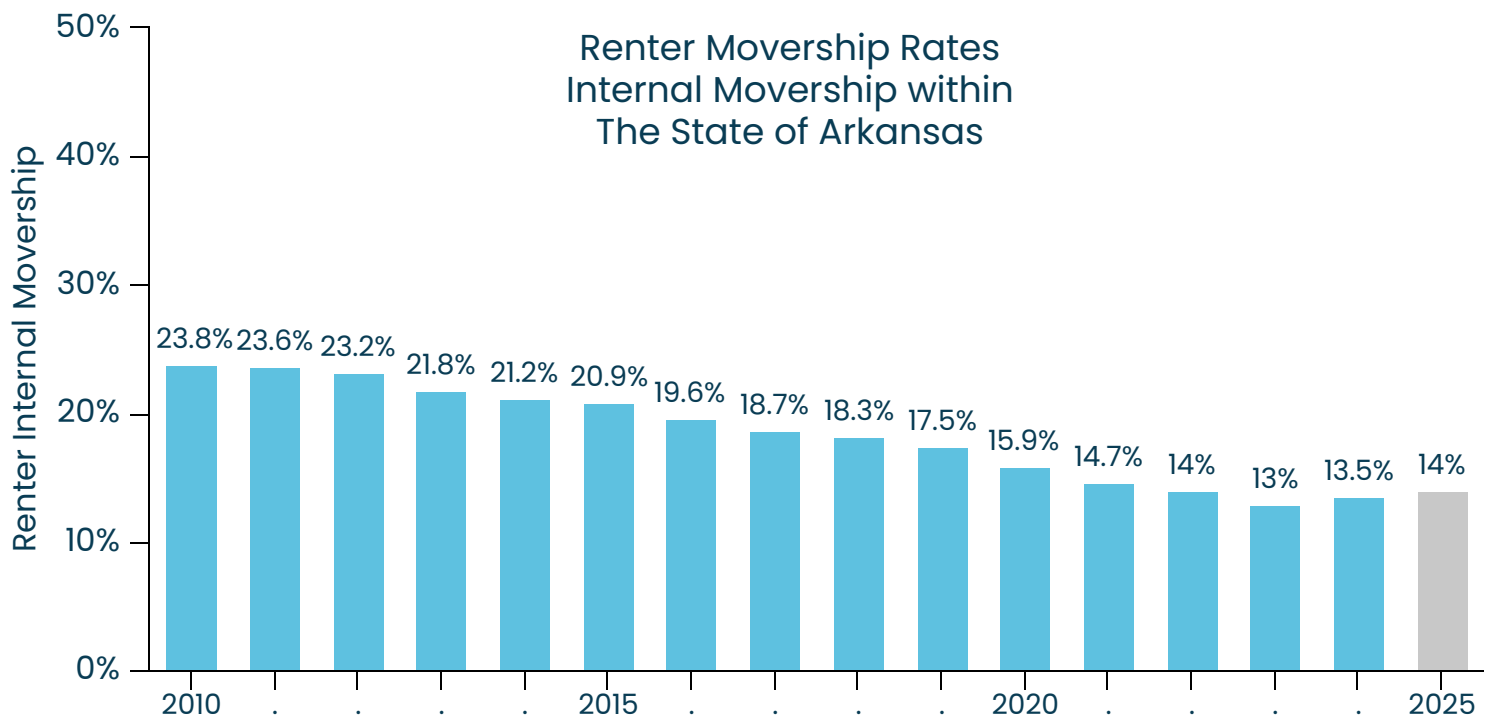
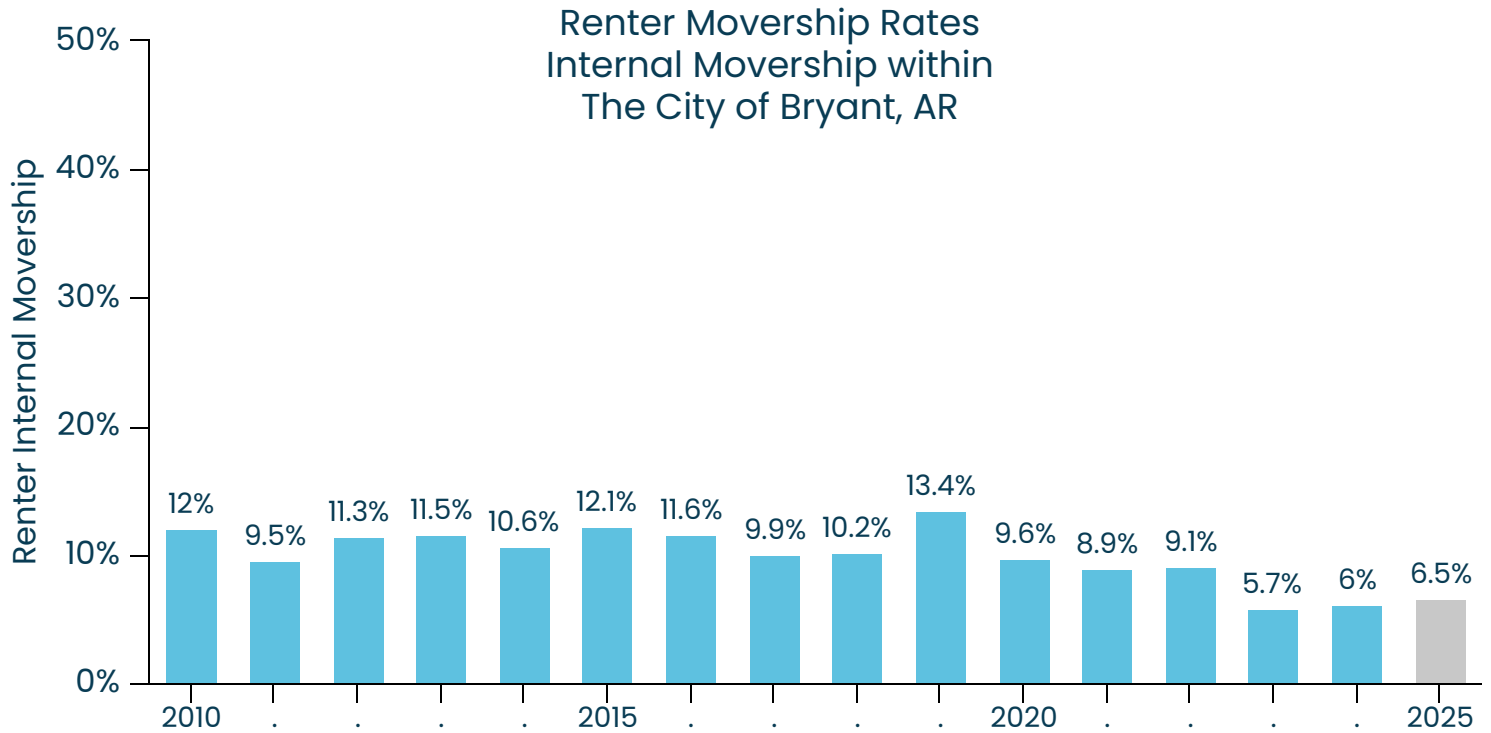


Underlying data by the Decennial Census and American Community Survey (ACS) through 2024. Analysis & exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign, 2026.



Renter Internal Movers | Bryant + Arkansas

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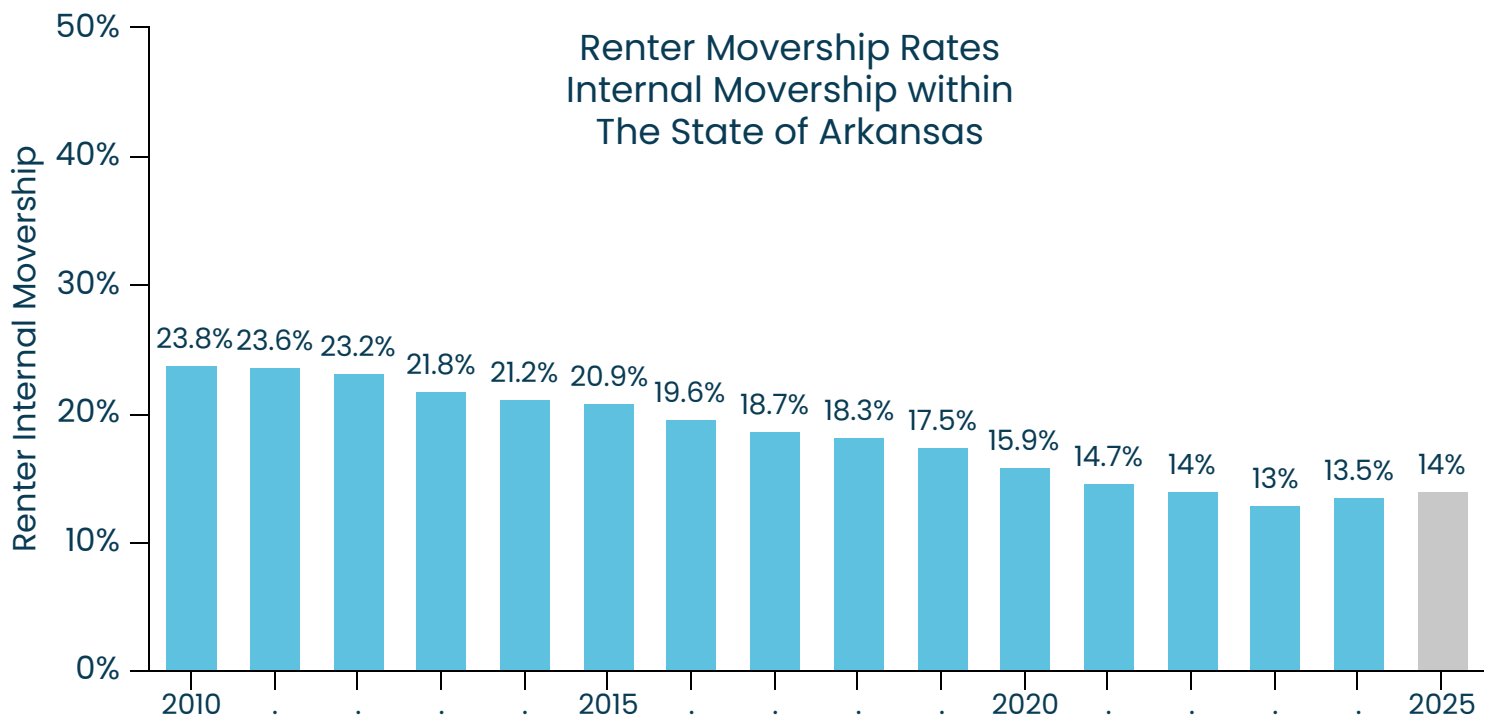
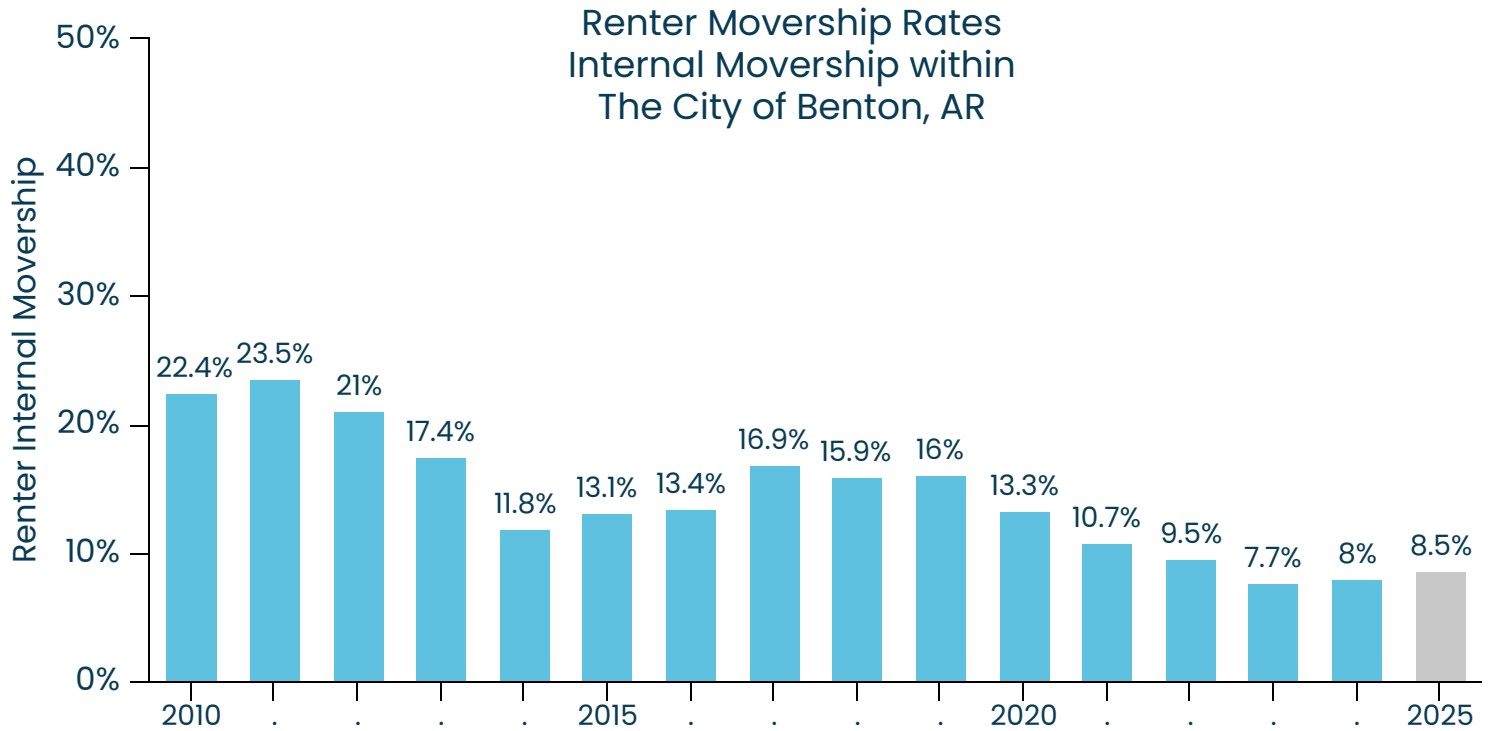


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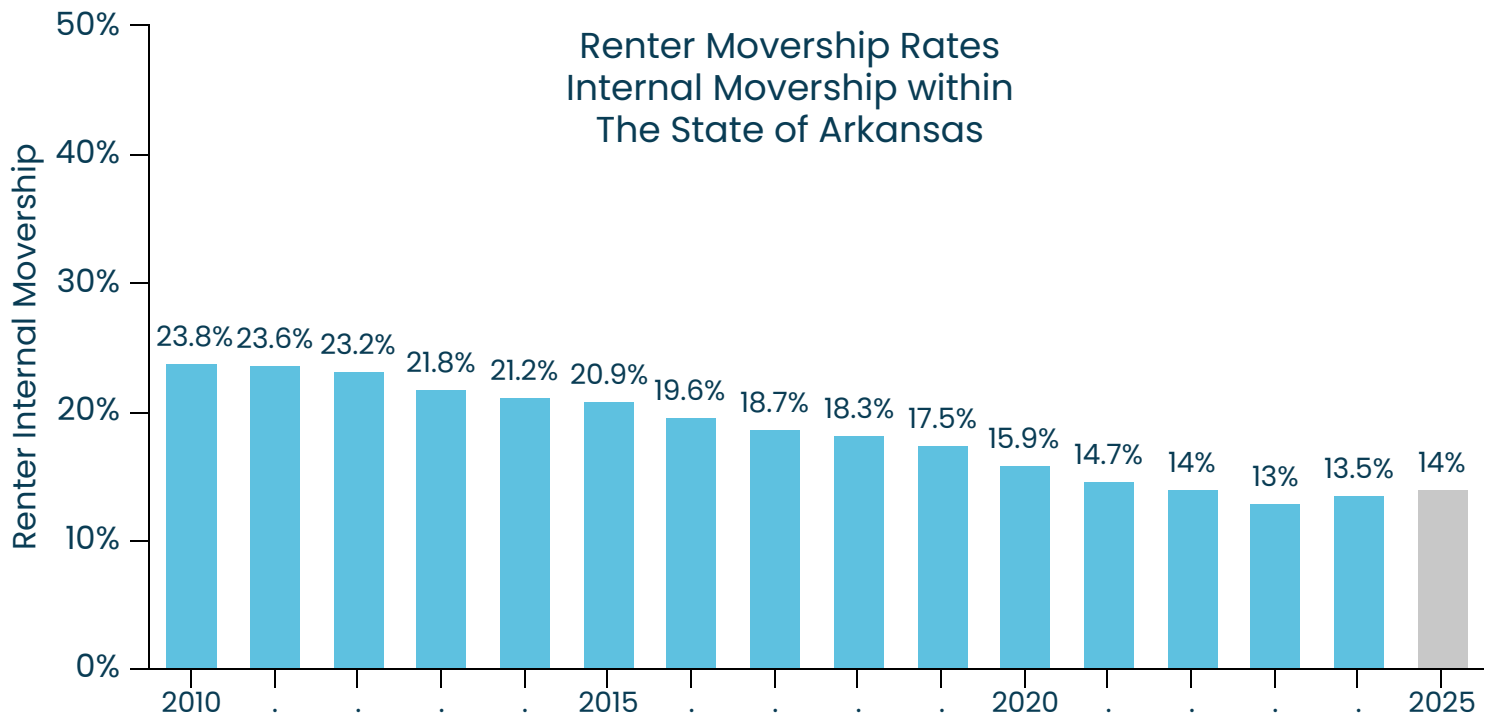
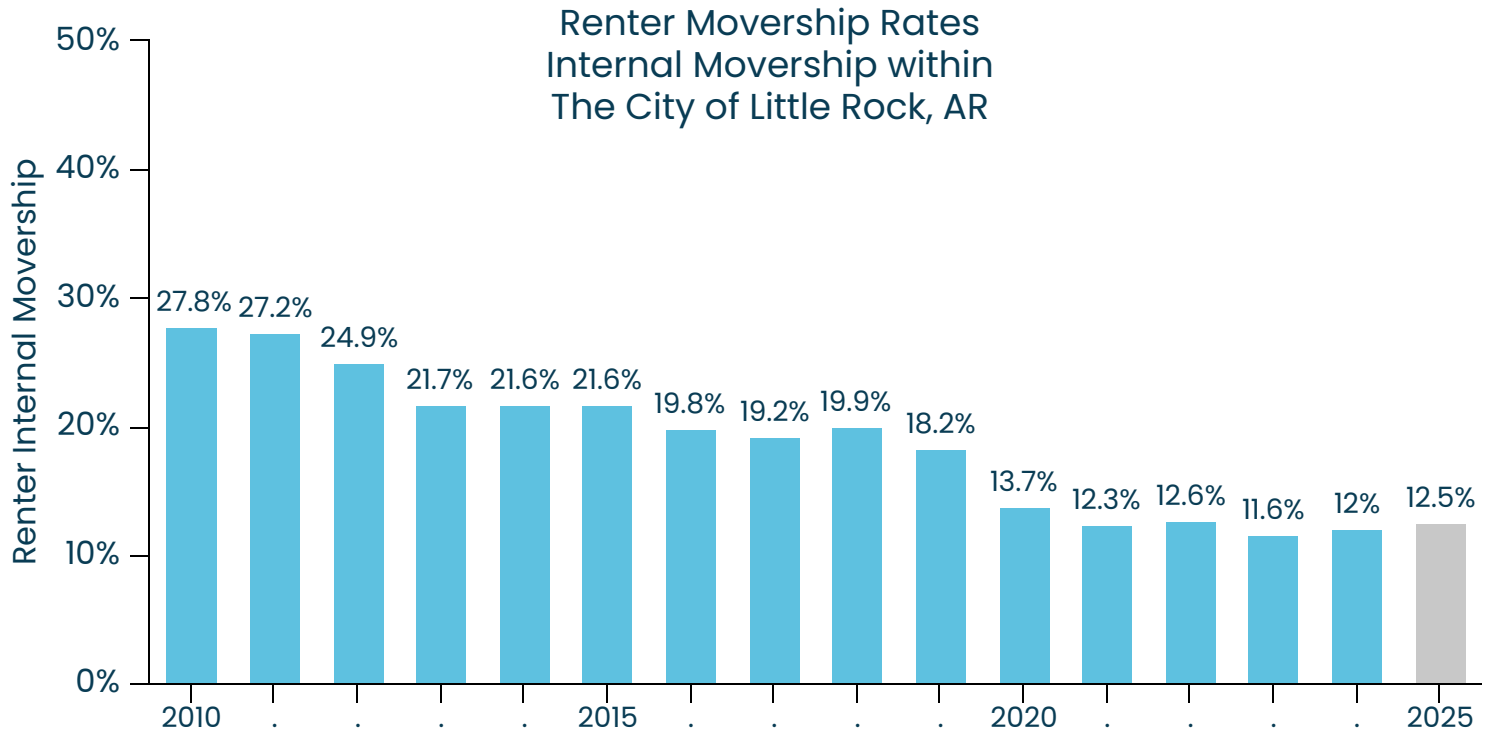


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Renter Internal Movers | Little Rock + Arkansas

Movership rates represent the share of households that moves in any given year.



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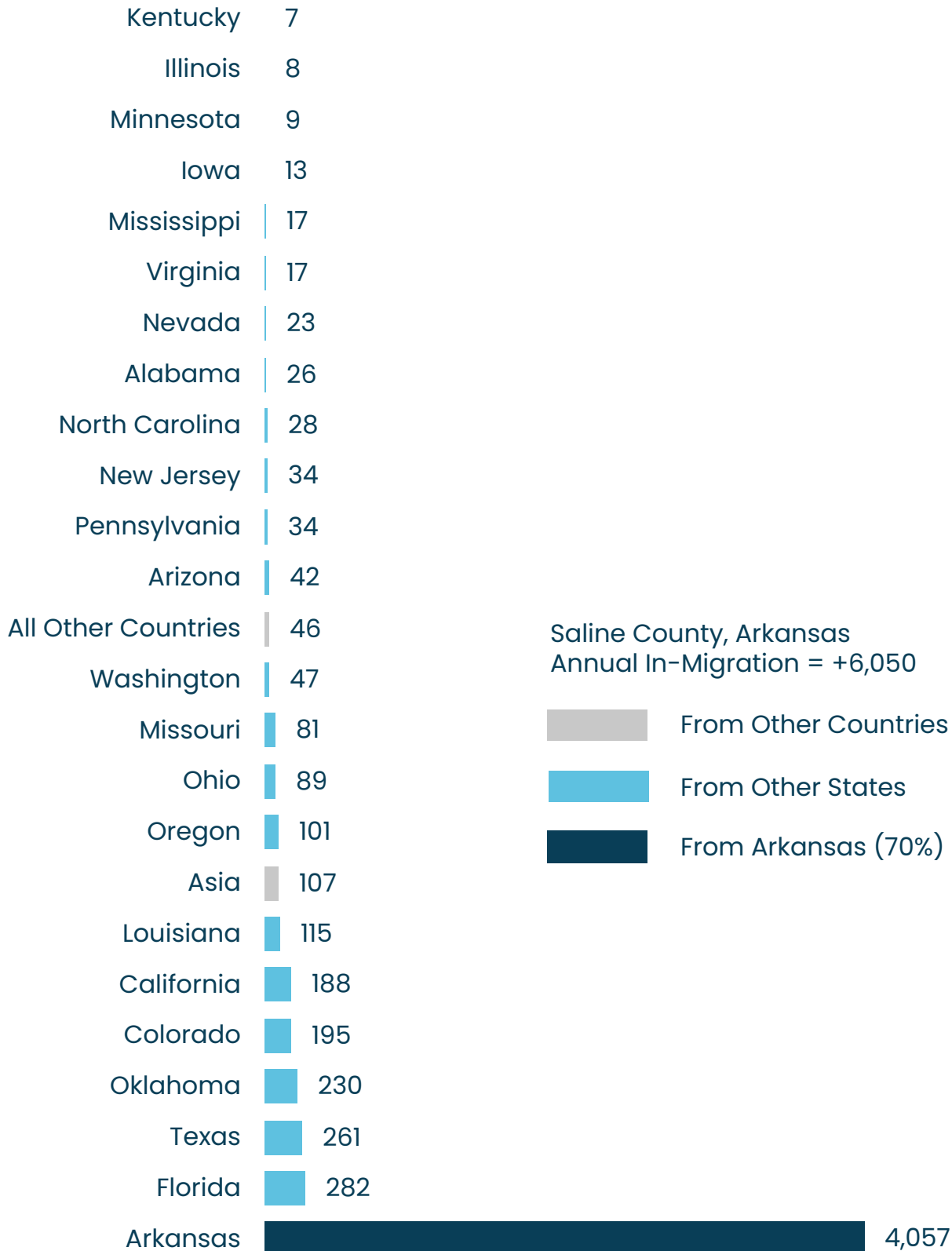


Section & H'

Origins of Migration

Population In-Migration | Saline County

Origins of population in-migration each year, unadjusted for out-migration.



Underlying data reported by the American Community Survey (ACS) between 2018 and 2022. Analysis and exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign; 2026.



The City of Bryant Arkansas

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Residential and Commercial Real Estate Analysis

DRAFT

March 6, 2026

...

Prepared by:



LandUseUSA
UrbanStrategies

In Collaboration with:



Crafton Tull

DPZ
CODESIGN

Residential & Commercial Real Estate Analysis

Section 3-A	Narrative Slide Deck
Section 3-B	Residential Decade Built
Section 3-C	Residential Building Permits
Section 3-D	Residential For-Sale Properties
Section 3-E	Residential For-Lease Units
Section 3-F	Commercial For-Sale Land
Section 3-G	Commercial For-Sale Buildings
Section 3-H	Commercial For-Lease Space

Section 3-A ...
Narrative
Slide Deck



The City of Bryant Arkansas

...

Residential and Commercial Real Estate Analysis

Residential & Commercial Real Estate Analysis

Prepared by:



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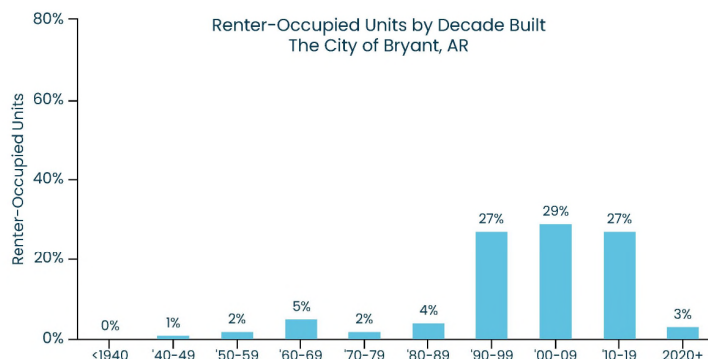
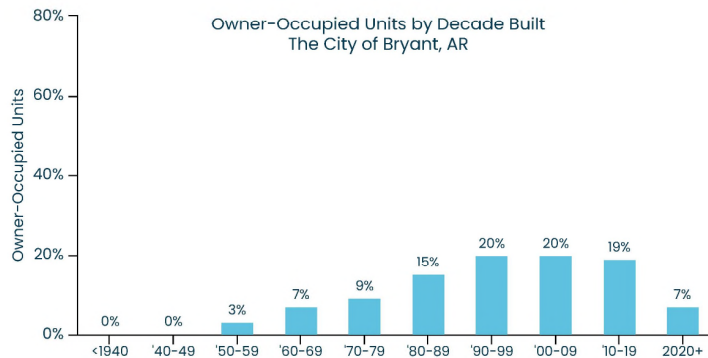


Units by Decade Built

- The Real Estate Analysis for City of Bryant begins with a review of census data on the share of units by decade built, and differentiated by tenure (owner-occupied and renter-occupied units. In general, the data demonstrates how Bryant has grown over recent decades and as a satellite, bedroom, or suburban community to Little Rock.
- Among Bryant's existing owner-occupied units, over 65% were built since 1990, or over the past 35 years. In comparison, less than 35% of the owner-occupied units in the City of Little Rock were built during that same timespan. Similarly, over 85% of Bryant's renter-occupied units were built since 1990, compared to 25% within Little Rock.
- These geographic differences aside, both cities are undergoing a slowdown in new construction over the past five years. This is consistent with nationwide trends and a reflection of high construction costs, which is contributing to an overall housing shortage. High construction costs can be attributed to disruptions in supply chains; and to high inflation rates, interest rates on loans, and costs for materials and skilled contractors.

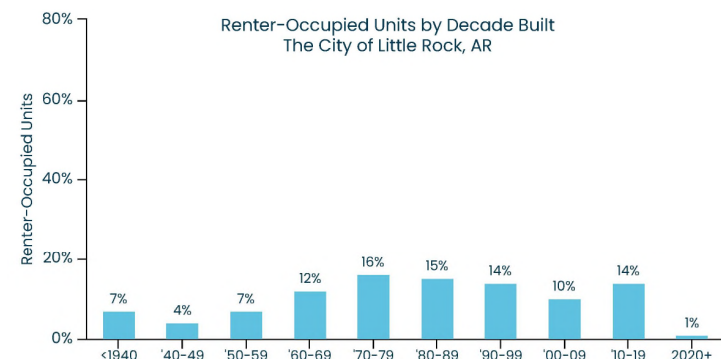
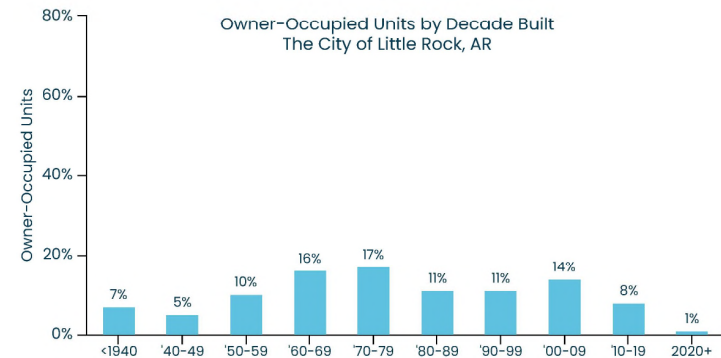
Units by Decade Built | Bryant City

The number of existing owner-occupied units by the decade built.



Units by Decade Built | Little Rock City

The number of existing owner-occupied units by the decade built.

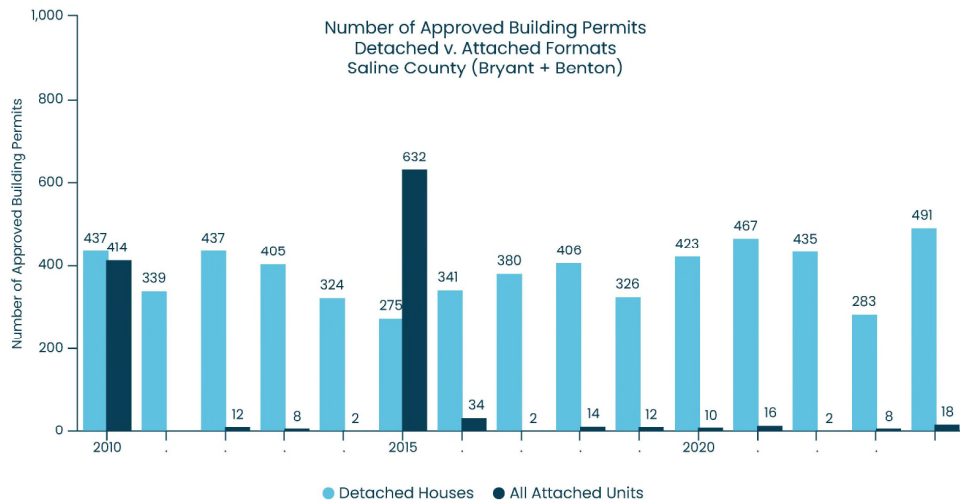


Building Permit Survey

- The Real Estate Analysis also includes a study of county-wide building permit activity and average reported investment over time for Saline County (which includes the cities of Byrant and Benton) and Pulaski County (Little Rock). In general, building permit activity in Saline County has remained relatively steady over the past twenty-five years, albeit with some year-to-year volatility. Most of the reported activity has been among detached houses. With the exception of spikes in 2010 and 2015, there has been very little activity among attached choices like apartments, lofts, or townhouses.
- The average reported investment into new detached housing units was about \$275,000 in 2023 and \$260,000 in the year 2024; and up significantly from \$220,000 in the year 2020. The average reported investment into new attached formats peaked at \$150,000 in 2021, and has since declined to about \$80,000. These comparisons help provide some perspective on the local market and demonstrate the potential cost savings that could be realized when building attached formats as alternatives to detached houses.

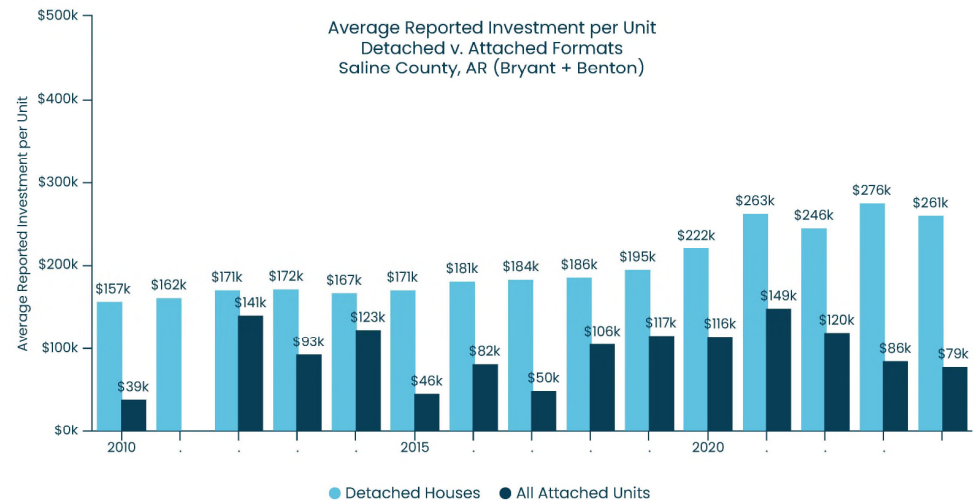
Number of Permitted Units | Saline County

An assessment of approved building permits over time by format (detached v. attached).



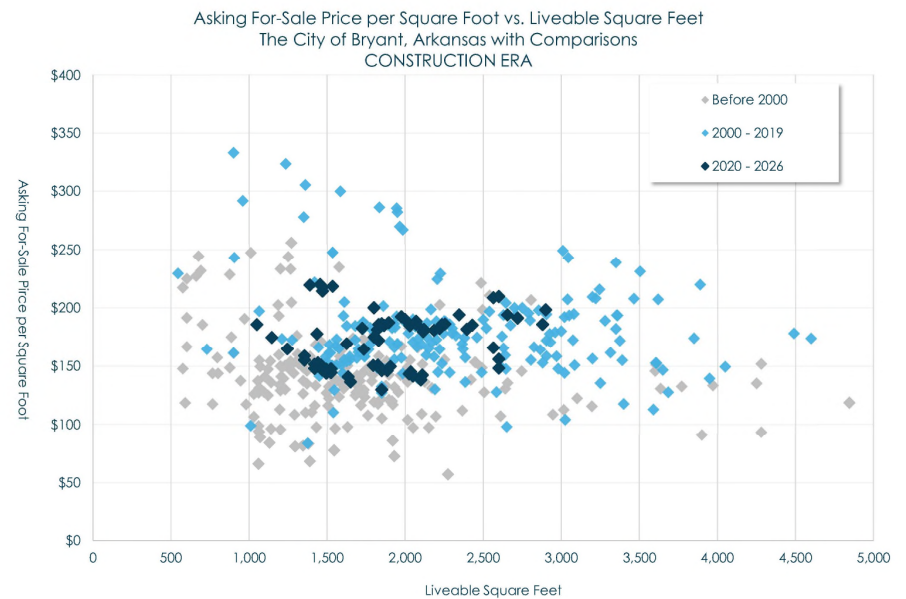
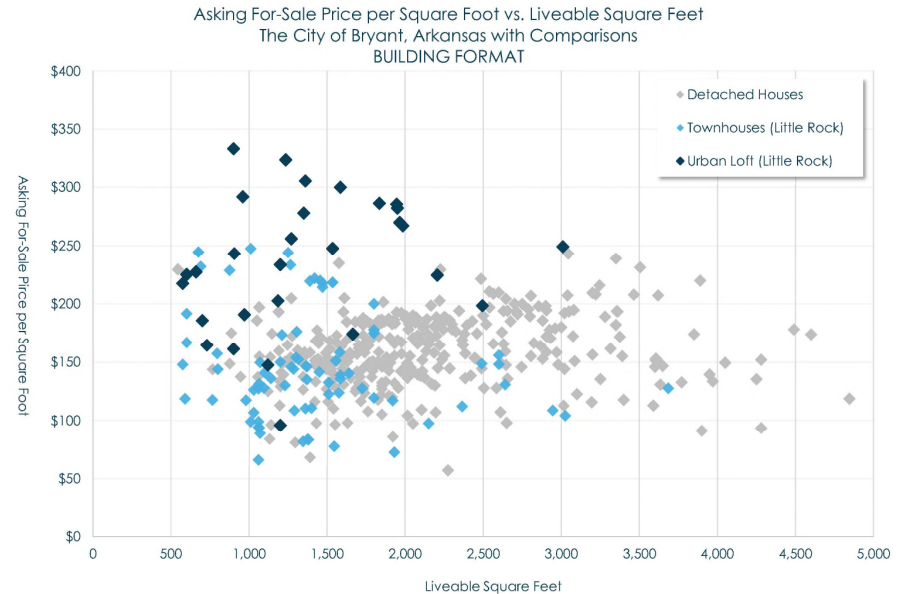
Reported Investment per Unit | Saline County

An assessment of average reported investment over time by format (detached v. attached).



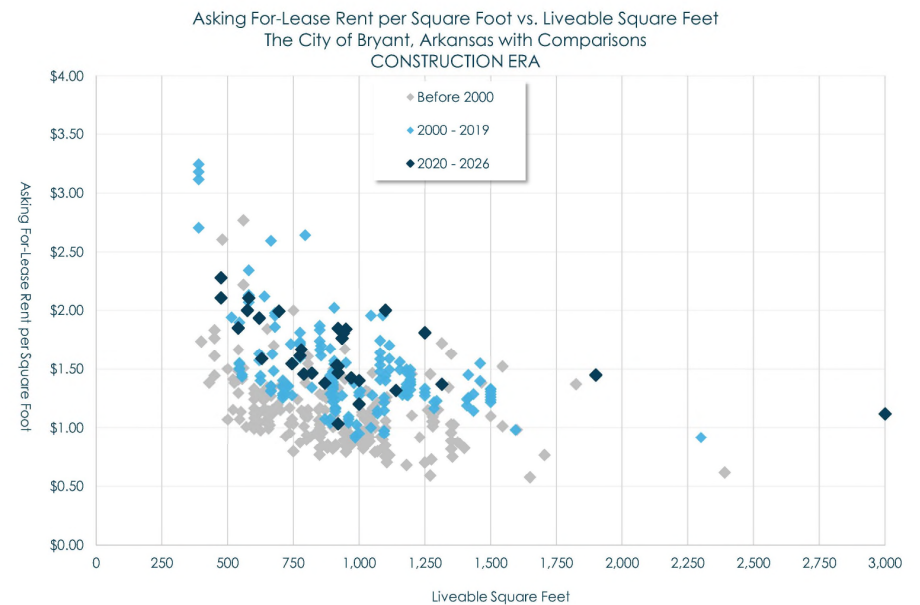
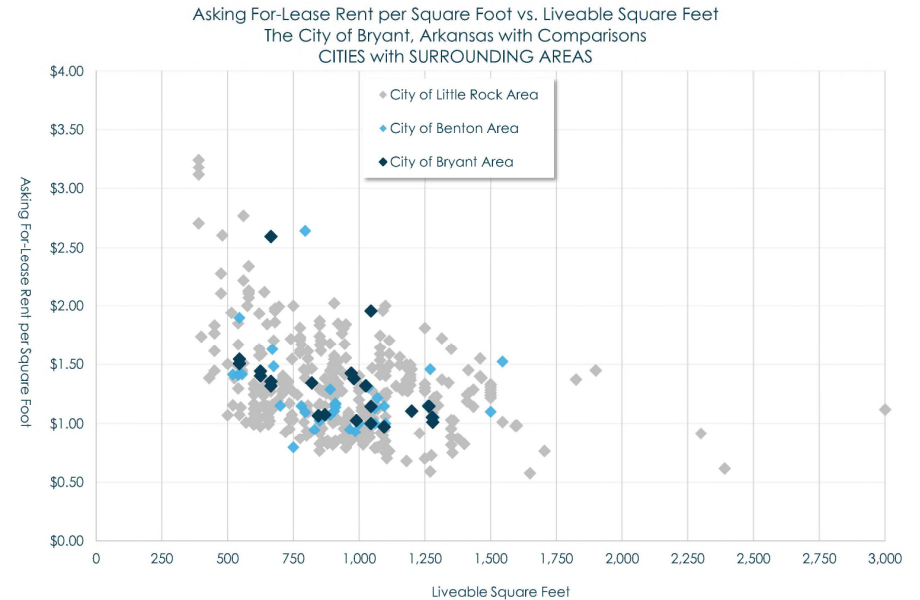
Existing Housing Choices | For-Sale

- The Real Estate Analysis for the City of Bryant also includes a series of scatter plots demonstrating the relationships between unit sizes (square feet) and asking prices (values) among available for-sale choices. Also, the geography for this analysis has been expanded to include the neighboring cities of Benton and Little Rock, and their surrounding areas.
- While it generally is understood that larger units have higher prices, it can be more informative to study the relationship between unit sizes and asking prices per square foot.
- Among detached houses, smaller units tend to have slightly lower asking prices per square foot than larger units. Larger houses are more likely to have larger lot sizes and garages; and more upscale finishes like Viking appliances, hardwood floors, marble countertops, and vaulted ceilings.
- In comparison, there tends to be an inverse relationship between price per square foot and unit size among attached formats like townhouses and urban lofts. In other words, the price per square foot tends to be higher for smaller units.
- This relationship also is evident when comparing the available choices by construction era. For example, among units built since 2026, available choices with 1,500 square feet or less are more likely to have prices approaching \$225 per square foot. In comparison, units with more than 1,600 square feet seldom have prices exceeding \$200 per square foot.



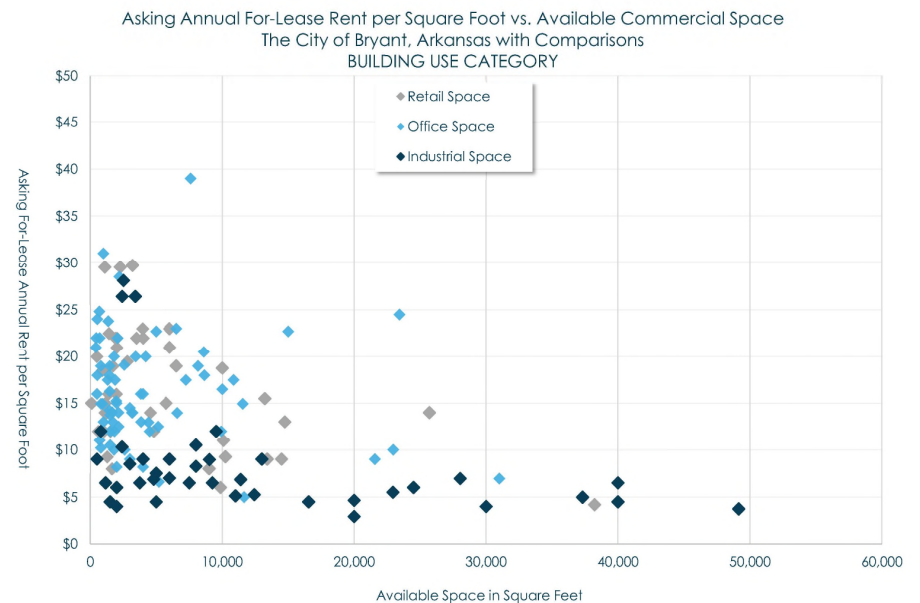
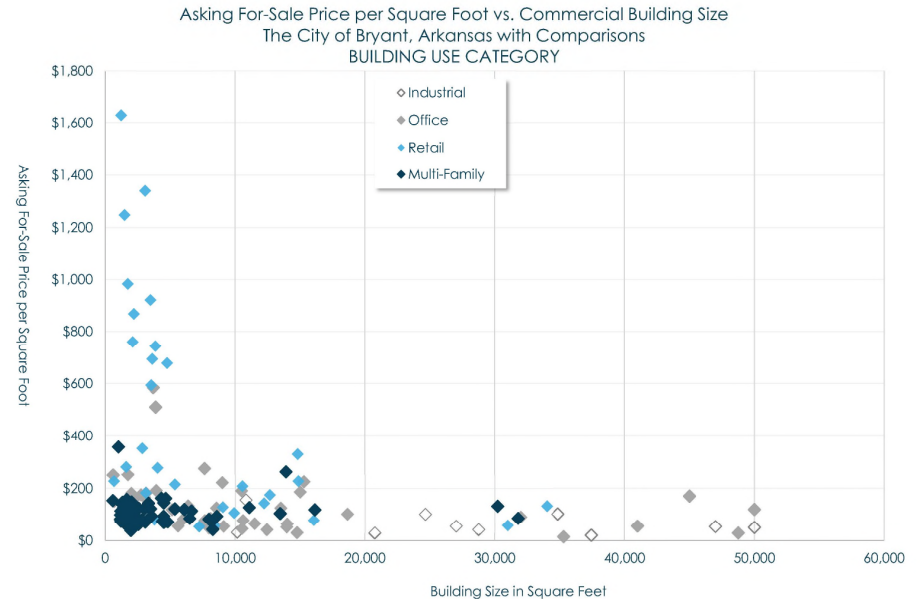
Existing Housing Choices | For-Lease

- The Real Estate Analysis for City of Bryant also includes scatter plots demonstrating the relationships between unit sizes (square feet) and monthly contract rents (cash or net rents) among available for-lease choices. Again, the geography has been expanded to include the cities of Benton and Little Rock, and their surrounding areas.
- Smaller for-lease units tend to have higher rents per square foot than larger units – and that relationship is clear for Bryant. Relatively small units with less than 800 square feet could have rents approaching (and sometimes exceeding) \$2.50 per square foot. In comparison, larger units with more than 800 square feet seldom exceed \$2.00 per square foot; and units with 1,500 square feet seldom exceed \$1.50 per square foot.
- There also is a price premium for newer units. Available choices built during the 2000's and 2010's tend to have prices that are +\$0.50 higher per square foot than units built prior to 2000. Similarly, units built since 2020 also have an additional price premium of about +\$0.25 per square foot.



Existing Commercial Choices

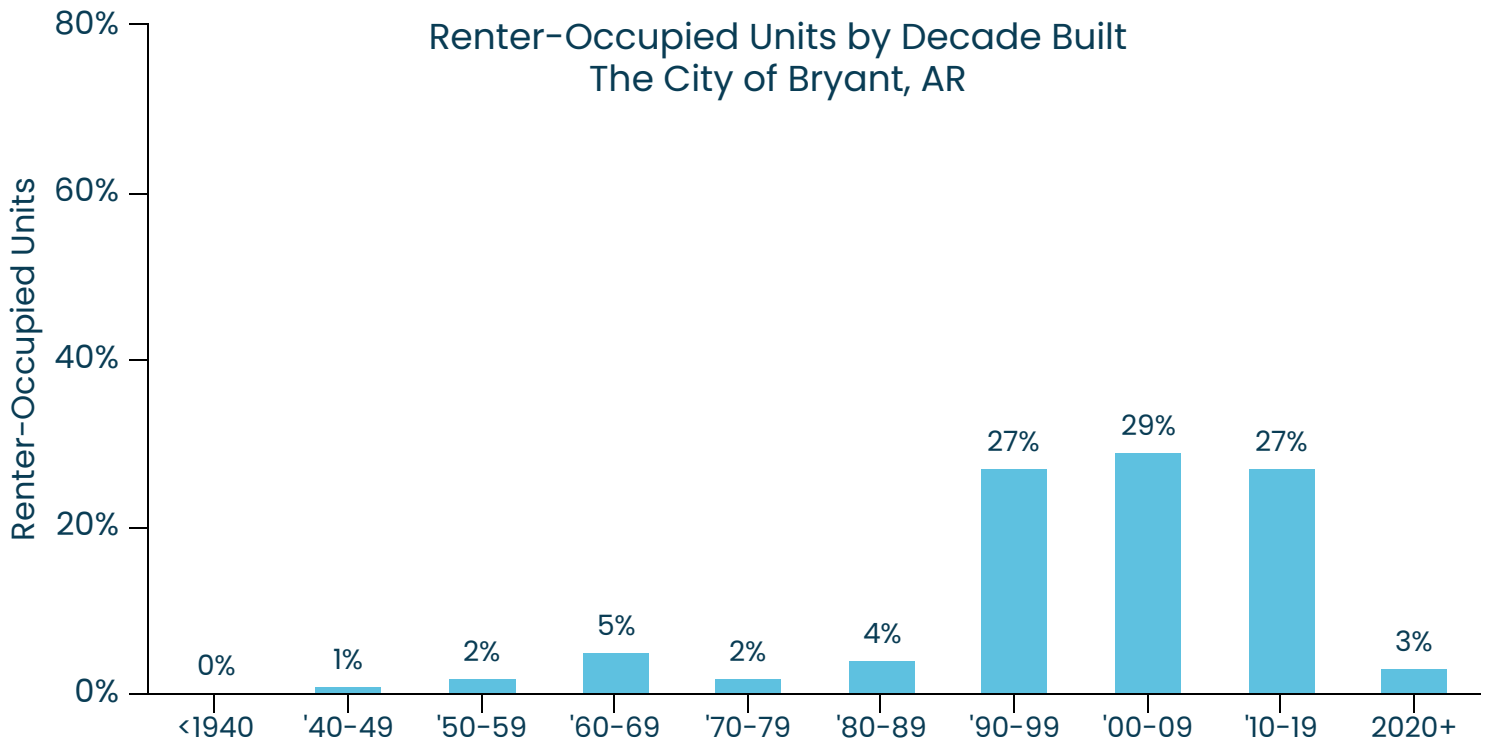
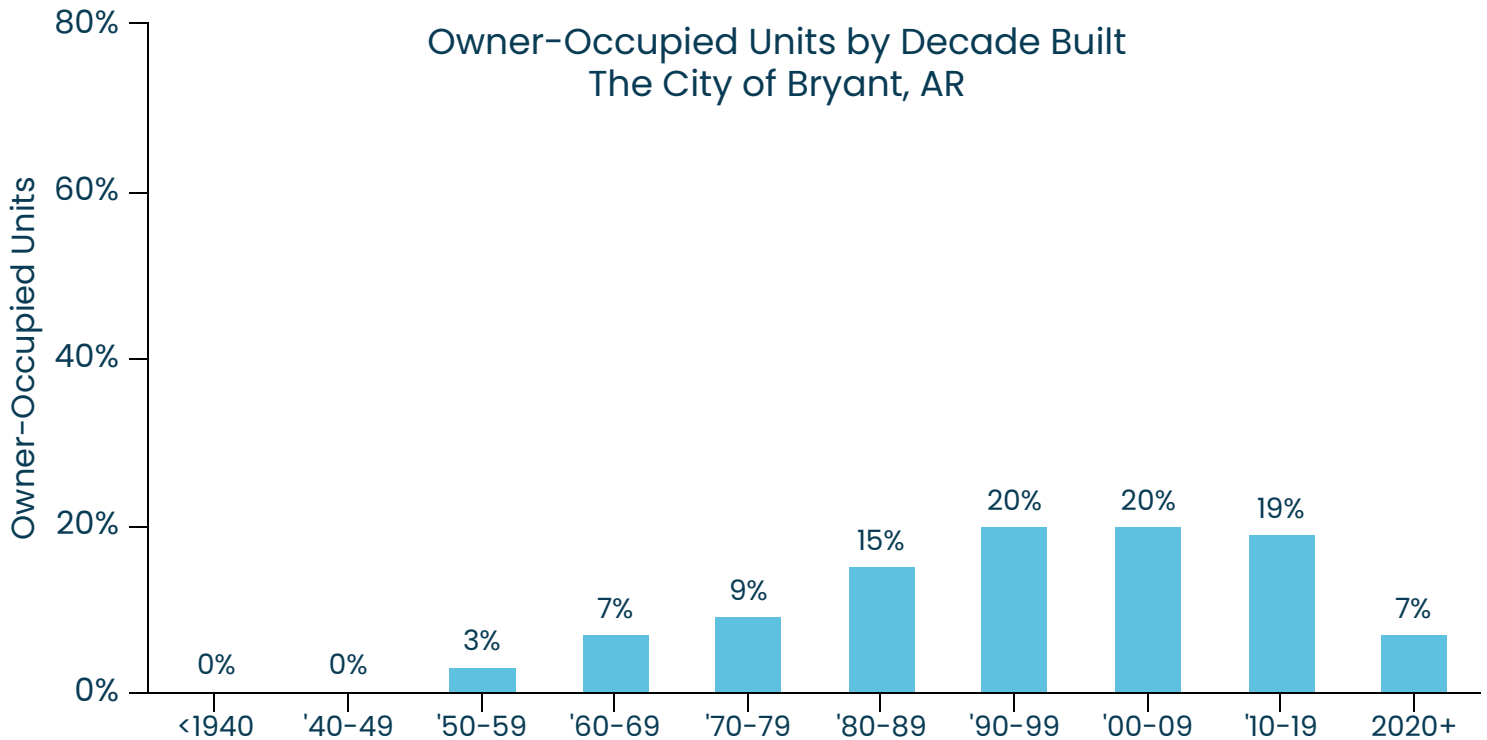
- The Real Estate Analysis for the City of Bryant (plus Benton and Little Rock) also includes a study of available choices among commercial land, buildings, and leasable space; and is intended to complement the Economic Market Analysis.
- The analysis differentiate between several commercial subcategories, including industrial, office, retail, and multi-family (i.e., entire buildings or communities of attached residential units available as investment opportunities).
- Again, smaller buildings and space tends to have higher prices and rents per square foot. However, there also are clear differences by type of use. For example, for-sale retail buildings tend to be small, and they also have the highest prices per square foot. In comparison, office and industrial buildings tend to be the largest, and they also have the lowest prices per square foot.
- As another example, for-lease retail and office spaces tend to be small with high rents per square foot. In the for-lease market, retail and office spaces tend to have similar rents.
- In comparison, for-lease industrial spaces are among the largest, and they also have the lowest rents per square foot. In general, retail and office space tends to have rents that average around \$18 per square foot, whereas it is rare for industrial space to exceed \$10 per square foot.



Section 3-B
Residential
8 Y W X Y 6i Jh

Units by Decade Built | Bryant City

The number of existing owner-occupied units by the decade built.



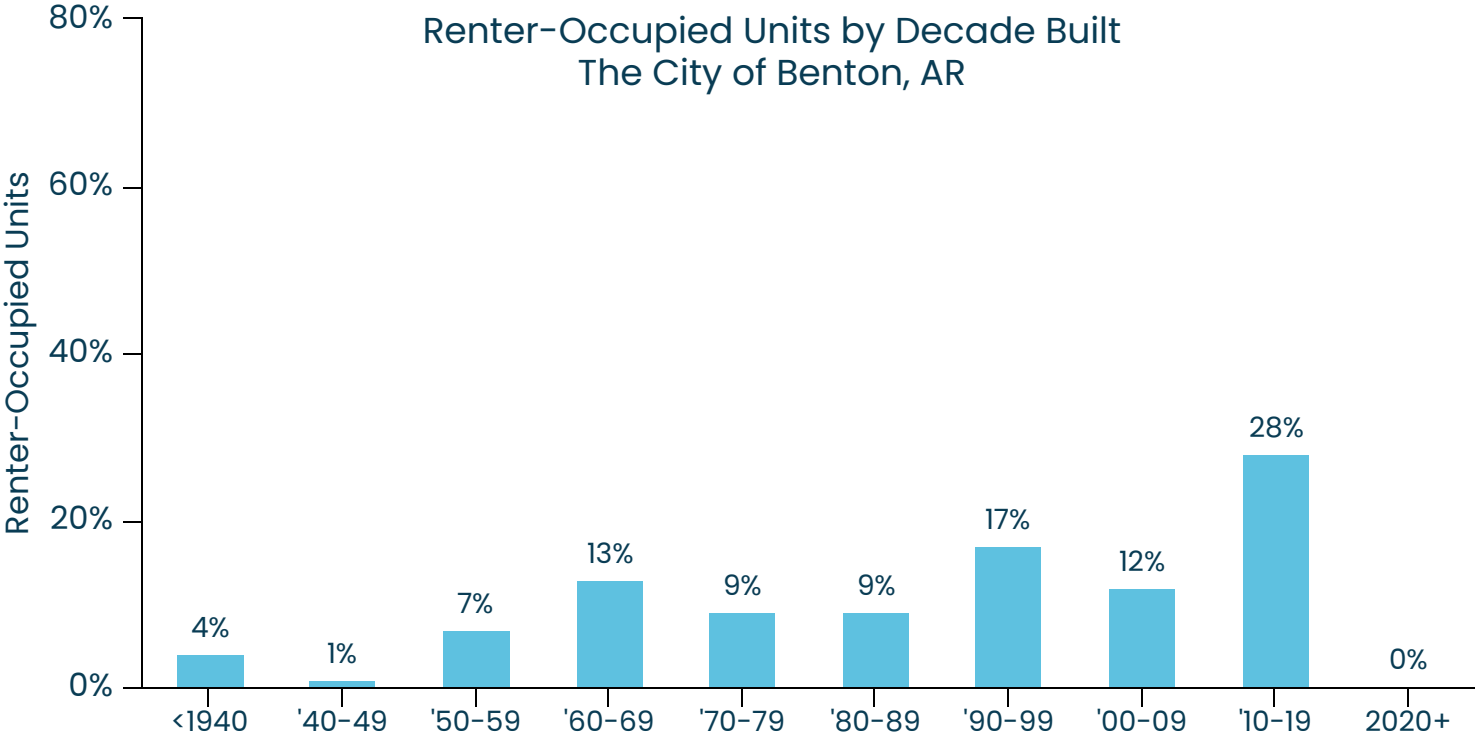
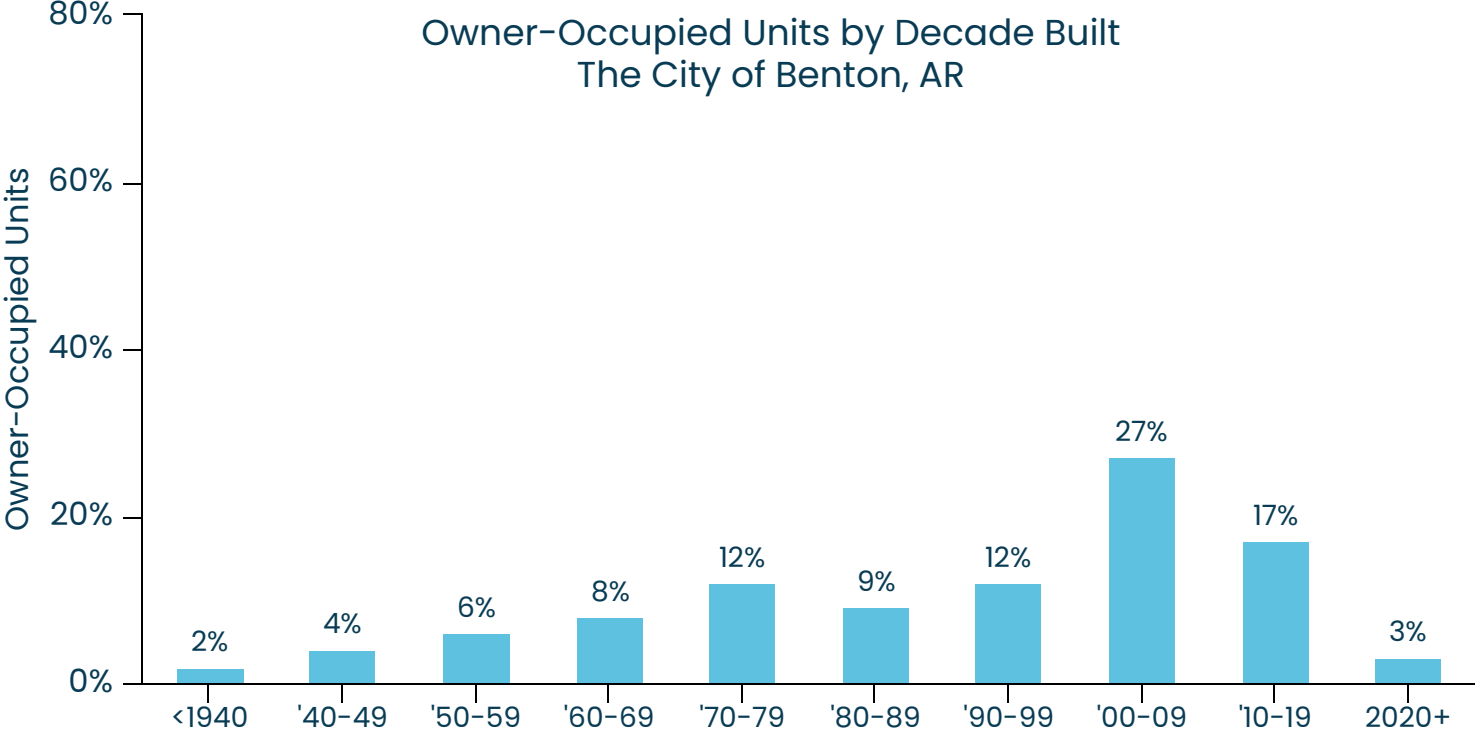
Underlying data by the Decennial Census and American Community Survey (ACS) through 2024. Analysis and exhibit prepared by LandUseUSA Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign, 2026.



LandUseUSA
UrbanStrategies

Units by Decade Built | Benton City

The number of existing owner-occupied units by the decade built.

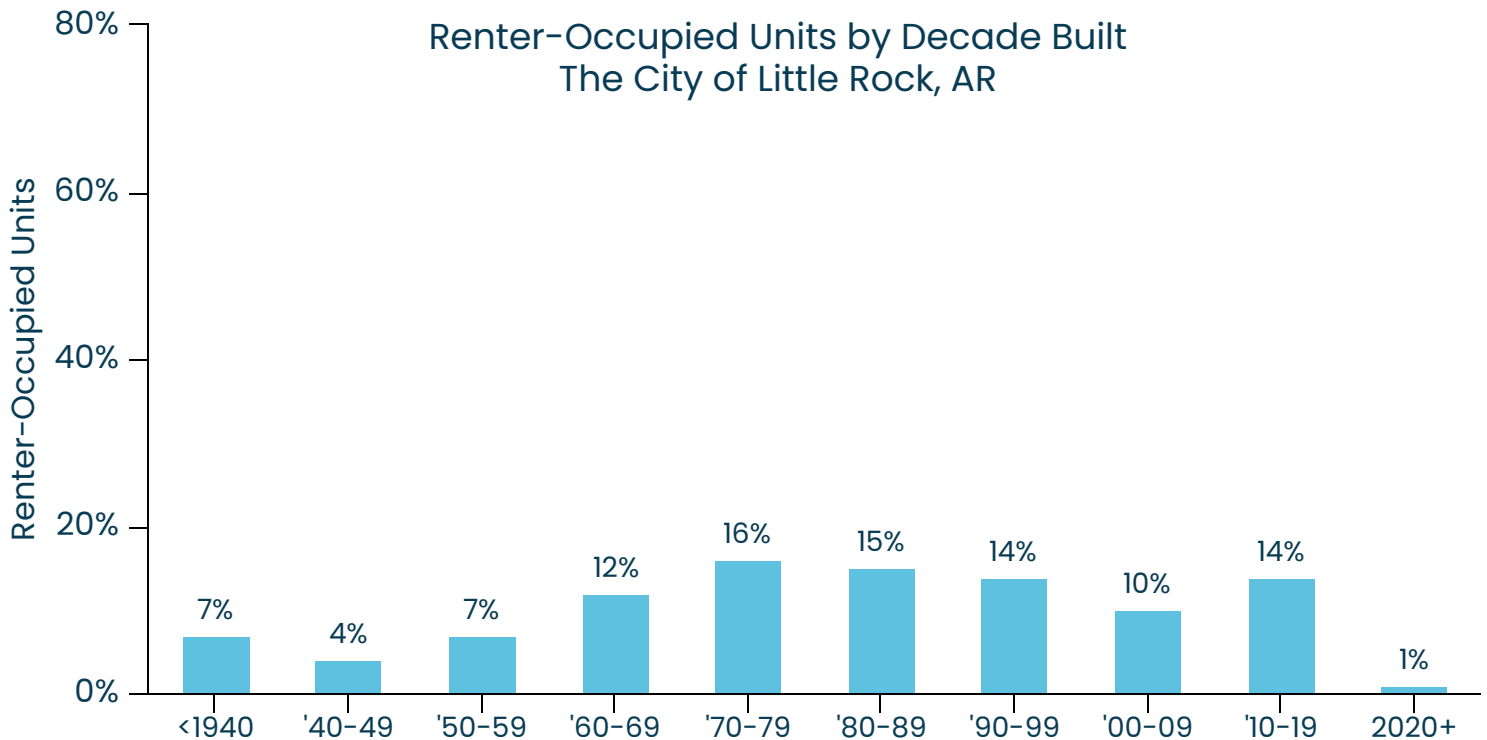
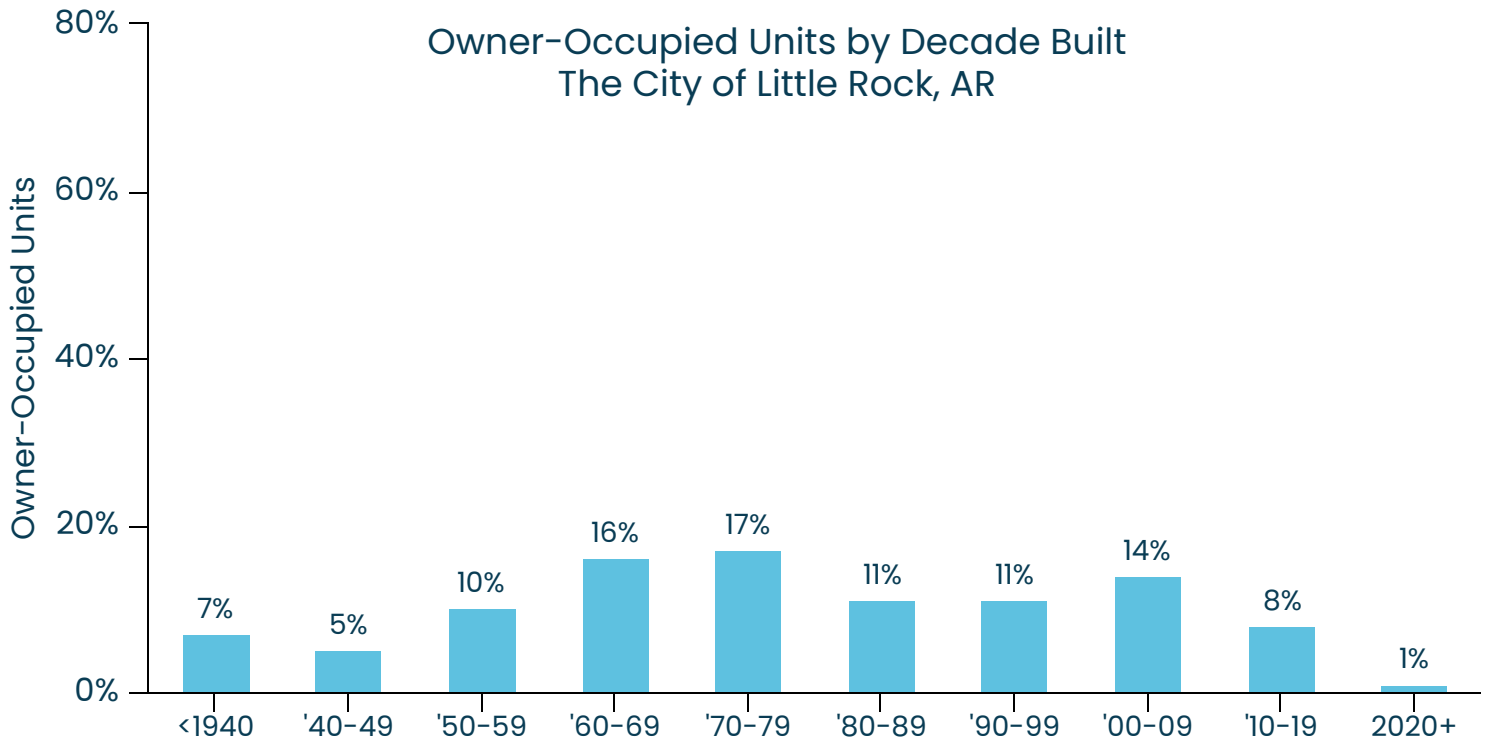


Underlying data by the Decennial Census and American Community Survey (ACS) through 2024. Analysis and exhibit prepared by LandUseUSA Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign, 2026.



Units by Decade Built | Little Rock City

The number of existing owner-occupied units by the decade built.

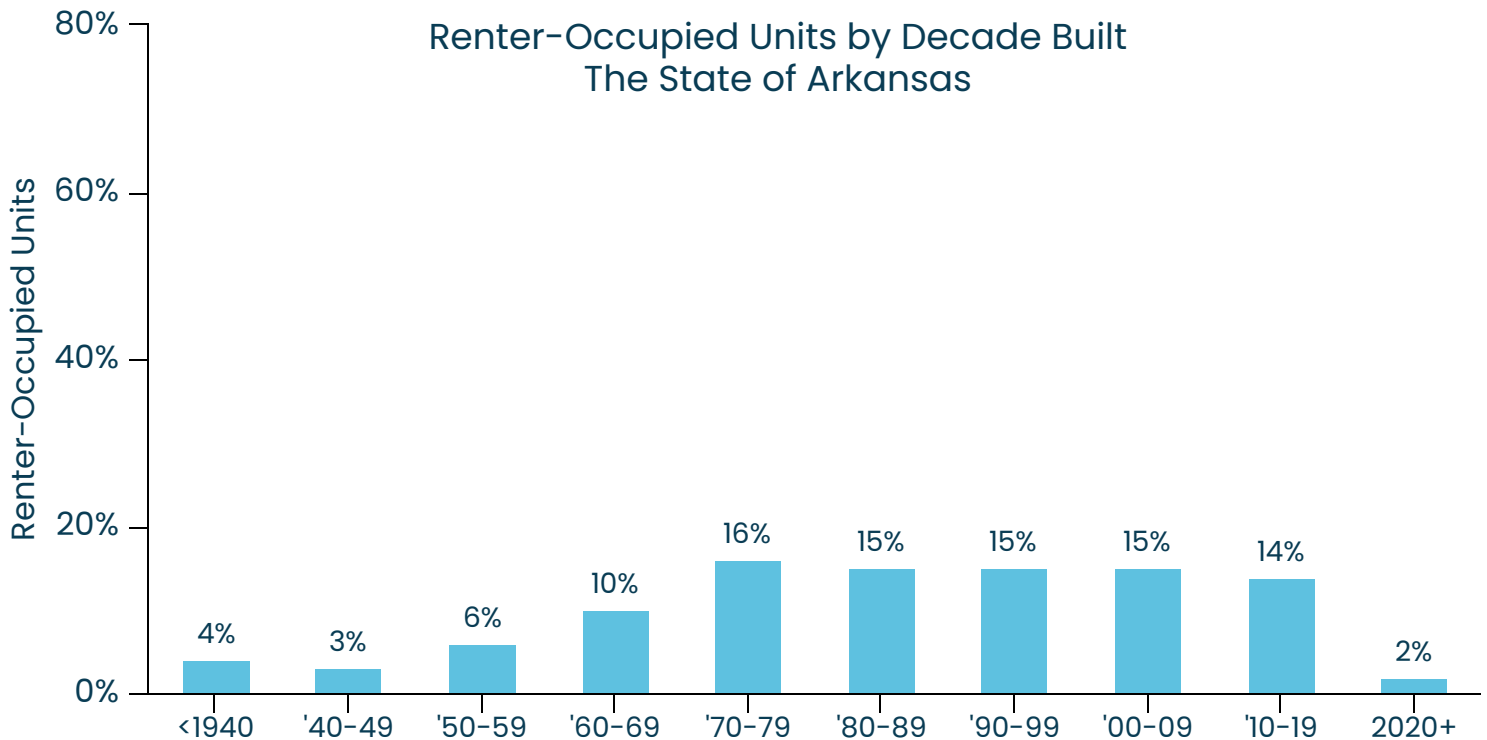
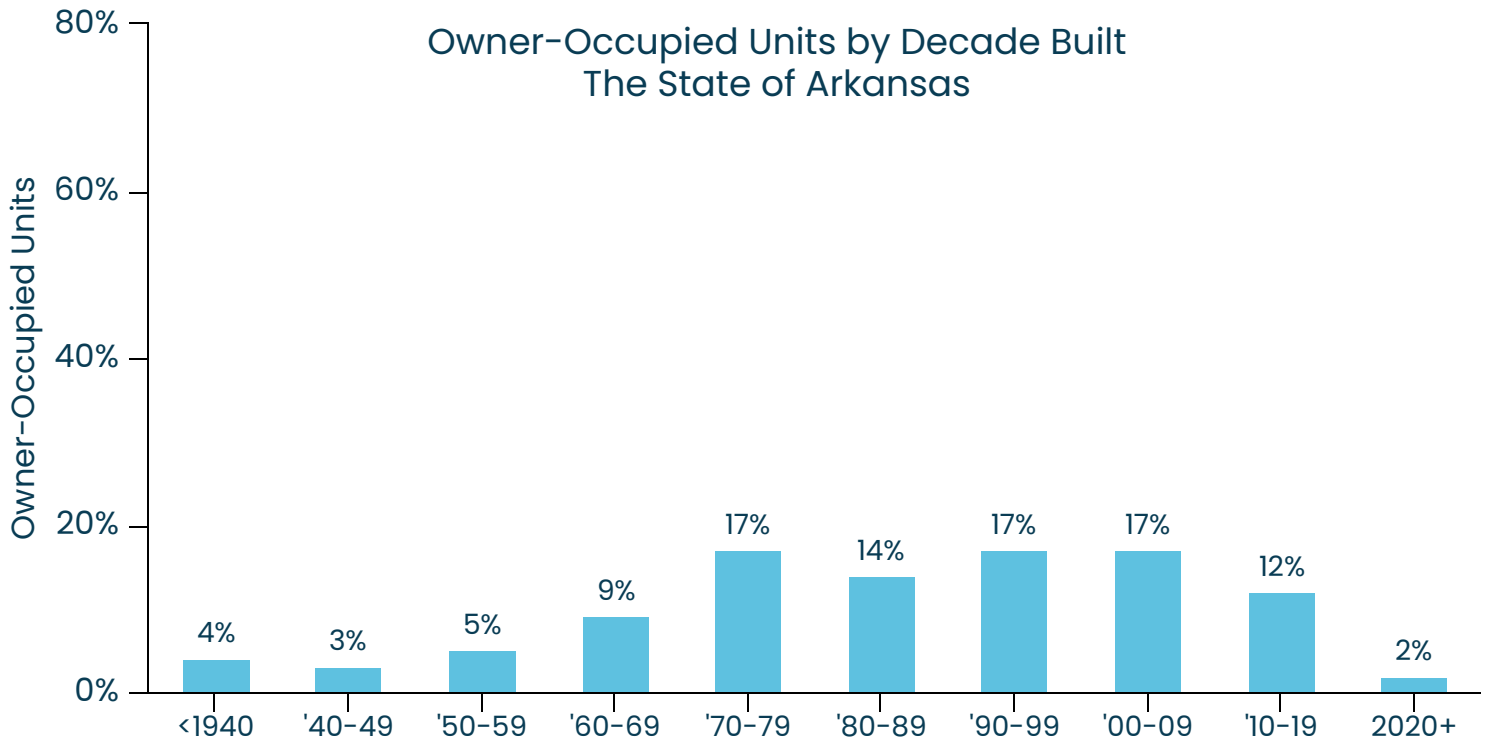


Underlying data by the Decennial Census and American Community Survey (ACS) through 2024. Analysis and exhibit prepared by LandUseUSA Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign, 2026.



Units by Decade Built | Arkansas State

The number of existing owner-occupied units by the decade built.



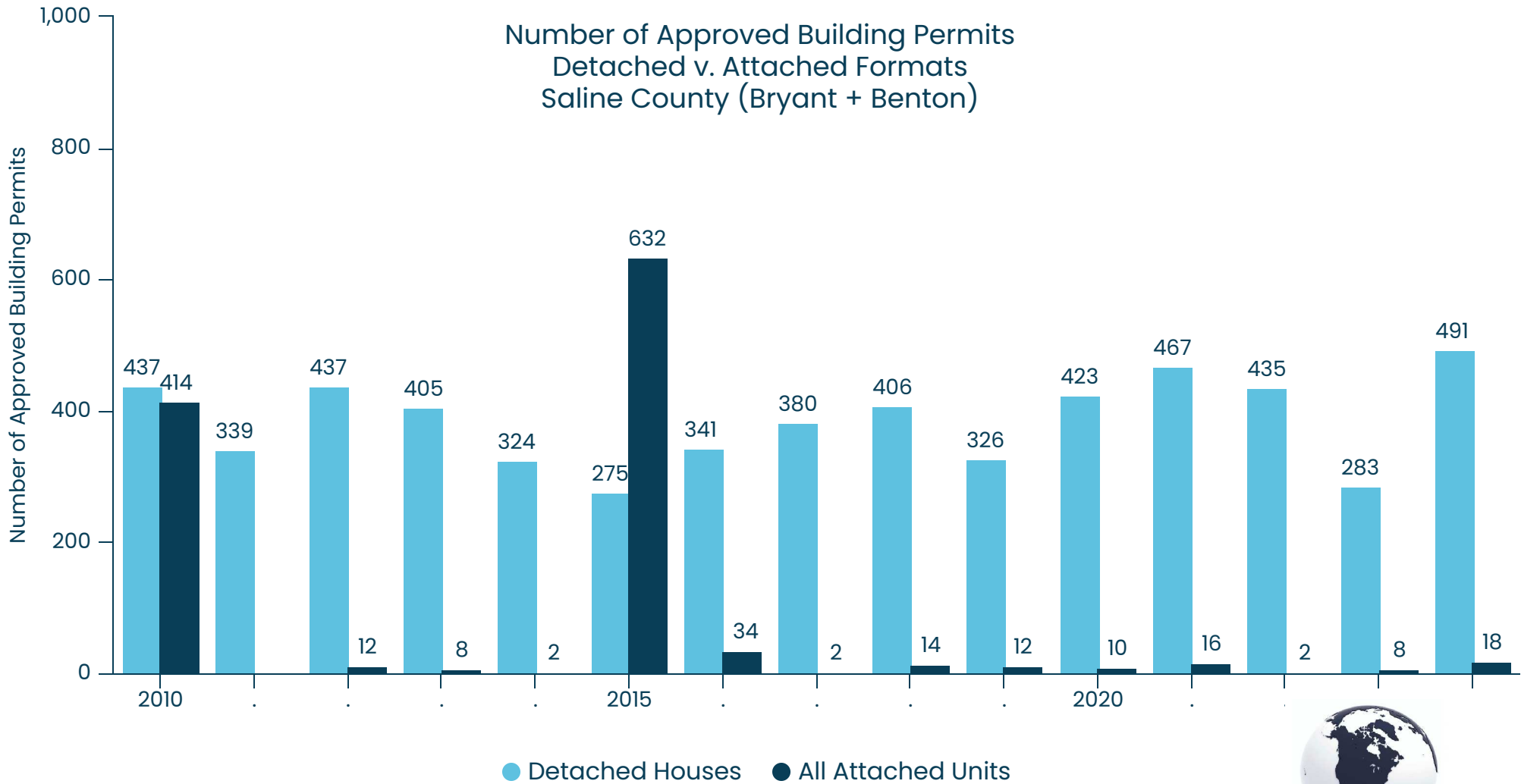
Underlying data by the Decennial Census and American Community Survey (ACS) through 2024. Analysis and exhibit prepared by LandUseUSA Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign, 2026.



Section 3-C Residential Building Permits

Number of Permitted Units | Saline County

An assessment of approved building permits over time by format (detached v. attached).

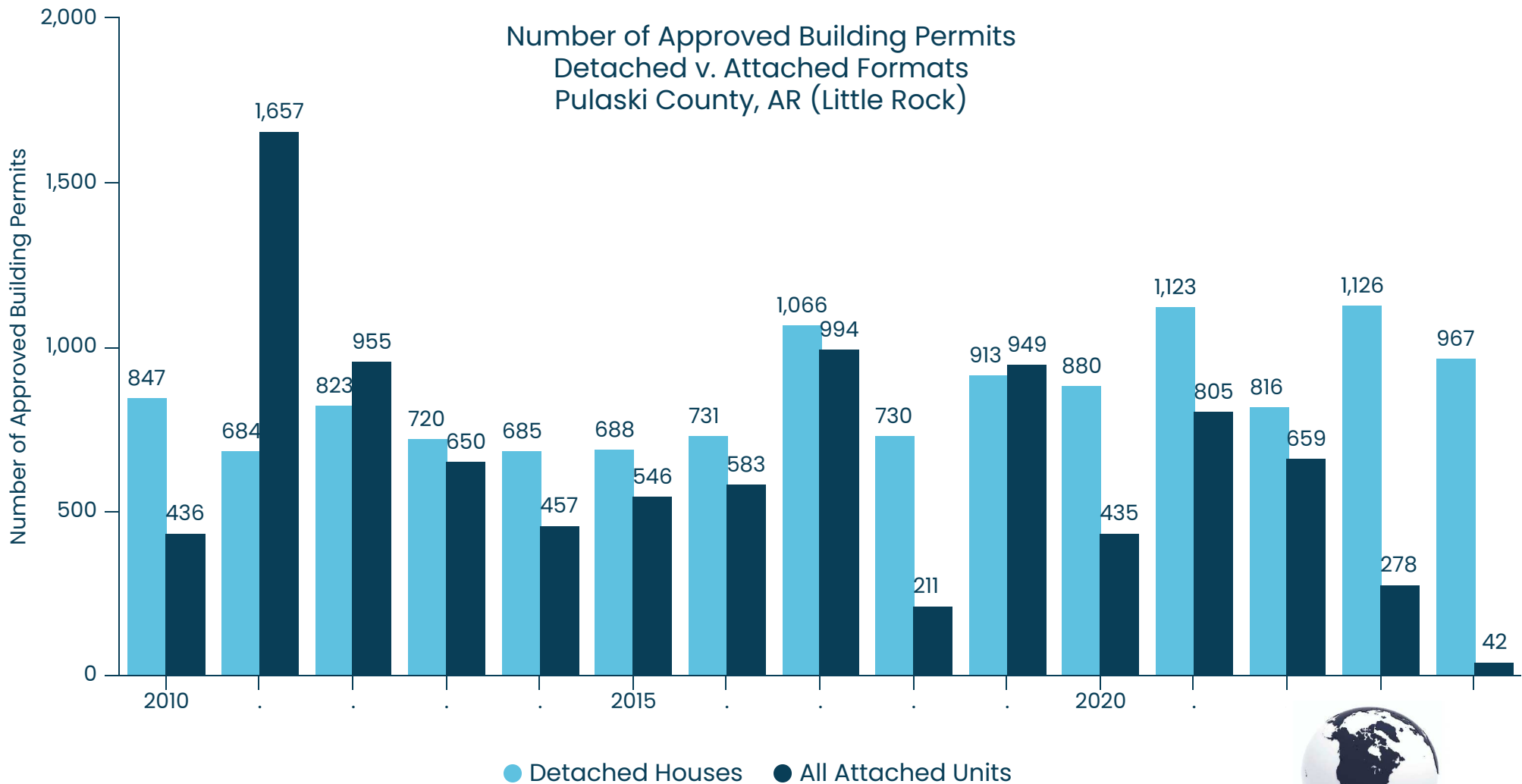


LandUseUSA
UrbanStrategies

Source: Underlying data by the Census Bureau's Building Permit Survey through the year 2024.
Analysis & exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign; 2026.

Number of Permitted Units | Pulaski County

An assessment of approved building permits over time by format (detached v. attached).

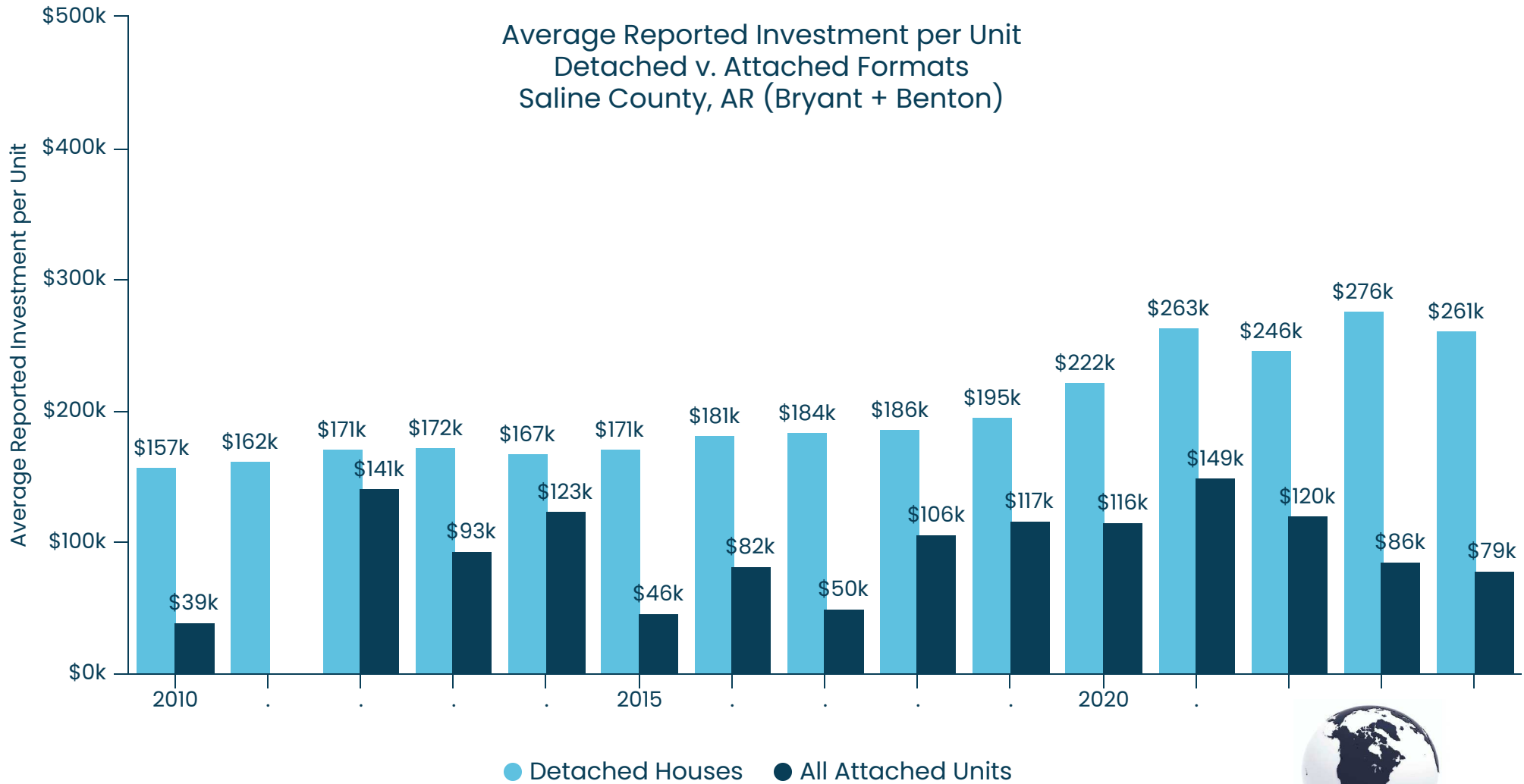


LandUseUSA
UrbanStrategies

Source: Underlying data by the Census Bureau's Building Permit Survey through the year 2024.
Analysis & exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign; 2026.

Reported Investment per Unit | Saline County

An assessment of average reported investment over time by format (detached v. attached).

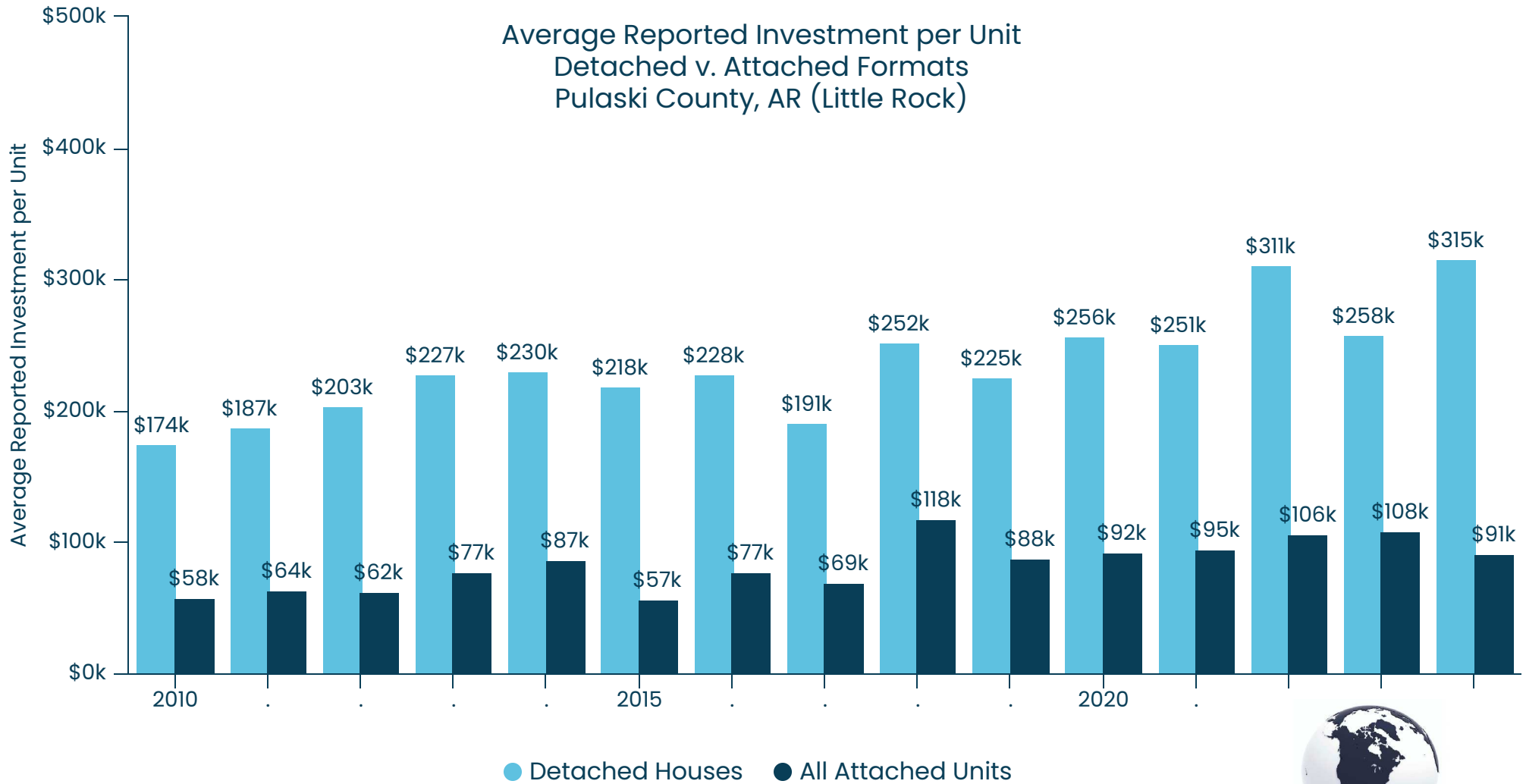


LandUseUSA
UrbanStrategies

Source: Underlying data by the Census Bureau's Building Permit Survey through the year 2024.
Analysis & exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign; 2026.

Reported Investment per Unit | Pulaski County

An assessment of average reported investment over time by format (detached v. attached).



Source: Underlying data by the Census Bureau's Building Permit Survey through the year 2024.
Analysis & exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign; 2026.

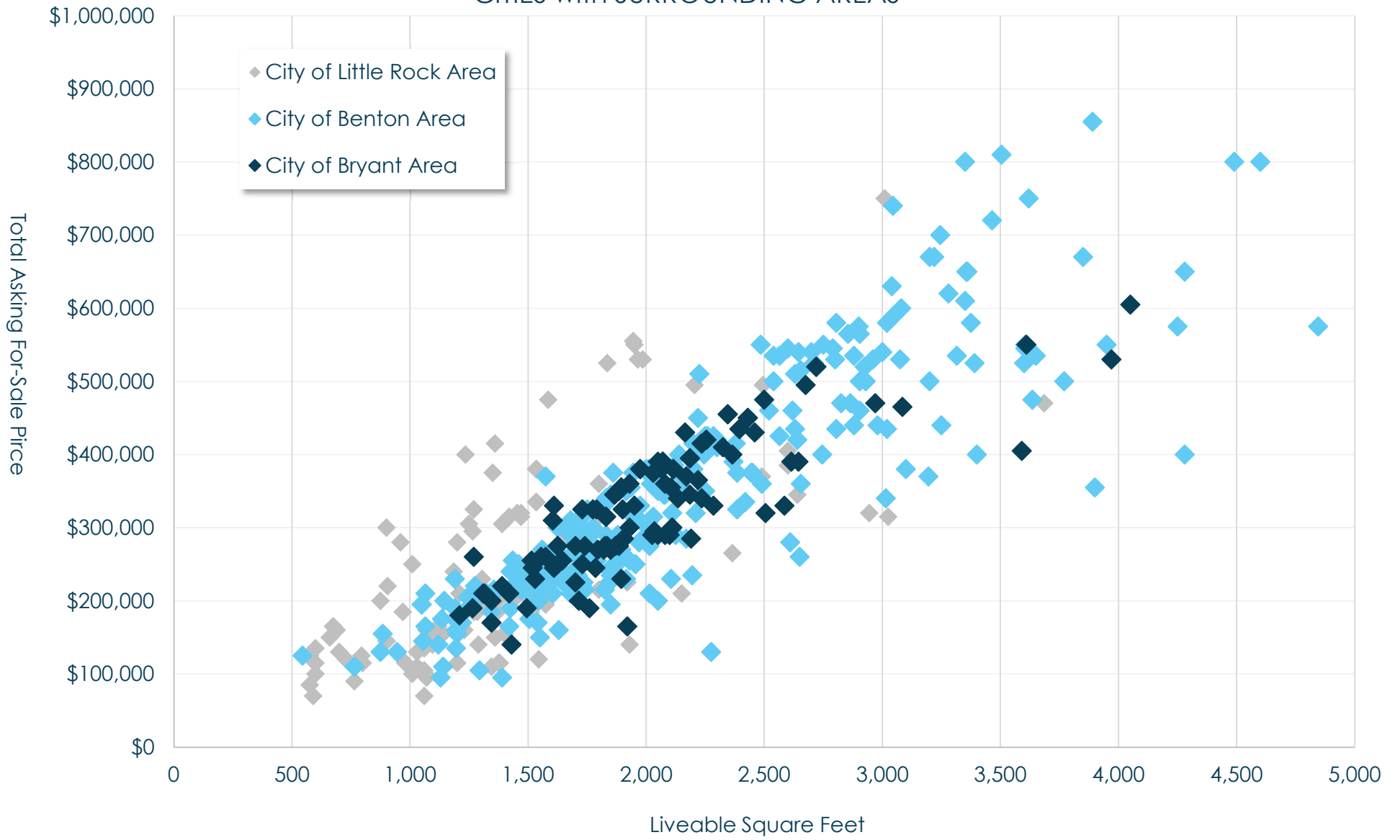
LandUseUSA
UrbanStrategies

Section ' -D Residential For-Sale Properties

Total Asking For-Sale Price vs. Liveable Square Feet

The City of Bryant, Arkansas with Comparisons

CITIES with SURROUNDING AREAS

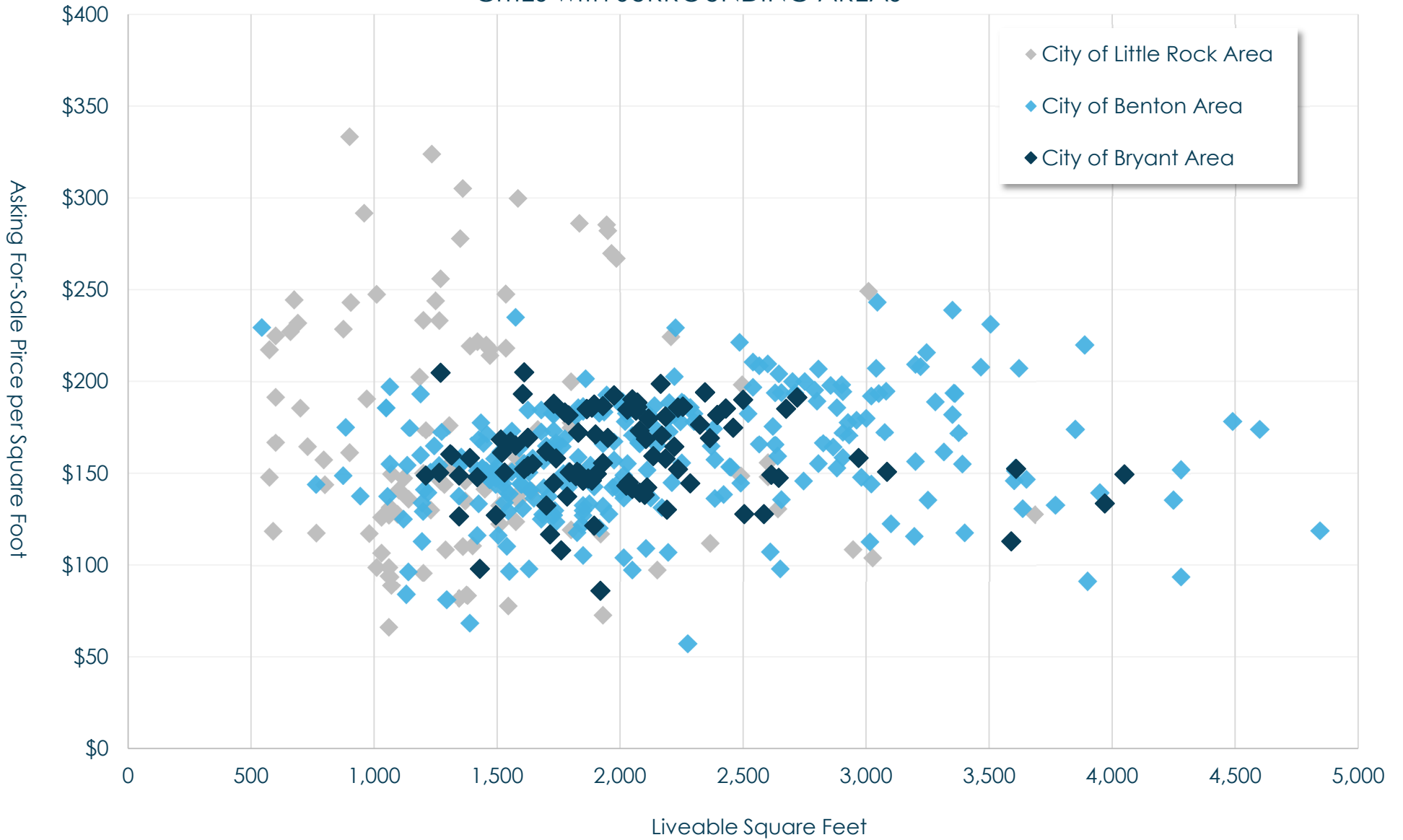


Source: Underlying data is estimated based on licensed CoStar data, county surveyor records, field research, and phone surveys. Research, analysis, and exhibit prepared by LandUseUSA | Urban Strategies; Spring 2026.

Asking For-Sale Price per Square Foot vs. Liveable Square Feet

The City of Bryant, Arkansas with Comparisons

CITIES with SURROUNDING AREAS

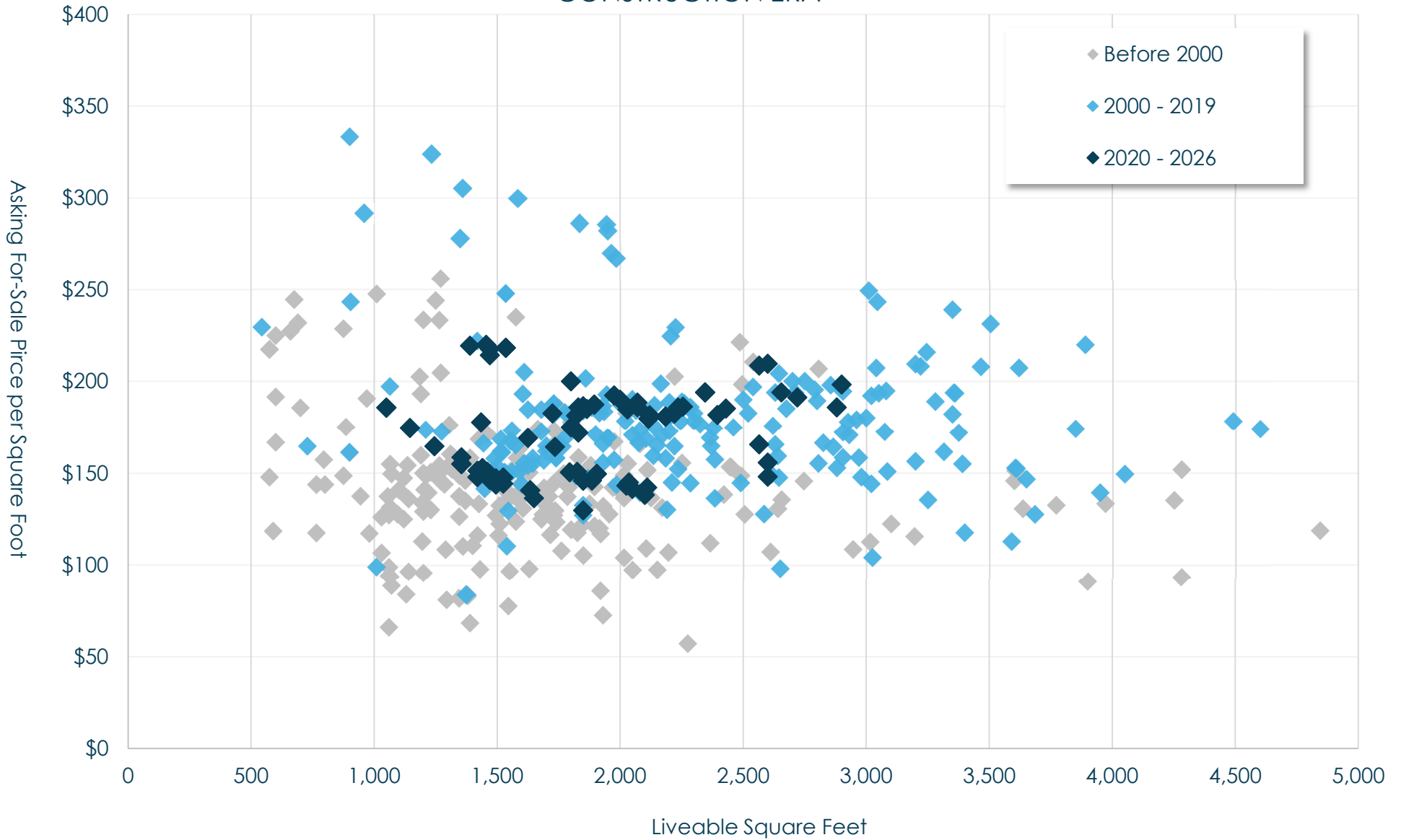


Source: Underlying data is estimated based on licensed CoStar data, county surveyor records, field research, and phone surveys. Research, analysis, and exhibit prepared by LandUseUSA | Urban Strategies; Spring 2026.

Asking For-Sale Price per Square Foot vs. Liveable Square Feet

The City of Bryant, Arkansas with Comparisons

CONSTRUCTION ERA

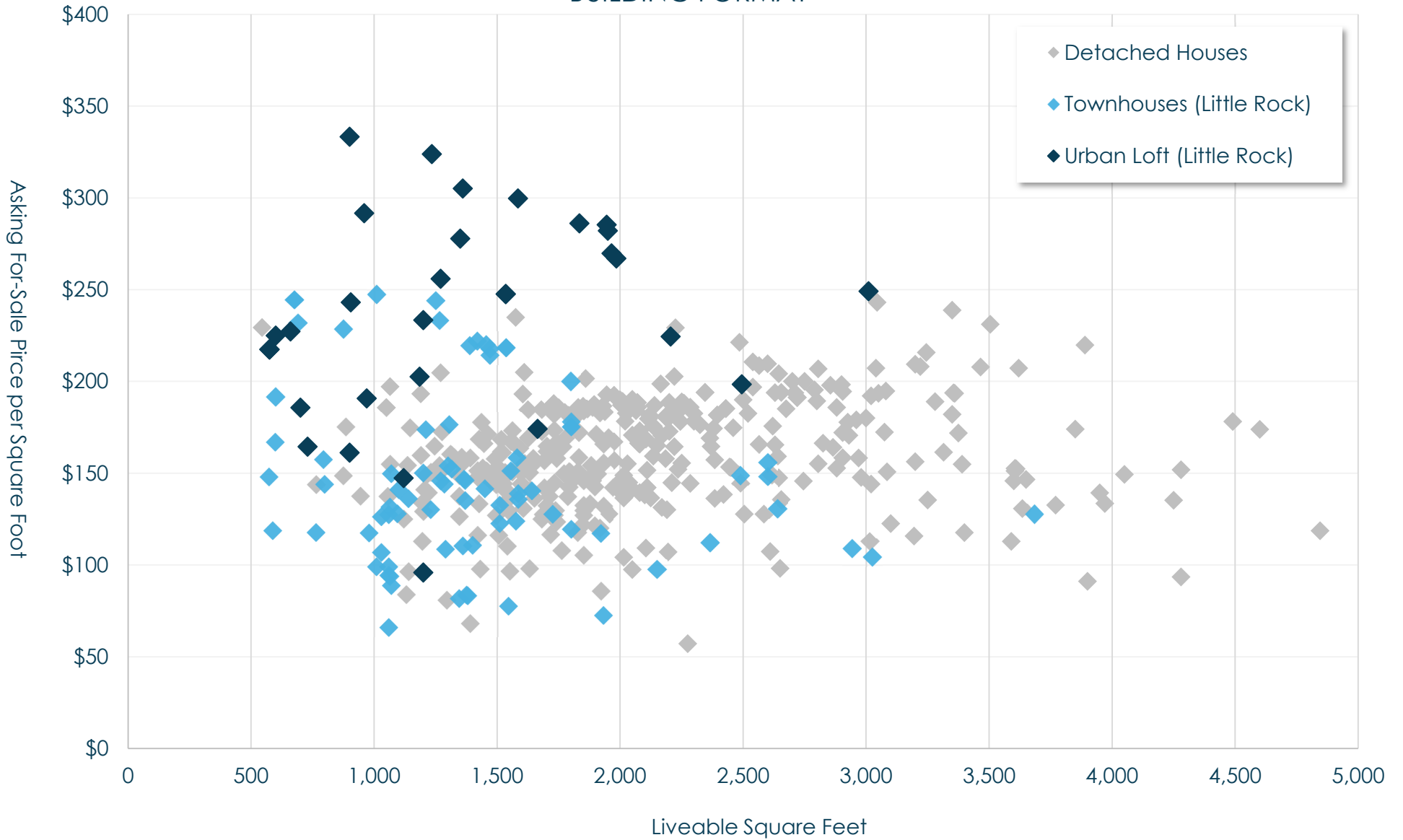


Source: Underlying data is estimated based on licensed CoStar data, county surveyor records, field research, and phone surveys. Research, analysis, and exhibit prepared by LandUseUSA | Urban Strategies; Spring 2026.

Asking For-Sale Price per Square Foot vs. Liveable Square Feet

The City of Bryant, Arkansas with Comparisons

BUILDING FORMAT



Source: Underlying data is estimated based on licensed CoStar data, county surveyor records, field research, and phone surveys. Research, analysis, and exhibit prepared by LandUseUSA | Urban Strategies; Spring 2026.

Inventory of For-Sale Detached Houses City of Bryant and Surrounding Area | Spring 2026

Row Number	Building Format	Square Feet	Asking Price	Asking Price/SF	Construction Era
1	House	1,210	\$180,000	\$149	<2000
2	House	1,265	\$190,000	\$150	<2000
3	House	1,270	\$260,000	\$205	<2000
4	House	1,310	\$210,000	\$160	<2000
5	House	1,315	\$210,000	\$160	<2000
6	House	1,345	\$170,000	\$126	<2000
7	House	1,345	\$200,000	\$149	<2000
8	House	1,390	\$220,000	\$158	<2000
9	House	1,420	\$210,000	\$148	2000-19
10	House	1,430	\$140,000	\$98	<2000
11	House	1,495	\$190,000	\$127	<2000
12	House	1,515	\$255,000	\$168	2000-19
13	House	1,520	\$245,000	\$161	2000-19
14	House	1,530	\$230,000	\$150	<2000
15	House	1,555	\$260,000	\$167	2000-19
16	House	1,575	\$260,000	\$165	2000-19
17	House	1,605	\$310,000	\$193	2000-19
18	House	1,610	\$330,000	\$205	2000-19
19	House	1,610	\$245,000	\$152	<2000
20	House	1,625	\$275,000	\$169	2000-19
21	House	1,625	\$250,000	\$154	2000-19
22	House	1,625	\$275,000	\$169	2020-26
23	House	1,645	\$255,000	\$155	2000-19
24	House	1,700	\$275,000	\$162	2000-19
25	House	1,700	\$225,000	\$132	<2000
26	House	1,715	\$200,000	\$117	<2000
27	House	1,730	\$325,000	\$188	2000-19
28	House	1,730	\$250,000	\$145	<2000
29	House	1,740	\$275,000	\$158	2000-19
30	House	1,760	\$190,000	\$108	<2000
31	House	1,775	\$325,000	\$183	2000-19
32	House	1,785	\$245,000	\$137	<2000
33	House	1,790	\$325,000	\$182	2000-19
34	House	1,795	\$270,000	\$150	2020-26
35	House	1,820	\$270,000	\$148	2000-19
36	House	1,825	\$275,000	\$151	2020-26
37	House	1,830	\$315,000	\$172	2000-19
38	House	1,830	\$315,000	\$172	2020-26
39	House	1,835	\$275,000	\$150	2000-19
40	House	1,850	\$270,000	\$146	2020-26

Source: Underlying data is estimated based on CoStar data, county surveyor records, field research, and phone surveys. Research, analysis, and exhibit prepared by LandUseUSA | Urban Strategies; Spring 2026.

Inventory of For-Sale Detached Houses City of Bryant and Surrounding Area | Spring 2026

Row Number	Building Format	Square Feet	Asking Price	Asking Price/SF	Construction Era
41	House	1,850	\$270,000	\$146	2020-26
42	House	1,865	\$345,000	\$185	2000-19
43	House	1,865	\$345,000	\$185	2020-26
44	House	1,870	\$275,000	\$147	2000-19
45	House	1,885	\$350,000	\$186	2000-19
46	House	1,885	\$275,000	\$146	2020-26
47	House	1,895	\$355,000	\$187	2020-26
48	House	1,895	\$355,000	\$187	2020-26
49	House	1,895	\$230,000	\$121	<2000
50	House	1,900	\$325,000	\$171	2000-19
51	House	1,905	\$285,000	\$150	2000-19
52	House	1,905	\$285,000	\$150	2020-26
53	House	1,920	\$165,000	\$86	<2000
54	House	1,930	\$360,000	\$187	2000-19
55	House	1,930	\$300,000	\$155	2000-19
56	House	1,950	\$330,000	\$169	2000-19
57	House	1,975	\$380,000	\$192	2000-19
58	House	1,975	\$380,000	\$192	2020-26
59	House	2,025	\$290,000	\$143	2020-26
60	House	2,030	\$375,000	\$185	2000-19
61	House	2,030	\$375,000	\$185	2020-26
62	House	2,035	\$295,000	\$145	2020-26
63	House	2,050	\$390,000	\$190	2000-19
64	House	2,050	\$290,000	\$141	2020-26
65	House	2,065	\$380,000	\$184	2000-19
66	House	2,070	\$385,000	\$186	2000-19
67	House	2,070	\$390,000	\$188	2000-19
68	House	2,070	\$385,000	\$186	2020-26
69	House	2,070	\$390,000	\$188	2020-26
70	House	2,080	\$290,000	\$139	2000-19
71	House	2,080	\$360,000	\$173	2000-19
72	House	2,100	\$290,000	\$138	2020-26
73	House	2,105	\$355,000	\$169	2000-19
74	House	2,110	\$300,000	\$142	2000-19
75	House	2,110	\$300,000	\$142	2020-26
76	House	2,115	\$380,000	\$180	2020-26
77	House	2,115	\$380,000	\$180	2020-26
78	House	2,135	\$340,000	\$159	2000-19
79	House	2,165	\$430,000	\$199	2000-19
80	House	2,170	\$370,000	\$171	2000-19

Source: Underlying data is estimated based on CoStar data, county surveyor records, field research, and phone surveys. Research, analysis, and exhibit prepared by LandUseUSA | Urban Strategies; Spring 2026.

Inventory of For-Sale Detached Houses City of Bryant and Surrounding Area | Spring 2026

Row Number	Building Format	Square Feet	Asking Price	Asking Price/SF	Construction Era
81	House	2,185	\$345,000	\$158	2000-19
82	House	2,185	\$395,000	\$181	2020-26
83	House	2,185	\$395,000	\$181	2020-26
84	House	2,190	\$285,000	\$130	2000-19
85	House	2,220	\$365,000	\$164	2000-19
86	House	2,235	\$340,000	\$152	2000-19
87	House	2,235	\$415,000	\$186	2020-26
88	House	2,235	\$415,000	\$186	2020-26
89	House	2,255	\$420,000	\$186	2000-19
90	House	2,255	\$420,000	\$186	2020-26
91	House	2,285	\$330,000	\$144	2000-19
92	House	2,325	\$410,000	\$176	2000-19
93	House	2,345	\$455,000	\$194	2020-26
94	House	2,345	\$455,000	\$194	2020-26
95	House	2,365	\$400,000	\$169	2000-19
96	House	2,395	\$435,000	\$182	2000-19
97	House	2,395	\$435,000	\$182	2020-26
98	House	2,430	\$450,000	\$185	2000-19
99	House	2,430	\$450,000	\$185	2020-26
100	House	2,460	\$430,000	\$175	2000-19
101	House	2,500	\$475,000	\$190	2000-19
102	House	2,505	\$320,000	\$128	<2000
103	House	2,585	\$330,000	\$128	2000-19
104	House	2,615	\$390,000	\$149	2000-19
105	House	2,645	\$390,000	\$147	2000-19
106	House	2,675	\$495,000	\$185	2000-19
107	House	2,720	\$520,000	\$191	2000-19
108	House	2,720	\$520,000	\$191	2020-26
109	House	2,970	\$470,000	\$158	2000-19
110	House	3,085	\$465,000	\$151	2000-19
111	House	3,590	\$405,000	\$113	2000-19
112	House	3,610	\$550,000	\$152	2000-19
113	House	3,970	\$530,000	\$134	<2000
114	House	4,050	\$605,000	\$149	2000-19

Source: Underlying data is estimated based on CoStar data, county surveyor records, field research, and phone surveys. Research, analysis, and exhibit prepared by LandUseUSA | Urban Strategies; Spring 2026.

Inventory of For-Sale Detached Houses City of Benton and Surrounding Area | Spring 2026

Row Number	Building Format	Square Feet	Asking Price	Asking Price/SF	Construction Era
1	House	545	\$125,000	\$229	2000-19
2	House	765	\$110,000	\$144	<2000
3	House	875	\$130,000	\$149	<2000
4	House	885	\$155,000	\$175	<2000
5	House	945	\$130,000	\$138	<2000
6	House	1,050	\$195,000	\$186	2020-26
7	House	1,050	\$195,000	\$186	2020-26
8	House	1,055	\$145,000	\$137	<2000
9	House	1,065	\$210,000	\$197	2000-19
10	House	1,065	\$165,000	\$155	<2000
11	House	1,120	\$140,000	\$125	<2000
12	House	1,130	\$95,000	\$84	<2000
13	House	1,135	\$175,000	\$154	<2000
14	House	1,140	\$110,000	\$96	<2000
15	House	1,145	\$200,000	\$175	2020-26
16	House	1,190	\$190,000	\$160	<2000
17	House	1,190	\$230,000	\$193	<2000
18	House	1,195	\$160,000	\$134	<2000
19	House	1,195	\$135,000	\$113	<2000
20	House	1,200	\$155,000	\$129	<2000
21	House	1,205	\$170,000	\$141	<2000
22	House	1,220	\$170,000	\$139	<2000
23	House	1,230	\$185,000	\$150	<2000
24	House	1,245	\$205,000	\$165	2020-26
25	House	1,265	\$195,000	\$154	<2000
26	House	1,275	\$220,000	\$173	2000-19
27	House	1,295	\$105,000	\$81	<2000
28	House	1,325	\$210,000	\$158	<2000
29	House	1,345	\$185,000	\$138	<2000
30	House	1,355	\$210,000	\$155	2020-26
31	House	1,355	\$215,000	\$159	2020-26
32	House	1,355	\$210,000	\$155	2020-26
33	House	1,355	\$210,000	\$155	2020-26
34	House	1,390	\$95,000	\$68	<2000
35	House	1,420	\$210,000	\$148	2020-26
36	House	1,420	\$215,000	\$151	2020-26
37	House	1,420	\$165,000	\$116	<2000
38	House	1,425	\$240,000	\$168	<2000
39	House	1,425	\$190,000	\$133	<2000
40	House	1,435	\$255,000	\$178	2020-26

Source: Underlying data is estimated based on CoStar data, county surveyor records, field research, and phone surveys. Research, analysis, and exhibit prepared by LandUseUSA | Urban Strategies; Spring 2026.

Inventory of For-Sale Detached Houses City of Benton and Surrounding Area | Spring 2026

Row Number	Building Format	Square Feet	Asking Price	Asking Price/SF	Construction Era
41	House	1,440	\$220,000	\$153	2020-26
42	House	1,440	\$220,000	\$153	2020-26
43	House	1,445	\$240,000	\$166	2000-19
44	House	1,455	\$220,000	\$151	<2000
45	House	1,460	\$220,000	\$151	2020-26
46	House	1,460	\$250,000	\$171	<2000
47	House	1,470	\$215,000	\$146	2020-26
48	House	1,470	\$215,000	\$146	<2000
49	House	1,490	\$235,000	\$158	2000-19
50	House	1,490	\$225,000	\$151	<2000
51	House	1,495	\$215,000	\$144	2020-26
52	House	1,495	\$220,000	\$147	2020-26
53	House	1,500	\$230,000	\$153	2000-19
54	House	1,505	\$175,000	\$116	<2000
55	House	1,515	\$245,000	\$162	2000-19
56	House	1,525	\$220,000	\$144	2020-26
57	House	1,525	\$225,000	\$148	2020-26
58	House	1,525	\$225,000	\$148	2020-26
59	House	1,530	\$230,000	\$150	2000-19
60	House	1,530	\$205,000	\$134	<2000
61	House	1,535	\$230,000	\$150	2000-19
62	House	1,540	\$170,000	\$110	2000-19
63	House	1,540	\$215,000	\$140	<2000
64	House	1,545	\$200,000	\$129	2000-19
65	House	1,550	\$150,000	\$97	<2000
66	House	1,550	\$215,000	\$139	<2000
67	House	1,560	\$270,000	\$173	2000-19
68	House	1,560	\$235,000	\$151	2000-19
69	House	1,575	\$370,000	\$235	<2000
70	House	1,590	\$240,000	\$151	2000-19
71	House	1,590	\$260,000	\$164	<2000
72	House	1,595	\$230,000	\$144	<2000
73	House	1,600	\$230,000	\$144	2000-19
74	House	1,605	\$210,000	\$131	<2000
75	House	1,610	\$250,000	\$155	2000-19
76	House	1,625	\$300,000	\$185	2000-19
77	House	1,625	\$250,000	\$154	<2000
78	House	1,630	\$160,000	\$98	<2000
79	House	1,630	\$245,000	\$150	<2000
80	House	1,635	\$230,000	\$141	2020-26

Source: Underlying data is estimated based on CoStar data, county surveyor records, field research, and phone surveys. Research, analysis, and exhibit prepared by LandUseUSA | Urban Strategies; Spring 2026.

Inventory of For-Sale Detached Houses City of Benton and Surrounding Area | Spring 2026

Row Number	Building Format	Square Feet	Asking Price	Asking Price/SF	Construction Era
81	House	1,635	\$230,000	\$141	2020-26
82	House	1,645	\$260,000	\$158	2000-19
83	House	1,650	\$225,000	\$136	2020-26
84	House	1,680	\$310,000	\$185	2000-19
85	House	1,680	\$290,000	\$173	2000-19
86	House	1,680	\$210,000	\$125	<2000
87	House	1,685	\$215,000	\$128	<2000
88	House	1,690	\$265,000	\$157	2000-19
89	House	1,690	\$240,000	\$142	<2000
90	House	1,700	\$280,000	\$165	2000-19
91	House	1,710	\$235,000	\$137	<2000
92	House	1,725	\$315,000	\$183	2020-26
93	House	1,730	\$325,000	\$188	2000-19
94	House	1,730	\$315,000	\$182	2000-19
95	House	1,730	\$220,000	\$127	<2000
96	House	1,730	\$300,000	\$173	<2000
97	House	1,730	\$250,000	\$145	<2000
98	House	1,735	\$285,000	\$164	2020-26
99	House	1,735	\$225,000	\$130	<2000
100	House	1,740	\$275,000	\$158	2000-19
101	House	1,740	\$215,000	\$124	<2000
102	House	1,740	\$290,000	\$167	<2000
103	House	1,750	\$325,000	\$186	<2000
104	House	1,765	\$290,000	\$164	2000-19
105	House	1,770	\$265,000	\$150	<2000
106	House	1,775	\$300,000	\$169	2000-19
107	House	1,790	\$255,000	\$142	<2000
108	House	1,790	\$270,000	\$151	<2000
109	House	1,820	\$330,000	\$181	2020-26
110	House	1,825	\$215,000	\$118	<2000
111	House	1,830	\$340,000	\$186	2020-26
112	House	1,830	\$290,000	\$158	<2000
113	House	1,845	\$225,000	\$122	<2000
114	House	1,850	\$340,000	\$184	2000-19
115	House	1,850	\$245,000	\$132	2000-19
116	House	1,850	\$235,000	\$127	2000-19
117	House	1,850	\$345,000	\$186	2020-26
118	House	1,850	\$240,000	\$130	2020-26
119	House	1,850	\$195,000	\$105	<2000
120	House	1,860	\$375,000	\$202	2000-19

Source: Underlying data is estimated based on CoStar data, county surveyor records, field research, and phone surveys. Research, analysis, and exhibit prepared by LandUseUSA | Urban Strategies; Spring 2026.

Inventory of For-Sale Detached Houses City of Benton and Surrounding Area | Spring 2026

Row Number	Building Format	Square Feet	Asking Price	Asking Price/SF	Construction Era
121	House	1,875	\$250,000	\$133	<2000
122	House	1,880	\$290,000	\$154	<2000
123	House	1,895	\$270,000	\$142	<2000
124	House	1,905	\$285,000	\$150	2020-26
125	House	1,915	\$350,000	\$183	2000-19
126	House	1,915	\$350,000	\$183	<2000
127	House	1,915	\$230,000	\$120	<2000
128	House	1,930	\$320,000	\$166	2000-19
129	House	1,930	\$255,000	\$132	<2000
130	House	1,935	\$355,000	\$183	2000-19
131	House	1,945	\$375,000	\$193	2000-19
132	House	1,950	\$330,000	\$169	2000-19
133	House	1,955	\$250,000	\$128	<2000
134	House	1,970	\$280,000	\$142	<2000
135	House	1,975	\$310,000	\$157	2000-19
136	House	1,975	\$330,000	\$167	<2000
137	House	1,985	\$285,000	\$144	2000-19
138	House	2,000	\$380,000	\$190	2020-26
139	House	2,000	\$280,000	\$140	<2000
140	House	2,005	\$375,000	\$187	2000-19
141	House	2,010	\$375,000	\$187	2000-19
142	House	2,010	\$380,000	\$189	2000-19
143	House	2,015	\$210,000	\$104	<2000
144	House	2,015	\$300,000	\$149	<2000
145	House	2,015	\$275,000	\$136	<2000
146	House	2,020	\$360,000	\$178	2000-19
147	House	2,025	\$370,000	\$183	<2000
148	House	2,030	\$315,000	\$155	<2000
149	House	2,050	\$385,000	\$188	2000-19
150	House	2,050	\$350,000	\$171	2000-19
151	House	2,050	\$200,000	\$98	<2000
152	House	2,075	\$345,000	\$166	2000-19
153	House	2,080	\$345,000	\$166	<2000
154	House	2,105	\$230,000	\$109	<2000
155	House	2,110	\$320,000	\$152	<2000
156	House	2,120	\$385,000	\$182	2020-26
157	House	2,125	\$290,000	\$136	<2000
158	House	2,135	\$375,000	\$176	2000-19
159	House	2,140	\$400,000	\$187	2000-19
160	House	2,150	\$355,000	\$165	2000-19

Source: Underlying data is estimated based on CoStar data, county surveyor records, field research, and phone surveys. Research, analysis, and exhibit prepared by LandUseUSA | Urban Strategies; Spring 2026.

Inventory of For-Sale Detached Houses City of Benton and Surrounding Area | Spring 2026

Row Number	Building Format	Square Feet	Asking Price	Asking Price/SF	Construction Era
161	House	2,170	\$285,000	\$131	<2000
162	House	2,195	\$235,000	\$107	<2000
163	House	2,200	\$380,000	\$173	2000-19
164	House	2,200	\$415,000	\$189	2000-19
165	House	2,205	\$400,000	\$181	2000-19
166	House	2,205	\$400,000	\$181	<2000
167	House	2,205	\$400,000	\$181	<2000
168	House	2,210	\$320,000	\$145	2000-19
169	House	2,220	\$405,000	\$182	2000-19
170	House	2,220	\$405,000	\$182	2020-26
171	House	2,220	\$450,000	\$203	<2000
172	House	2,225	\$510,000	\$229	2000-19
173	House	2,245	\$400,000	\$178	2000-19
174	House	2,250	\$425,000	\$189	2000-19
175	House	2,250	\$350,000	\$156	<2000
176	House	2,260	\$425,000	\$188	2000-19
177	House	2,275	\$130,000	\$57	<2000
178	House	2,285	\$425,000	\$186	2000-19
179	House	2,300	\$420,000	\$183	2000-19
180	House	2,300	\$410,000	\$178	2000-19
181	House	2,370	\$390,000	\$165	2000-19
182	House	2,380	\$415,000	\$174	2000-19
183	House	2,385	\$325,000	\$136	2000-19
184	House	2,385	\$375,000	\$157	2000-19
185	House	2,420	\$335,000	\$138	<2000
186	House	2,445	\$375,000	\$153	<2000
187	House	2,450	\$375,000	\$153	<2000
188	House	2,485	\$550,000	\$221	<2000
189	House	2,490	\$360,000	\$145	2000-19
190	House	2,520	\$460,000	\$183	2000-19
191	House	2,540	\$500,000	\$197	2000-19
192	House	2,540	\$535,000	\$211	<2000
193	House	2,565	\$425,000	\$166	2020-26
194	House	2,565	\$535,000	\$209	2020-26
195	House	2,600	\$545,000	\$210	2020-26
196	House	2,610	\$280,000	\$107	<2000
197	House	2,620	\$460,000	\$176	2000-19
198	House	2,630	\$435,000	\$165	2000-19
199	House	2,630	\$510,000	\$194	2000-19
200	House	2,640	\$420,000	\$159	2000-19

Source: Underlying data is estimated based on CoStar data, county surveyor records, field research, and phone surveys. Research, analysis, and exhibit prepared by LandUseUSA | Urban Strategies; Spring 2026.

Inventory of For-Sale Detached Houses City of Benton and Surrounding Area | Spring 2026

Row Number	Building Format	Square Feet	Asking Price	Asking Price/SF	Construction Era
201	House	2,645	\$540,000	\$204	2000-19
202	House	2,650	\$260,000	\$98	2000-19
203	House	2,655	\$515,000	\$194	2020-26
204	House	2,655	\$360,000	\$136	<2000
205	House	2,700	\$540,000	\$200	2000-19
206	House	2,710	\$525,000	\$194	2000-19
207	House	2,720	\$520,000	\$191	2000-19
208	House	2,745	\$400,000	\$146	<2000
209	House	2,750	\$550,000	\$200	2000-19
210	House	2,790	\$545,000	\$195	2000-19
211	House	2,800	\$530,000	\$189	2000-19
212	House	2,805	\$435,000	\$155	2000-19
213	House	2,805	\$580,000	\$207	<2000
214	House	2,825	\$470,000	\$166	2000-19
215	House	2,855	\$565,000	\$198	2000-19
216	House	2,865	\$470,000	\$164	2000-19
217	House	2,880	\$440,000	\$153	2000-19
218	House	2,880	\$535,000	\$186	2020-26
219	House	2,900	\$575,000	\$198	2020-26
220	House	2,905	\$500,000	\$172	2000-19
221	House	2,905	\$565,000	\$194	2000-19
222	House	2,905	\$460,000	\$158	2000-19
223	House	2,925	\$520,000	\$178	2000-19
224	House	2,930	\$500,000	\$171	2000-19
225	House	2,960	\$530,000	\$179	2000-19
226	House	2,980	\$440,000	\$148	2000-19
227	House	3,000	\$540,000	\$180	2000-19
228	House	3,015	\$340,000	\$113	<2000
229	House	3,020	\$580,000	\$192	2000-19
230	House	3,020	\$435,000	\$144	2000-19
231	House	3,040	\$630,000	\$207	2000-19
232	House	3,045	\$740,000	\$243	2000-19
233	House	3,050	\$590,000	\$193	2000-19
234	House	3,075	\$530,000	\$172	2000-19
235	House	3,080	\$600,000	\$195	2000-19
236	House	3,100	\$380,000	\$123	<2000
237	House	3,195	\$370,000	\$116	<2000
238	House	3,200	\$500,000	\$156	2000-19
239	House	3,200	\$670,000	\$209	2000-19
240	House	3,220	\$670,000	\$208	2000-19

Source: Underlying data is estimated based on CoStar data, county surveyor records, field research, and phone surveys. Research, analysis, and exhibit prepared by LandUseUSA | Urban Strategies; Spring 2026.

Inventory of For-Sale Detached Houses City of Benton and Surrounding Area | Spring 2026

Row Number	Building Format	Square Feet	Asking Price	Asking Price/SF	Construction Era
241	House	3,245	\$700,000	\$216	2000-19
242	House	3,250	\$440,000	\$135	2000-19
243	House	3,280	\$620,000	\$189	2000-19
244	House	3,315	\$535,000	\$161	2000-19
245	House	3,350	\$800,000	\$239	2000-19
246	House	3,350	\$610,000	\$182	2000-19
247	House	3,355	\$650,000	\$194	2000-19
248	House	3,360	\$650,000	\$193	2000-19
249	House	3,375	\$580,000	\$172	2000-19
250	House	3,390	\$525,000	\$155	2000-19
251	House	3,400	\$400,000	\$118	2000-19
252	House	3,465	\$720,000	\$208	2000-19
253	House	3,505	\$810,000	\$231	2000-19
254	House	3,600	\$525,000	\$146	<2000
255	House	3,605	\$550,000	\$153	2000-19
256	House	3,605	\$545,000	\$151	<2000
257	House	3,620	\$750,000	\$207	2000-19
258	House	3,635	\$475,000	\$131	<2000
259	House	3,650	\$535,000	\$147	2000-19
260	House	3,770	\$500,000	\$133	<2000
261	House	3,850	\$670,000	\$174	2000-19
262	House	3,890	\$855,000	\$220	2000-19
263	House	3,900	\$355,000	\$91	<2000
264	House	3,950	\$550,000	\$139	2000-19
265	House	4,250	\$575,000	\$135	<2000
266	House	4,280	\$650,000	\$152	<2000
267	House	4,280	\$400,000	\$93	<2000
268	House	4,490	\$800,000	\$178	2000-19
269	House	4,600	\$800,000	\$174	2000-19
270	House	4,845	\$575,000	\$119	<2000
271	House	5,145	\$975,000	\$190	2000-19
272	House	5,160	\$750,000	\$145	2000-19
273	House	5,535	\$740,000	\$134	2000-19
274	House	5,800	\$915,000	\$158	2000-19
275	House	6,000	\$1,200,000	\$200	2000-19
276	House	9,440	\$1,350,000	\$143	2000-19

Source: Underlying data is estimated based on CoStar data, county surveyor records, field research, and phone surveys. Research, analysis, and exhibit prepared by LandUseUSA | Urban Strategies; Spring 2026.

Inventory of For-Sale Attached Urban Lofts City of Little Rock and Surrounding Area | Spring 2026

Row Number	Building Format	Square Feet	Asking Price	Asking Price/SF	Construction Era
1	Loft	575	\$125,000	\$217	<2000
2	Loft	575	\$125,000	\$217	<2000
3	Loft	575	\$125,000	\$217	<2000
4	Loft	600	\$135,000	\$225	<2000
5	Loft	660	\$150,000	\$227	<2000
6	Loft	700	\$130,000	\$186	<2000
7	Loft	730	\$120,000	\$164	2000-19
8	Loft	900	\$300,000	\$333	2000-19
9	Loft	900	\$145,000	\$161	<2000
10	Loft	905	\$220,000	\$243	2000-19
11	Loft	960	\$280,000	\$292	2000-19
12	Loft	970	\$185,000	\$191	<2000
13	Loft	1,120	\$165,000	\$147	<2000
14	Loft	1,185	\$240,000	\$203	<2000
15	Loft	1,200	\$280,000	\$233	<2000
16	Loft	1,200	\$115,000	\$96	<2000
17	Loft	1,235	\$400,000	\$324	2000-19
18	Loft	1,270	\$325,000	\$256	<2000
19	Loft	1,350	\$375,000	\$278	2000-19
20	Loft	1,360	\$415,000	\$305	2000-19
21	Loft	1,535	\$380,000	\$248	2000-19
22	Loft	1,535	\$380,000	\$248	2000-19
23	Loft	1,585	\$475,000	\$300	2000-19
24	Loft	1,665	\$290,000	\$174	<2000
25	Loft	1,835	\$525,000	\$286	2000-19
26	Loft	1,945	\$555,000	\$285	2000-19
27	Loft	1,950	\$550,000	\$282	2000-19
28	Loft	1,965	\$530,000	\$270	2000-19
29	Loft	1,985	\$530,000	\$267	2000-19
30	Loft	2,205	\$495,000	\$224	2000-19
31	Loft	2,495	\$495,000	\$198	<2000
32	Loft	3,010	\$750,000	\$249	2000-19
33	Loft	3,100	\$1,950,000	\$629	2000-19

Source: Underlying data is estimated based on CoStar data, county surveyor records, field research, and phone surveys. Research, analysis, and exhibit prepared by LandUseUSA | Urban Strategies; Spring 2026.

Inventory of For-Sale Attached Townhouses City of Little Rock and Surrounding Area | Spring 2026

Row Number	Building Format	Square Feet	Asking Price	Asking Price/SF	Construction Era
1	Townhouse	575	\$85,000	\$148	<2000
2	Townhouse	590	\$70,000	\$119	<2000
3	Townhouse	600	\$115,000	\$192	<2000
4	Townhouse	600	\$100,000	\$167	<2000
5	Townhouse	675	\$165,000	\$244	<2000
6	Townhouse	675	\$165,000	\$244	<2000
7	Townhouse	690	\$160,000	\$232	<2000
8	Townhouse	765	\$90,000	\$118	<2000
9	Townhouse	795	\$125,000	\$157	<2000
10	Townhouse	800	\$115,000	\$144	<2000
11	Townhouse	875	\$200,000	\$229	<2000
12	Townhouse	900	\$145,000	\$161	2000-19
13	Townhouse	980	\$115,000	\$117	<2000
14	Townhouse	1,010	\$100,000	\$99	2000-19
15	Townhouse	1,010	\$250,000	\$248	<2000
16	Townhouse	1,030	\$130,000	\$126	<2000
17	Townhouse	1,030	\$110,000	\$107	<2000
18	Townhouse	1,060	\$135,000	\$127	<2000
19	Townhouse	1,060	\$100,000	\$94	<2000
20	Townhouse	1,060	\$70,000	\$66	<2000
21	Townhouse	1,060	\$105,000	\$99	<2000
22	Townhouse	1,065	\$140,000	\$131	<2000
23	Townhouse	1,065	\$100,000	\$94	<2000
24	Townhouse	1,070	\$160,000	\$150	<2000
25	Townhouse	1,070	\$95,000	\$89	<2000
26	Townhouse	1,095	\$140,000	\$128	<2000
27	Townhouse	1,100	\$155,000	\$141	<2000
28	Townhouse	1,140	\$155,000	\$136	<2000
29	Townhouse	1,200	\$180,000	\$150	<2000
30	Townhouse	1,210	\$210,000	\$174	2000-19
31	Townhouse	1,230	\$160,000	\$130	<2000
32	Townhouse	1,250	\$305,000	\$244	<2000
33	Townhouse	1,265	\$295,000	\$233	<2000
34	Townhouse	1,270	\$185,000	\$146	<2000
35	Townhouse	1,285	\$185,000	\$144	<2000
36	Townhouse	1,290	\$140,000	\$109	<2000
37	Townhouse	1,300	\$200,000	\$154	<2000
38	Townhouse	1,305	\$230,000	\$176	<2000
39	Townhouse	1,315	\$200,000	\$152	<2000
40	Townhouse	1,345	\$110,000	\$82	<2000

Source: Underlying data is estimated based on CoStar data, county surveyor records, field research, and phone surveys. Research, analysis, and exhibit prepared by LandUseUSA | Urban Strategies; Spring 2026.

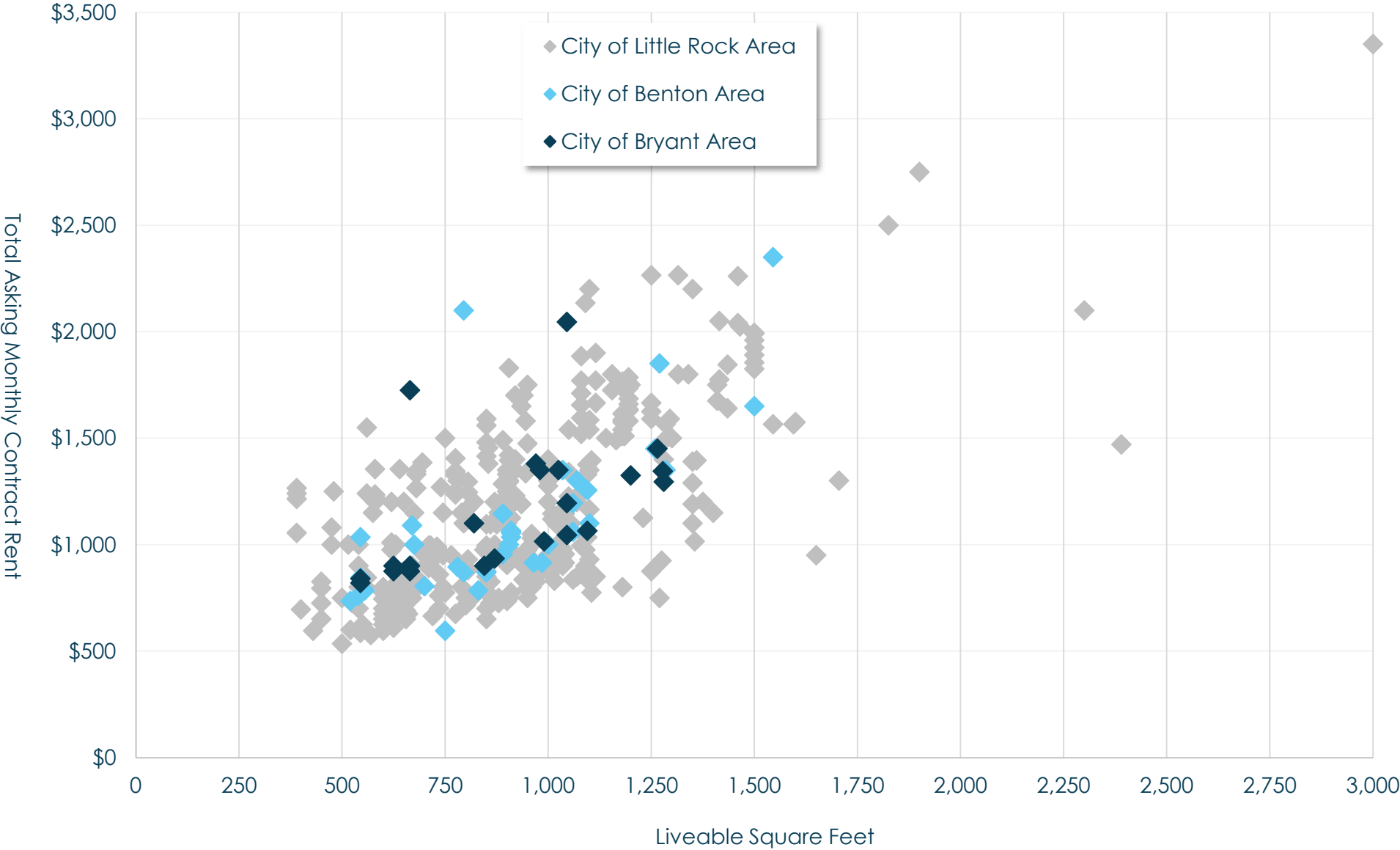
Inventory of For-Sale Attached Townhouses City of Little Rock and Surrounding Area | Spring 2026

Row Number	Building Format	Square Feet	Asking Price	Asking Price/SF	Construction Era
41	Townhouse	1,360	\$150,000	\$110	<2000
42	Townhouse	1,365	\$200,000	\$147	<2000
43	Townhouse	1,370	\$185,000	\$135	<2000
44	Townhouse	1,370	\$200,000	\$146	<2000
45	Townhouse	1,375	\$115,000	\$84	2000-19
46	Townhouse	1,380	\$115,000	\$83	<2000
47	Townhouse	1,390	\$305,000	\$219	2020-26
48	Townhouse	1,400	\$155,000	\$111	<2000
49	Townhouse	1,420	\$315,000	\$222	2000-19
50	Townhouse	1,450	\$205,000	\$141	2000-19
51	Townhouse	1,455	\$320,000	\$220	2020-26
52	Townhouse	1,470	\$315,000	\$214	2020-26
53	Townhouse	1,470	\$320,000	\$218	2020-26
54	Townhouse	1,510	\$200,000	\$132	<2000
55	Townhouse	1,510	\$185,000	\$123	<2000
56	Townhouse	1,535	\$335,000	\$218	2020-26
57	Townhouse	1,535	\$335,000	\$218	2020-26
58	Townhouse	1,545	\$120,000	\$78	<2000
59	Townhouse	1,555	\$235,000	\$151	<2000
60	Townhouse	1,575	\$195,000	\$124	<2000
61	Townhouse	1,580	\$250,000	\$158	<2000
62	Townhouse	1,585	\$220,000	\$139	<2000
63	Townhouse	1,585	\$215,000	\$136	<2000
64	Townhouse	1,640	\$230,000	\$140	<2000
65	Townhouse	1,725	\$220,000	\$128	<2000
66	Townhouse	1,800	\$315,000	\$175	2000-19
67	Townhouse	1,800	\$315,000	\$175	2020-26
68	Townhouse	1,800	\$360,000	\$200	2020-26
69	Townhouse	1,800	\$215,000	\$119	<2000
70	Townhouse	1,800	\$320,000	\$178	<2000
71	Townhouse	1,920	\$225,000	\$117	<2000
72	Townhouse	1,930	\$140,000	\$73	<2000
73	Townhouse	2,150	\$210,000	\$98	<2000
74	Townhouse	2,365	\$265,000	\$112	<2000
75	Townhouse	2,490	\$370,000	\$149	<2000
76	Townhouse	2,600	\$385,000	\$148	2020-26
77	Townhouse	2,600	\$405,000	\$156	2020-26
78	Townhouse	2,640	\$345,000	\$131	<2000
79	Townhouse	2,945	\$320,000	\$109	<2000
80	Townhouse	3,025	\$315,000	\$104	2000-19
81	Townhouse	3,685	\$470,000	\$128	2000-19

Source: Underlying data is estimated based on CoStar data, county surveyor records, field research, and phone surveys. Research, analysis, and exhibit prepared by LandUseUSA | Urban Strategies; Spring 2026.

Section ' -E'
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For-Lease
Units

Total Asking Monthly Contract Rent vs. Liveable Square Feet
The City of Bryant, Arkansas with Comparisons
CITIES with SURROUNDING AREAS

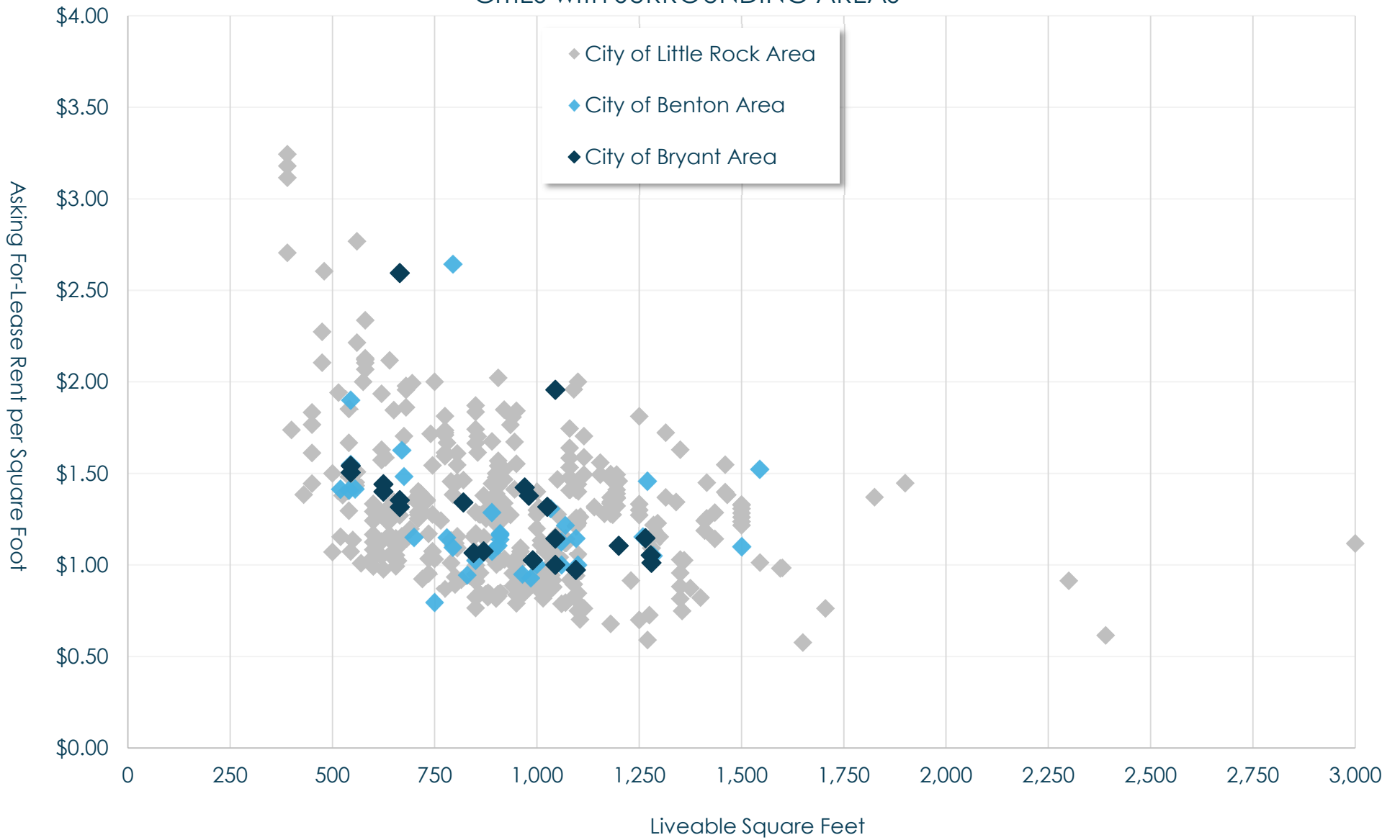


Source: Underlying data is estimated based on licensed CoStar data, county surveyor records, field research, and phone surveys. Research, analysis, and exhibit prepared by LandUseUSA | Urban Strategies; Spring 2026.

Asking For-Lease Rent per Square Foot vs. Liveable Square Feet

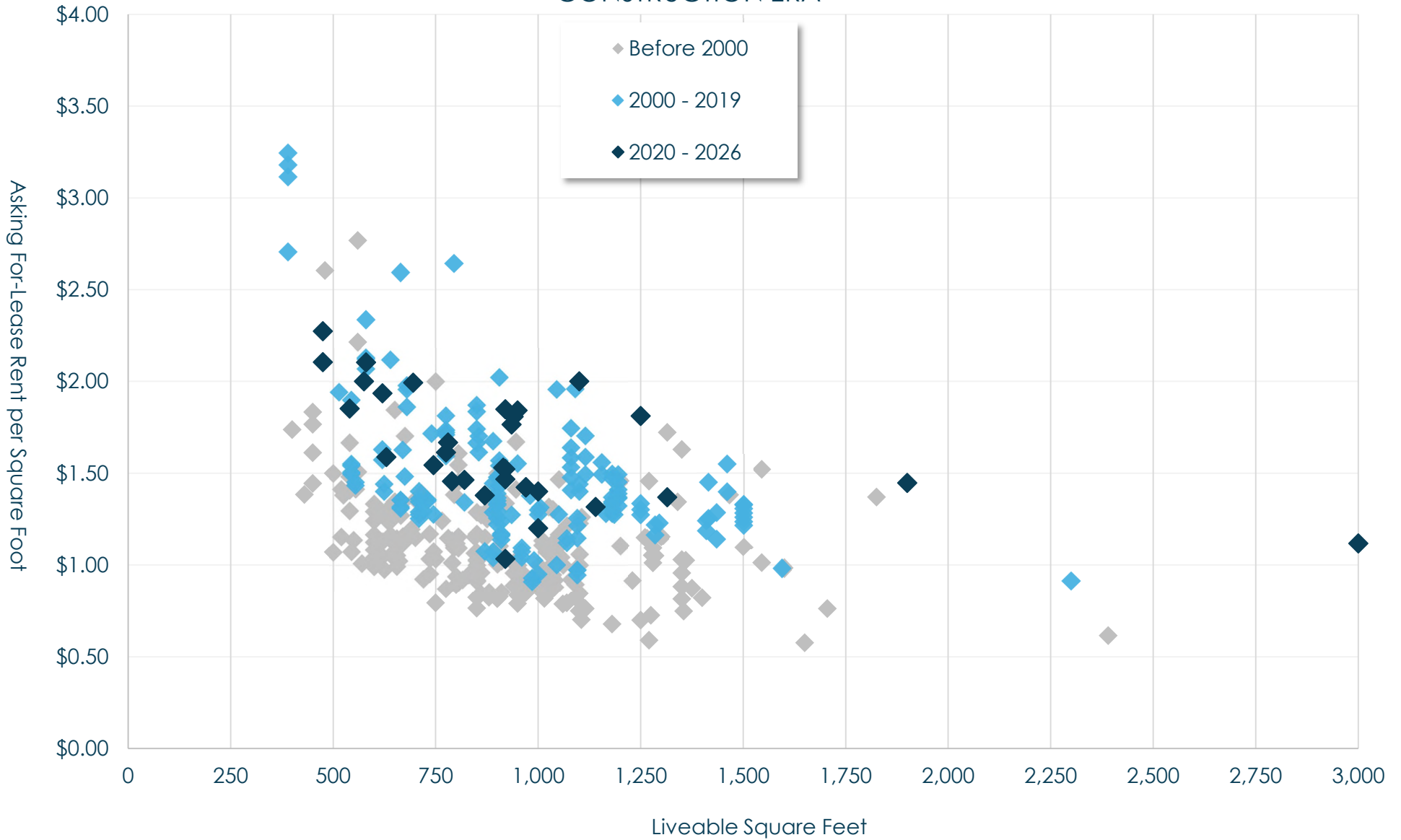
The City of Bryant, Arkansas with Comparisons

CITIES with SURROUNDING AREAS



Source: Underlying data is estimated based on licensed CoStar data, county surveyor records, field research, and phone surveys. Research, analysis, and exhibit prepared by LandUseUSA | Urban Strategies; Spring 2026.

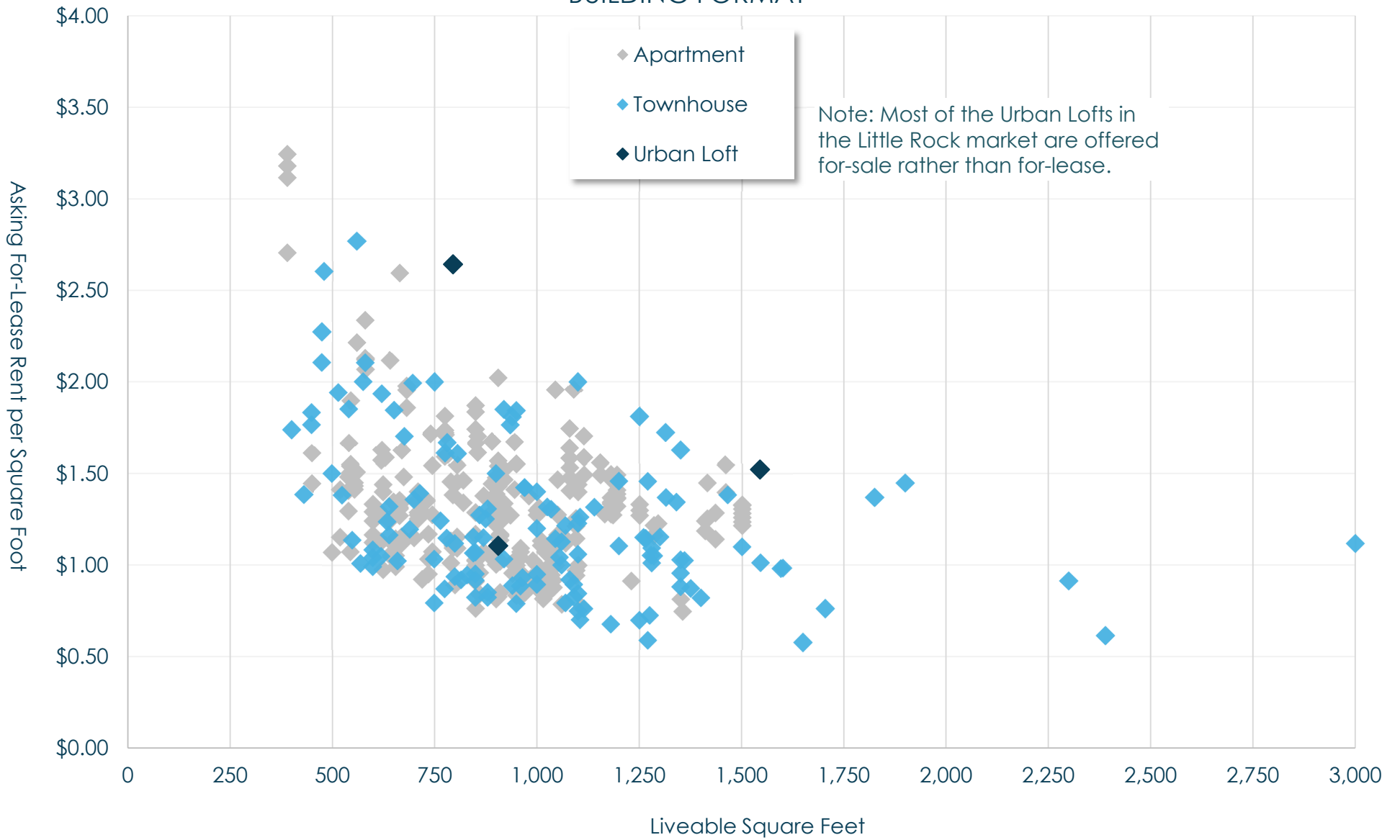
Asking For-Lease Rent per Square Foot vs. Liveable Square Feet The City of Bryant, Arkansas with Comparisons CONSTRUCTION ERA



Source: Underlying data is estimated based on licensed CoStar data, county surveyor records, field research, and phone surveys. Research, analysis, and exhibit prepared by LandUseUSA | Urban Strategies; Spring 2026.

Asking For-Lease Rent per Square Foot vs. Liveable Square Feet The City of Bryant, Arkansas with Comparisons

BUILDING FORMAT



Source: Underlying data is estimated based on licensed CoStar data, county surveyor records, field research, and phone surveys. Research, analysis, and exhibit prepared by LandUseUSA | Urban Strategies; Spring 2026.

Inventory of For-Lease Apartments and Townhouses City of Bryant and Surrounding Area | Spring 2026

Row Number	Building Format	Square Feet	Monthly Rent	Monthly Rent/SF	Year Built	Construction Era
1	Apartment	545	\$820	\$1.50	2003	2000-19
2	Apartment	545	\$840	\$1.54	2008	2000-19
3	Apartment	625	\$875	\$1.40	2008	2000-19
4	Apartment	625	\$900	\$1.44	2014	2000-19
5	Apartment	665	\$875	\$1.32	2003	2000-19
6	Apartment	665	\$1,725	\$2.59	2003	2000-19
7	Apartment	665	\$900	\$1.35	2011	2000-19
8	Apartment	820	\$1,100	\$1.34	2008	2000-19
9	Apartment	870	\$935	\$1.07	2003	2000-19
10	Apartment	980	\$1,350	\$1.38	2008	2000-19
11	Apartment	990	\$1,015	\$1.03	2003	2000-19
12	Apartment	1,045	\$1,045	\$1.00	2003	2000-19
13	Apartment	1,045	\$2,045	\$1.96	2003	2000-19
14	Apartment	1,095	\$1,065	\$0.97	2011	2000-19
1	Townhouse	845	\$900	\$1.07	<2000	<2000
2	Townhouse	970	\$1,380	\$1.42	2026	2020-26
3	Townhouse	1,025	\$1,350	\$1.32	<2000	<2000
4	Townhouse	1,045	\$1,195	\$1.14	<2000	<2000
5	Townhouse	1,200	\$1,325	\$1.10	<2000	<2000
6	Townhouse	1,265	\$1,450	\$1.15	<2000	<2000
7	Townhouse	1,278	\$1,345	\$1.05	<2000	<2000
8	Townhouse	1,280	\$1,295	\$1.01	<2000	<2000

Source: Underlying data is estimated based on CoStar data, county surveyor records, field research, and phone surveys. Research, analysis, and exhibit prepared by LandUseUSA | Urban Strategies; Spring 2026.

Inventory of For-Lease Urban Lofts and Townhouses City of Benton and Surrounding Area | Spring 2026

Row Number	Building Format	Square Feet	Monthly Rent	Monthly Rent/SF	Year Built	Construction Era
1	Loft	795	\$2,100	\$2.64	2009	2000-19
2	Loft	905	\$1,000	\$1.10	<2000	<2000
3	Loft	1,545	\$2,350	\$1.52	<2000	<2000
1	Townhouse	750	\$595	\$0.79	<2000	<2000
2	Townhouse	780	\$895	\$1.15	<2000	<2000
3	Townhouse	830	\$785	\$0.95	<2000	<2000
4	Townhouse	970	\$1,380	\$1.42	2025	2020-26
5	Townhouse	1,035	\$1,350	\$1.30	<2000	<2000
6	Townhouse	1,060	\$1,060	\$1.00	<2000	<2000
7	Townhouse	1,060	\$1,195	\$1.13	<2000	<2000
8	Townhouse	1,070	\$1,300	\$1.21	<2000	<2000
9	Townhouse	1,260	\$1,450	\$1.15	<2000	<2000
10	Townhouse	1,270	\$1,850	\$1.46	<2000	<2000
11	Townhouse	1,285	\$1,350	\$1.05	<2000	<2000
12	Townhouse	1,500	\$1,650	\$1.10	<2000	<2000

Source: Underlying data is estimated based on CoStar data, county surveyor records, field research, and phone surveys. Research, analysis, and exhibit prepared by LandUseUSA | Urban Strategies; Spring 2026.

Inventory of For-Lease Conventional Apartments City of Benton and Surrounding Area | Spring 2026

Row Number	Building Format	Square Feet	Monthly Rent	Monthly Rent/SF	Year Built	Construction Era
1	Apartment	520	\$735	\$1.41	<2000	<2000
2	Apartment	540	\$760	\$1.41	<2000	<2000
3	Apartment	545	\$845	\$1.55	2016	2000-19
4	Apartment	545	\$1,035	\$1.90	2016	2000-19
5	Apartment	555	\$785	\$1.41	<2000	<2000
6	Apartment	665	\$900	\$1.35	2016	2000-19
7	Apartment	670	\$1,090	\$1.63	2016	2000-19
8	Apartment	675	\$1,000	\$1.48	2002	2000-19
9	Apartment	700	\$805	\$1.15	<2000	<2000
10	Apartment	795	\$870	\$1.09	<2000	<2000
11	Apartment	850	\$870	\$1.02	<2000	<2000
12	Apartment	890	\$955	\$1.07	2016	2000-19
13	Apartment	890	\$1,145	\$1.29	2016	2000-19
14	Apartment	910	\$1,035	\$1.14	2002	2000-19
15	Apartment	910	\$1,055	\$1.16	2002	2000-19
16	Apartment	910	\$1,060	\$1.16	2002	2000-19
17	Apartment	910	\$1,065	\$1.17	2002	2000-19
18	Apartment	965	\$915	\$0.95	<2000	<2000
19	Apartment	985	\$915	\$0.93	<2000	<2000
20	Apartment	1,000	\$1,000	\$1.00	<2000	<2000
21	Apartment	1,095	\$1,065	\$0.97	2016	2000-19
22	Apartment	1,095	\$1,255	\$1.15	2016	2000-19
23	Apartment	1,100	\$1,100	\$1.00	<2000	<2000

Source: Underlying data is estimated based on CoStar data, county surveyor records, field research, and phone surveys. Research, analysis, and exhibit prepared by LandUseUSA | Urban Strategies; Spring 2026.

Inventory of For-Lease Attached Townhouses City of Little Rock and Surrounding Area | Spring 2026

Row Number	Building Format	Square Feet	Monthly Rent	Monthly Rent/SF	Year Built	Construction Era
1	Townhouse	400	\$695	\$1.74	<2000	<2000
2	Townhouse	430	\$595	\$1.38	<2000	<2000
3	Townhouse	450	\$795	\$1.77	<2000	<2000
4	Townhouse	450	\$825	\$1.83	<2000	<2000
5	Townhouse	475	\$1,000	\$2.11	2025	2020-26
6	Townhouse	475	\$1,080	\$2.27	2025	2020-26
7	Townhouse	480	\$1,250	\$2.60	<2000	<2000
8	Townhouse	500	\$750	\$1.50	<2000	<2000
9	Townhouse	515	\$1,000	\$1.94	2017	2000-19
10	Townhouse	525	\$725	\$1.38	<2000	<2000
11	Townhouse	540	\$1,000	\$1.85	2025	2020-26
12	Townhouse	550	\$625	\$1.14	<2000	<2000
13	Townhouse	560	\$1,550	\$2.77	<2000	<2000
14	Townhouse	570	\$575	\$1.01	<2000	<2000
15	Townhouse	575	\$1,150	\$2.00	2025	2020-26
16	Townhouse	580	\$1,220	\$2.10	2025	2020-26
17	Townhouse	600	\$650	\$1.08	<2000	<2000
18	Townhouse	600	\$595	\$0.99	<2000	<2000
19	Townhouse	600	\$625	\$1.04	<2000	<2000
20	Townhouse	620	\$650	\$1.05	<2000	<2000
21	Townhouse	620	\$1,200	\$1.94	2025	2020-26
22	Townhouse	635	\$785	\$1.24	<2000	<2000
23	Townhouse	640	\$745	\$1.16	<2000	<2000
24	Townhouse	640	\$845	\$1.32	<2000	<2000
25	Townhouse	650	\$1,200	\$1.85	<2000	<2000
26	Townhouse	660	\$675	\$1.02	<2000	<2000
27	Townhouse	675	\$1,150	\$1.70	<2000	<2000
28	Townhouse	690	\$825	\$1.20	<2000	<2000
29	Townhouse	695	\$1,385	\$1.99	2025	2020-26
30	Townhouse	700	\$950	\$1.36	<2000	<2000
31	Townhouse	715	\$995	\$1.39	<2000	<2000
32	Townhouse	750	\$775	\$1.03	<2000	<2000
33	Townhouse	750	\$1,500	\$2.00	<2000	<2000
34	Townhouse	765	\$950	\$1.24	<2000	<2000
35	Townhouse	775	\$675	\$0.87	<2000	<2000
36	Townhouse	775	\$1,250	\$1.61	2025	2020-26
37	Townhouse	780	\$1,300	\$1.67	2025	2020-26
38	Townhouse	800	\$750	\$0.94	<2000	<2000
39	Townhouse	800	\$895	\$1.12	<2000	<2000
40	Townhouse	805	\$1,295	\$1.61	<2000	<2000

Source: Underlying data is estimated based on CoStar data, county surveyor records, field research, and phone surveys. Research, analysis, and exhibit prepared by LandUseUSA | Urban Strategies; Spring 2026.

Inventory of For-Lease Attached Townhouses City of Little Rock and Surrounding Area | Spring 2026

Row Number	Building Format	Square Feet	Monthly Rent	Monthly Rent/SF	Year Built	Construction Era
41	Townhouse	815	\$750	\$0.92	<2000	<2000
42	Townhouse	845	\$975	\$1.15	<2000	<2000
43	Townhouse	850	\$780	\$0.92	<2000	<2000
44	Townhouse	850	\$810	\$0.95	<2000	<2000
45	Townhouse	850	\$910	\$1.07	<2000	<2000
46	Townhouse	850	\$700	\$0.82	<2000	<2000
47	Townhouse	860	\$1,095	\$1.27	<2000	<2000
48	Townhouse	870	\$1,000	\$1.15	<2000	<2000
49	Townhouse	875	\$1,095	\$1.25	<2000	<2000
50	Townhouse	880	\$1,150	\$1.31	<2000	<2000
51	Townhouse	880	\$725	\$0.82	<2000	<2000
52	Townhouse	880	\$750	\$0.85	<2000	<2000
53	Townhouse	900	\$1,350	\$1.50	<2000	<2000
54	Townhouse	920	\$950	\$1.03	2025	2020-26
55	Townhouse	920	\$1,700	\$1.85	2025	2020-26
56	Townhouse	935	\$1,650	\$1.76	2025	2020-26
57	Townhouse	940	\$835	\$0.89	<2000	<2000
58	Townhouse	940	\$1,700	\$1.81	2025	2020-26
59	Townhouse	950	\$750	\$0.79	<2000	<2000
60	Townhouse	950	\$1,750	\$1.84	2025	2020-26
61	Townhouse	960	\$850	\$0.89	<2000	<2000
62	Townhouse	965	\$900	\$0.93	<2000	<2000
63	Townhouse	970	\$1,380	\$1.42	2025	2020-26
64	Townhouse	1,000	\$895	\$0.90	<2000	<2000
65	Townhouse	1,000	\$950	\$0.95	2017	2000-19
66	Townhouse	1,000	\$1,400	\$1.40	2024	2020-26
67	Townhouse	1,000	\$1,200	\$1.20	2025	2020-26
68	Townhouse	1,055	\$1,100	\$1.04	<2000	<2000
69	Townhouse	1,070	\$850	\$0.79	<2000	<2000
70	Townhouse	1,080	\$995	\$0.92	<2000	<2000
71	Townhouse	1,090	\$899	\$0.82	<2000	<2000
72	Townhouse	1,090	\$975	\$0.89	<2000	<2000
73	Townhouse	1,100	\$825	\$0.75	<2000	<2000
74	Townhouse	1,100	\$930	\$0.85	<2000	<2000
75	Townhouse	1,100	\$1,165	\$1.06	<2000	<2000
76	Townhouse	1,100	\$1,350	\$1.23	<2000	<2000
77	Townhouse	1,100	\$2,200	\$2.00	2025	2020-26
78	Townhouse	1,105	\$1,395	\$1.26	<2000	<2000
79	Townhouse	1,105	\$775	\$0.70	<2000	<2000
80	Townhouse	1,115	\$850	\$0.76	<2000	<2000

Source: Underlying data is estimated based on CoStar data, county surveyor records, field research, and phone surveys. Research, analysis, and exhibit prepared by LandUseUSA | Urban Strategies; Spring 2026.

Inventory of For-Lease Attached Townhouses City of Little Rock and Surrounding Area | Spring 2026

Row Number	Building Format	Square Feet	Monthly Rent	Monthly Rent/SF	Year Built	Construction Era
81	Townhouse	1,140	\$1,500	\$1.32	2025	2020-26
82	Townhouse	1,180	\$800	\$0.68	<2000	<2000
83	Townhouse	1,200	\$1,750	\$1.46	<2000	<2000
84	Townhouse	1,250	\$875	\$0.70	<2000	<2000
85	Townhouse	1,250	\$2,265	\$1.81	2025	2020-26
86	Townhouse	1,270	\$750	\$0.59	<2000	<2000
87	Townhouse	1,275	\$925	\$0.73	<2000	<2000
88	Townhouse	1,280	\$1,400	\$1.09	<2000	<2000
89	Townhouse	1,300	\$1,500	\$1.15	<2000	<2000
90	Townhouse	1,315	\$2,265	\$1.72	<2000	<2000
91	Townhouse	1,315	\$1,800	\$1.37	2025	2020-26
92	Townhouse	1,340	\$1,800	\$1.34	<2000	<2000
93	Townhouse	1,350	\$1,190	\$0.88	<2000	<2000
94	Townhouse	1,350	\$1,290	\$0.96	<2000	<2000
95	Townhouse	1,350	\$1,390	\$1.03	<2000	<2000
96	Townhouse	1,350	\$2,200	\$1.63	<2000	<2000
97	Townhouse	1,360	\$1,395	\$1.03	<2000	<2000
98	Townhouse	1,375	\$1,200	\$0.87	<2000	<2000
99	Townhouse	1,400	\$1,150	\$0.82	<2000	<2000
100	Townhouse	1,465	\$2,025	\$1.38	<2000	<2000
101	Townhouse	1,545	\$1,565	\$1.01	<2000	<2000
102	Townhouse	1,595	\$1,565	\$0.98	2000	2000-19
103	Townhouse	1,600	\$1,575	\$0.98	<2000	<2000
104	Townhouse	1,650	\$950	\$0.58	<2000	<2000
105	Townhouse	1,705	\$1,300	\$0.76	<2000	<2000
106	Townhouse	1,825	\$2,500	\$1.37	<2000	<2000
107	Townhouse	1,900	\$2,750	\$1.45	2025	2020-26
108	Townhouse	2,300	\$2,100	\$0.91	2010	2000-19
109	Townhouse	2,390	\$1,470	\$0.62	<2000	<2000
110	Townhouse	3,000	\$3,350	\$1.12	2023	2020-26

Source: Underlying data is estimated based on CoStar data, county surveyor records, field research, and phone surveys. Research, analysis, and exhibit prepared by LandUseUSA | Urban Strategies; Spring 2026.

Inventory of For-Lease Conventional Apartments City of Little Rock and Surrounding Area | Spring 2026

Row Number	Building Format	Square Feet	Monthly Rent	Monthly Rent/SF	Year Built	Construction Era
1	Apartment	390	\$1,055	\$2.71	2016	2000-19
2	Apartment	390	\$1,215	\$3.12	2016	2000-19
3	Apartment	390	\$1,240	\$3.18	2016	2000-19
4	Apartment	390	\$1,265	\$3.24	2016	2000-19
5	Apartment	450	\$650	\$1.44	<2000	<2000
6	Apartment	450	\$725	\$1.61	<2000	<2000
7	Apartment	500	\$535	\$1.07	<2000	<2000
8	Apartment	520	\$600	\$1.15	<2000	<2000
9	Apartment	540	\$700	\$1.30	<2000	<2000
10	Apartment	540	\$800	\$1.48	<2000	<2000
11	Apartment	540	\$900	\$1.67	<2000	<2000
12	Apartment	545	\$585	\$1.07	<2000	<2000
13	Apartment	545	\$815	\$1.50	2009	2000-19
14	Apartment	555	\$795	\$1.43	2000	2000-19
15	Apartment	555	\$805	\$1.45	2000	2000-19
16	Apartment	560	\$845	\$1.51	<2000	<2000
17	Apartment	560	\$1,240	\$2.21	<2000	<2000
18	Apartment	580	\$1,200	\$2.07	2016	2000-19
19	Apartment	580	\$1,230	\$2.12	2016	2000-19
20	Apartment	580	\$1,235	\$2.13	2016	2000-19
21	Apartment	580	\$1,355	\$2.34	2016	2000-19
22	Apartment	600	\$675	\$1.13	<2000	<2000
23	Apartment	600	\$700	\$1.17	<2000	<2000
24	Apartment	600	\$745	\$1.24	<2000	<2000
25	Apartment	600	\$775	\$1.29	<2000	<2000
26	Apartment	600	\$800	\$1.33	<2000	<2000
27	Apartment	620	\$700	\$1.13	<2000	<2000
28	Apartment	620	\$795	\$1.28	<2000	<2000
29	Apartment	620	\$975	\$1.57	2002	2000-19
30	Apartment	620	\$1,010	\$1.63	2002	2000-19
31	Apartment	625	\$610	\$0.98	<2000	<2000
32	Apartment	630	\$1,000	\$1.59	2023	2020-26
33	Apartment	640	\$795	\$1.24	<2000	<2000
34	Apartment	640	\$1,355	\$2.12	2016	2000-19
35	Apartment	645	\$675	\$1.05	<2000	<2000
36	Apartment	645	\$680	\$1.05	<2000	<2000
37	Apartment	650	\$700	\$1.08	<2000	<2000
38	Apartment	650	\$725	\$1.12	<2000	<2000
39	Apartment	650	\$825	\$1.27	<2000	<2000
40	Apartment	650	\$875	\$1.35	<2000	<2000

Source: Underlying data is estimated based on CoStar data, county surveyor records, field research, and phone surveys. Research, analysis, and exhibit prepared by LandUseUSA | Urban Strategies; Spring 2026.

Inventory of For-Lease Conventional Apartments City of Little Rock and Surrounding Area | Spring 2026

Row Number	Building Format	Square Feet	Monthly Rent	Monthly Rent/SF	Year Built	Construction Era
41	Apartment	655	\$650	\$0.99	<2000	<2000
42	Apartment	655	\$690	\$1.05	<2000	<2000
43	Apartment	655	\$750	\$1.15	<2000	<2000
44	Apartment	665	\$845	\$1.27	<2000	<2000
45	Apartment	665	\$870	\$1.31	2009	2000-19
46	Apartment	670	\$750	\$1.12	<2000	<2000
47	Apartment	670	\$775	\$1.16	<2000	<2000
48	Apartment	670	\$900	\$1.34	<2000	<2000
49	Apartment	680	\$1,265	\$1.86	2016	2000-19
50	Apartment	680	\$1,330	\$1.96	2016	2000-19
51	Apartment	680	\$1,345	\$1.98	2016	2000-19
52	Apartment	710	\$890	\$1.25	2005	2000-19
53	Apartment	710	\$905	\$1.27	2005	2000-19
54	Apartment	710	\$915	\$1.29	2005	2000-19
55	Apartment	710	\$955	\$1.35	2005	2000-19
56	Apartment	710	\$965	\$1.36	2005	2000-19
57	Apartment	710	\$995	\$1.40	2005	2000-19
58	Apartment	720	\$665	\$0.92	<2000	<2000
59	Apartment	720	\$930	\$1.29	2003	2000-19
60	Apartment	730	\$985	\$1.35	2005	2000-19
61	Apartment	730	\$990	\$1.36	2005	2000-19
62	Apartment	735	\$700	\$0.95	<2000	<2000
63	Apartment	735	\$760	\$1.03	<2000	<2000
64	Apartment	735	\$860	\$1.17	<2000	<2000
65	Apartment	740	\$1,270	\$1.72	2016	2000-19
66	Apartment	745	\$800	\$1.07	<2000	<2000
67	Apartment	745	\$950	\$1.28	2005	2000-19
68	Apartment	745	\$1,150	\$1.54	2023	2020-26
69	Apartment	775	\$1,235	\$1.59	2016	2000-19
70	Apartment	775	\$1,325	\$1.71	2016	2000-19
71	Apartment	775	\$1,335	\$1.72	2016	2000-19
72	Apartment	775	\$1,345	\$1.74	2016	2000-19
73	Apartment	775	\$1,405	\$1.81	2016	2000-19
74	Apartment	790	\$800	\$1.01	<2000	<2000
75	Apartment	790	\$895	\$1.13	<2000	<2000
76	Apartment	790	\$1,150	\$1.46	2023	2020-26
77	Apartment	795	\$880	\$1.11	<2000	<2000
78	Apartment	795	\$1,100	\$1.38	<2000	<2000
79	Apartment	800	\$715	\$0.89	<2000	<2000
80	Apartment	805	\$880	\$1.09	<2000	<2000

Source: Underlying data is estimated based on CoStar data, county surveyor records, field research, and phone surveys. Research, analysis, and exhibit prepared by LandUseUSA | Urban Strategies; Spring 2026.

Inventory of For-Lease Conventional Apartments City of Little Rock and Surrounding Area | Spring 2026

Row Number	Building Format	Square Feet	Monthly Rent	Monthly Rent/SF	Year Built	Construction Era
81	Apartment	805	\$930	\$1.16	<2000	<2000
82	Apartment	805	\$1,170	\$1.45	<2000	<2000
83	Apartment	805	\$1,245	\$1.55	<2000	<2000
84	Apartment	820	\$1,200	\$1.46	2023	2020-26
85	Apartment	850	\$650	\$0.76	<2000	<2000
86	Apartment	850	\$775	\$0.91	<2000	<2000
87	Apartment	850	\$850	\$1.00	<2000	<2000
88	Apartment	850	\$875	\$1.03	<2000	<2000
89	Apartment	850	\$900	\$1.06	<2000	<2000
90	Apartment	850	\$995	\$1.17	<2000	<2000
91	Apartment	850	\$1,095	\$1.29	<2000	<2000
92	Apartment	850	\$1,415	\$1.66	2016	2000-19
93	Apartment	850	\$1,480	\$1.74	2016	2000-19
94	Apartment	850	\$1,560	\$1.84	2016	2000-19
95	Apartment	850	\$1,590	\$1.87	2016	2000-19
96	Apartment	855	\$1,380	\$1.61	2016	2000-19
97	Apartment	855	\$1,455	\$1.70	2016	2000-19
98	Apartment	860	\$725	\$0.84	<2000	<2000
99	Apartment	860	\$825	\$0.96	<2000	<2000
100	Apartment	870	\$1,200	\$1.38	2023	2020-26
101	Apartment	890	\$925	\$1.04	2009	2000-19
102	Apartment	890	\$1,285	\$1.44	2016	2000-19
103	Apartment	890	\$1,490	\$1.67	2016	2000-19
104	Apartment	900	\$735	\$0.82	<2000	<2000
105	Apartment	900	\$905	\$1.01	<2000	<2000
106	Apartment	900	\$985	\$1.09	<2000	<2000
107	Apartment	900	\$1,165	\$1.29	2002	2000-19
108	Apartment	900	\$1,250	\$1.39	2002	2000-19
109	Apartment	900	\$1,100	\$1.22	2013	2000-19
110	Apartment	900	\$1,130	\$1.26	2013	2000-19
111	Apartment	900	\$1,195	\$1.33	2013	2000-19
112	Apartment	900	\$1,200	\$1.33	2013	2000-19
113	Apartment	900	\$1,215	\$1.35	2013	2000-19
114	Apartment	900	\$1,230	\$1.37	2013	2000-19
115	Apartment	900	\$1,330	\$1.48	2013	2000-19
116	Apartment	905	\$750	\$0.83	<2000	<2000
117	Apartment	905	\$1,295	\$1.43	2018	2000-19
118	Apartment	905	\$1,300	\$1.44	2018	2000-19
119	Apartment	905	\$1,345	\$1.49	2018	2000-19
120	Apartment	905	\$1,395	\$1.54	2018	2000-19

Source: Underlying data is estimated based on CoStar data, county surveyor records, field research, and phone surveys. Research, analysis, and exhibit prepared by LandUseUSA | Urban Strategies; Spring 2026.

Inventory of For-Lease Conventional Apartments City of Little Rock and Surrounding Area | Spring 2026

Row Number	Building Format	Square Feet	Monthly Rent	Monthly Rent/SF	Year Built	Construction Era
121	Apartment	905	\$1,420	\$1.57	2018	2000-19
122	Apartment	905	\$1,830	\$2.02	2018	2000-19
123	Apartment	910	\$775	\$0.85	<2000	<2000
124	Apartment	910	\$930	\$1.02	<2000	<2000
125	Apartment	910	\$1,125	\$1.24	2003	2000-19
126	Apartment	915	\$1,400	\$1.53	2023	2020-26
127	Apartment	920	\$1,230	\$1.34	<2000	<2000
128	Apartment	920	\$1,350	\$1.47	2023	2020-26
129	Apartment	920	\$1,400	\$1.52	2023	2020-26
130	Apartment	935	\$1,190	\$1.27	2019	2000-19
131	Apartment	940	\$900	\$0.96	<2000	<2000
132	Apartment	940	\$950	\$1.01	<2000	<2000
133	Apartment	945	\$970	\$1.03	<2000	<2000
134	Apartment	945	\$1,335	\$1.41	<2000	<2000
135	Apartment	945	\$1,580	\$1.67	<2000	<2000
136	Apartment	950	\$795	\$0.84	<2000	<2000
137	Apartment	950	\$925	\$0.97	<2000	<2000
138	Apartment	950	\$950	\$1.00	<2000	<2000
139	Apartment	950	\$975	\$1.03	<2000	<2000
140	Apartment	950	\$1,475	\$1.55	2016	2000-19
141	Apartment	960	\$800	\$0.83	<2000	<2000
142	Apartment	960	\$1,000	\$1.04	2003	2000-19
143	Apartment	960	\$1,030	\$1.07	2003	2000-19
144	Apartment	960	\$1,049	\$1.09	2003	2000-19
145	Apartment	970	\$825	\$0.85	<2000	<2000
146	Apartment	970	\$850	\$0.88	<2000	<2000
147	Apartment	970	\$895	\$0.92	<2000	<2000
148	Apartment	985	\$880	\$0.89	<2000	<2000
149	Apartment	985	\$895	\$0.91	2000	2000-19
150	Apartment	985	\$915	\$0.93	2000	2000-19
151	Apartment	1,000	\$875	\$0.88	<2000	<2000
152	Apartment	1,000	\$915	\$0.92	<2000	<2000
153	Apartment	1,000	\$1,275	\$1.28	2005	2000-19
154	Apartment	1,000	\$1,300	\$1.30	2005	2000-19
155	Apartment	1,005	\$1,320	\$1.31	2019	2000-19
156	Apartment	1,010	\$1,120	\$1.11	<2000	<2000
157	Apartment	1,010	\$1,145	\$1.13	<2000	<2000
158	Apartment	1,015	\$830	\$0.82	<2000	<2000
159	Apartment	1,020	\$895	\$0.88	<2000	<2000
160	Apartment	1,020	\$945	\$0.93	<2000	<2000

Source: Underlying data is estimated based on CoStar data, county surveyor records, field research, and phone surveys. Research, analysis, and exhibit prepared by LandUseUSA | Urban Strategies; Spring 2026.

Inventory of For-Lease Conventional Apartments City of Little Rock and Surrounding Area | Spring 2026

Row Number	Building Format	Square Feet	Monthly Rent	Monthly Rent/SF	Year Built	Construction Era
161	Apartment	1,020	\$995	\$0.98	<2000	<2000
162	Apartment	1,020	\$1,095	\$1.07	<2000	<2000
163	Apartment	1,035	\$900	\$0.87	<2000	<2000
164	Apartment	1,035	\$945	\$0.91	<2000	<2000
165	Apartment	1,035	\$980	\$0.95	<2000	<2000
166	Apartment	1,035	\$1,080	\$1.04	<2000	<2000
167	Apartment	1,040	\$915	\$0.88	<2000	<2000
168	Apartment	1,040	\$955	\$0.92	<2000	<2000
169	Apartment	1,040	\$1,145	\$1.10	<2000	<2000
170	Apartment	1,040	\$1,170	\$1.13	<2000	<2000
171	Apartment	1,050	\$1,175	\$1.12	<2000	<2000
172	Apartment	1,050	\$1,225	\$1.17	<2000	<2000
173	Apartment	1,050	\$1,540	\$1.47	<2000	<2000
174	Apartment	1,050	\$1,340	\$1.28	2005	2000-19
175	Apartment	1,060	\$835	\$0.79	<2000	<2000
176	Apartment	1,070	\$1,200	\$1.12	2003	2000-19
177	Apartment	1,070	\$1,225	\$1.14	2003	2000-19
178	Apartment	1,080	\$1,520	\$1.41	2016	2000-19
179	Apartment	1,080	\$1,595	\$1.48	2016	2000-19
180	Apartment	1,080	\$1,655	\$1.53	2016	2000-19
181	Apartment	1,080	\$1,710	\$1.58	2016	2000-19
182	Apartment	1,080	\$1,770	\$1.64	2016	2000-19
183	Apartment	1,080	\$1,885	\$1.75	2016	2000-19
184	Apartment	1,090	\$2,135	\$1.96	2005	2000-19
185	Apartment	1,095	\$1,035	\$0.95	2009	2000-19
186	Apartment	1,095	\$1,330	\$1.21	2019	2000-19
187	Apartment	1,095	\$1,375	\$1.26	2019	2000-19
188	Apartment	1,100	\$1,540	\$1.40	2013	2000-19
189	Apartment	1,100	\$1,585	\$1.44	2016	2000-19
190	Apartment	1,110	\$855	\$0.77	<2000	<2000
191	Apartment	1,115	\$1,665	\$1.49	2016	2000-19
192	Apartment	1,115	\$1,770	\$1.59	2016	2000-19
193	Apartment	1,115	\$1,900	\$1.70	2016	2000-19
194	Apartment	1,155	\$1,725	\$1.49	2016	2000-19
195	Apartment	1,155	\$1,800	\$1.56	2016	2000-19
196	Apartment	1,165	\$1,490	\$1.28	2019	2000-19
197	Apartment	1,180	\$1,510	\$1.28	2013	2000-19
198	Apartment	1,180	\$1,540	\$1.31	2013	2000-19
199	Apartment	1,180	\$1,575	\$1.33	2013	2000-19
200	Apartment	1,180	\$1,585	\$1.34	2013	2000-19

Source: Underlying data is estimated based on CoStar data, county surveyor records, field research, and phone surveys. Research, analysis, and exhibit prepared by LandUseUSA | Urban Strategies; Spring 2026.

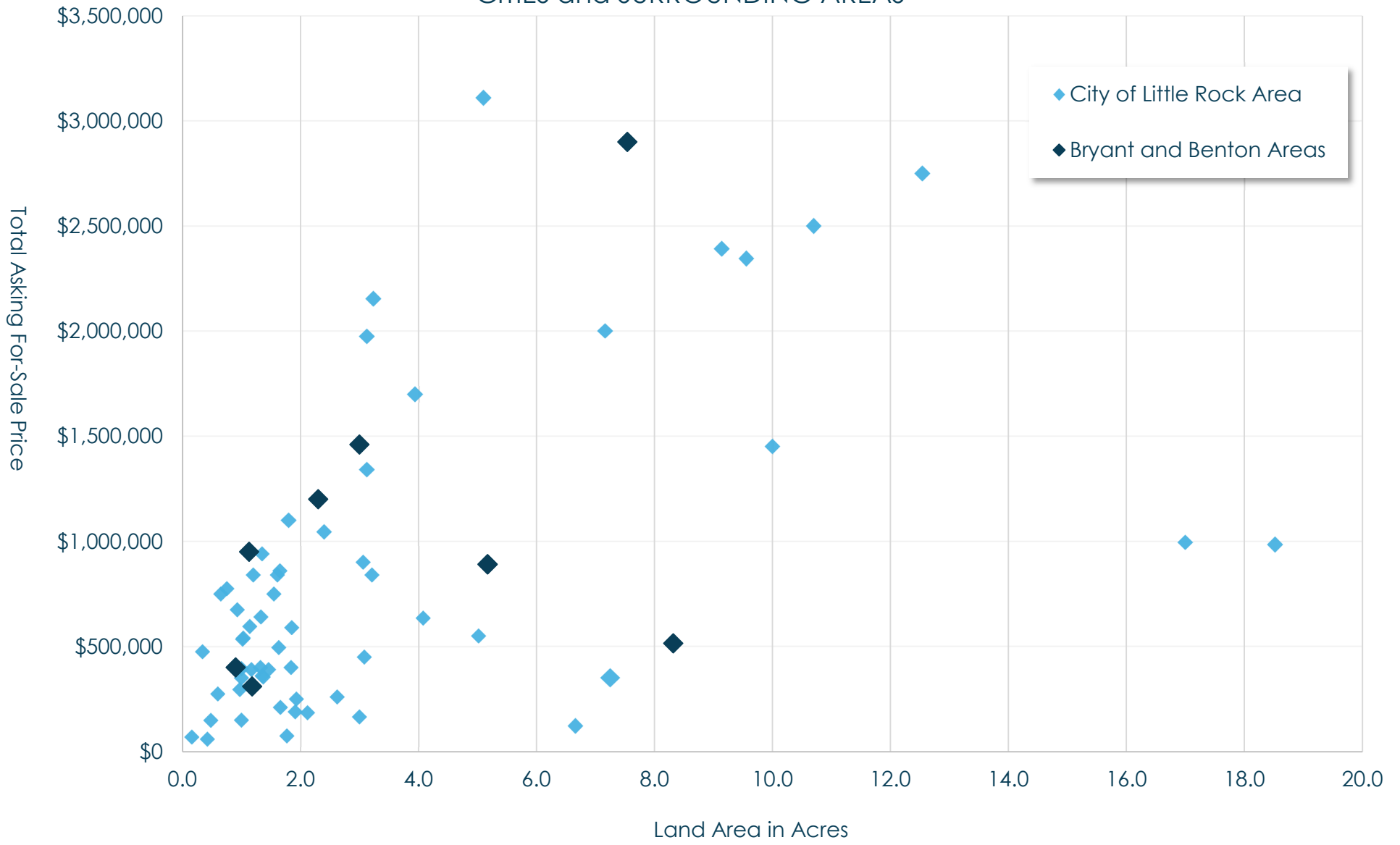
Inventory of For-Lease Conventional Apartments City of Little Rock and Surrounding Area | Spring 2026

Row Number	Building Format	Square Feet	Monthly Rent	Monthly Rent/SF	Year Built	Construction Era
201	Apartment	1,180	\$1,615	\$1.37	2013	2000-19
202	Apartment	1,180	\$1,735	\$1.47	2013	2000-19
203	Apartment	1,180	\$1,765	\$1.50	2013	2000-19
204	Apartment	1,185	\$1,510	\$1.27	2019	2000-19
205	Apartment	1,195	\$1,580	\$1.32	2018	2000-19
206	Apartment	1,195	\$1,630	\$1.36	2018	2000-19
207	Apartment	1,195	\$1,635	\$1.37	2018	2000-19
208	Apartment	1,195	\$1,660	\$1.39	2018	2000-19
209	Apartment	1,195	\$1,685	\$1.41	2018	2000-19
210	Apartment	1,195	\$1,735	\$1.45	2018	2000-19
211	Apartment	1,195	\$1,785	\$1.49	2018	2000-19
212	Apartment	1,230	\$1,125	\$0.91	<2000	<2000
213	Apartment	1,250	\$1,590	\$1.27	2013	2000-19
214	Apartment	1,250	\$1,625	\$1.30	2013	2000-19
215	Apartment	1,250	\$1,665	\$1.33	2013	2000-19
216	Apartment	1,285	\$1,495	\$1.16	2003	2000-19
217	Apartment	1,285	\$1,565	\$1.22	2003	2000-19
218	Apartment	1,295	\$1,590	\$1.23	2019	2000-19
219	Apartment	1,350	\$1,100	\$0.81	<2000	<2000
220	Apartment	1,355	\$1,015	\$0.75	<2000	<2000
221	Apartment	1,410	\$1,675	\$1.19	2016	2000-19
222	Apartment	1,410	\$1,750	\$1.24	2016	2000-19
223	Apartment	1,415	\$1,775	\$1.25	2016	2000-19
224	Apartment	1,415	\$2,050	\$1.45	2016	2000-19
225	Apartment	1,435	\$1,640	\$1.14	2018	2000-19
226	Apartment	1,435	\$1,845	\$1.29	2018	2000-19
227	Apartment	1,460	\$2,040	\$1.40	2016	2000-19
228	Apartment	1,460	\$2,260	\$1.55	2016	2000-19
229	Apartment	1,500	\$1,825	\$1.22	2013	2000-19
230	Apartment	1,500	\$1,855	\$1.24	2013	2000-19
231	Apartment	1,500	\$1,890	\$1.26	2013	2000-19
232	Apartment	1,500	\$1,925	\$1.28	2013	2000-19
233	Apartment	1,500	\$1,960	\$1.31	2013	2000-19
234	Apartment	1,500	\$1,990	\$1.33	2013	2000-19
235	Apartment	1,500	\$1,995	\$1.33	2013	2000-19

Source: Underlying data is estimated based on CoStar data, county surveyor records, field research, and phone surveys. Research, analysis, and exhibit prepared by LandUseUSA | Urban Strategies; Spring 2026.

Section ' -F'
7 ca a YfWU`
For!Sale
Land

Total Asking For-Sale Price vs. Commercial Land Area
The City of Bryant, Arkansas with Comparisons
CITIES and SURROUNDING AREAS

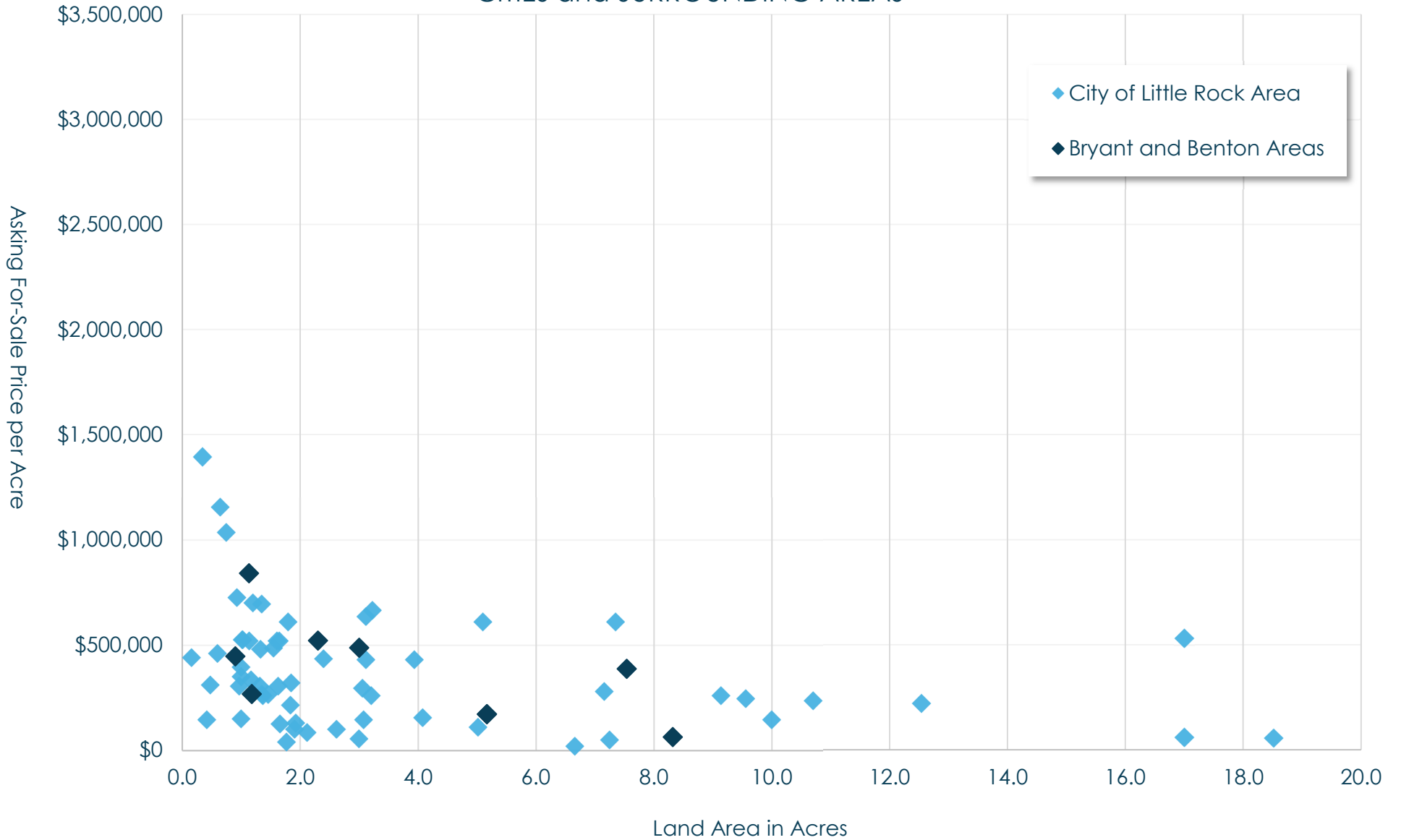


Source: Underlying data is estimated based on licensed CoStar data, county surveyor records, field research, and phone surveys. Research, analysis, and exhibit prepared by LandUseUSA | Urban Strategies; Spring 2026.

Asking For-Sale Price per Acre vs. Commercial Land Area

The City of Bryant, Arkansas with Comparisons

CITIES and SURROUNDING AREAS

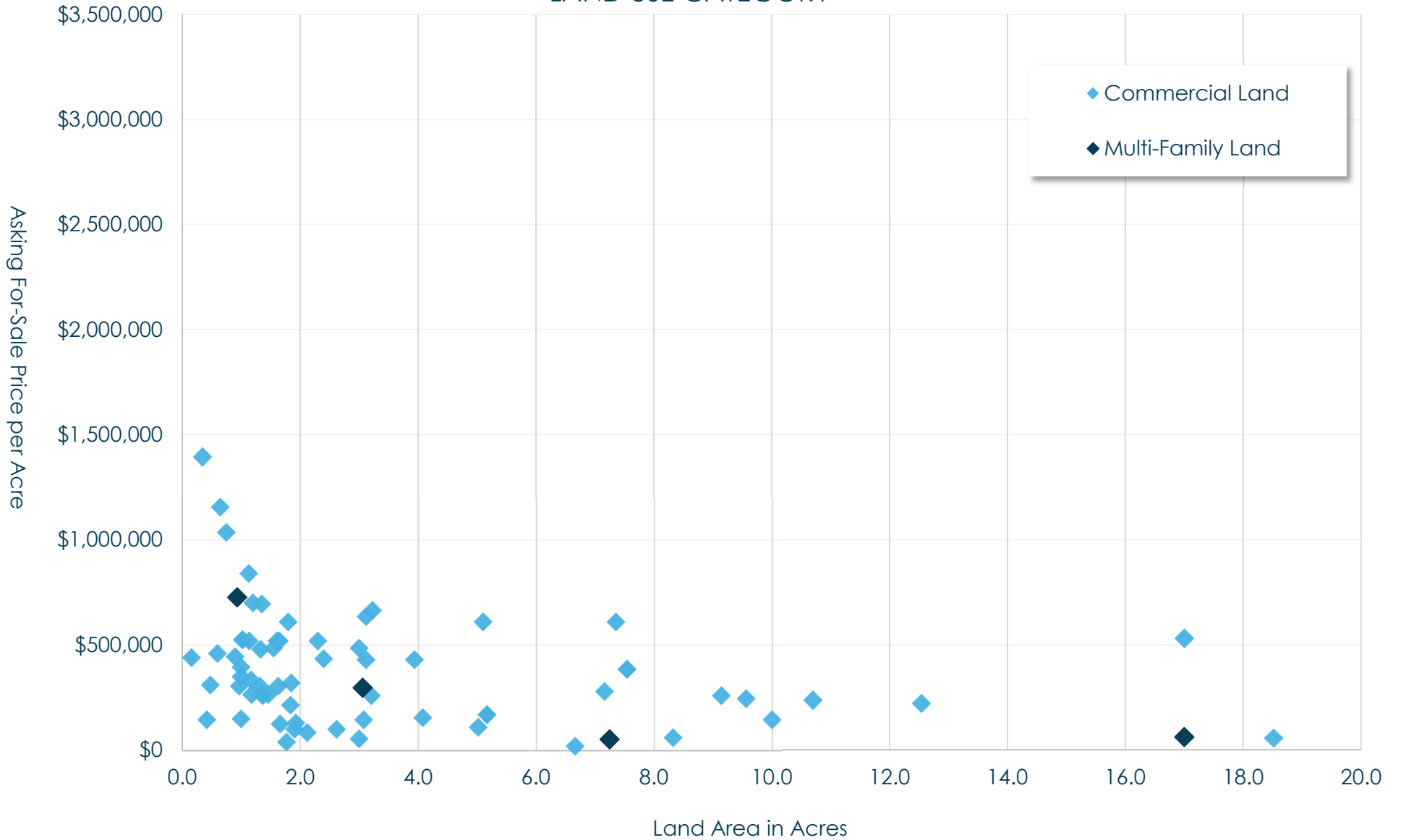


Source: Underlying data is estimated based on licensed CoStar data, county surveyor records, field research, and phone surveys. Research, analysis, and exhibit prepared by LandUseUSA | Urban Strategies; Spring 2026.

Asking For-Sale Price per Acre vs. Commercial Land Area

The City of Bryant, Arkansas with Comparisons

LAND USE CATEGORY



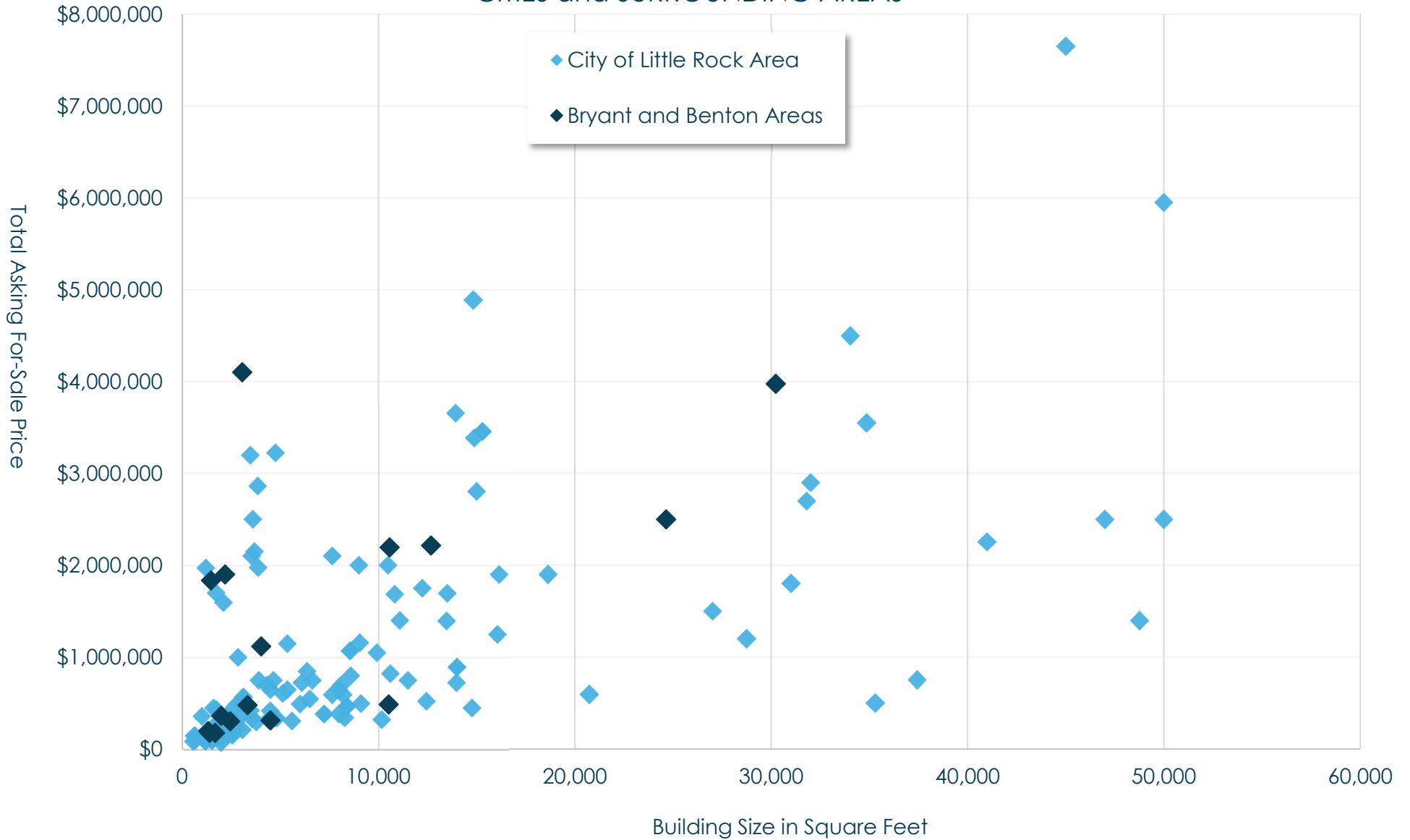
Source: Underlying data is estimated based on licensed CoStar data, county surveyor records, field research, and phone surveys. Research, analysis, and exhibit prepared by LandUseUSA | Urban Strategies; Spring 2026.

Section ' -G
Commercial
For-Sale
Buildings

Total Asking For-Sale Price vs. Commercial Building Size

The City of Bryant, Arkansas with Comparisons

CITIES and SURROUNDING AREAS

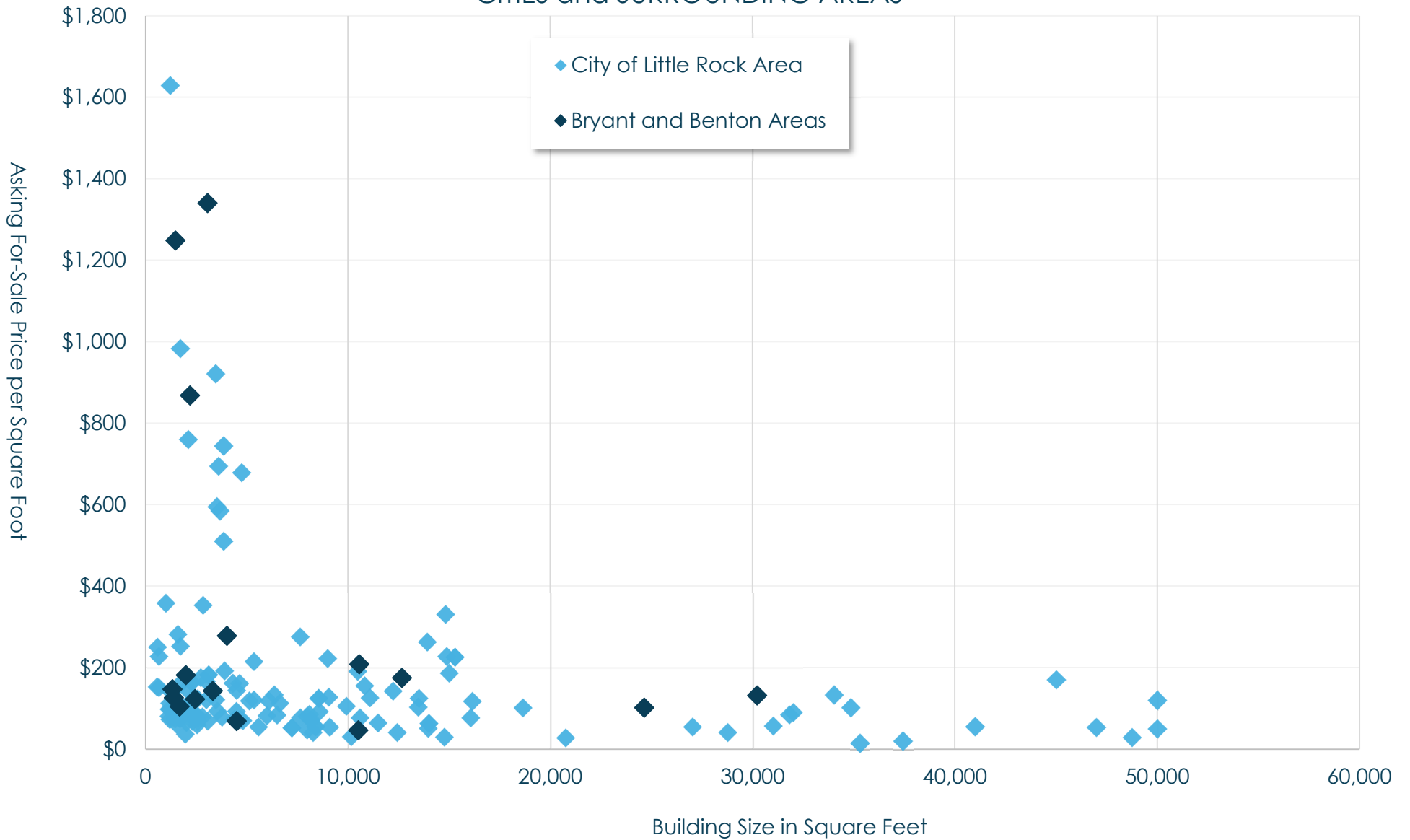


Source: Underlying data is estimated based on licensed CoStar data, county surveyor records, field research, and phone surveys. Research, analysis, and exhibit prepared by LandUseUSA | Urban Strategies; Spring 2026.

Asking For-Sale Price per Square Foot vs. Commercial Building Size

The City of Bryant, Arkansas with Comparisons

CITIES and SURROUNDING AREAS

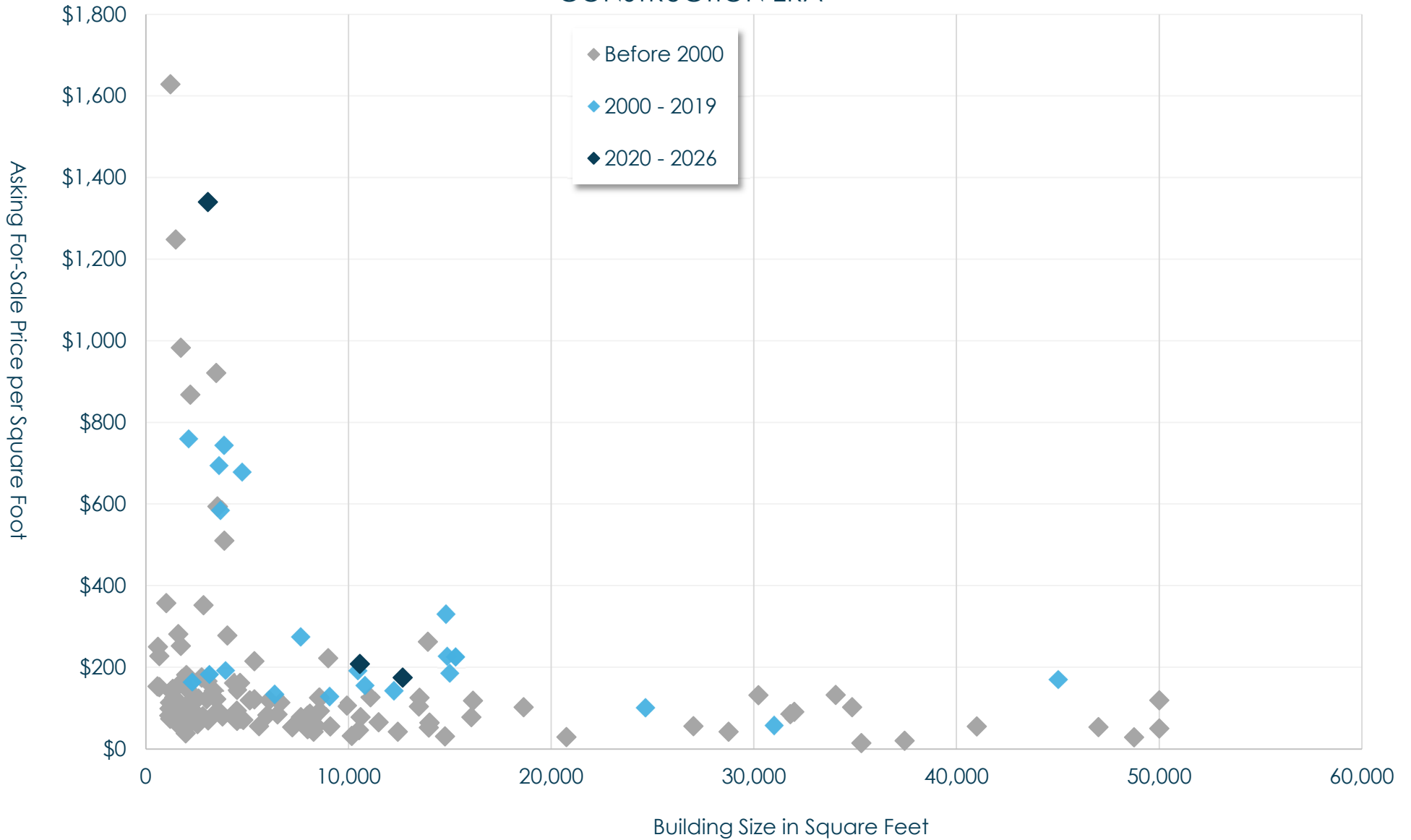


Source: Underlying data is estimated based on licensed CoStar data, county surveyor records, field research, and phone surveys. Research, analysis, and exhibit prepared by LandUseUSA | Urban Strategies; Spring 2026.

Asking For-Sale Price per Square Foot vs. Commercial Building Size

The City of Bryant, Arkansas with Comparisons

CONSTRUCTION ERA



Source: Underlying data is estimated based on licensed CoStar data, county surveyor records, field research, and phone surveys. Research, analysis, and exhibit prepared by LandUseUSA | Urban Strategies; Spring 2026.

Asking For-Sale Price per Square Foot vs. Commercial Building Size

The City of Bryant, Arkansas with Comparisons

BUILDING USE CATEGORY



Source: Underlying data is estimated based on licensed CoStar data, county surveyor records, field research, and phone surveys. Research, analysis, and exhibit prepared by LandUseUSA | Urban Strategies; Spring 2026.

Inventory of For-Sale Commercial Buildings Bryant, Benton, and Surrounding Areas | Spring 2026

Row Number	Building Format	Square Feet	Units per Building	Asking Price	Asking Price/SF	Year Built	Construction Era
1	Industrial	24,645	.	\$2,500,000	\$101	2001	2000-19
1	Office	1,680	.	\$175,000	\$104	1973	<2000
2	Office	1,985	.	\$360,000	\$181	1976	<2000
3	Office	2,450	.	\$300,000	\$122	1998	<2000
4	Office	10,520	.	\$485,000	\$46	1968	<2000
1	Retail	1,470	.	\$1,835,000	\$1,248	1996	<2000
2	Retail	2,190	.	\$1,900,000	\$868	1996	<2000
3	Retail	3,060	.	\$4,100,000	\$1,340	2020	2020-26
4	Retail	4,020	.	\$1,117,000	\$278	1990	<2000
5	Retail	10,565	.	\$2,195,000	\$208	2025	2020-26
6	Retail	12,670	.	\$2,215,000	\$175	2024	2020-26
1	Multi-Family	1,328	2	\$195,000	\$147	<2000	<2000
2	Multi-Family	1,392	2	\$175,000	\$126	<2000	<2000
3	Multi-Family	3,328	4	\$475,000	\$143	<2000	<2000
4	Multi-Family	4,500	2	\$310,000	\$69	<2000	<2000
5	Multi-Family	30,230	40	\$3,975,000	\$131	<2000	<2000

Source: Underlying data is estimated based on CoStar data, county surveyor records, field research, and phone surveys. Research, analysis, and exhibit prepared by LandUseUSA | Urban Strategies; Spring 2026.

Inventory of For-Sale Industrial Buildings Little Rock and Surrounding Areas | Spring 2026

Row Number	Building Format	Square Feet	Units per Building	Asking Price	Asking Price/SF	Year Built	Construction Era
1	Industrial	8,400	.	\$470,000	\$56	1988	<2000
2	Industrial	10,160	.	\$325,000	\$32	1978	<2000
3	Industrial	10,820	.	\$1,685,000	\$156	2002	2000-19
4	Industrial	20,750	.	\$595,000	\$29	1959	<2000
5	Industrial	27,014	.	\$1,500,000	\$56	1964	<2000
6	Industrial	28,750	.	\$1,200,000	\$42	1966	<2000
7	Industrial	34,850	.	\$3,550,000	\$102	1972	<2000
8	Industrial	37,435	.	\$750,000	\$20	1970	<2000
9	Industrial	47,000	.	\$2,500,000	\$53	1990	<2000
10	Industrial	50,000	.	\$2,500,000	\$50	1910	<2000
11	Industrial	77,130	.	\$3,750,000	\$49	1995	<2000
12	Industrial	86,000	.	\$7,200,000	\$84	1982	<2000

Source: Underlying data is estimated based on CoStar data, county surveyor records, field research, and phone surveys. Research, analysis, and exhibit prepared by LandUseUSA | Urban Strategies; Spring 2026.

Inventory of For-Sale Office Buildings Little Rock and Surrounding Areas | Spring 2026

Row Number	Building Format	Square Feet	Units per Building	Asking Price	Asking Price/SF	Year Built	Construction Era
1	Office	600	.	\$150,000	\$250	1963	<2000
2	Office	660	.	\$100,000	\$152	1963	<2000
3	Office	1,725	.	\$435,000	\$252	1978	<2000
4	Office	2,290	.	\$375,000	\$164	2018	2000-19
5	Office	2,290	.	\$375,000	\$164	2018	2000-19
6	Office	2,735	.	\$480,000	\$176	1952	<2000
7	Office	3,000	.	\$500,000	\$167	1985	<2000
8	Office	3,120	.	\$569,000	\$182	2015	2000-19
9	Office	3,680	.	\$2,150,000	\$584	2009	2000-19
10	Office	3,870	.	\$1,975,000	\$510	1946	<2000
11	Office	3,905	.	\$750,000	\$192	2018	2000-19
12	Office	5,125	.	\$610,000	\$119	1999	<2000
13	Office	5,590	.	\$310,000	\$55	1959	<2000
14	Office	6,000	.	\$495,000	\$83	1984	<2000
15	Office	6,360	.	\$850,000	\$134	2014	2000-19
16	Office	7,640	.	\$2,100,000	\$275	2002	2000-19
17	Office	7,645	.	\$595,000	\$78	1994	<2000
18	Office	7,985	.	\$385,000	\$48	1984	<2000
19	Office	8,100	.	\$700,000	\$86	1969	<2000
20	Office	8,550	.	\$1,070,000	\$125	1895	<2000
21	Office	8,550	.	\$1,070,000	\$125	1895	<2000
22	Office	9,000	.	\$2,000,000	\$222	1992	<2000
23	Office	9,100	.	\$500,000	\$55	1995	<2000
24	Office	10,485	.	\$2,000,000	\$191	2002	2000-19
25	Office	10,600	.	\$825,000	\$78	1951	<2000
26	Office	11,490	.	\$750,000	\$65	1935	<2000
27	Office	12,435	.	\$525,000	\$42	1965	<2000
28	Office	13,500	.	\$1,695,000	\$126	1984	<2000
29	Office	13,965	.	\$725,000	\$52	1972	<2000
30	Office	14,000	.	\$895,000	\$64	1928	<2000
31	Office	14,000	.	\$895,000	\$64	1928	<2000
32	Office	14,760	.	\$450,000	\$30	1973	<2000
33	Office	15,000	.	\$2,800,000	\$187	2014	2000-19
34	Office	15,285	.	\$3,450,000	\$226	2011	2000-19
35	Office	15,285	.	\$3,450,000	\$226	2011	2000-19
36	Office	18,640	.	\$1,900,000	\$102	1984	<2000
37	Office	32,000	.	\$2,900,000	\$91	1970	<2000
38	Office	35,300	.	\$500,000	\$14	1995	<2000
39	Office	41,000	.	\$2,255,000	\$55	1955	<2000
40	Office	45,000	.	\$7,650,000	\$170	2004	2000-19
41	Office	48,765	.	\$1,395,000	\$29	1980	<2000
42	Office	50,000	.	\$5,950,000	\$119	1986	<2000
43	Office	235,705	.	\$14,500,000	\$62	1969	<2000

Inventory of For-Sale Retail Buildings Little Rock and Surrounding Areas | Spring 2026

Row Number	Building Format	Square Feet	Units per Building	Asking Price	Asking Price/SF	Year Built	Construction Era
1	Retail	660	.	\$150,000	\$227	1963	<2000
2	Retail	1,210	.	\$1,970,000	\$1,628	1993	<2000
3	Retail	1,600	.	\$450,000	\$281	1955	<2000
4	Retail	1,730	.	\$1,700,000	\$983	1980	<2000
5	Retail	2,100	.	\$1,595,000	\$760	2019	2000-19
6	Retail	2,840	.	\$1,000,000	\$352	1993	<2000
7	Retail	3,120	.	\$570,000	\$183	2015	2000-19
8	Retail	3,470	51	\$3,195,000	\$921	<2000	<2000
9	Retail	3,535	.	\$2,100,000	\$594	1987	<2000
10	Retail	3,605	.	\$2,500,000	\$693	2000	2000-19
11	Retail	3,780	.	\$300,000	\$79	1979	<2000
12	Retail	3,850	.	\$2,860,000	\$743	2017	2000-19
13	Retail	4,750	.	\$3,220,000	\$678	2019	2000-19
14	Retail	5,360	.	\$1,150,000	\$215	1960	<2000
15	Retail	7,230	.	\$385,000	\$53	1944	<2000
16	Retail	7,230	.	\$385,000	\$53	1944	<2000
17	Retail	8,400	.	\$472,000	\$56	1988	<2000
18	Retail	9,050	.	\$1,160,000	\$128	2002	2000-19
19	Retail	9,920	.	\$1,050,000	\$106	1964	<2000
20	Retail	12,230	.	\$1,750,000	\$143	2015	2000-19
21	Retail	14,820	.	\$4,890,000	\$330	2009	2000-19
22	Retail	14,880	.	\$3,380,000	\$227	2010	2000-19
23	Retail	16,060	.	\$1,250,000	\$78	1990	<2000
24	Retail	31,000	.	\$1,800,000	\$58	2002	2000-19
25	Retail	34,035	.	\$4,500,000	\$132	1976	<2000

Source: Underlying data is estimated based on CoStar data, county surveyor records, field research, and phone surveys. Research, analysis, and exhibit prepared by LandUseUSA | Urban Strategies; Spring 2026.

Inventory of For-Sale Multi-Family Buildings Little Rock and Surrounding Areas | Spring 2026

Row Number	Building Format	Square Feet	Units per Building	Asking Price	Asking Price/SF	Year Built	Construction Era
1	Multi-Family	575	1	\$88,000	\$153	<2000	<2000
2	Multi-Family	1,008	2	\$360,000	\$357	<2000	<2000
3	Multi-Family	1,160	2	\$95,000	\$82	<2000	<2000
4	Multi-Family	1,163	1	\$115,000	\$99	<2000	<2000
5	Multi-Family	1,188	2	\$135,000	\$114	<2000	<2000
6	Multi-Family	1,196	2	\$88,000	\$74	<2000	<2000
7	Multi-Family	1,200	2	\$120,000	\$100	<2000	<2000
8	Multi-Family	1,225	2	\$120,000	\$98	<2000	<2000
9	Multi-Family	1,235	2	\$175,000	\$142	<2000	<2000
10	Multi-Family	1,372	2	\$200,000	\$146	<2000	<2000
11	Multi-Family	1,459	1	\$110,000	\$75	<2000	<2000
12	Multi-Family	1,528	2	\$95,000	\$62	<2000	<2000
13	Multi-Family	1,595	2	\$160,000	\$100	<2000	<2000
14	Multi-Family	1,600	2	\$145,000	\$91	<2000	<2000
15	Multi-Family	1,624	2	\$130,000	\$80	<2000	<2000
16	Multi-Family	1,647	2	\$260,000	\$158	<2000	<2000
17	Multi-Family	1,685	2	\$130,000	\$77	<2000	<2000
18	Multi-Family	1,706	2	\$130,000	\$76	<2000	<2000
19	Multi-Family	1,742	2	\$175,000	\$100	<2000	<2000
20	Multi-Family	1,786	2	\$185,000	\$104	<2000	<2000
21	Multi-Family	1,970	1	\$75,000	\$38	<2000	<2000
22	Multi-Family	1,976	2	\$185,000	\$94	<2000	<2000
23	Multi-Family	2,016	2	\$298,000	\$148	<2000	<2000
24	Multi-Family	2,020	1	\$135,000	\$67	<2000	<2000
25	Multi-Family	2,021	2	\$215,000	\$106	<2000	<2000
26	Multi-Family	2,114	2	\$195,000	\$92	<2000	<2000
27	Multi-Family	2,143	2	\$189,000	\$88	<2000	<2000
28	Multi-Family	2,143	2	\$209,000	\$98	<2000	<2000
29	Multi-Family	2,253	2	\$210,000	\$93	<2000	<2000
30	Multi-Family	2,305	2	\$210,000	\$91	<2000	<2000
31	Multi-Family	2,320	4	\$160,000	\$69	<2000	<2000
32	Multi-Family	2,320	2	\$210,000	\$91	<2000	<2000
33	Multi-Family	2,366	2	\$295,000	\$125	<2000	<2000
34	Multi-Family	2,370	2	\$210,000	\$89	<2000	<2000
35	Multi-Family	2,531	3	\$200,000	\$79	<2000	<2000

Source: Underlying data is estimated based on CoStar data, county surveyor records, field research, and phone surveys. Research, analysis, and exhibit prepared by LandUseUSA | Urban Strategies; Spring 2026.

Inventory of For-Sale Multi-Family Buildings Little Rock and Surrounding Areas | Spring 2026

Row Number	Building Format	Square Feet	Units per Building	Asking Price	Asking Price/SF	Year Built	Construction Era
36	Multi-Family	2,548	2	\$155,000	\$61	<2000	<2000
37	Multi-Family	2,576	2	\$320,000	\$124	<2000	<2000
38	Multi-Family	2,586	2	\$180,000	\$70	<2000	<2000
39	Multi-Family	2,604	2	\$210,000	\$81	<2000	<2000
40	Multi-Family	2,810	3	\$225,000	\$80	<2000	<2000
41	Multi-Family	3,000	4	\$365,000	\$122	<2000	<2000
42	Multi-Family	3,072	4	\$215,000	\$70	<2000	<2000
43	Multi-Family	3,478	4	\$424,000	\$122	<2000	<2000
44	Multi-Family	3,554	2	\$335,000	\$94	<2000	<2000
45	Multi-Family	4,320	4	\$700,000	\$162	<2000	<2000
46	Multi-Family	4,392	4	\$324,000	\$74	<2000	<2000
47	Multi-Family	4,488	4	\$420,000	\$94	<2000	<2000
48	Multi-Family	4,500	5	\$650,000	\$144	<2000	<2000
49	Multi-Family	4,648	8	\$750,000	\$161	<2000	<2000
50	Multi-Family	4,688	2	\$345,000	\$74	<2000	<2000
51	Multi-Family	4,810	4	\$340,000	\$71	<2000	<2000
52	Multi-Family	5,353	5	\$650,000	\$121	<2000	<2000
53	Multi-Family	6,092	7	\$725,000	\$119	<2000	<2000
54	Multi-Family	6,496	4	\$550,000	\$85	<2000	<2000
55	Multi-Family	6,630	6	\$750,000	\$113	<2000	<2000
56	Multi-Family	7,984	4	\$650,000	\$81	<2000	<2000
57	Multi-Family	8,190	8	\$595,000	\$73	<2000	<2000
58	Multi-Family	8,276	2	\$345,000	\$42	<2000	<2000
59	Multi-Family	8,582	8	\$800,000	\$93	<2000	<2000
60	Multi-Family	11,080	12	\$1,400,000	\$126	<2000	<2000
61	Multi-Family	13,468	10	\$1,395,000	\$104	<2000	<2000
62	Multi-Family	13,920	22	\$3,650,000	\$262	<2000	<2000
63	Multi-Family	16,143	27	\$1,900,000	\$118	<2000	<2000
64	Multi-Family	31,800	28	\$2,700,000	\$85	<2000	<2000
65	Multi-Family	139,875	232	\$17,000,000	\$122	<2000	<2000
66	Multi-Family	170,366	165	\$17,335,000	\$102	<2000	<2000
67	Multi-Family	174,050	8	\$6,900,000	\$40	<2000	<2000
68	Multi-Family	200,000	230	\$11,900,000	\$60	<2000	<2000
69	Multi-Family	373,040	8	\$22,000,000	\$59	<2000	<2000

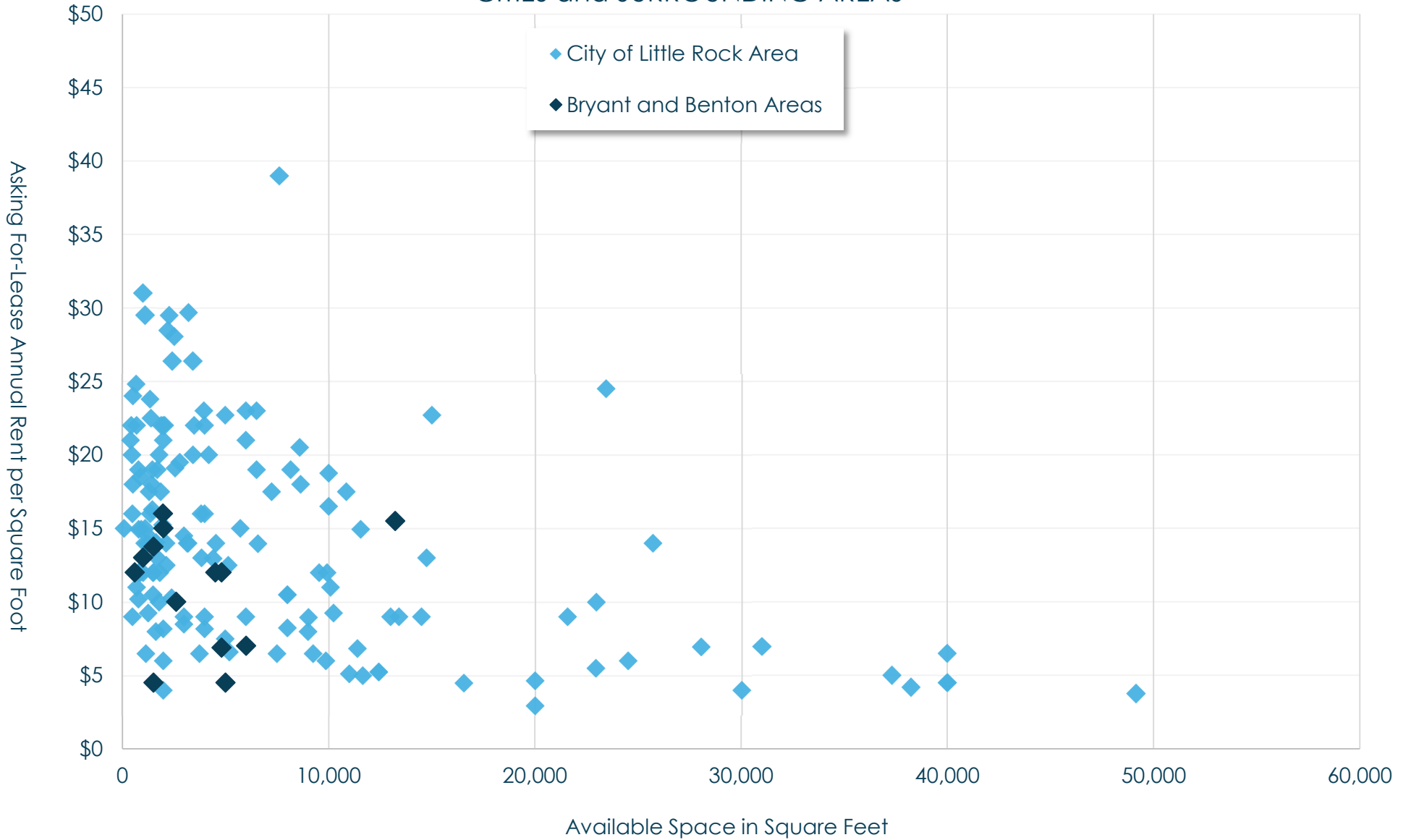
Source: Underlying data is estimated based on CoStar data, county surveyor records, field research, and phone surveys. Research, analysis, and exhibit prepared by LandUseUSA | Urban Strategies; Spring 2026.

Section ' -H'
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For-Lease
Space

Asking Annual For-Lease Rent per Square Foot vs. Available Commercial Space

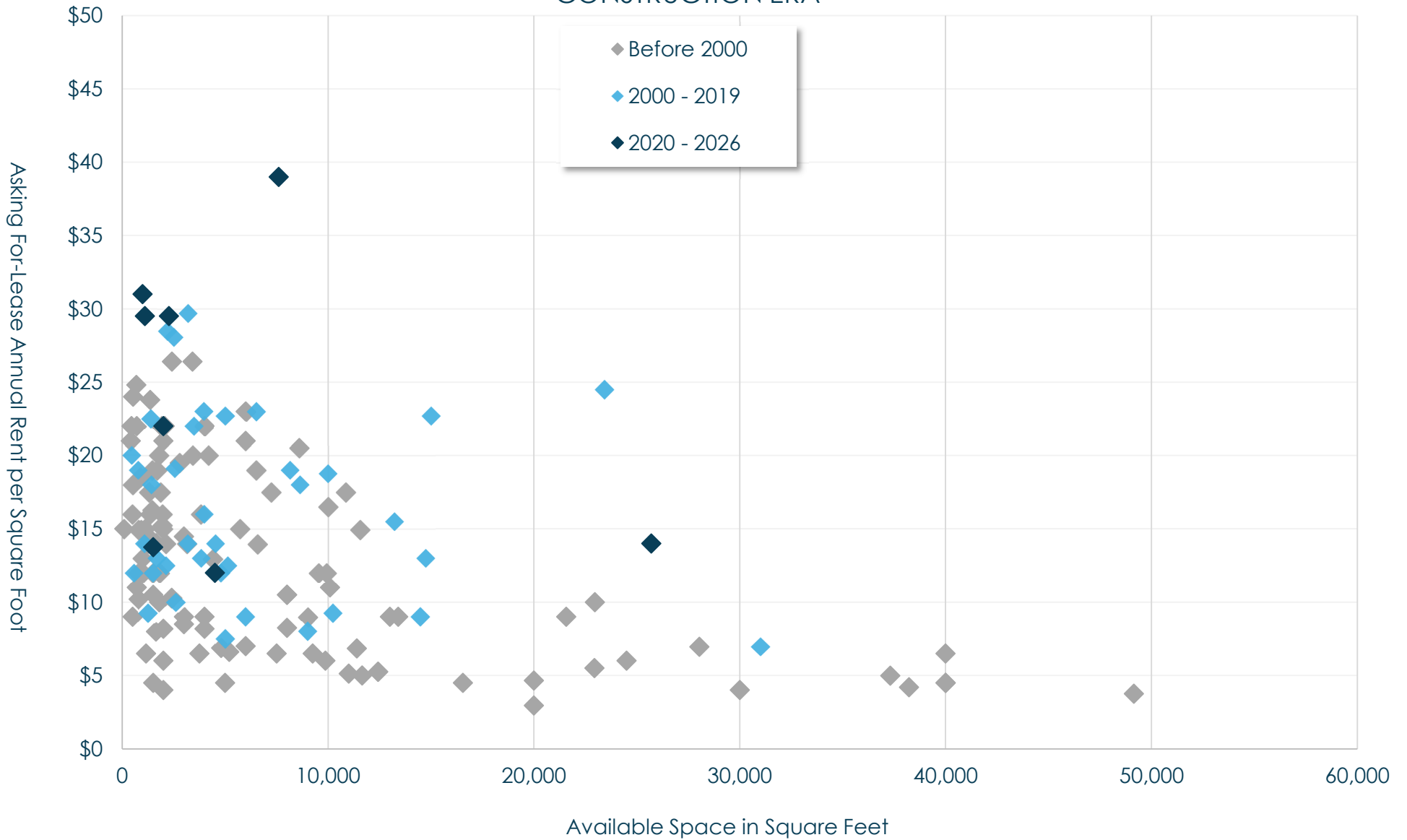
The City of Bryant, Arkansas with Comparisons

CITIES and SURROUNDING AREAS



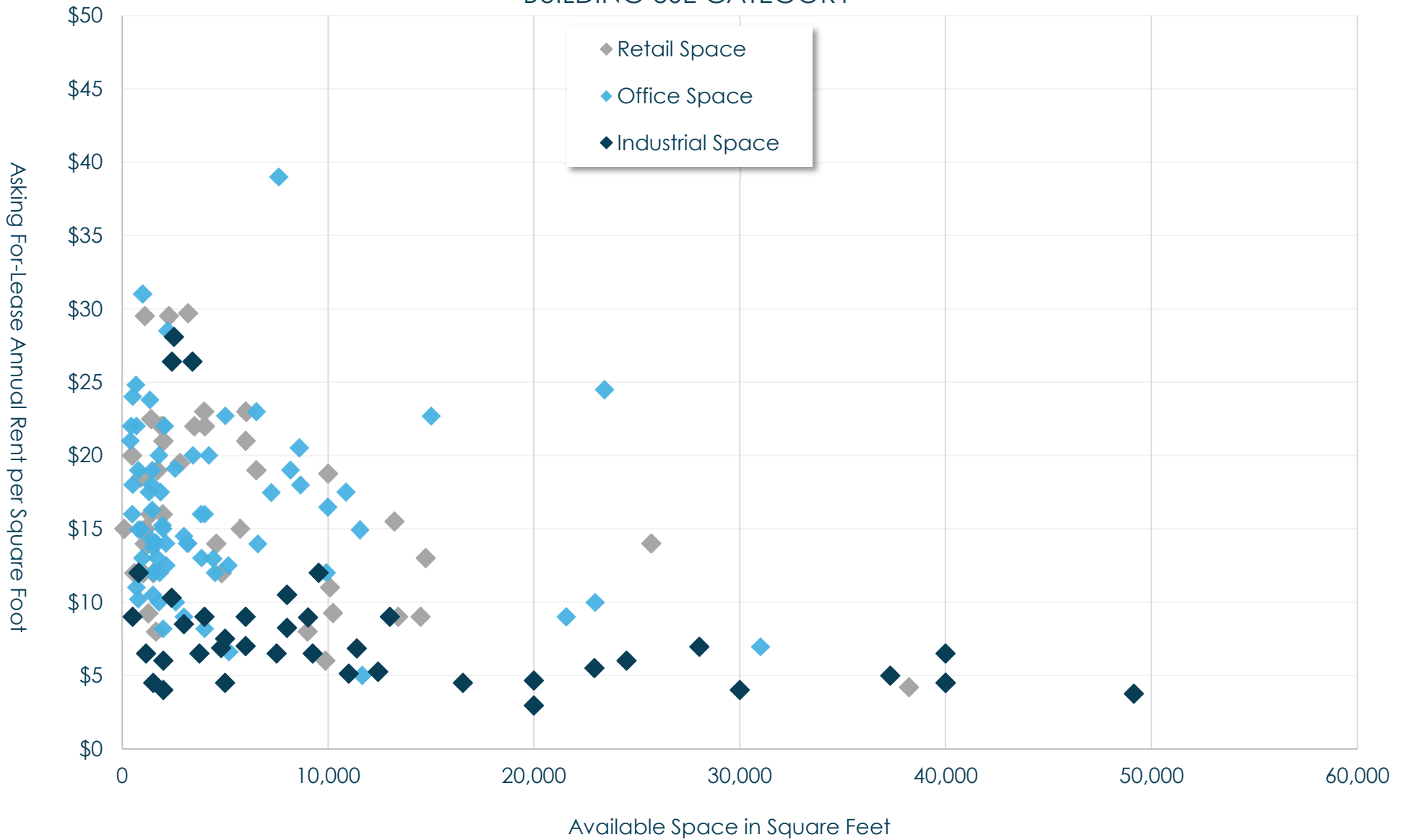
Source: Underlying data is estimated based on licensed CoStar data, county surveyor records, field research, and phone surveys. Research, analysis, and exhibit prepared by LandUseUSA | Urban Strategies; Spring 2026.

Asking Annual For-Lease Rent per Square Foot vs. Available Commercial Space The City of Bryant, Arkansas with Comparisons CONSTRUCTION ERA



Source: Underlying data is estimated based on licensed CoStar data, county surveyor records, field research, and phone surveys. Research, analysis, and exhibit prepared by LandUseUSA | Urban Strategies; Spring 2026.

Asking Annual For-Lease Rent per Square Foot vs. Available Commercial Space The City of Bryant, Arkansas with Comparisons BUILDING USE CATEGORY



Source: Underlying data is estimated based on licensed CoStar data, county surveyor records, field research, and phone surveys. Research, analysis, and exhibit prepared by LandUseUSA | Urban Strategies; Spring 2026.

Inventory of For-Lease Commercial Space Bryant, Benton, and Surrounding Areas | Spring 2026

Row Number	Building Category	Square Feet	Annual Rent/SF	Year Built	Construction Era
1	Industrial	1,500	\$4.50	1990	<2000
2	Industrial	4,800	\$6.88	1970	<2000
3	Industrial	5,000	\$4.50	1990	<2000
4	Industrial	6,000	\$7.00	1998	<2000
1	Office	1,000	\$13.00	1997	<2000
2	Office	1,500	\$13.75	2023	2020-26
3	Office	1,985	\$15.00	1976	<2000
4	Office	2,600	\$10.00	2000	2000-19
5	Office	4,500	\$12.00	2023	2020-26
1	Retail	600	\$12.00	2001	2000-19
2	Retail	1,965	\$16.00	1988	<2000
3	Retail	4,800	\$12.00	2001	2000-19
4	Retail	13,225	\$15.50	2015	2000-19

Source: Underlying data is estimated based on CoStar data, county surveyor records, field research, and phone surveys. Research, analysis, and exhibit prepared by LandUseUSA | Urban Strategies; Spring 2026.

Inventory of For-Lease Industrial Space Little Rock and Surrounding Areas | Spring 2026

Row Number	Building Category	Square Feet	Annual Rent/SF	Year Built	Construction Era
1	Industrial	500	\$9.00	1974	<2000
2	Industrial	800	\$12.00	1971	<2000
3	Industrial	800	\$12.00	1978	<2000
4	Industrial	1,160	\$6.50	1976	<2000
5	Industrial	2,000	\$4.00	1963	<2000
6	Industrial	2,000	\$6.00	1985	<2000
7	Industrial	2,400	\$10.30	1978	<2000
8	Industrial	2,410	\$26.40	1965	<2000
9	Industrial	2,520	\$28.09	2010	2000-19
10	Industrial	3,000	\$8.50	1956	<2000
11	Industrial	3,410	\$26.40	1965	<2000
12	Industrial	3,750	\$6.50	1965	<2000
13	Industrial	4,000	\$9.00	1974	<2000
14	Industrial	5,000	\$7.50	2007	2000-19
15	Industrial	6,000	\$9.00	2000	2000-19
16	Industrial	7,500	\$6.50	1965	<2000
17	Industrial	8,000	\$8.25	1975	<2000
18	Industrial	8,000	\$10.50	1977	<2000
19	Industrial	8,000	\$10.50	1997	<2000
20	Industrial	9,030	\$8.95	1982	<2000
21	Industrial	9,255	\$6.50	1986	<2000
22	Industrial	9,545	\$12.00	1978	<2000
23	Industrial	11,000	\$5.12	1965	<2000
24	Industrial	11,400	\$6.84	1982	<2000
25	Industrial	12,425	\$5.25	1975	<2000
26	Industrial	12,425	\$5.25	1976	<2000
27	Industrial	13,000	\$9.00	1970	<2000
28	Industrial	16,555	\$4.50	1980	<2000
29	Industrial	20,000	\$2.95	1965	<2000
30	Industrial	20,000	\$4.65	1965	<2000
31	Industrial	22,935	\$5.50	1976	<2000
32	Industrial	24,500	\$6.00	1985	<2000
33	Industrial	28,040	\$6.95	1978	<2000
34	Industrial	30,000	\$4.00	1963	<2000
35	Industrial	37,315	\$4.99	1964	<2000
36	Industrial	39,990	\$6.50	1982	<2000
37	Industrial	40,000	\$4.50	1975	<2000
38	Industrial	40,005	\$4.50	1971	<2000
39	Industrial	49,150	\$3.75	1977	<2000
40	Industrial	70,000	\$5.95	1979	<2000
41	Industrial	110,000	\$4.65	1965	<2000
42	Industrial	537,845	\$5.95	2023	2020-26
43	Industrial	537,845	\$5.95	2023	2020-26

Inventory of For-Lease Office Space Little Rock and Surrounding Areas | Spring 2026

Row Number	Building Category	Square Feet	Annual Rent/SF	Year Built	Construction Era
1	Office	410	\$21.00	1973	<2000
2	Office	450	\$22.00	1979	<2000
3	Office	500	\$16.00	1974	<2000
4	Office	530	\$18.00	1979	<2000
5	Office	530	\$24.00	1982	<2000
6	Office	680	\$24.81	1915	<2000
7	Office	705	\$11.00	1969	<2000
8	Office	710	\$22.00	1982	<2000
9	Office	795	\$19.00	2002	2000-19
10	Office	800	\$10.20	1963	<2000
11	Office	810	\$14.95	1980	<2000
12	Office	890	\$12.00	1989	<2000
13	Office	935	\$14.95	1987	<2000
14	Office	985	\$31.00	2020	2020-26
15	Office	1,315	\$17.50	1985	<2000
16	Office	1,355	\$23.79	1987	<2000
17	Office	1,425	\$14.26	1976	<2000
18	Office	1,440	\$18.00	2006	2000-19
19	Office	1,470	\$19.00	1960	<2000
20	Office	1,475	\$16.28	1985	<2000
21	Office	1,500	\$12.00	1955	<2000
22	Office	1,500	\$10.50	1984	<2000
23	Office	1,645	\$14.05	1951	<2000
24	Office	1,705	\$13.00	2004	2000-19
25	Office	1,800	\$10.00	1963	<2000
26	Office	1,800	\$20.00	1990	<2000
27	Office	1,825	\$12.00	1989	<2000
28	Office	1,875	\$17.50	1997	<2000
29	Office	1,965	\$15.25	1984	<2000
30	Office	2,000	\$8.18	1933	<2000
31	Office	2,070	\$22.00	1982	<2000
32	Office	2,130	\$14.00	1995	<2000
33	Office	2,145	\$12.50	2001	2000-19
34	Office	2,200	\$28.50	2014	2000-19
35	Office	2,575	\$19.10	2007	2000-19

Source: Underlying data is estimated based on CoStar data, county surveyor records, field research, and phone surveys. Research, analysis, and exhibit prepared by LandUseUSA | Urban Strategies; Spring 2026.

Inventory of For-Lease Office Space Little Rock and Surrounding Areas | Spring 2026

Row Number	Building Category	Square Feet	Annual Rent/SF	Year Built	Construction Era
36	Office	3,000	\$9.00	1985	<2000
37	Office	3,000	\$14.50	1993	<2000
38	Office	3,155	\$14.00	1957	<2000
39	Office	3,200	\$14.00	2014	2000-19
40	Office	3,440	\$20.00	1988	<2000
41	Office	3,830	\$16.00	1974	<2000
42	Office	3,850	\$13.00	2004	2000-19
43	Office	4,000	\$8.18	1933	<2000
44	Office	4,000	\$16.00	2006	2000-19
45	Office	4,200	\$20.01	1973	<2000
46	Office	4,415	\$12.95	1987	<2000
47	Office	5,000	\$22.69	2009	2000-19
48	Office	5,145	\$12.50	2001	2000-19
49	Office	5,195	\$6.60	1956	<2000
50	Office	6,510	\$23.00	2015	2000-19
51	Office	6,575	\$13.97	1976	<2000
52	Office	7,245	\$17.50	1985	<2000
53	Office	7,600	\$39.00	2026	2020-26
54	Office	8,160	\$19.00	2002	2000-19
55	Office	8,600	\$20.50	1985	<2000
56	Office	8,640	\$18.00	2006	2000-19
57	Office	9,920	\$12.00	1964	<2000
58	Office	10,000	\$16.50	1993	<2000
59	Office	10,855	\$17.50	1979	<2000
60	Office	11,555	\$14.95	1980	<2000
61	Office	11,660	\$5.00	1988	<2000
62	Office	15,000	\$22.69	2009	2000-19
63	Office	21,570	\$9.00	1995	<2000
64	Office	22,960	\$10.00	1955	<2000
65	Office	23,435	\$24.50	2014	2000-19
66	Office	31,000	\$6.95	2002	2000-19
67	Office	90,110	\$15.00	1982	<2000
68	Office	108,215	\$14.50	1960	<2000

Source: Underlying data is estimated based on CoStar data, county surveyor records, field research, and phone surveys. Research, analysis, and exhibit prepared by LandUseUSA | Urban Strategies; Spring 2026.

Inventory of For-Lease Retail Space Little Rock and Surrounding Areas | Spring 2026

Row Number	Building Category	Square Feet	Annual Rent/SF	Year Built	Construction Era
1	Retail	100	\$15.00	1983	<2000
2	Retail	480	\$20.00	2001	2000-19
3	Retail	900	\$18.50	1968	<2000
4	Retail	1,020	\$12.00	1957	<2000
5	Retail	1,095	\$29.50	2020	2020-26
6	Retail	1,100	\$14.00	2001	2000-19
7	Retail	1,125	\$15.00	1993	<2000
8	Retail	1,250	\$14.00	1970	<2000
9	Retail	1,270	\$9.25	2002	2000-19
10	Retail	1,375	\$16.00	1932	<2000
11	Retail	1,400	\$22.50	2006	2000-19
12	Retail	1,520	\$12.00	2013	2000-19
13	Retail	1,635	\$8.00	1980	<2000
14	Retail	1,710	\$19.00	1988	<2000
15	Retail	1,900	\$22.00	1999	<2000
16	Retail	2,000	\$21.00	1976	<2000
17	Retail	2,000	\$22.00	2020	2020-26
18	Retail	2,265	\$29.50	2020	2020-26
19	Retail	2,800	\$19.50	1960	<2000
20	Retail	3,200	\$29.70	2010	2000-19
21	Retail	3,490	\$22.00	2009	2000-19
22	Retail	3,965	\$23.00	2017	2000-19
23	Retail	4,000	\$22.00	1967	<2000
24	Retail	4,550	\$14.00	2001	2000-19
25	Retail	5,730	\$15.00	1983	<2000
26	Retail	6,000	\$21.00	1976	<2000
27	Retail	6,000	\$23.00	1997	<2000
28	Retail	6,510	\$19.00	1988	<2000
29	Retail	9,000	\$8.00	2010	2000-19
30	Retail	9,865	\$6.00	1980	<2000
31	Retail	10,000	\$18.75	2001	2000-19
32	Retail	10,095	\$11.00	1993	<2000
33	Retail	10,235	\$9.25	2002	2000-19
34	Retail	13,405	\$9.00	1932	<2000
35	Retail	14,500	\$9.00	2006	2000-19
36	Retail	14,745	\$13.00	2006	2000-19
37	Retail	25,700	\$14.00	2021	2020-26
38	Retail	38,220	\$4.20	1957	<2000
39	Retail	75,065	\$16.00	1968	<2000
40	Retail	107,520	\$16.50	2013	2000-19

Source: Underlying data is estimated based on CoStar data, county surveyor records, field research, and phone surveys. Research, analysis, and exhibit prepared by LandUseUSA | Urban Strategies; Spring 2026.

Inventory of For-Sale Commercial Land Bryant, Benton, and Surrounding Area | Spring 2026

Row Number	Land Use Category	Available Acres	Asking Price	Asking Price/Acre
1	Commercial	0.90	\$400,000	\$445,000
2	Commercial	1.13	\$950,000	\$840,000
3	Commercial	1.18	\$310,000	\$265,000
4	Commercial	2.30	\$1,200,000	\$520,000
5	Commercial	3.00	\$1,460,000	\$485,000
6	Commercial	5.17	\$890,000	\$170,000
7	Commercial	5.17	\$890,000	\$170,000
8	Commercial	7.54	\$2,900,000	\$385,000
9	Commercial	8.32	\$515,000	\$60,000

Inventory of For-Sale Multi-Family Land Little Rock and Surrounding Area | Spring 2026

Row Number	Land Use Category	Available Acres	Asking Price	Asking Price/Acre
1	Multi-Family	0.93	\$675,000	\$725,000
2	Multi-Family	3.06	\$900,000	\$295,000
3	Multi-Family	7.25	\$350,000	\$50,000
4	Multi-Family	17.00	\$995,000	\$60,000

Source: Underlying data is estimated based on CoStar data, county surveyor records, field research, and phone surveys. Research, analysis, and exhibit prepared by LandUseUSA | Urban Strategies; Spring 2026.

Inventory of For-Sale Commercial Land Little Rock and Surrounding Area | Spring 2026

Row Number	Land Use Category	Available Acres	Asking Price	Asking Price/Acre
1	Commercial	0.16	\$70,000	\$440,000
2	Commercial	0.34	\$475,000	\$1,395,000
3	Commercial	0.42	\$60,000	\$145,000
4	Commercial	0.48	\$149,000	\$310,000
5	Commercial	0.60	\$275,000	\$460,000
6	Commercial	0.65	\$750,000	\$1,155,000
7	Commercial	0.75	\$775,000	\$1,035,000
8	Commercial	0.97	\$295,000	\$305,000
9	Commercial	1.00	\$350,000	\$350,000
10	Commercial	1.00	\$395,000	\$395,000
11	Commercial	1.00	\$150,000	\$150,000
12	Commercial	1.02	\$535,000	\$525,000
13	Commercial	1.03	\$540,000	\$525,000
14	Commercial	1.14	\$595,000	\$520,000
15	Commercial	1.17	\$390,000	\$335,000
16	Commercial	1.20	\$840,000	\$700,000
17	Commercial	1.32	\$400,000	\$305,000
18	Commercial	1.33	\$640,000	\$480,000
19	Commercial	1.35	\$940,000	\$695,000
20	Commercial	1.35	\$360,000	\$265,000
21	Commercial	1.37	\$355,000	\$260,000
22	Commercial	1.46	\$390,000	\$265,000
23	Commercial	1.55	\$750,000	\$485,000
24	Commercial	1.61	\$840,000	\$520,000
25	Commercial	1.63	\$495,000	\$305,000
26	Commercial	1.65	\$860,000	\$520,000
27	Commercial	1.66	\$210,000	\$125,000
28	Commercial	1.77	\$75,000	\$40,000
29	Commercial	1.80	\$1,100,000	\$610,000
30	Commercial	1.84	\$400,000	\$215,000
31	Commercial	1.85	\$590,000	\$320,000
32	Commercial	1.91	\$190,000	\$100,000
33	Commercial	1.93	\$250,000	\$130,000
34	Commercial	2.12	\$185,000	\$85,000
35	Commercial	2.40	\$1,045,000	\$435,000

Source: Underlying data is estimated based on CoStar data, county surveyor records, field research, and phone surveys. Research, analysis, and exhibit prepared by LandUseUSA | Urban Strategies; Spring 2026.

Inventory of For-Sale Commercial Land Little Rock and Surrounding Area | Spring 2026

Row Number	Land Use Category	Available Acres	Asking Price	Asking Price/Acre
36	Commercial	2.62	\$260,000	\$100,000
37	Commercial	3.00	\$165,000	\$55,000
38	Commercial	3.08	\$450,000	\$145,000
39	Commercial	3.12	\$1,975,000	\$635,000
40	Commercial	3.12	\$1,340,000	\$430,000
41	Commercial	3.21	\$840,000	\$260,000
42	Commercial	3.23	\$2,155,000	\$665,000
43	Commercial	3.94	\$1,700,000	\$430,000
44	Commercial	4.08	\$635,000	\$155,000
45	Commercial	5.02	\$550,000	\$110,000
46	Commercial	5.10	\$3,110,000	\$610,000
47	Commercial	6.66	\$122,000	\$20,000
48	Commercial	7.16	\$2,000,000	\$280,000
49	Commercial	7.35	\$4,500,000	\$610,000
50	Commercial	7.54	\$2,900,000	\$385,000
51	Commercial	9.14	\$2,390,000	\$260,000
52	Commercial	9.56	\$2,345,000	\$245,000
53	Commercial	10.00	\$1,450,000	\$145,000
54	Commercial	10.70	\$2,500,000	\$235,000
55	Commercial	12.54	\$2,750,000	\$220,000
56	Commercial	17.00	\$9,000,000	\$530,000
57	Commercial	18.52	\$985,000	\$55,000
58	Commercial	31.55	\$5,000,000	\$160,000
59	Commercial	63.00	\$3,400,000	\$55,000

Source: Underlying data is estimated based on CoStar data, county surveyor records, field research, and phone surveys. Research, analysis, and exhibit prepared by LandUseUSA | Urban Strategies; Spring 2026.



The City of Bryant Arkansas

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Demographic Supply & Demand Analysis

DRAFT

February 24, 2026

...

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LandUseUSA
UrbanStrategies

In Collaboration with:



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Demographic Analysis

Section 4-A	Narrative Slide Deck
Section 4-B	Demand Population, Households
Section 4-C	Demand Households by Tenure
Section 4-D	Demand Median Hhld Income
Section 4-E	Demand Hhld Income by Tenure
Section 4-F	Supply Existing Housing Units
Section 4-G	Supply Building Size by Tenure
Section 4-H	Supply Reasons for Vacancies
Section 4-I	Supply Home Values & Rents

Section 4-A
Narrative
Slide Deck

Demographics | Introduction

- The Demographic Analysis for the City of Bryant focuses specifically on demand and supply variables that are most relevant to the housing industry. It is not intended to provide a review or forecasts of population by race, ethnicity, age, or family composition. These variables are highly correlated with household income, which is the leading variable that generates the market potential for new housing in the city.
- Demographic comparisons also are provided for the City of Benton because it is adjacent to Bryant; and for Little Rock because it is the closest large metropolitan area.
- These geographies are intended to provide a sense of perspective for Bryant, and they help demonstrate highs, lows, and trends within the region.
- The underlying data was provided by the United States Census, American Community Survey, and DemographicsNow (similar to ESRI or Nielsen). Most of the data was provided for the years 2010 through 2024. However, LandUseUSA also transposed, scrubbed, interpolated, rounded, smoothed, calculated, and forecast much of the data in-house while completing the analysis.
- In addition, estimates through the year 2030 have been developed in-house by LandUseUSA. The forecasts reflect a combination of trends over the past decade, plus recent trends since the Covid-19 health pandemic (i.e., from 2020 through 2024).
- In smoothing and forecasting the data, LandUseUSA has assumed that Bryant will continue supporting pro-growth planning initiatives and housing policies through 2030. In other words, the forecasts assume some growth in the number of households, incomes, home values, and rents – even if growth seemed intermittent, volatile, or slow in the historical data.
- The demographic forecasts also assume that developers will continue building new housing choices in the city, including missing middle formats. New choices and diverse building formats will effectively intercept migrating households and workers; and will continue to contribute to demographic diversity in the local market.

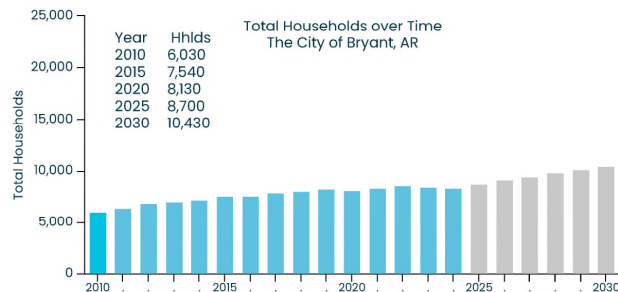
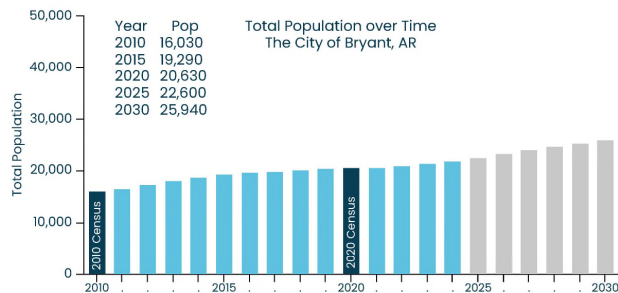


Population & Households

- The Demographic Analysis for the City of Bryant focuses on variables that are most essential to completing the housing study, and essential for measuring the magnitude of market potential. Population is included and used only to calculate historical trends in household size (population per household), and to help with forecasting household growth.
- In general, Bryant is a relatively small suburban community with about 22,600 residents and 8,700 households. The city has been and is expected to continue gaining new households through the foreseeable future. However, household sizes are declining locally, statewide, and nationwide. So, the pace of growth among new households will outpace that of the total population.
- The city's existing households are mover ship divided among owners (65%) and renters (35%), with owners representing the clear majority, albeit not necessarily growing the fastest. There are about 5,620 existing owner-occupied households and 3,080 existing renter-occupied households. The Census' American Community Survey (ACS) reported declines in owner-occupied households in 2023 and 2024, but that might be a data anomaly that is inconsistent with population growth.

Population, Households | Bryant City

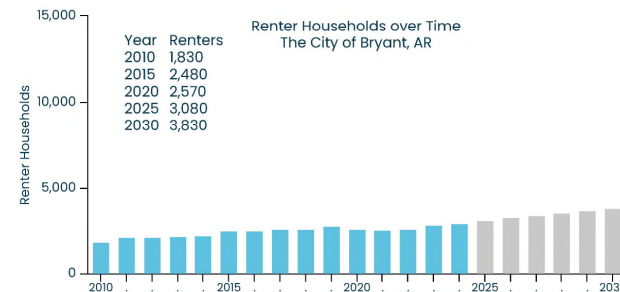
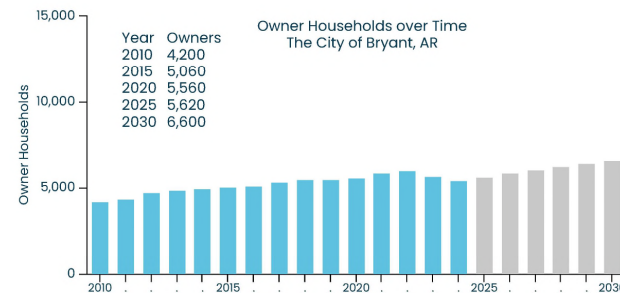
Indicates economic stability and market growth since the 2010 and 2020 Census.



Underlying data by the Decennial Census and American Community Survey (ACS) through 2024. Analysis & exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign; 2026.

Households by Tenure | Bryant City

Indicates economic stability and market growth since the 2010 and 2020 Census.



Underlying data by the Decennial Census and American Community Survey (ACS) through 2024. Analysis & exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign; 2026.

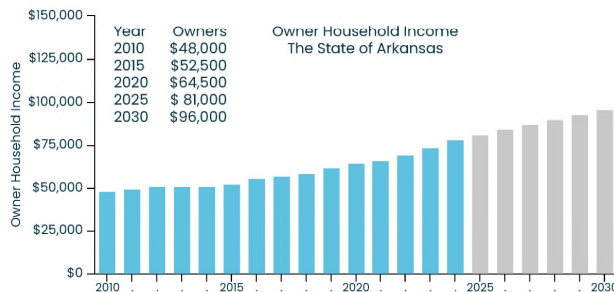
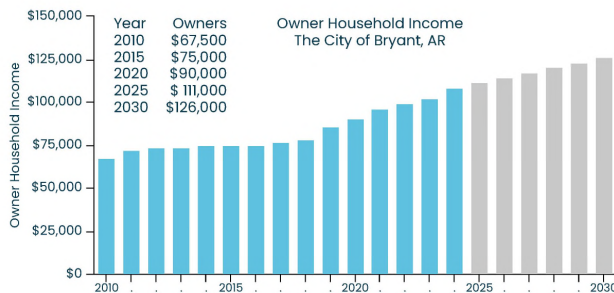


Median Household Income by Tenure

- The City of Bryant's housing study is customized to reflect the market's households and median household income by tenure (i.e., owners and renters). The market potential for prices among new for-sale houses will depend on the incomes of existing and in-migrating homeowners. Similarly, the market potential for rents among new for-lease units will depend on the incomes of existing and prospective renters.
- Currently, all existing households (owners and renters combined) living in the city have a weighted median income that is approaching \$95,000 annually, which is significantly higher than the state median of \$65,000 (these figures are not shown on this slide). The existing owners have median household incomes of nearly \$110,000 annually, which is significantly higher than that of the renters (almost \$60,000).
- Homeowners are far more likely to be couples with two wage earners, whereas renters are more likely to be singles (for any reason) with one wage earner. Many of the renters are young, upwardly mobile professionals, preferring to be untethered and able to move when a career opportunity comes along.

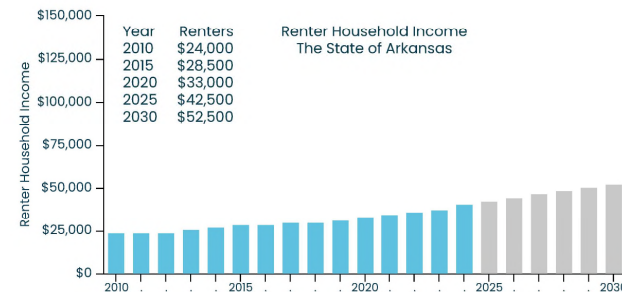
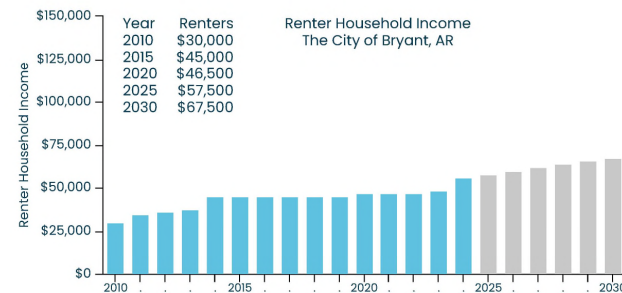
Owner Hhld Income | Bryant + Arkansas

Owner household incomes are used to forecast price tolerances for home values.



Renter Hhld Income | Bryant + Arkansas

Owner household incomes are used to forecast price tolerances for home values.

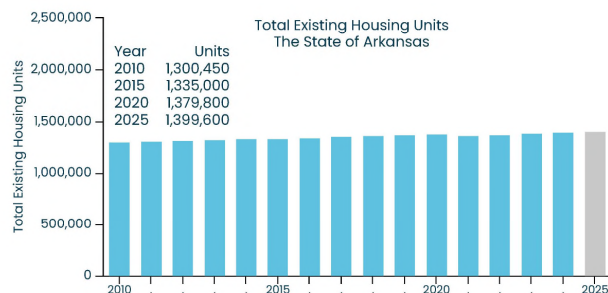
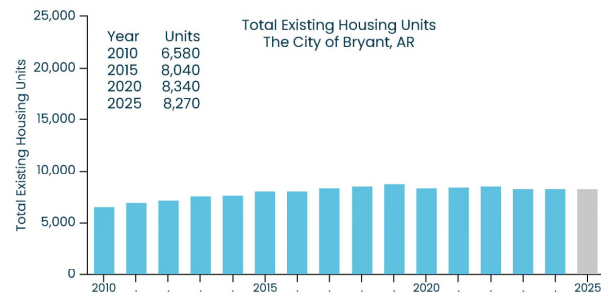


Existing Housing Units & Building Sizes

- The City of Bryant currently has almost 8,300 housing units that either are owner-occupied, renter-occupied, or vacant for any reason (vacancies are addressed on the next page). Prior to 2020, the total number of total housing units had been slowly increasing at a rate similar to the population growth, albeit not quite keeping pace with increases in the number of households. The Census' American Community Survey (ACS) reported a decline in housing units beginning in 2020, which might be attributed to demolitions through code enforcements, highway widenings, and/or redevelopment initiatives.
- Among the city's owner-occupied units, all of them are detached units (i.e., houses and cottages), and an insignificant share are duplexes, triplexes, or townhouses. Among the city's renter-occupied units, 42% are detached (i.e., houses and cottages); 6% are duplexes; 8% are in buildings with three or four units (apartment houses and small walkups, for example); 40% are in buildings with five to nineteen units each (like townhouses or small apartment buildings); and only 4% are in larger buildings like conventional apartment complexes.

Existing Housing Units | Bryant + Arkansas

Existing housing units (occupied and vacant) is one measure of market supply.

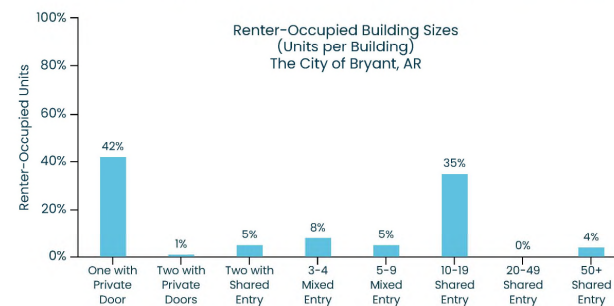
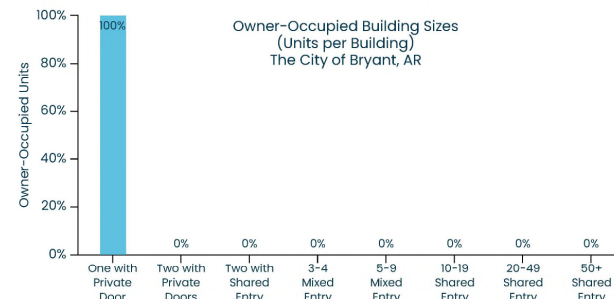


Underlying data by the Decennial Census and American Community Survey (ACS) through 2024. Analysis & exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign, 2026.



Building Size by Tenure | Bryant City

The share of existing, occupied units by the size of the building or structure.



Underlying data by the Decennial Census and American Community Survey (ACS) through the year 2024. Analysis, forecasts, and exhibit prepared by LandUseUSA Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign, 2026.

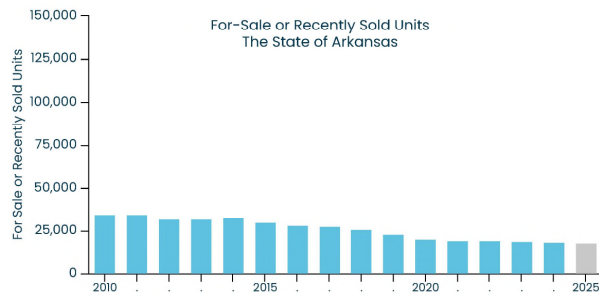
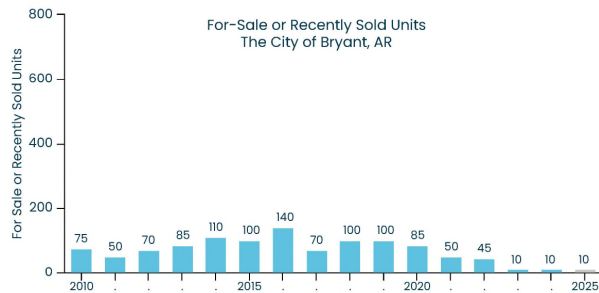


For-Sale and For-Lease Vacancies

- The Demographic Analysis also includes a study of for-sale, for-lease, and seasonal vacancies in the City of Bryant. In general, the number of vacancies in the city has declined significantly in the past decade. The city currently has only ten (10) units that are reported as vacant and either for-sale or recently sold and waiting to be occupied. In addition, the city has only sixty (60) units that are reported as vacant and either for-lease or recently leased and waiting to be occupied.

For-Sale Vacancies | Bryant + Arkansas

Includes units that either are for sale, or recently sold and waiting to be occupied.

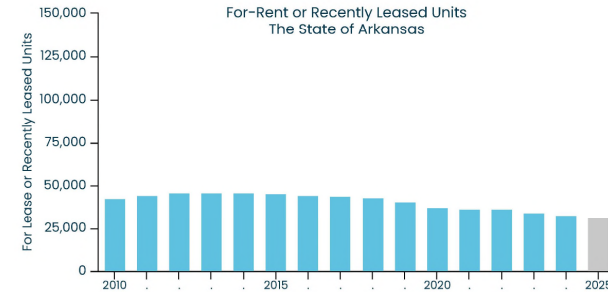
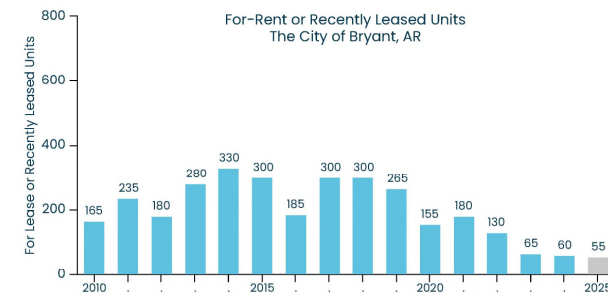


Underlying data by the Decennial Census and American Community Survey (ACS) through 2024. Analysis & exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign, 2026.



For-Lease Vacancies | Bryant + Arkansas

Includes units that either are for rent, or recently leased and waiting to be occupied.



Underlying data by the Decennial Census and American Community Survey (ACS) through 2024. Analysis & exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign, 2026.

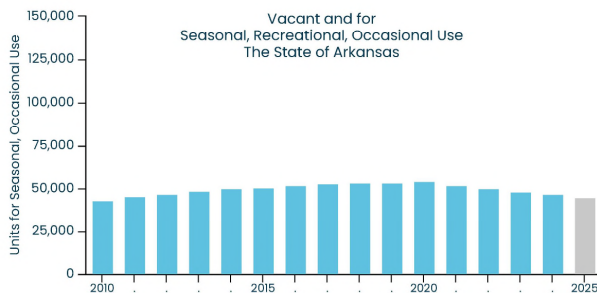
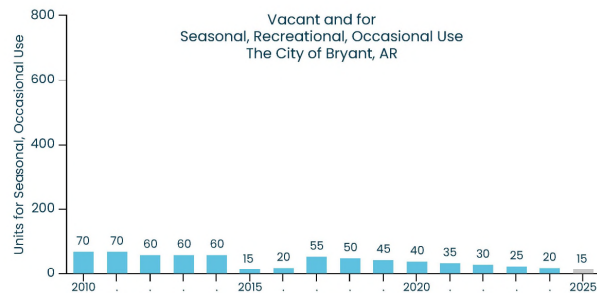


For-Sale and For-Lease Vacancies

- The City of Bryant also has only 20 units that currently are reported as being vacant because they are for seasonal, recreational, or occasional use. Furthermore, the city has only 50 units that are reported as being vacant for any other number of reasons. Examples may include units that are functionally obsolete, or vacant because their owners are being temporarily housed in assisted living or long-term care facilities.
- Collectively, the number of vacancies are declining in Bryant, whether they are for-sale, for-lease, waiting to be occupied, for seasonal use, or vacant for other reasons. These trends support the conclusion that there is a measurable need and market potential for new-builds in both the for-sale and for-lease housing markets.

Seasonal Vacancies | Bryant + Arkansas

Vacant units reported as being for seasonal, recreational, or occasional use.

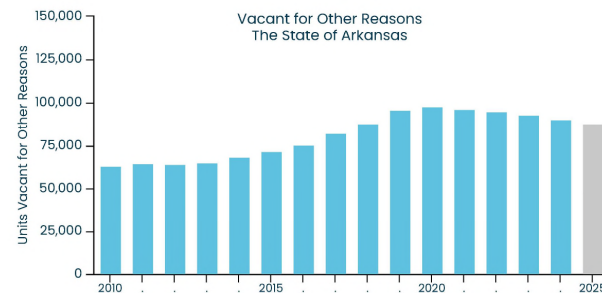
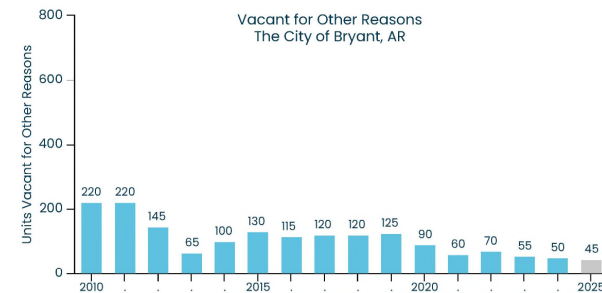


Underlying data by the Decennial Census and American Community Survey (ACS) through 2024. Analysis & exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign, 2026.



All Other Vacancies | Bryant + Arkansas

Vacant units not attributed to being for-sale, for lease, or for seasonal use.



Underlying data by the Decennial Census and American Community Survey (ACS) through 2024. Analysis & exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign, 2026.

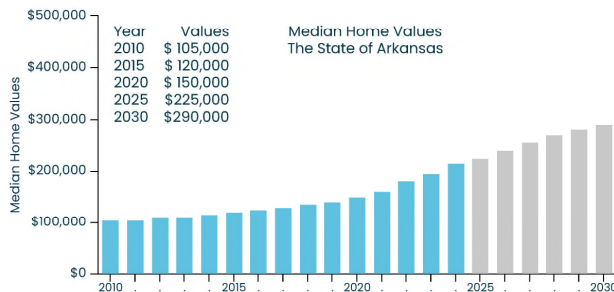
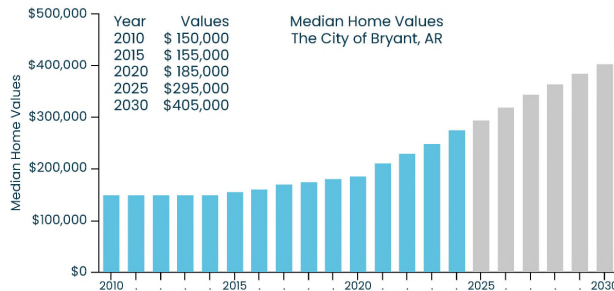


Median Home Values & Contract Rents

- Among the existing owner-occupied units throughout the City of Bryant, the median home value currently is about \$295,000 and forecast to exceed \$400,000 by the year 2030. These prices include all existing and pre-owned units, regardless of when they were built or their current condition. Depending on the unit sizes (square feet), the prices of new-build houses developed in future years could be considerably higher.
- Among the existing renter-occupied units, the median contract (cash or net) rent currently is about \$1,000 per month and forecast to approach \$1,400 by 2030. Again, these prices include all existing and pre-leased units, regardless of their age or condition. Depending on the unit sizes (square feet), the rents of new-build units developed in future years could be considerably higher. Choices in vibrant mixed-use types of projects like the Heart of Bryant and/or Midtown Bryant also could have price premiums.

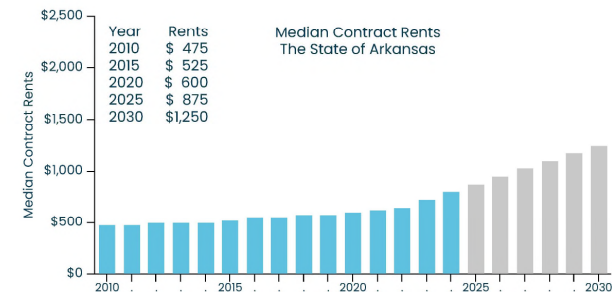
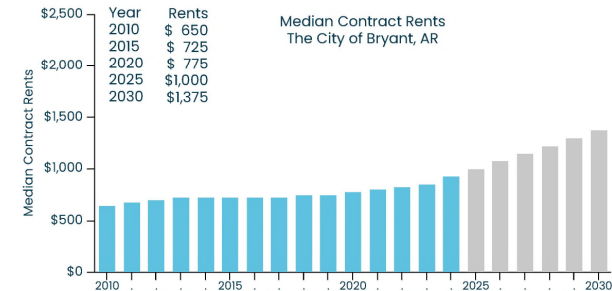
Home Values | Bryant + Arkansas

Home values can help demonstrate quality and affordability of housing supply.



Contract Rents | Bryant + Arkansas

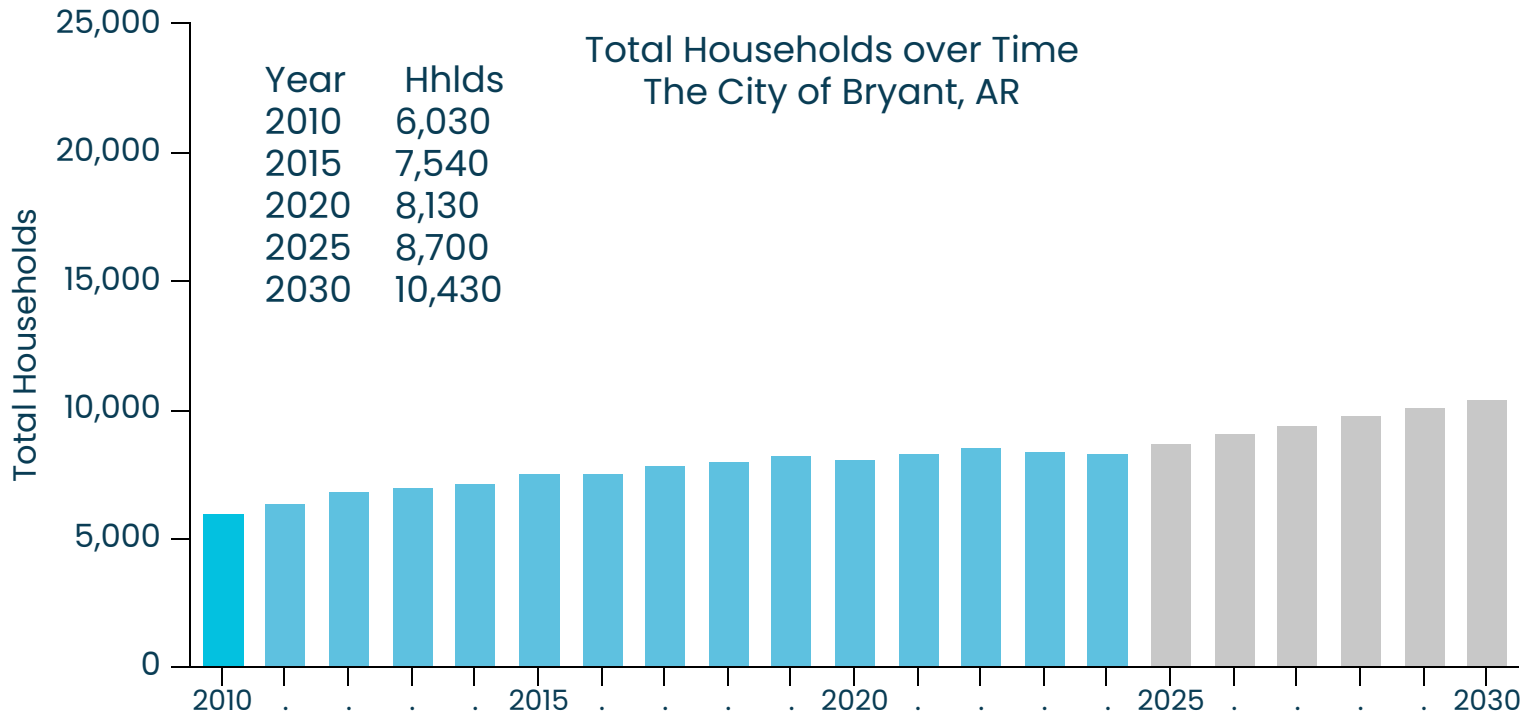
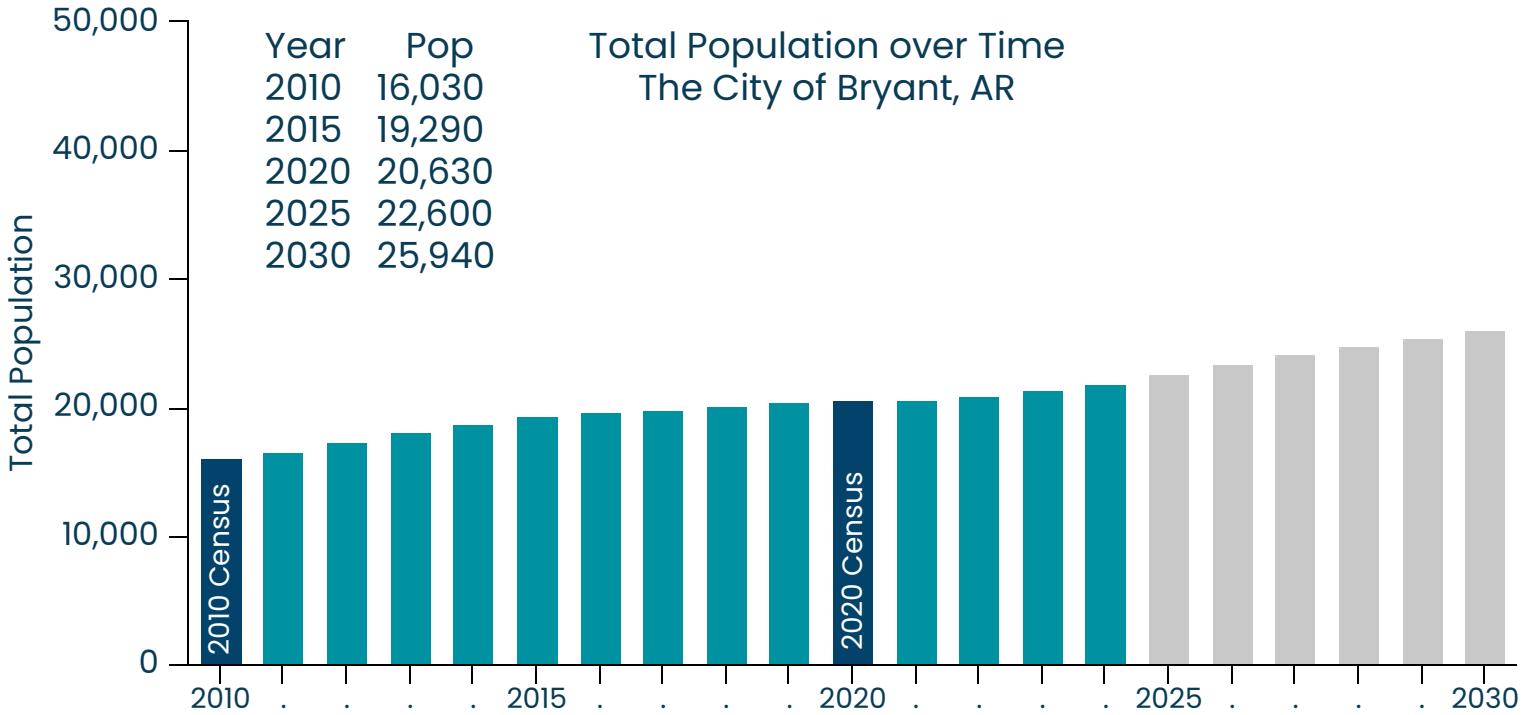
Contract (cash or net) rents can help gauge the quality & affordability of supply.



Section 4-B
DEMAND:
Population
& Households

Population, Households | Bryant City

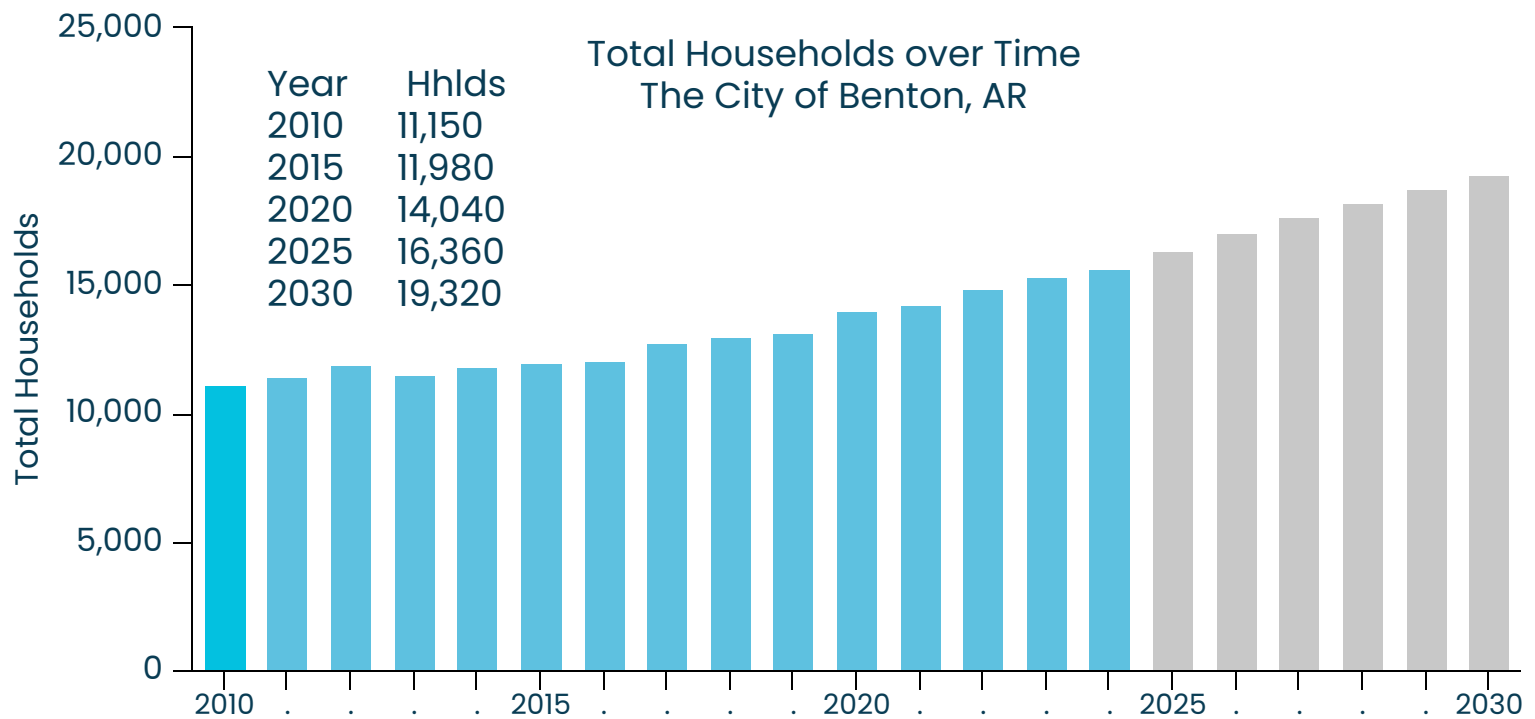
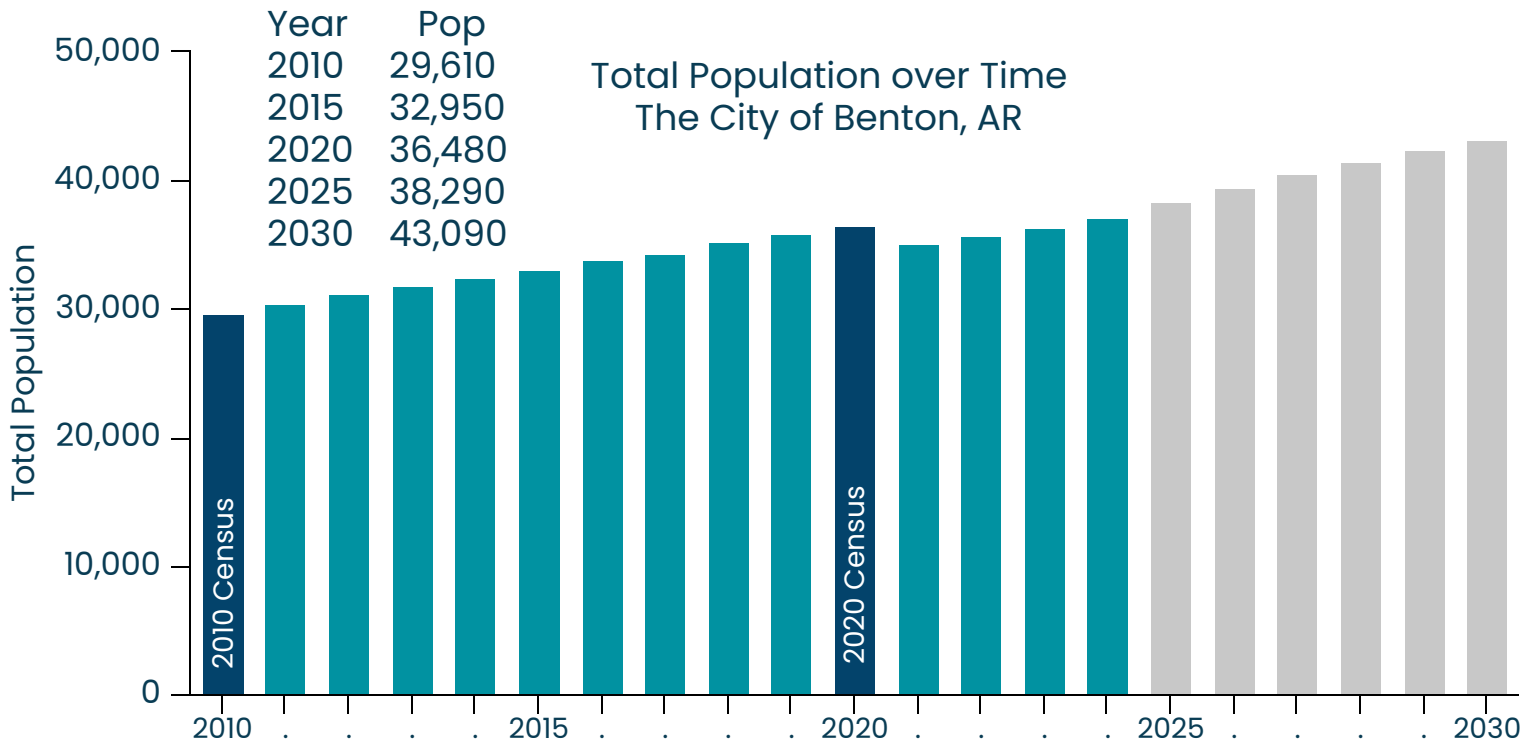
Indicates economic stability and market growth since the 2010 and 2020 Census.



Underlying data by the Decennial Census and American Community Survey (ACS) through 2024. Analysis & exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign; 2026.

Population, Households | Benton City

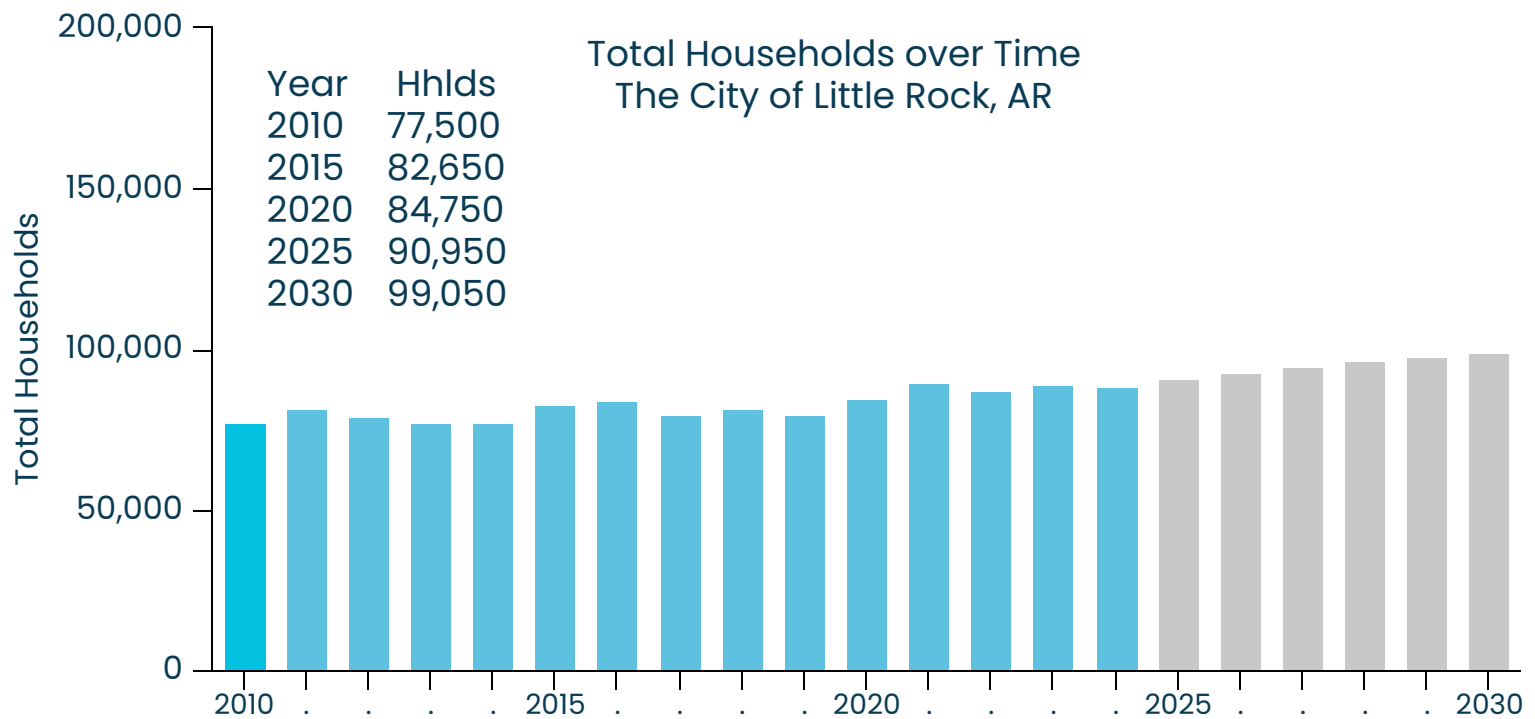
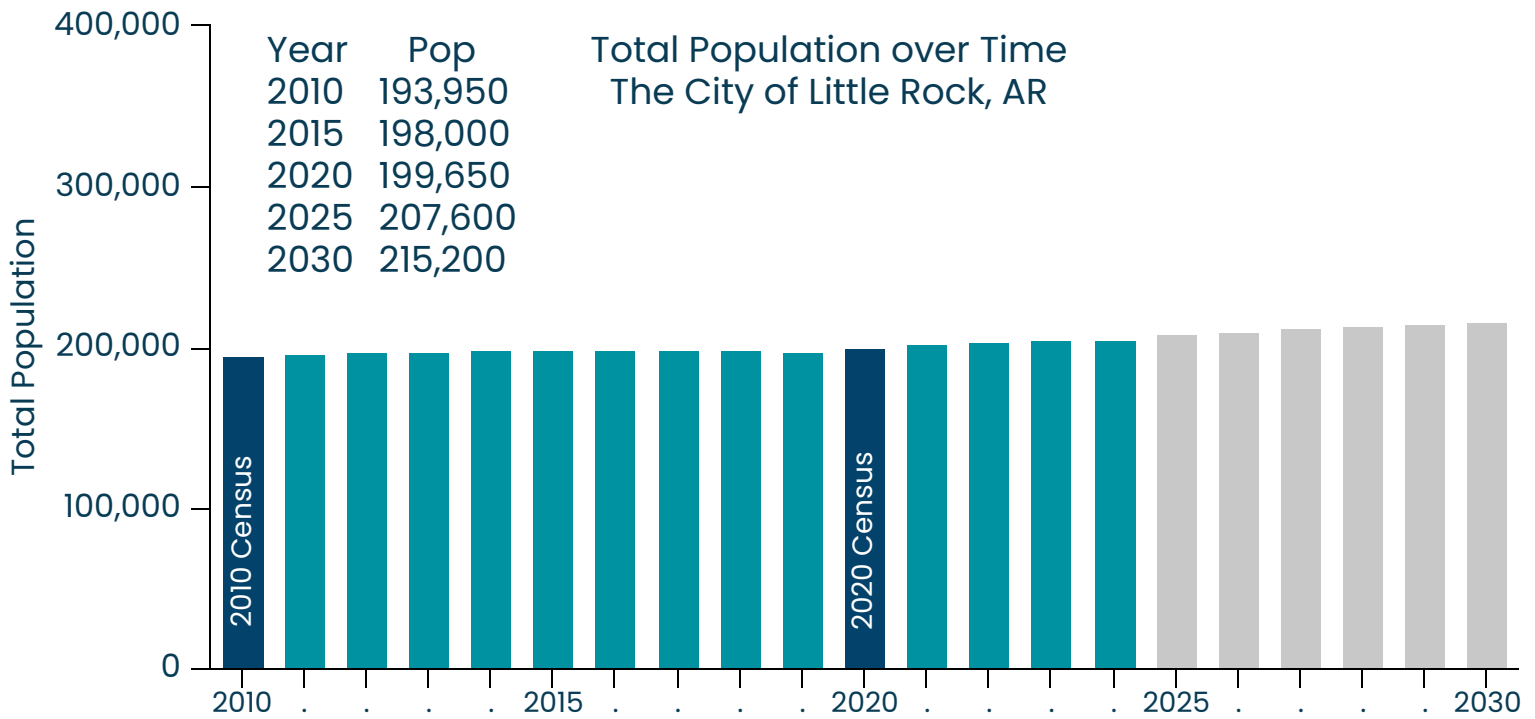
Indicates economic stability and market growth since the 2010 and 2020 Census.



Underlying data by the Decennial Census and American Community Survey (ACS) through 2024. Analysis & exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign; 2026.

Population, Households | Little Rock City

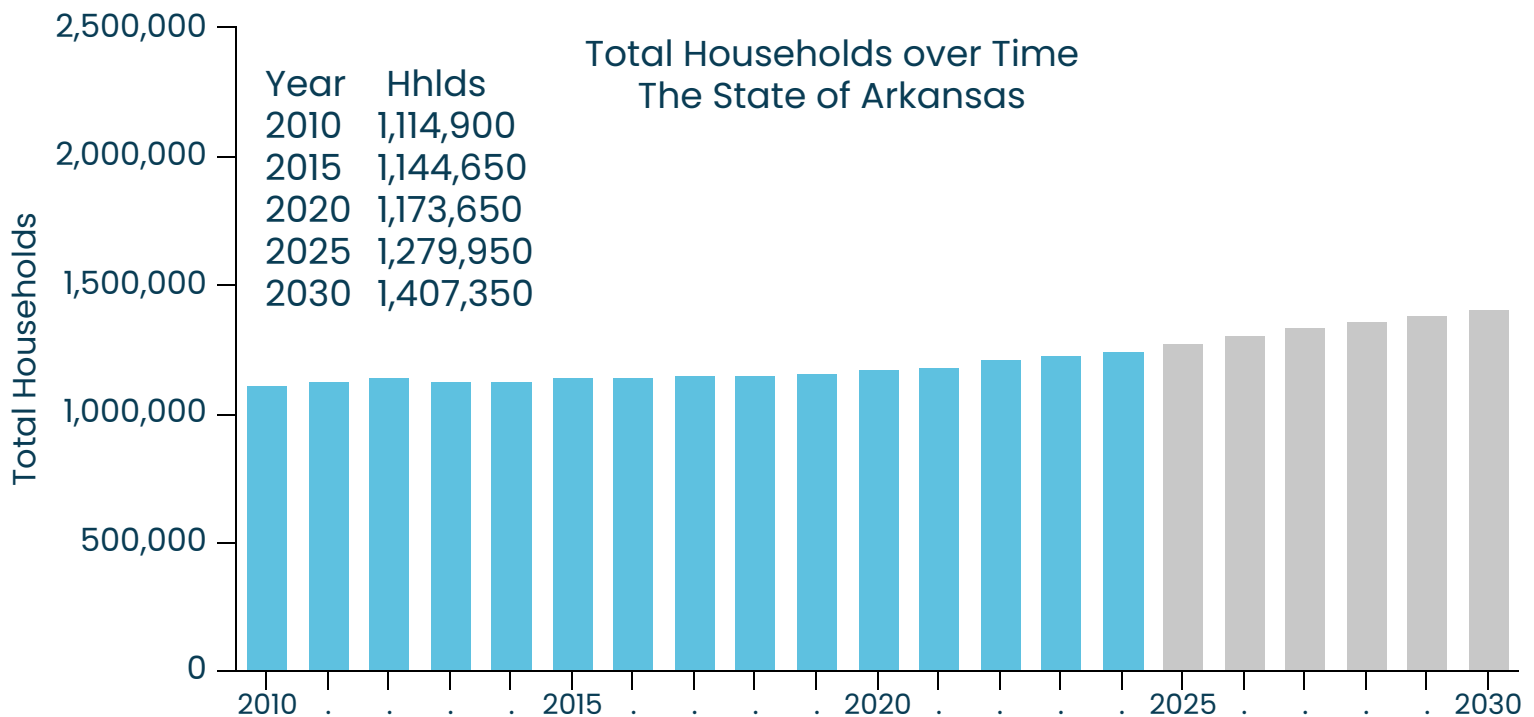
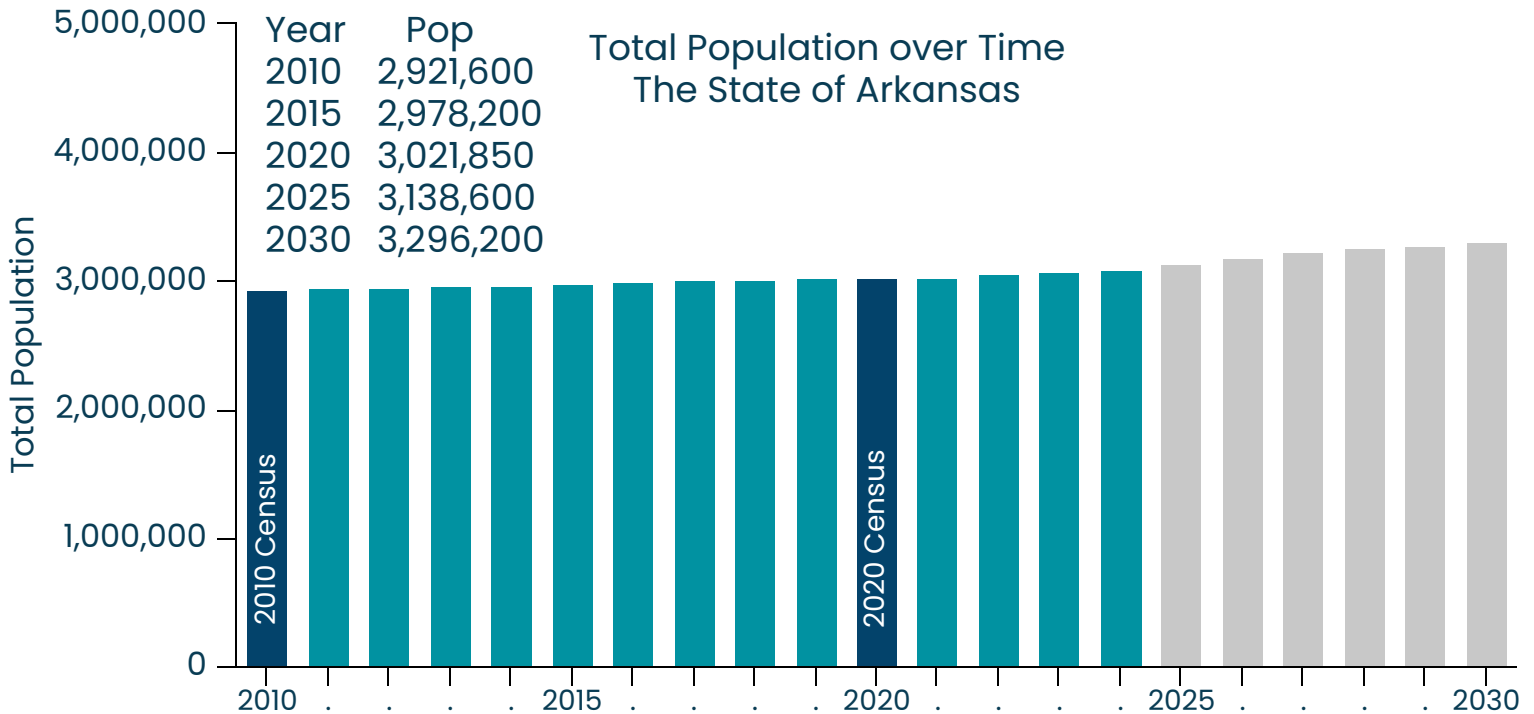
Indicates economic stability and market growth since the 2010 and 2020 Census.



Underlying data by the Decennial Census and American Community Survey (ACS) through 2024. Analysis & exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign; 2026.

Population, Households | Arkansas State

Indicates economic stability and market growth since the 2010 and 2020 Census.

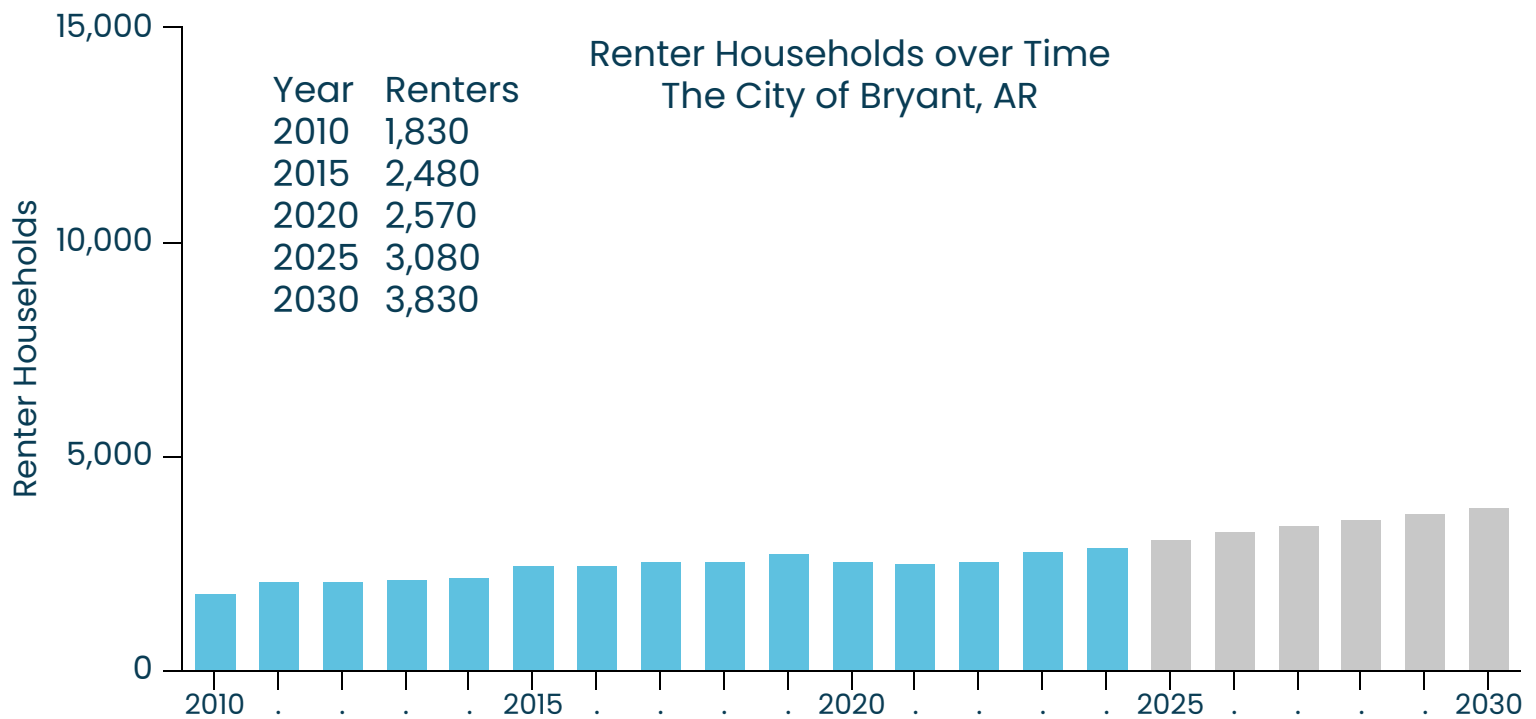
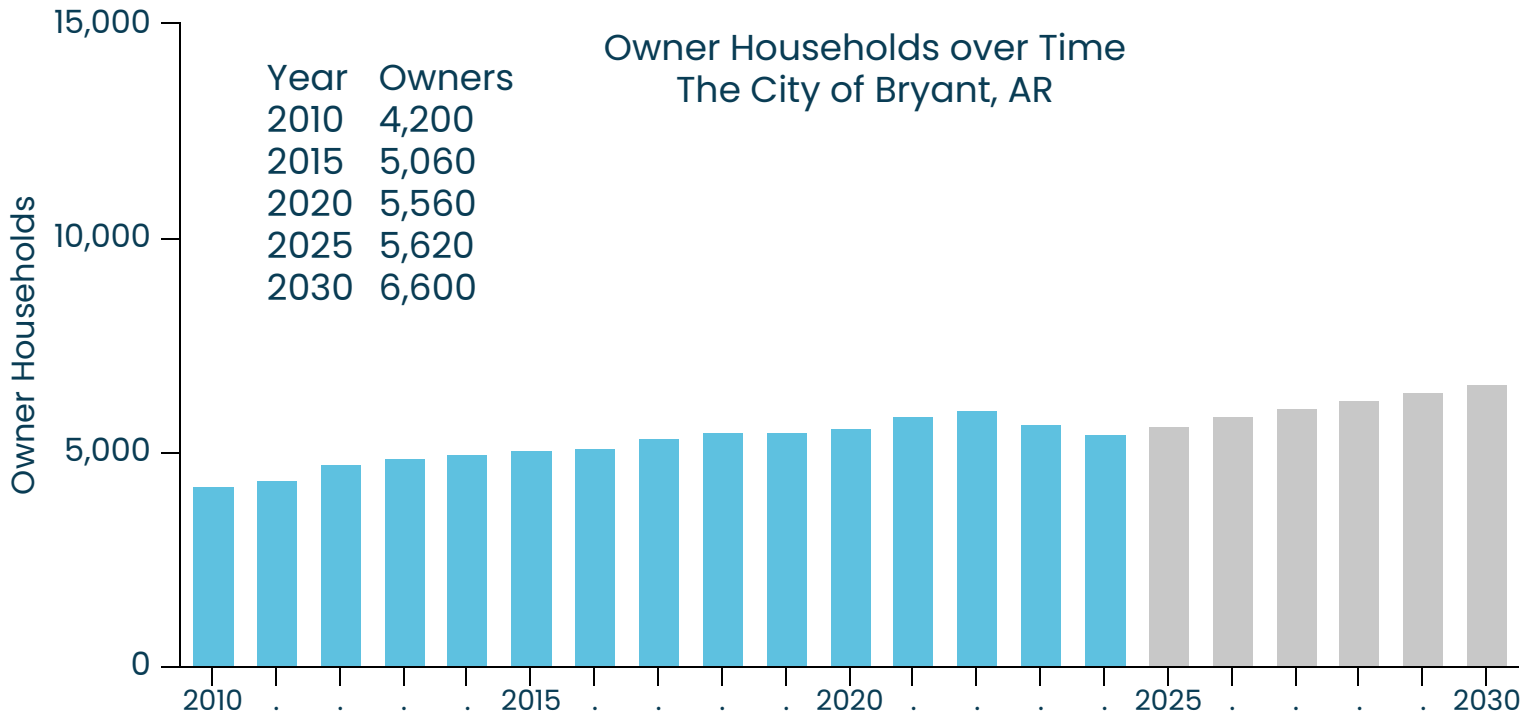


Underlying data by the Decennial Census and American Community Survey (ACS) through 2024. Analysis & exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign; 2026.

Section (-C
DEMAND:
Households
by Tenure

Households by Tenure | Bryant City

Indicates economic stability and market growth since the 2010 and 2020 Census.

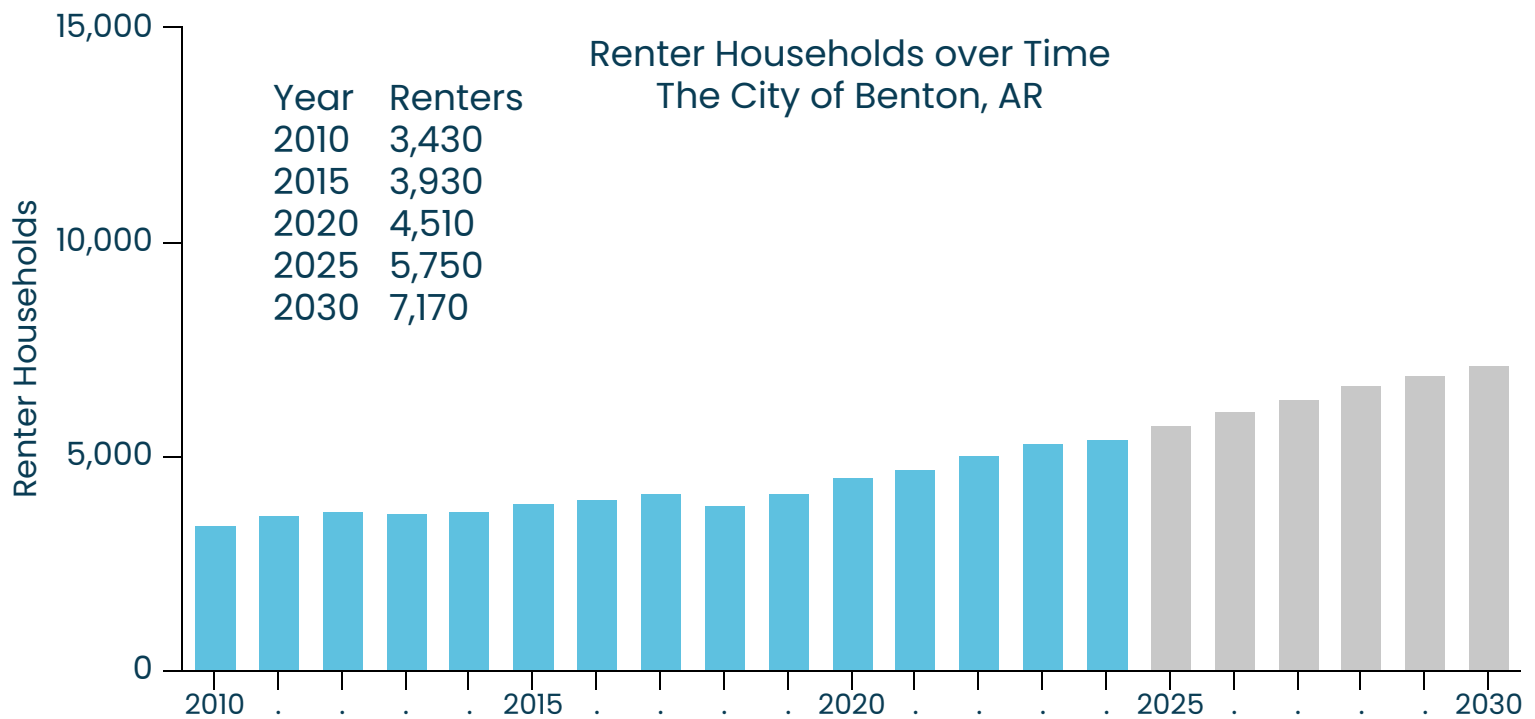
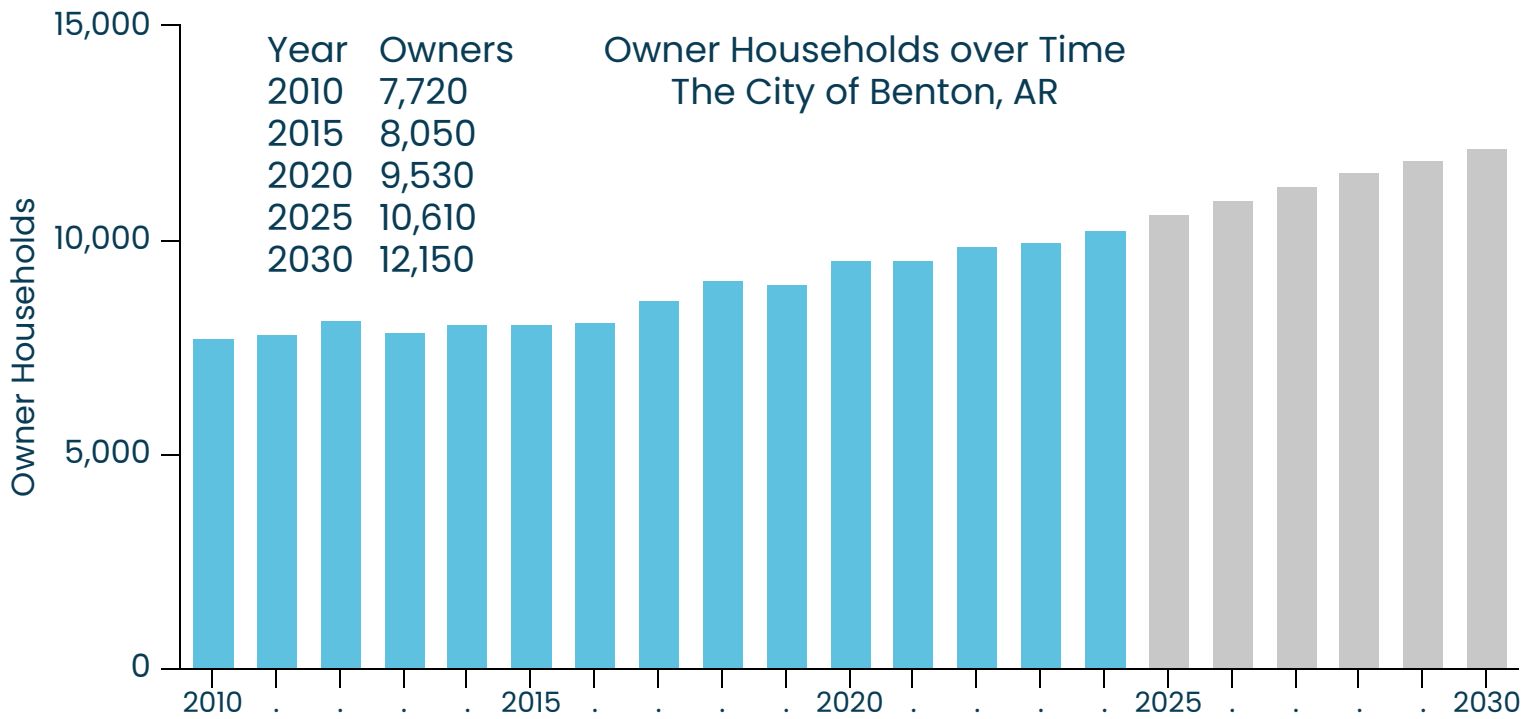


Underlying data by the Decennial Census and American Community Survey (ACS) through 2024. Analysis & exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign; 2026.



Households by Tenure | Benton City

Indicates economic stability and market growth since the 2010 and 2020 Census.

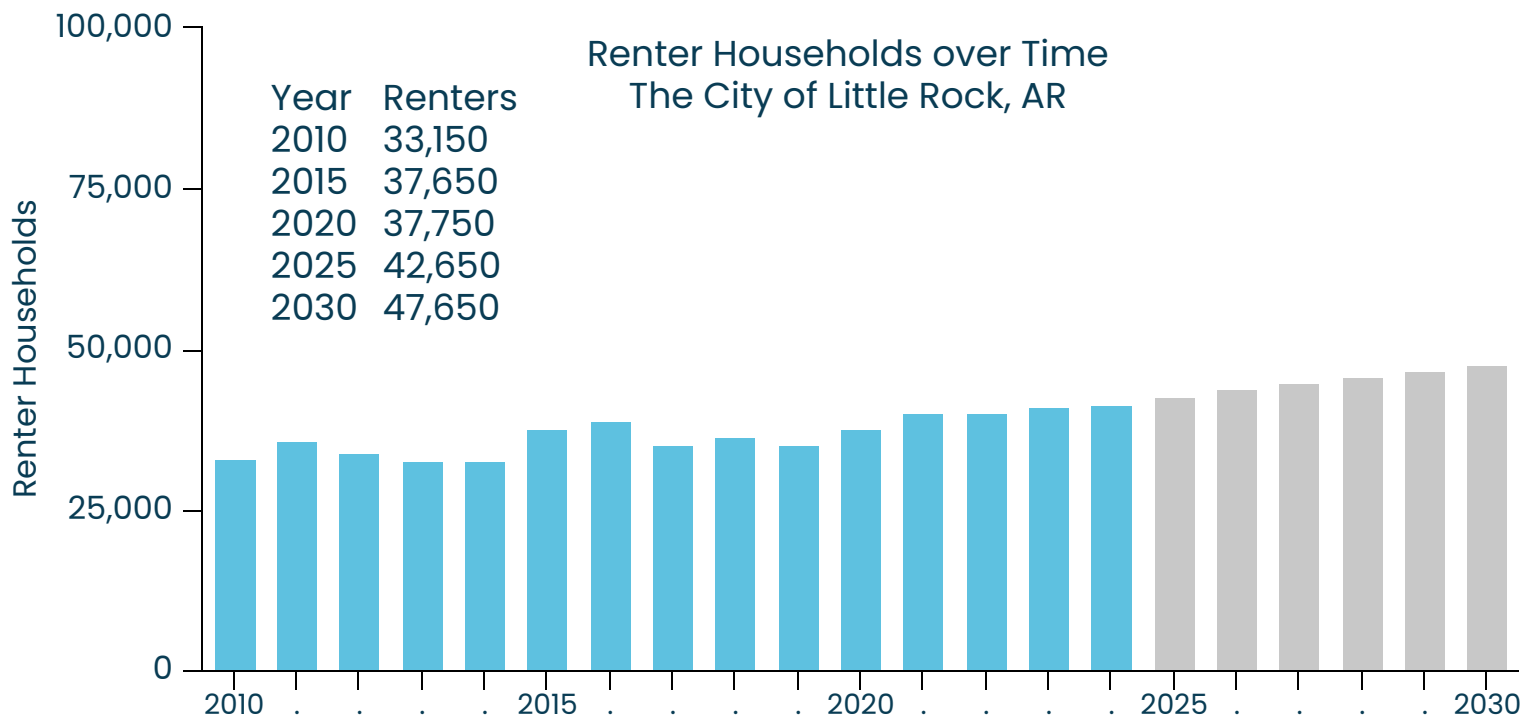
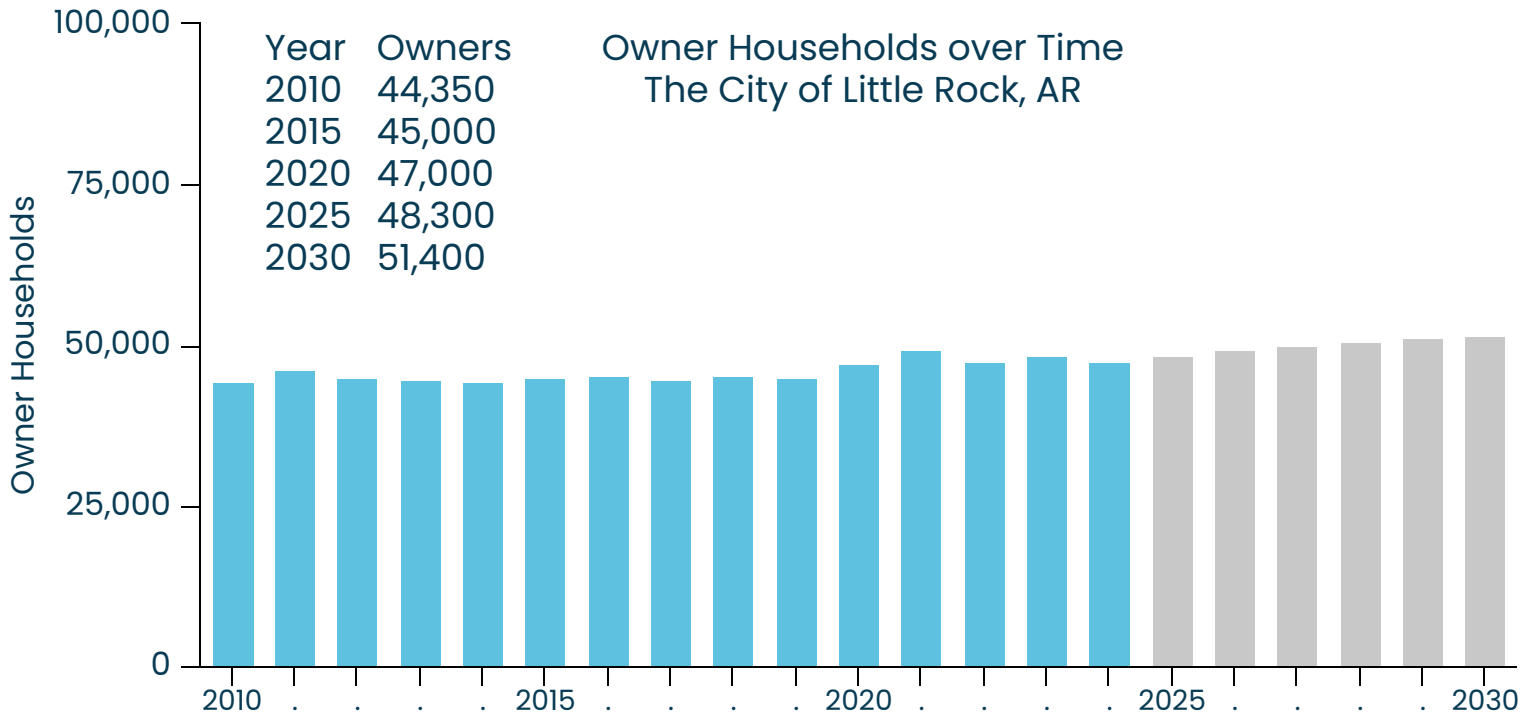


Underlying data by the Decennial Census and American Community Survey (ACS) through 2024. Analysis & exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign; 2026.



Households by Tenure | Little Rock City

Indicates economic stability and market growth since the 2010 and 2020 Census.

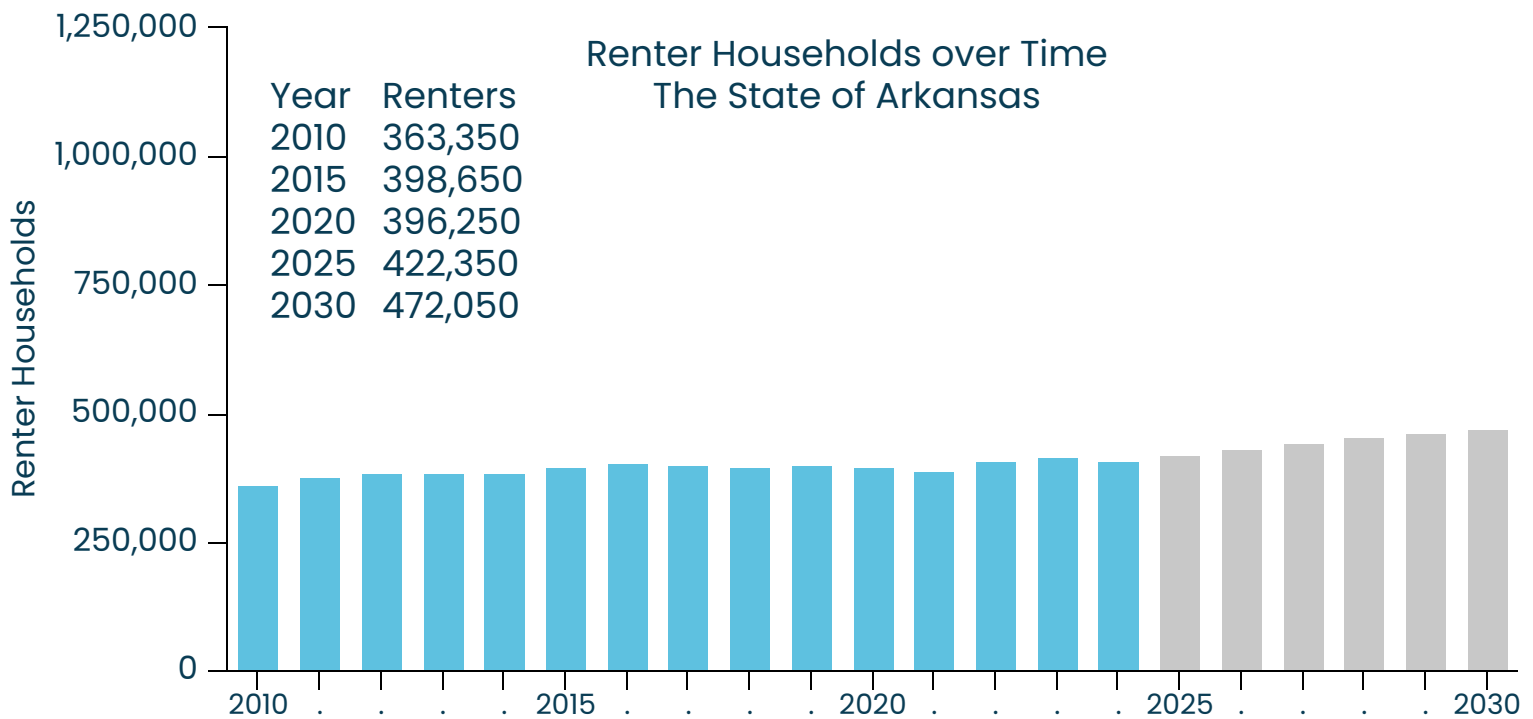
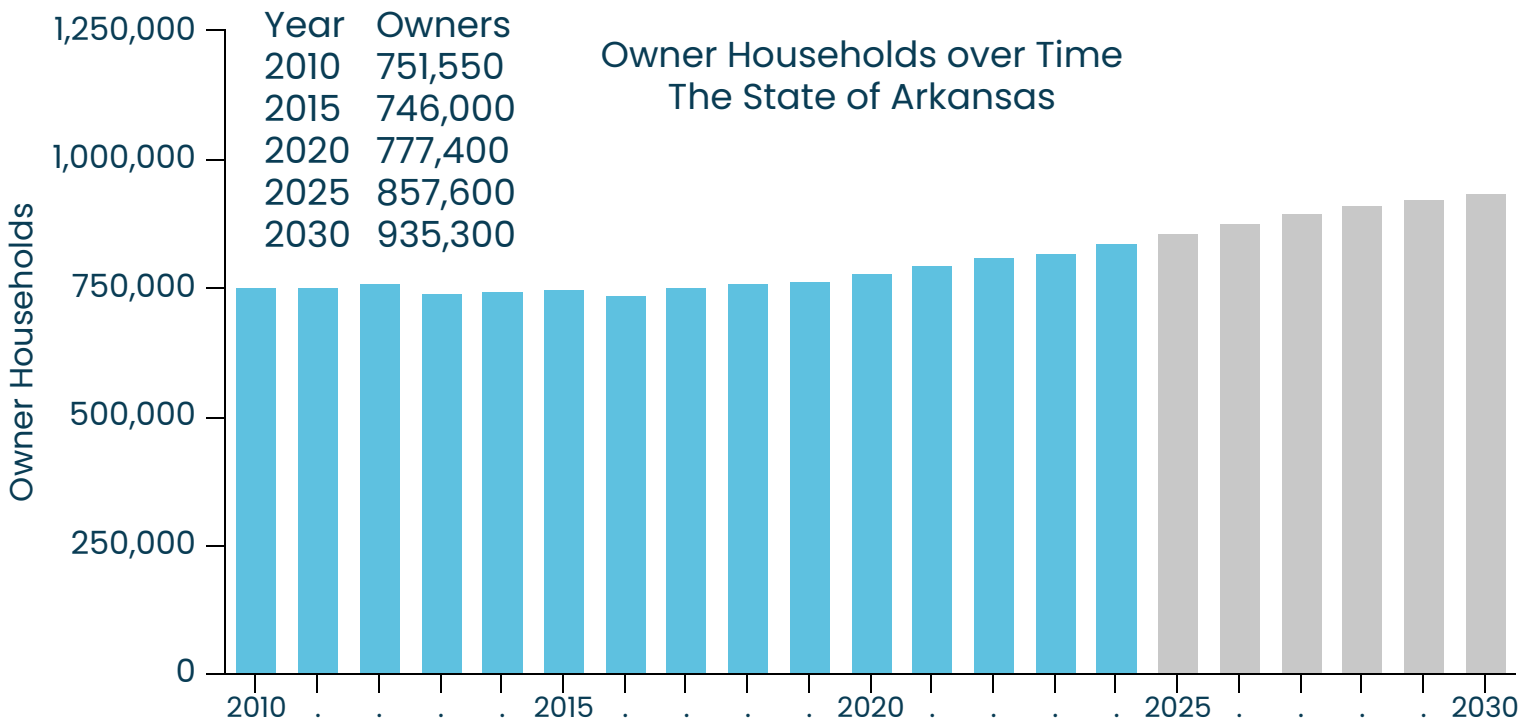


Underlying data by the Decennial Census and American Community Survey (ACS) through 2024. Analysis & exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign; 2026.



Households by Tenure | Arkansas State

Indicates economic stability and market growth since the 2010 and 2020 Census.



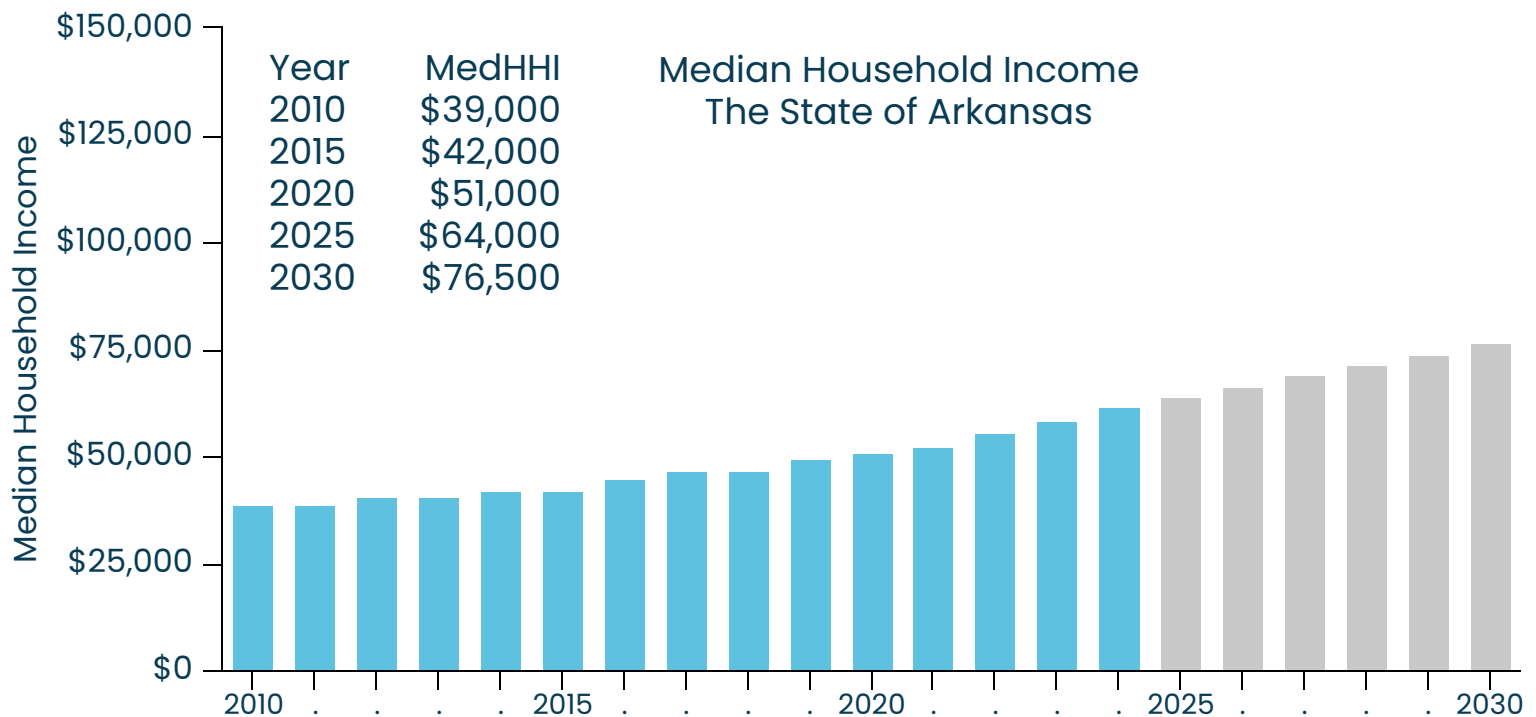
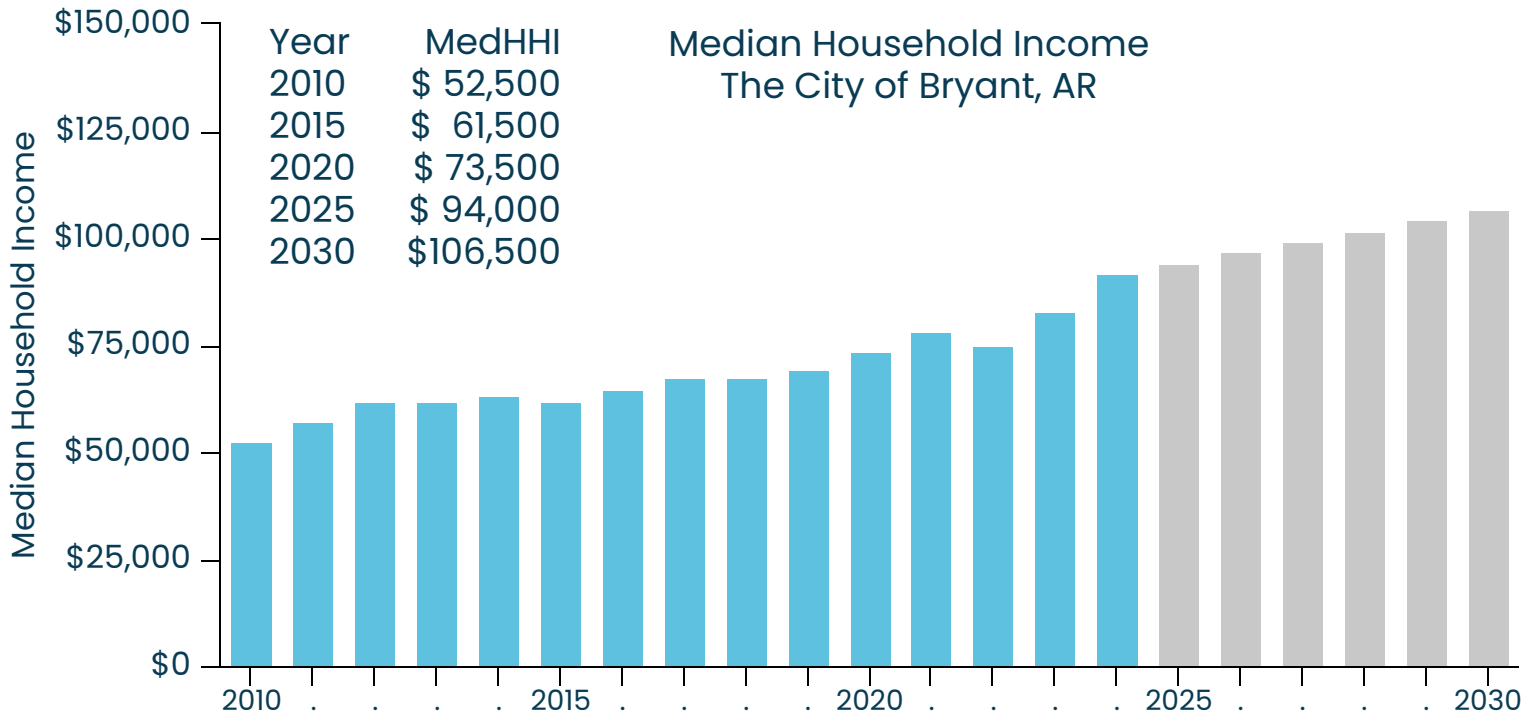
Underlying data by the Decennial Census and American Community Survey (ACS) through 2024. Analysis & exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign; 2026.



Section (-D
DEMAND:
Median
Household
Income

Median Hhld Income | Bryant + Arkansas

Household incomes are used to forecast price tolerances for housing units.

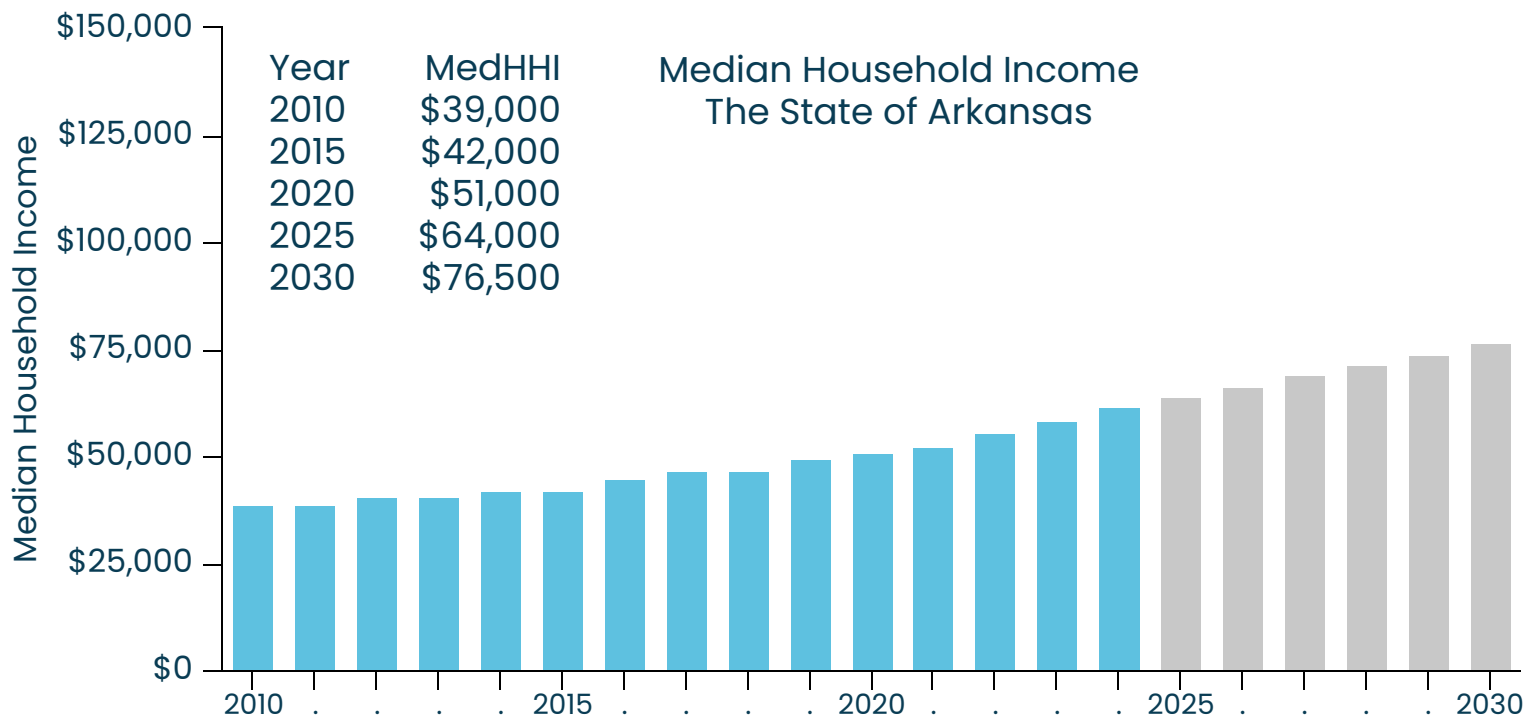
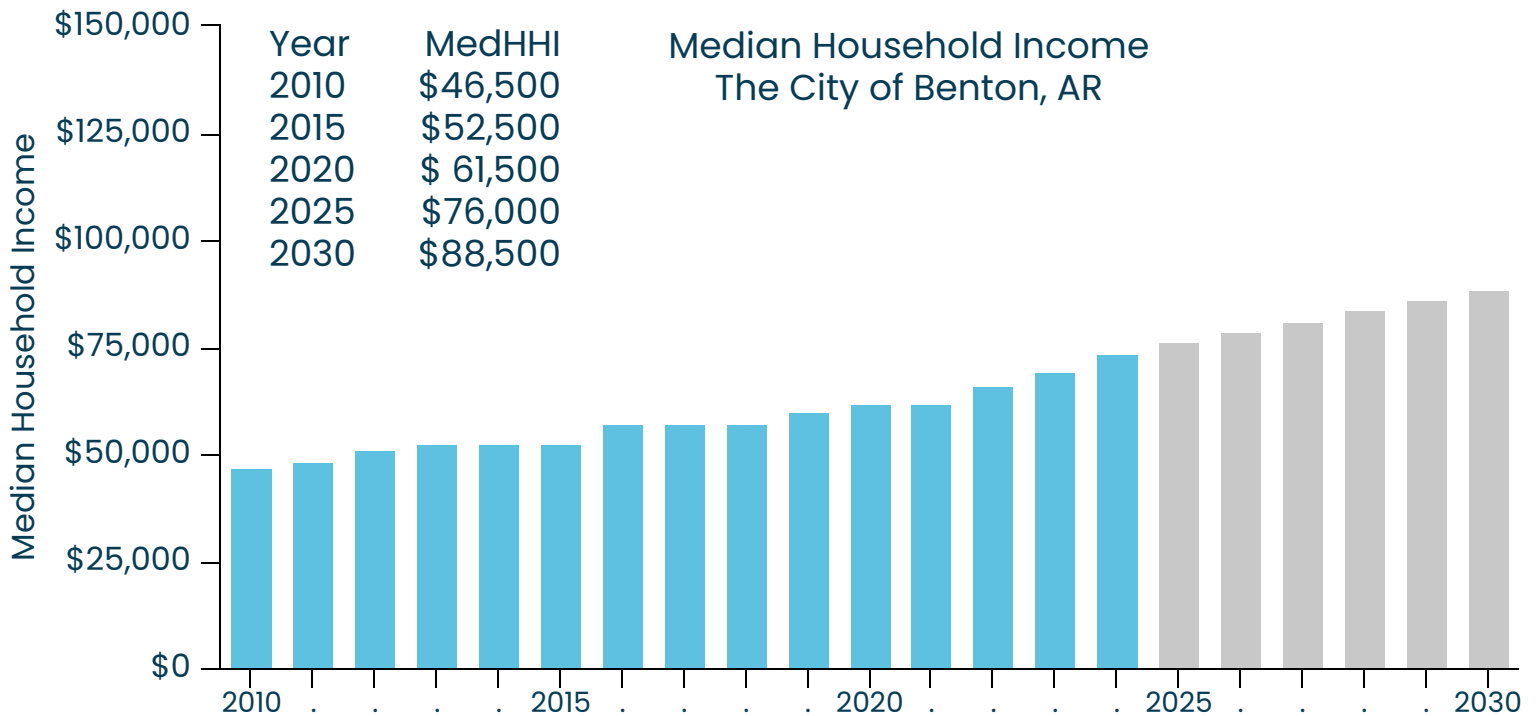


Underlying data by the Decennial Census and American Community Survey (ACS) through 2024. Analysis & exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign; 2026.



Median Hhld Income | Benton + Arkansas

Household incomes are used to forecast price tolerances for housing units.

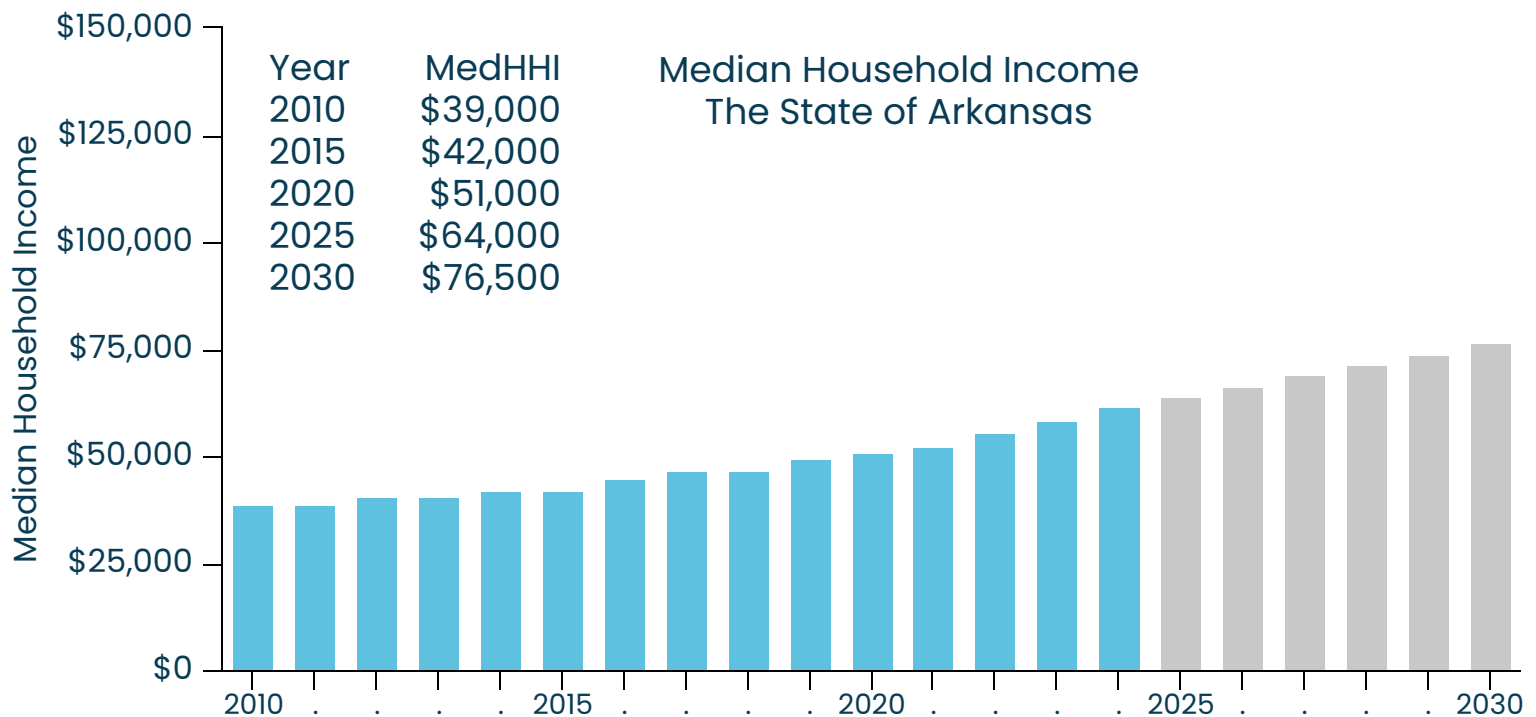
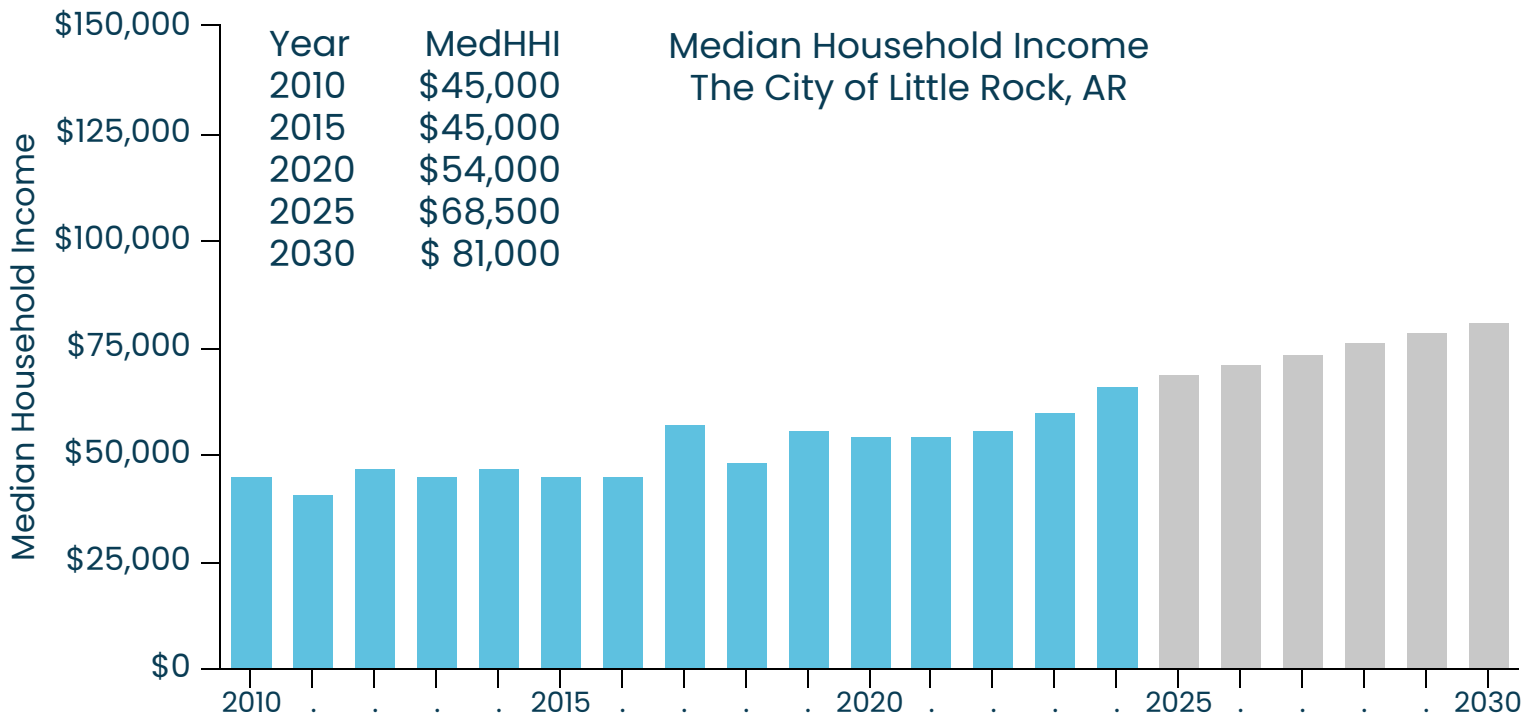


Underlying data by the Decennial Census and American Community Survey (ACS) through 2024. Analysis & exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign; 2026.



Median Hhld Income | Little Rock + Arkansas

Household incomes are used to forecast price tolerances for housing units.



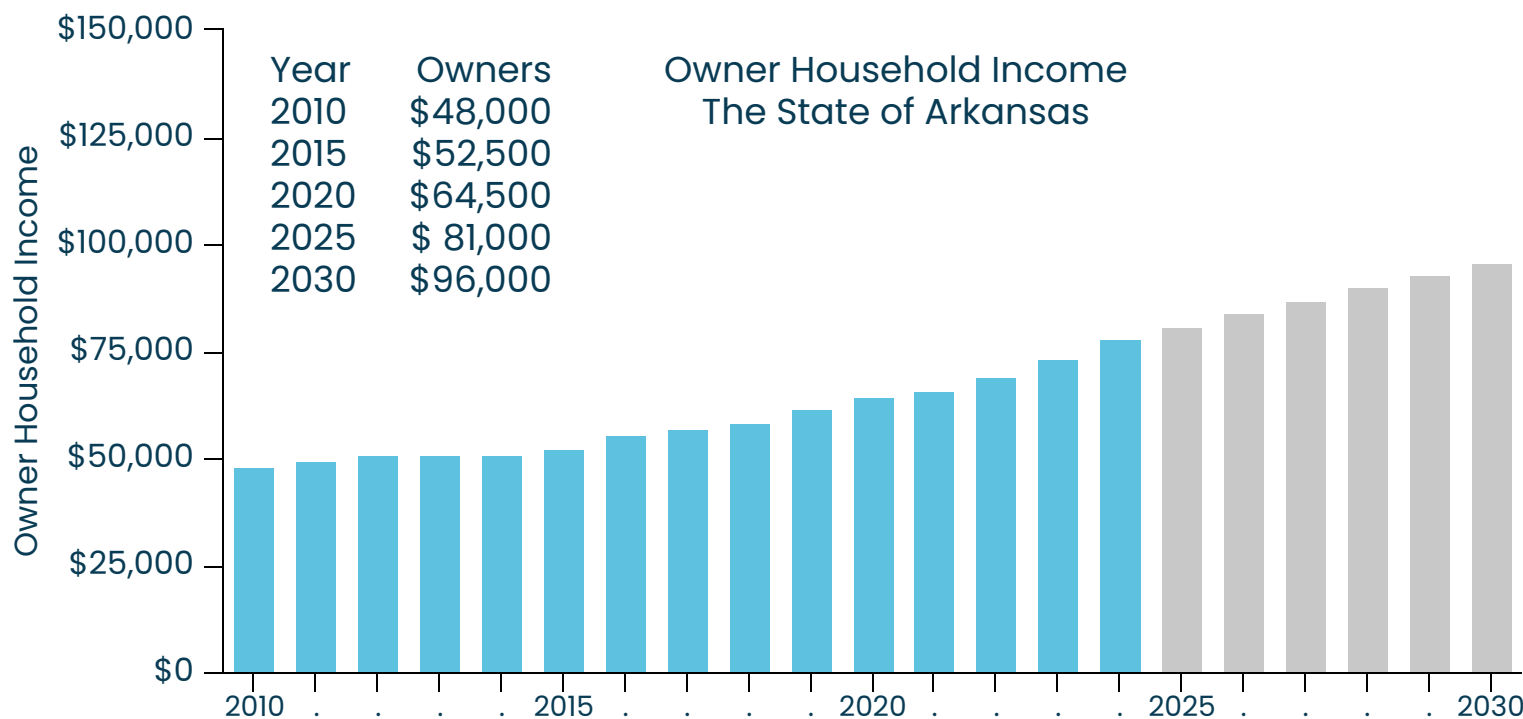
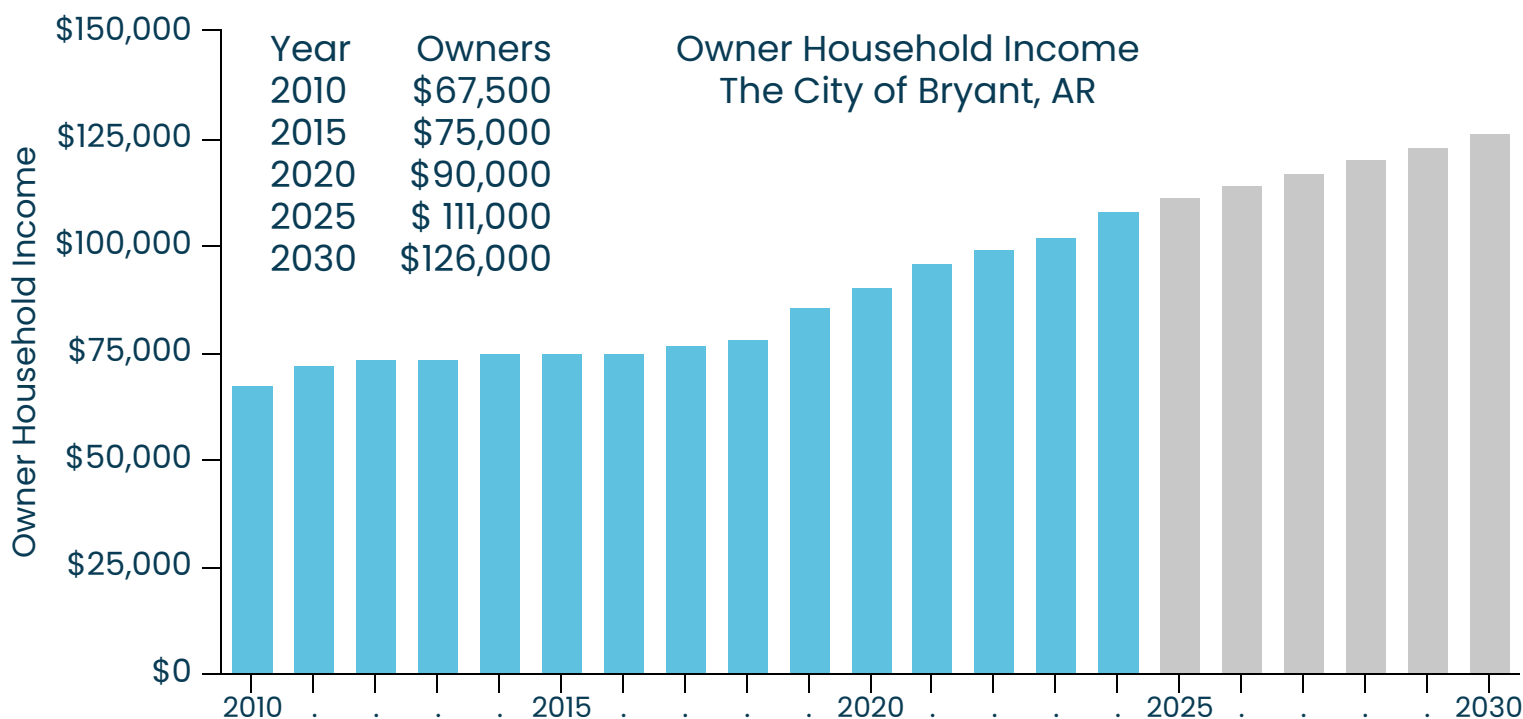
Underlying data by the Decennial Census and American Community Survey (ACS) through 2024. Analysis & exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign; 2026.



Section (-E
DEMAND:
Household
Wca Y
by Tenure

Owner Hhld Income | Bryant + Arkansas

Owner household incomes are used to forecast price tolerances for home values.

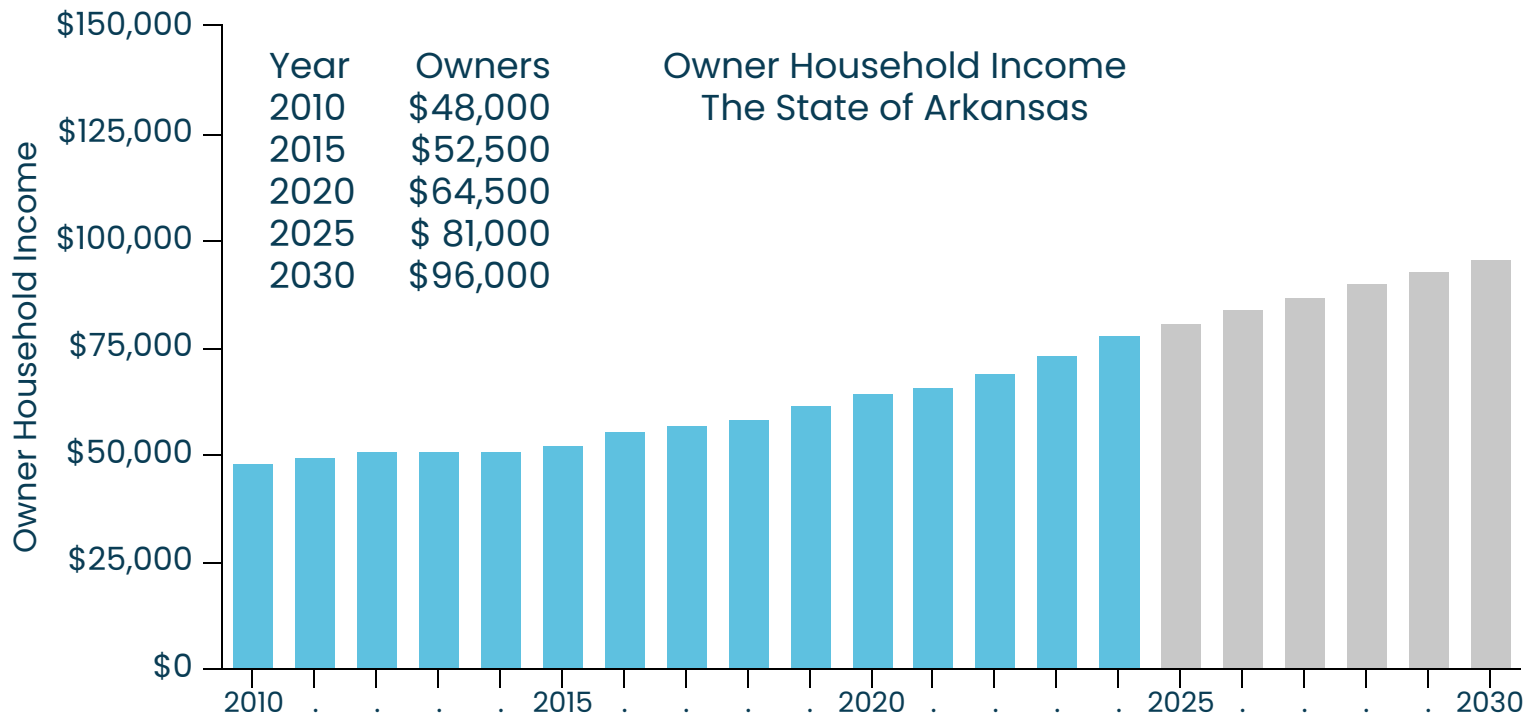
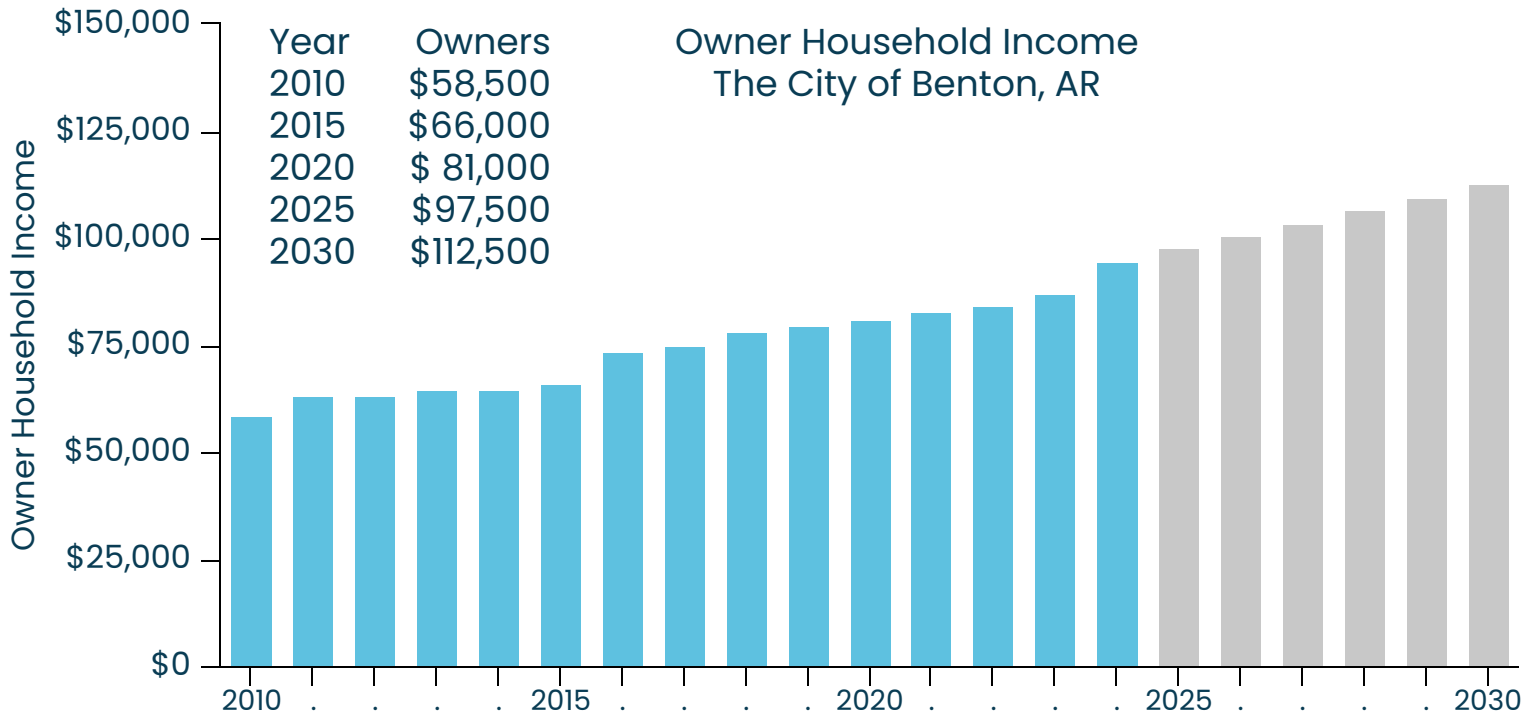


Underlying data by the Decennial Census and American Community Survey (ACS) through 2024. Analysis & exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign; 2026.



Owner Hhld Income | Benton + Arkansas

Owner household incomes are used to forecast price tolerances for home values.

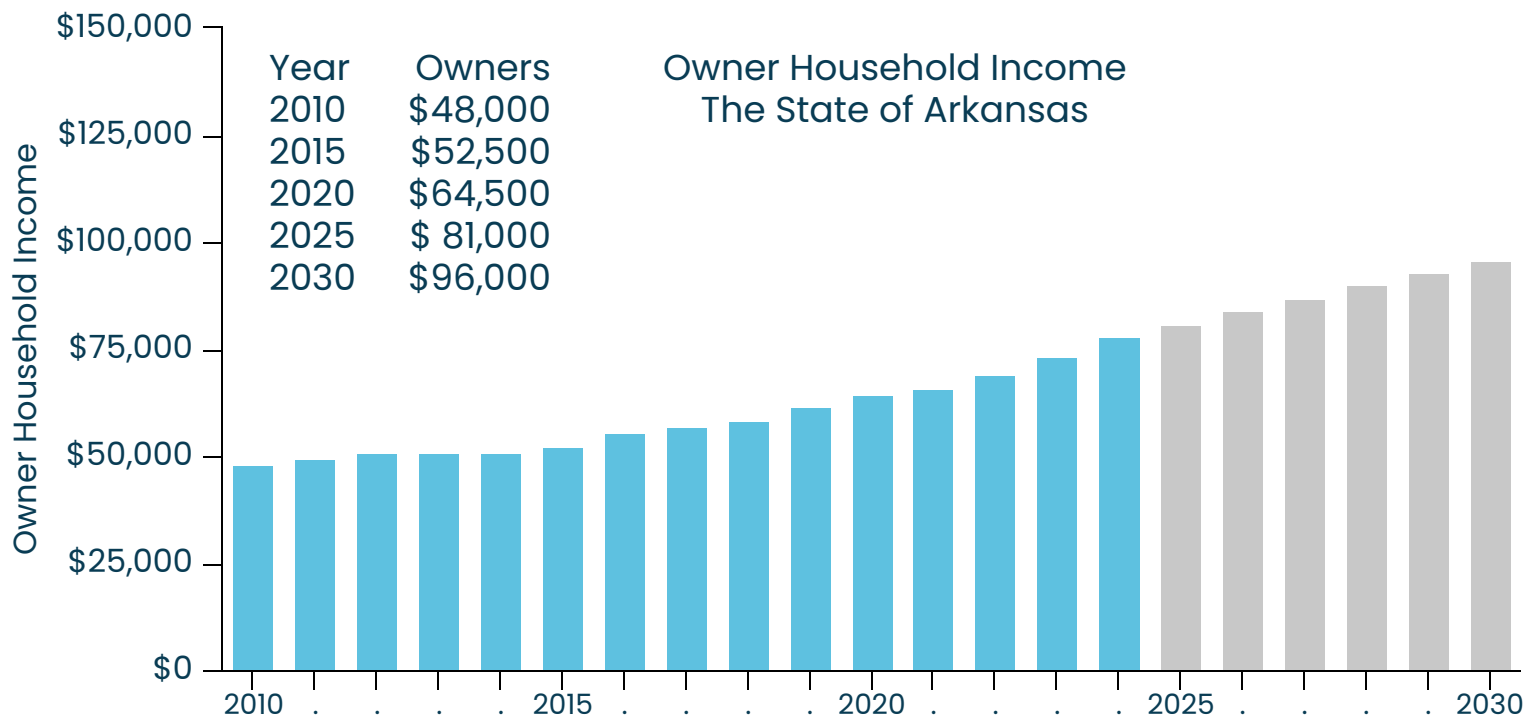
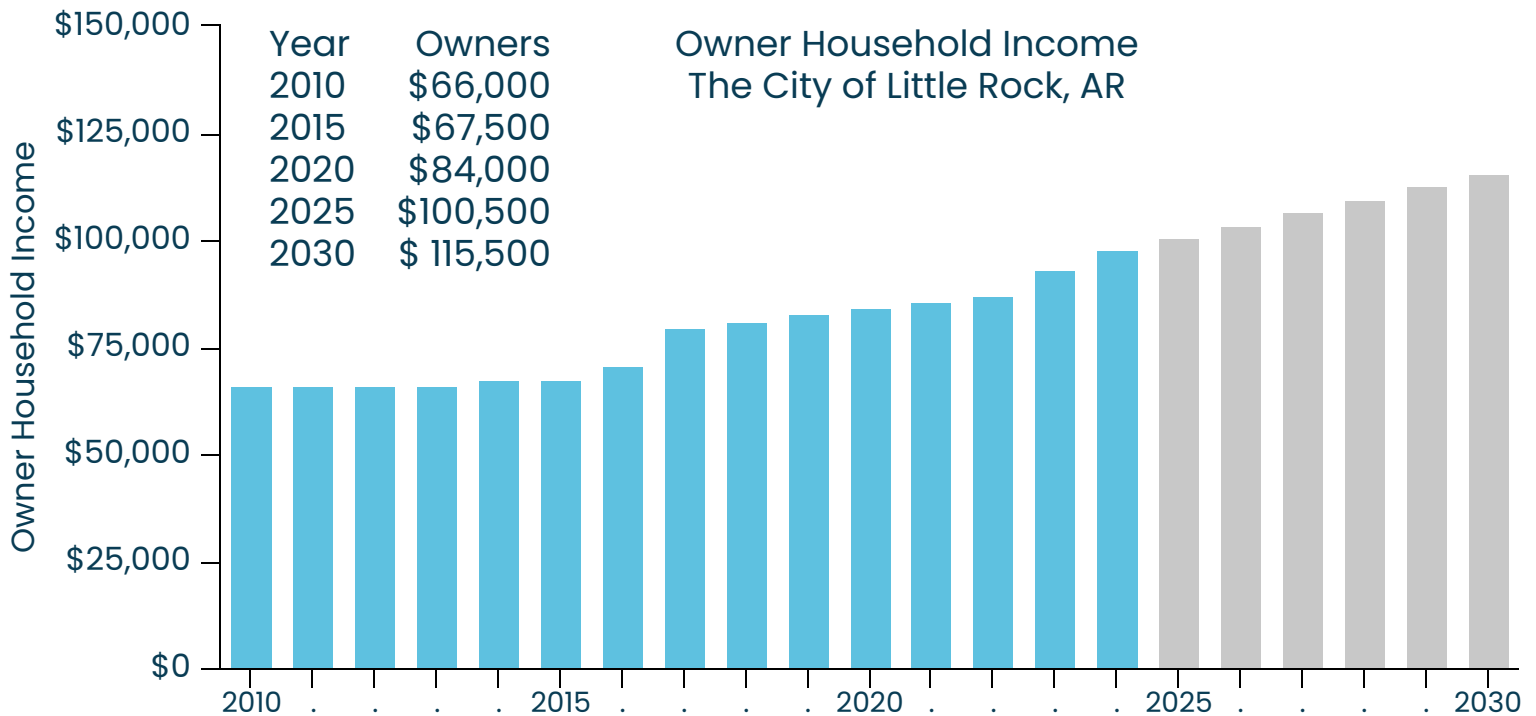


Underlying data by the Decennial Census and American Community Survey (ACS) through 2024. Analysis & exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign; 2026.



Owner Hhld Income | Little Rock + Arkansas

Owner household incomes are used to forecast price tolerances for home values.

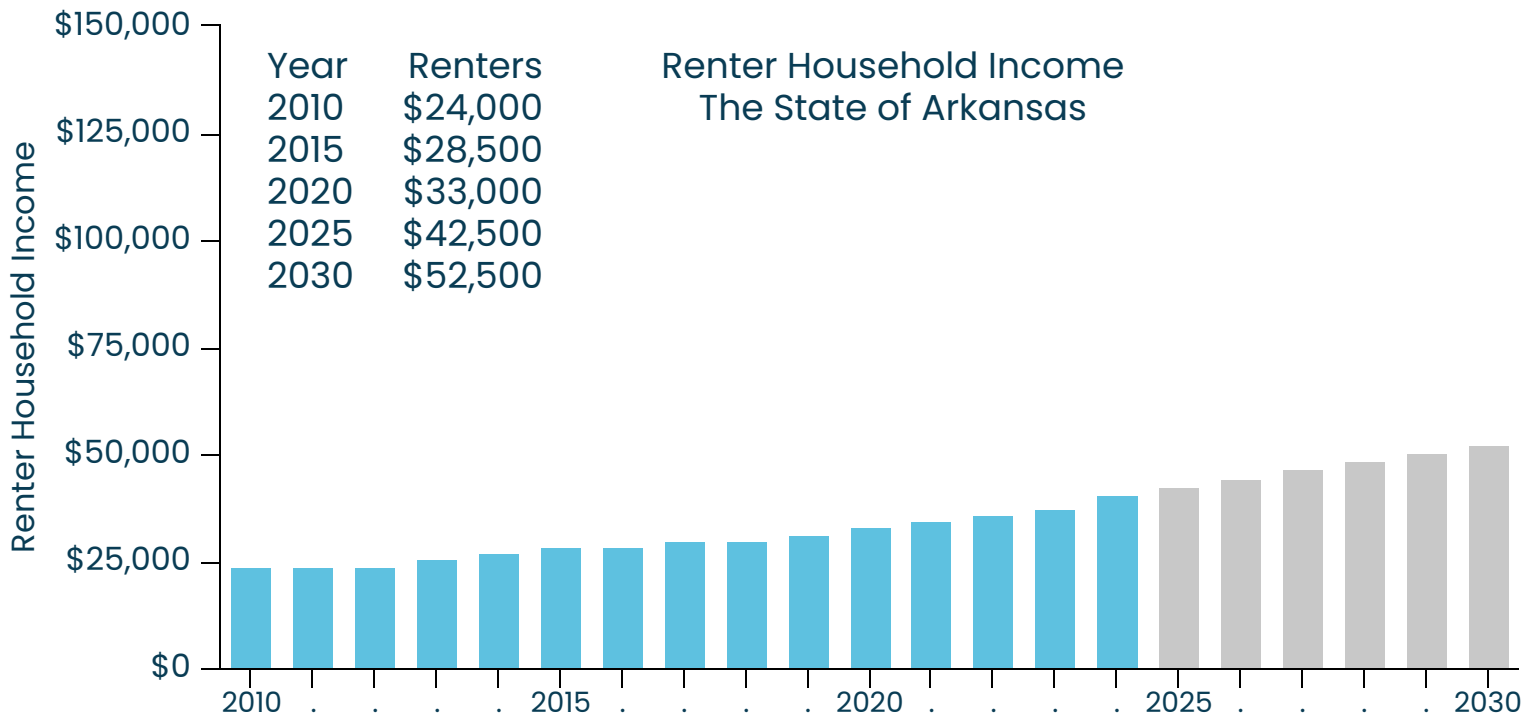
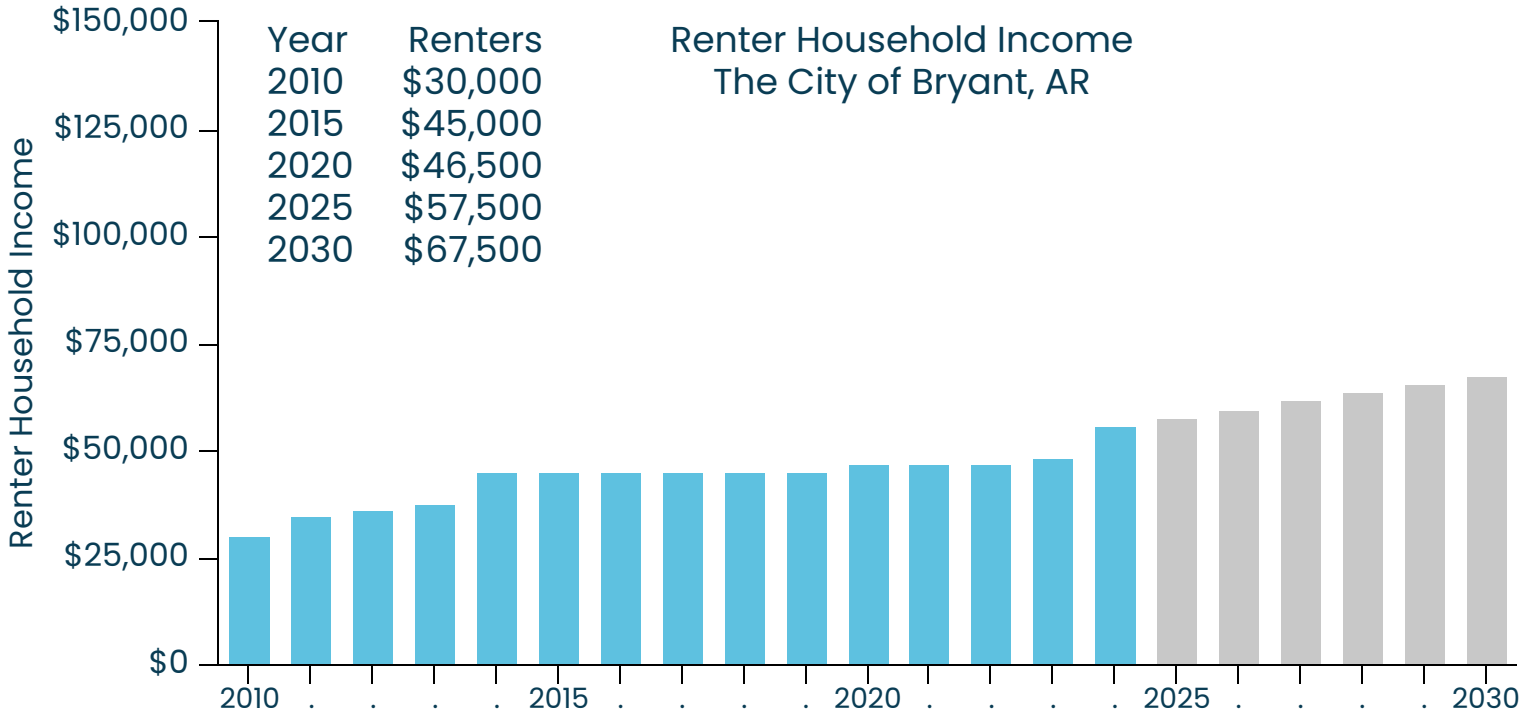


Underlying data by the Decennial Census and American Community Survey (ACS) through 2024. Analysis & exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign; 2026.



Renter Hhld Income | Bryant + Arkansas

Renter household incomes are used to forecast price tolerances for contract rents.

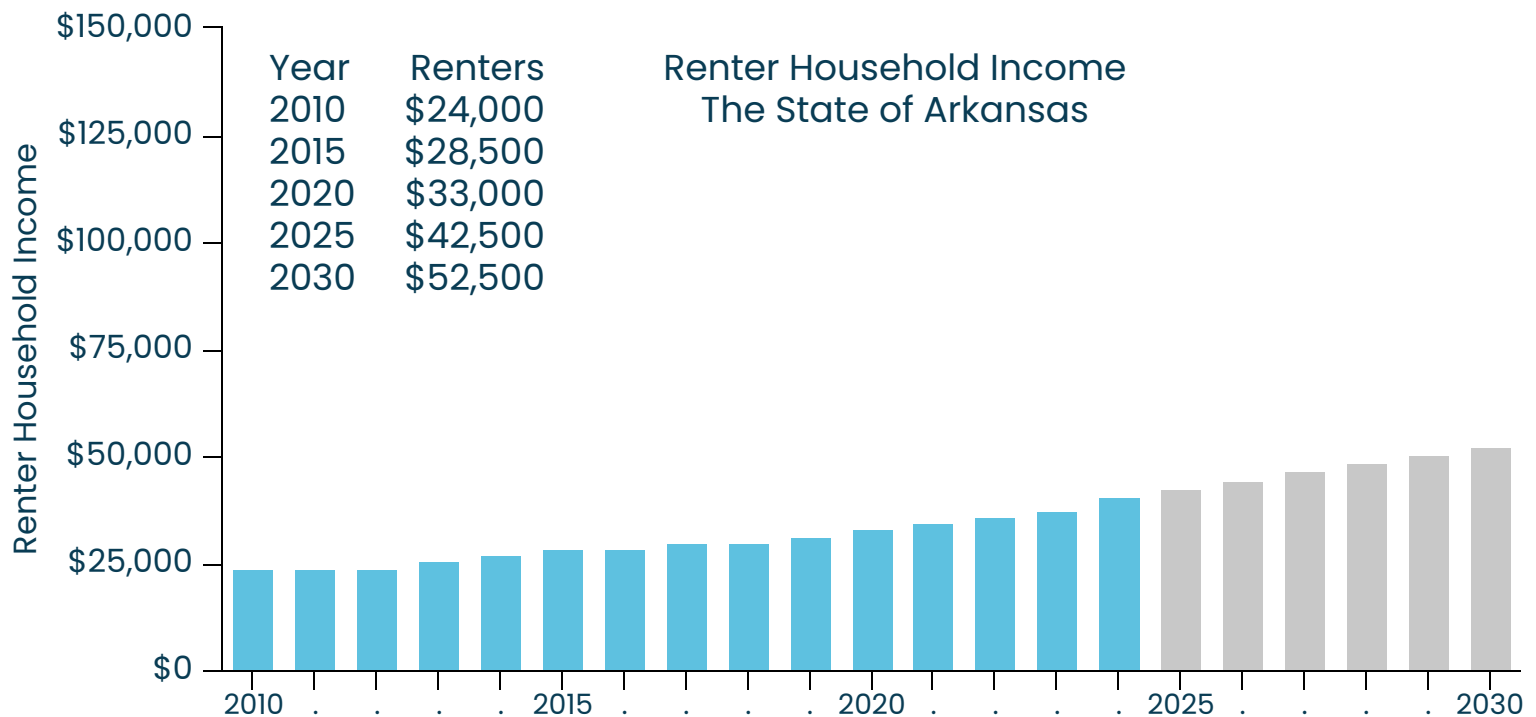
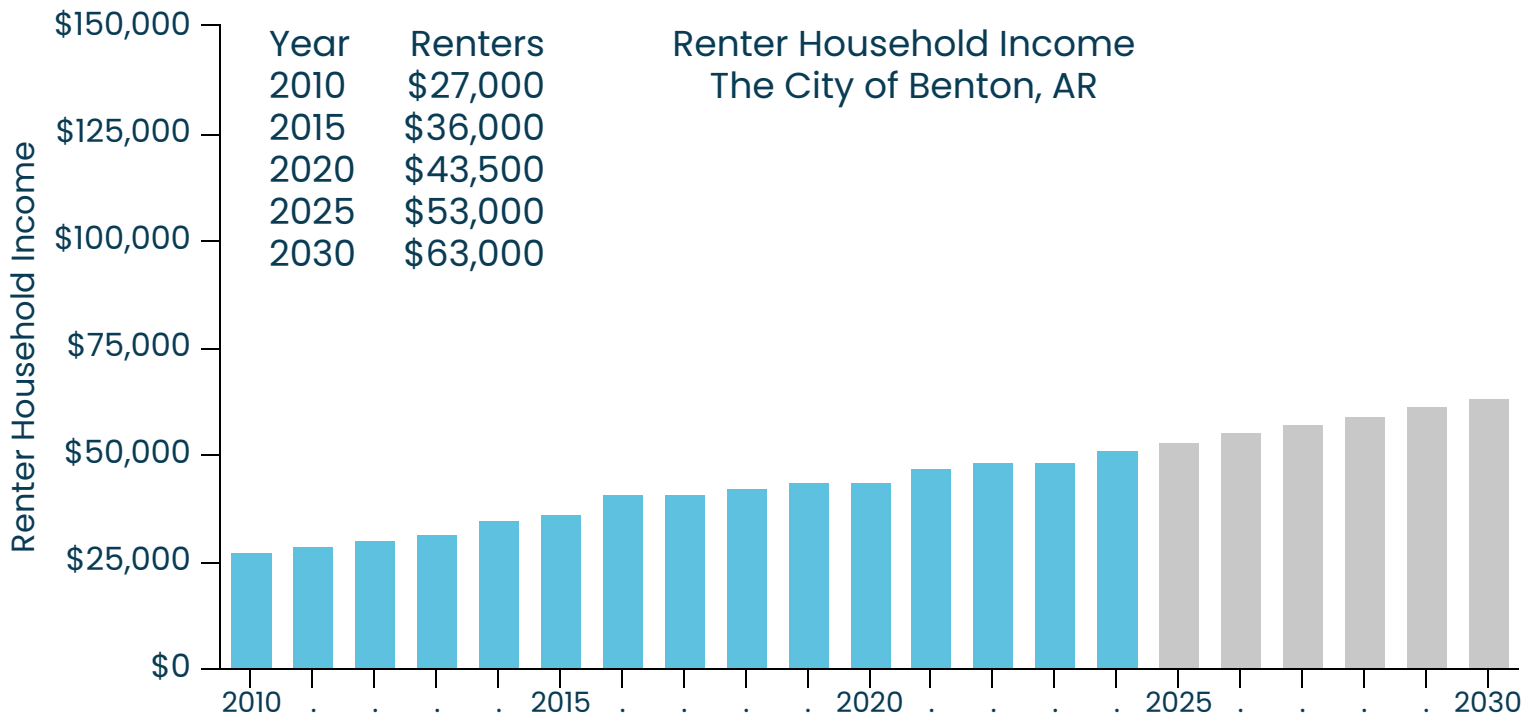


Underlying data by the Decennial Census and American Community Survey (ACS) through 2024. Analysis & exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign; 2026.



Renter Hhld Income | Benton + Arkansas

Renter household incomes are used to forecast price tolerances for contract rents.

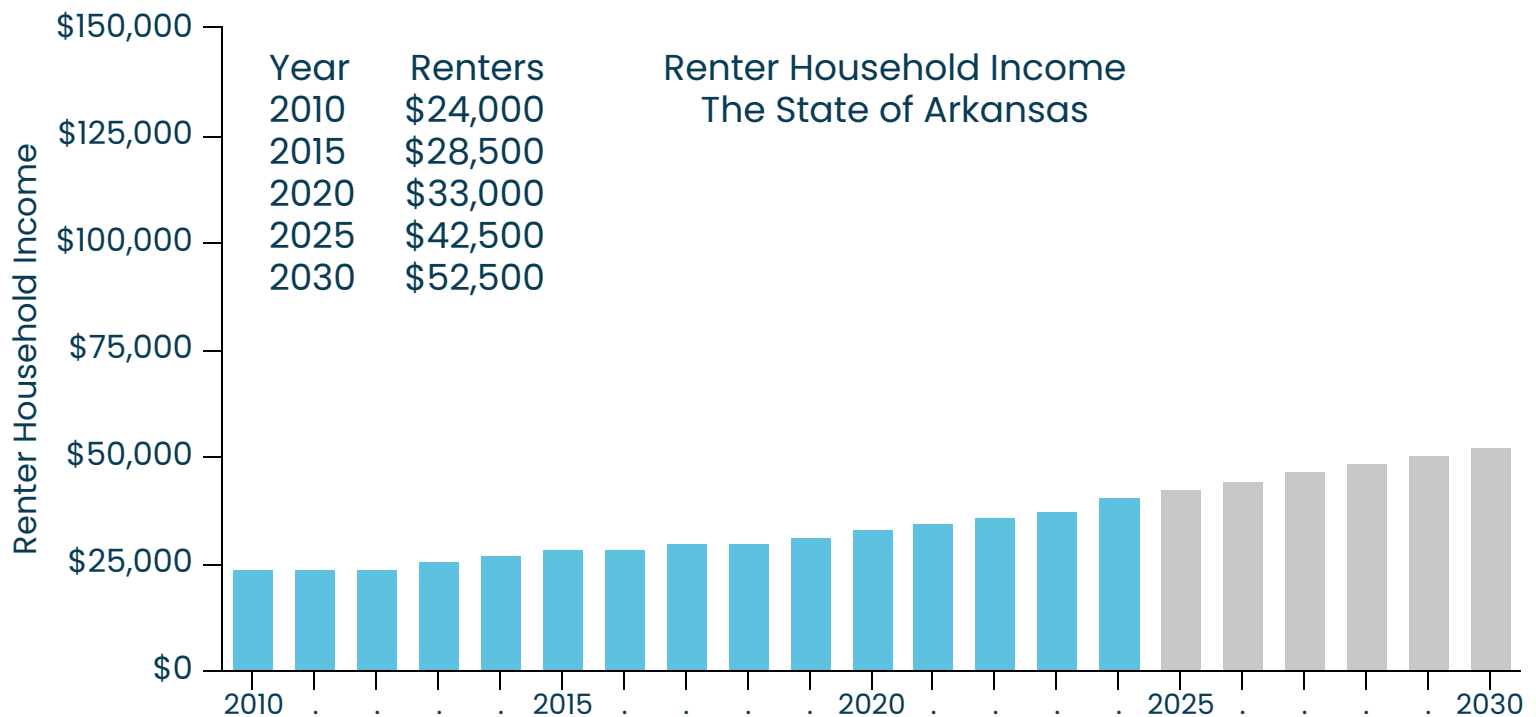
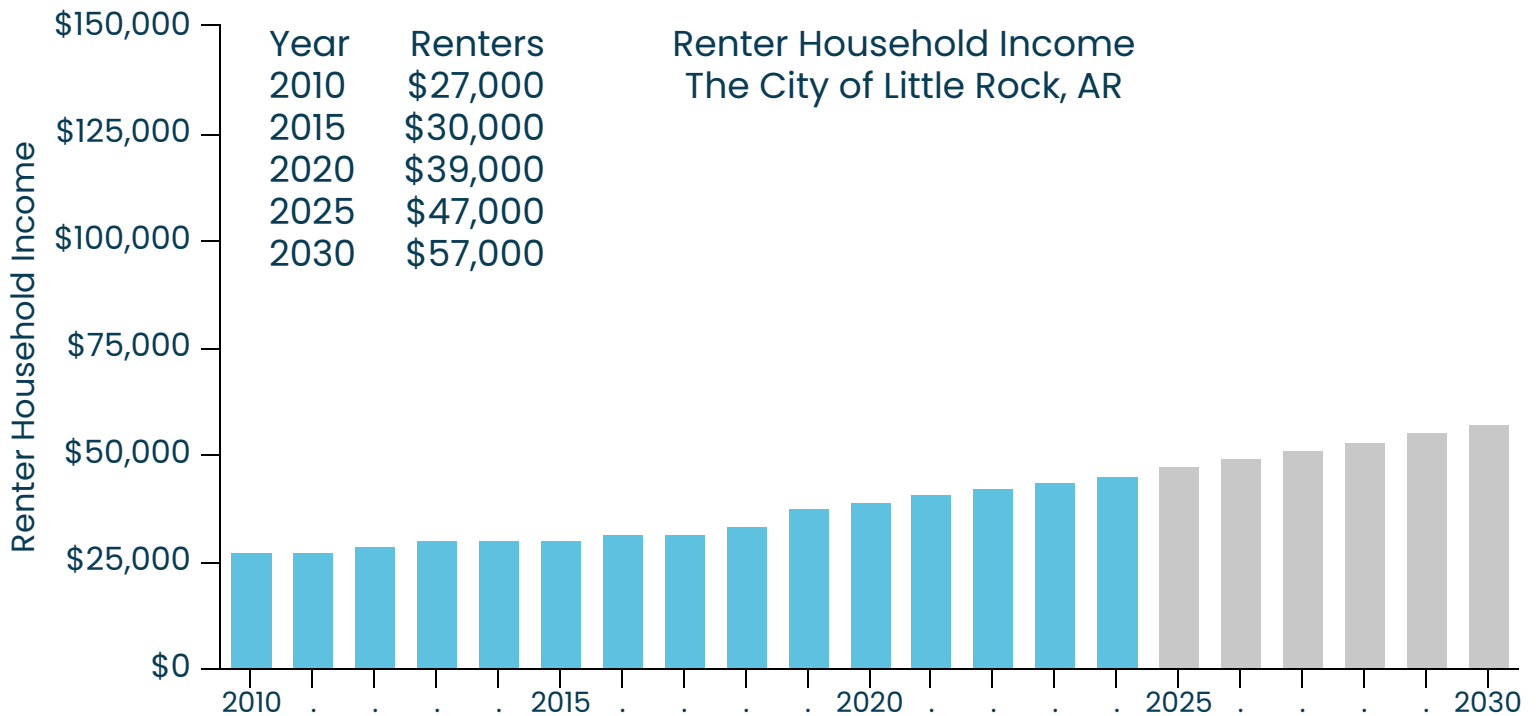


Underlying data by the Decennial Census and American Community Survey (ACS) through 2024. Analysis & exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign; 2026.



Renter Hhld Income | Little Rock + Arkansas

Renter household incomes are used to forecast price tolerances for contract rents.



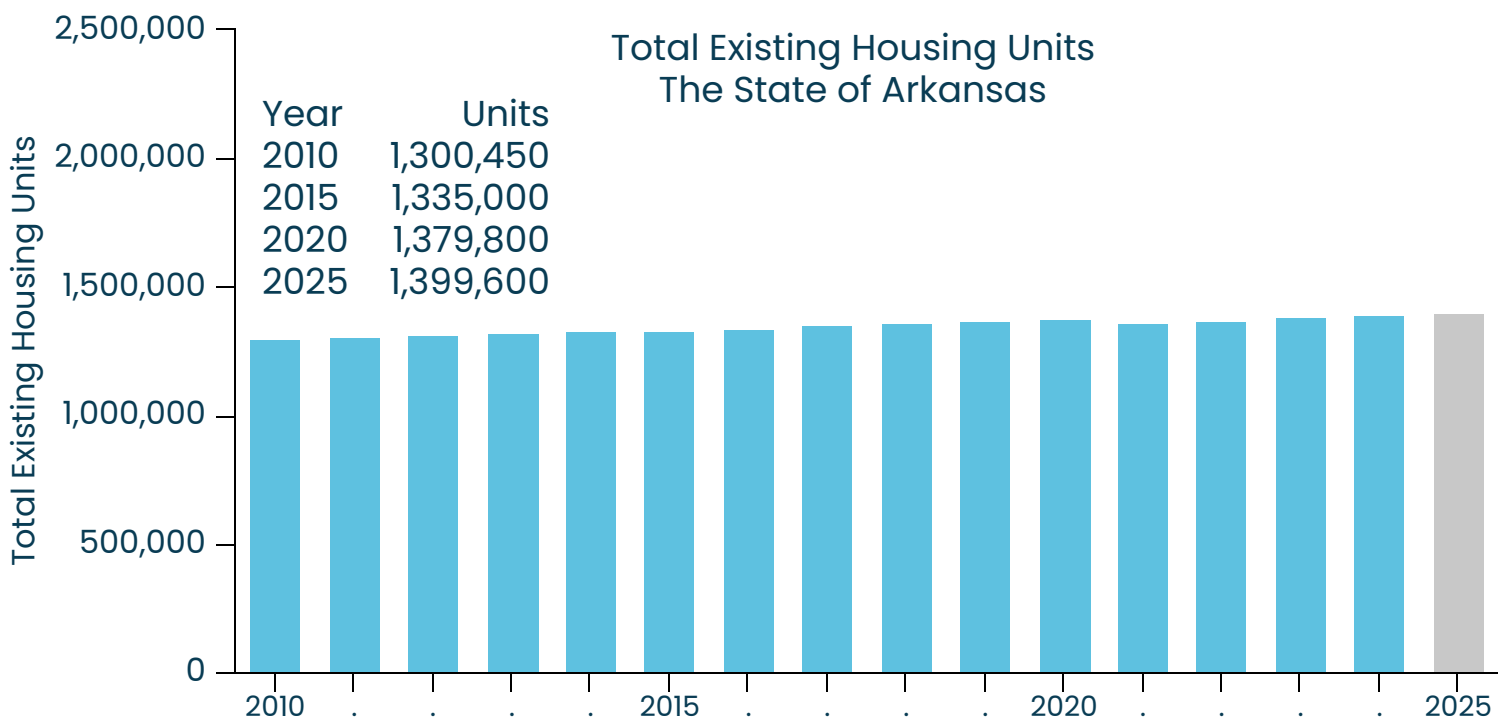
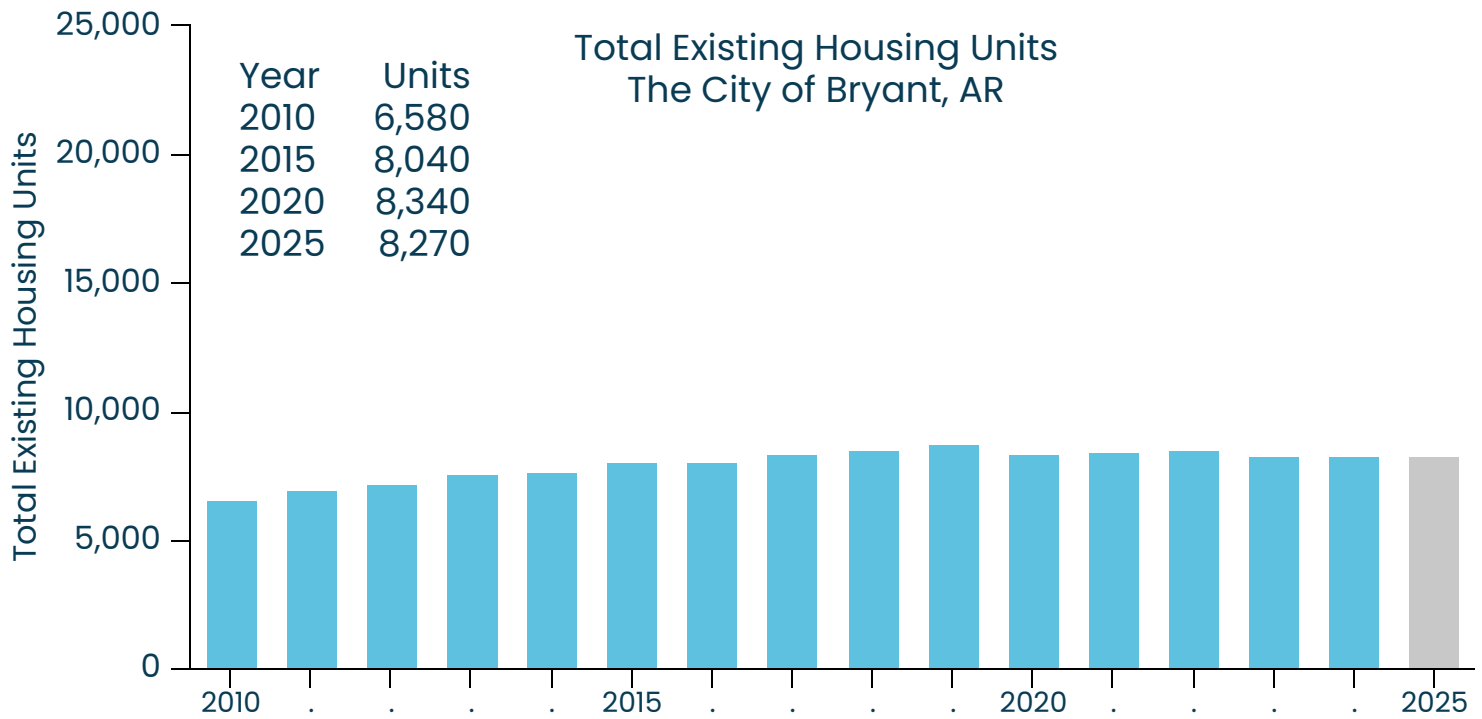
Underlying data by the Decennial Census and American Community Survey (ACS) through 2024. Analysis & exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign; 2026.



Section (-F
SUPPLY:
Existing
Housing Units

Existing Housing Units | Bryant + Arkansas

Existing housing units (occupied and vacant) is one measure of market supply.

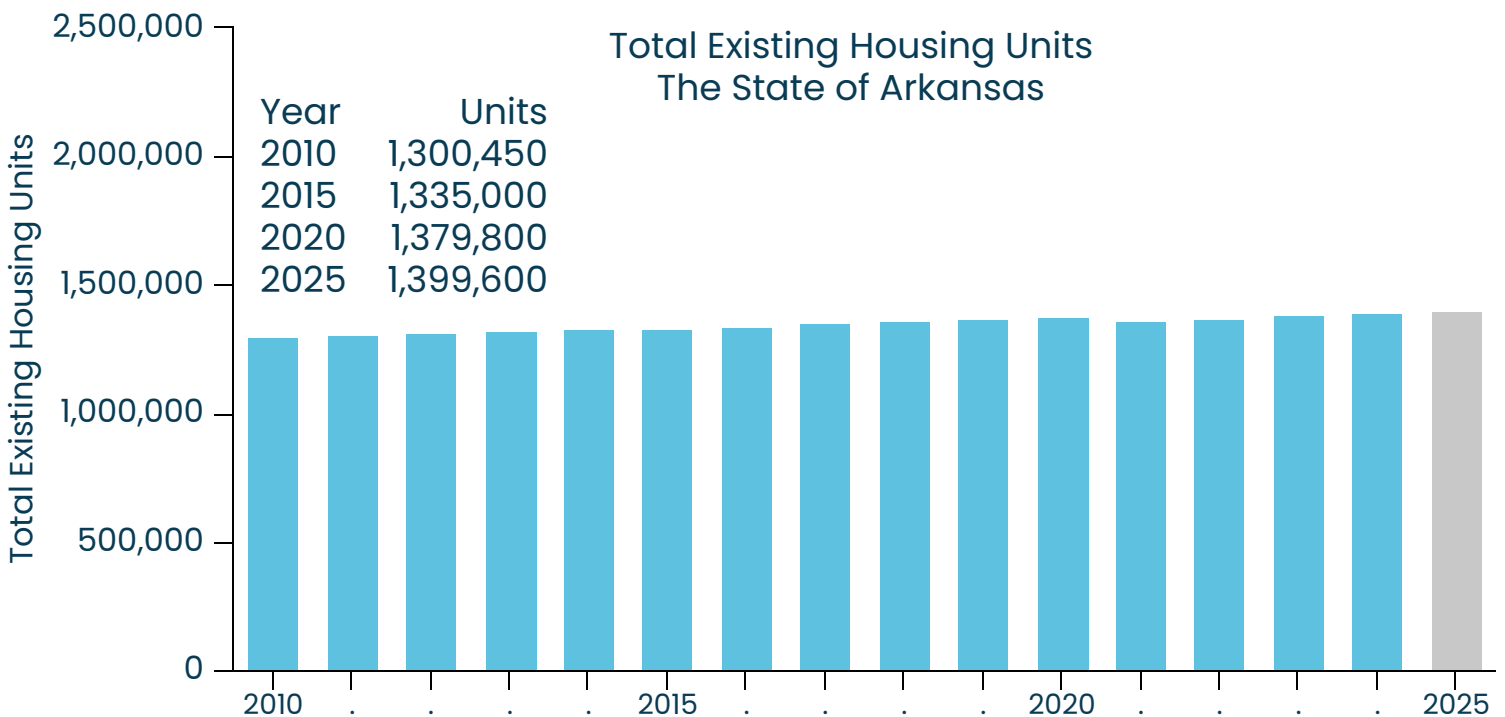
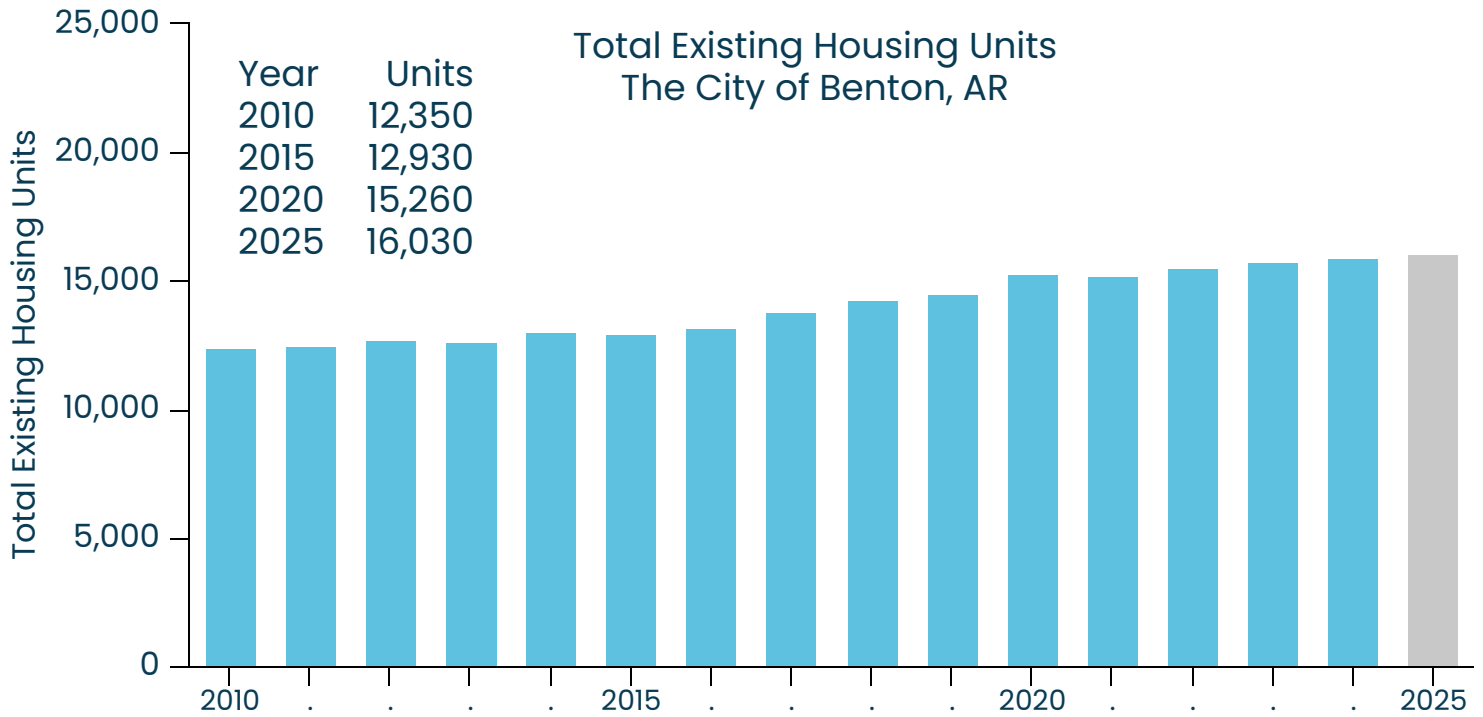


Underlying data by the Decennial Census and American Community Survey (ACS) through 2024. Analysis & exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign, 2026.



Existing Housing Units | Benton + Arkansas

Existing housing units (occupied and vacant) is one measure of market supply.

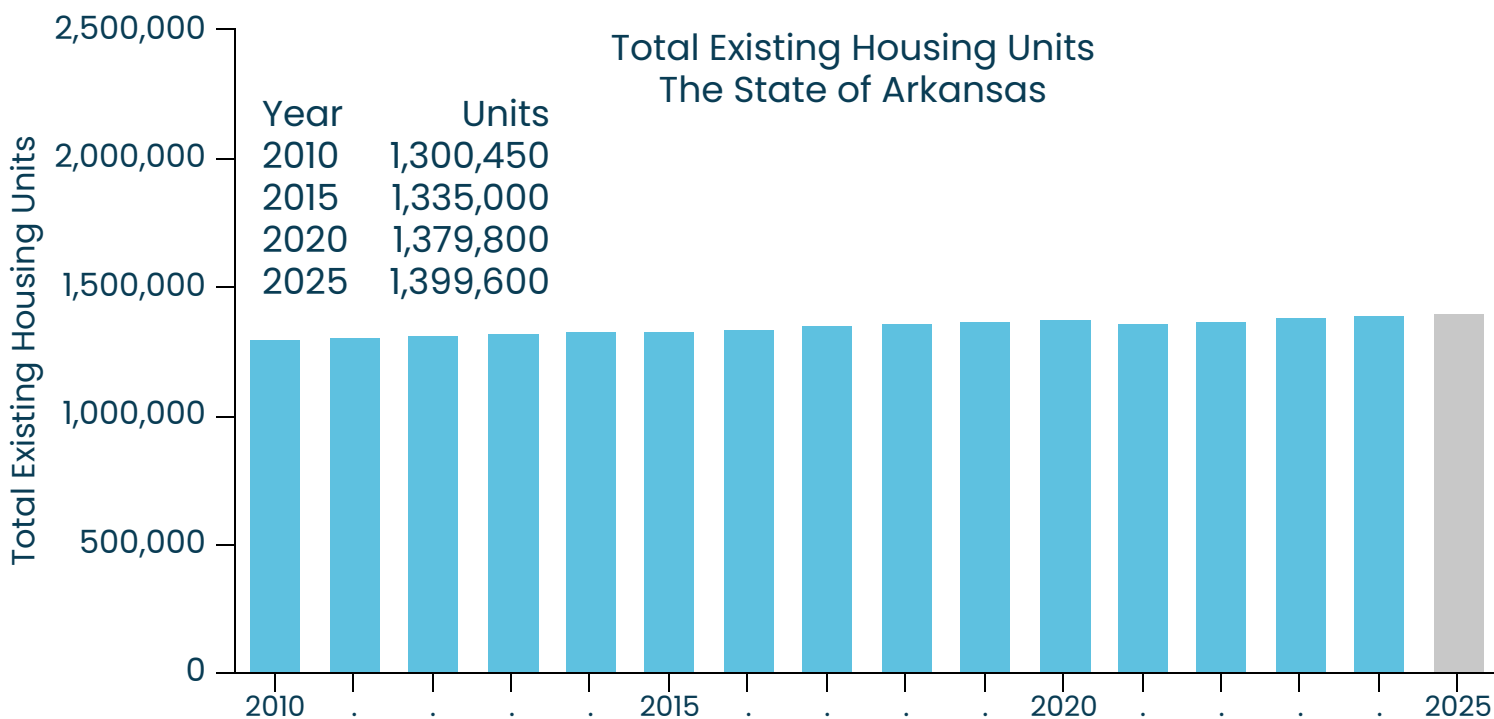
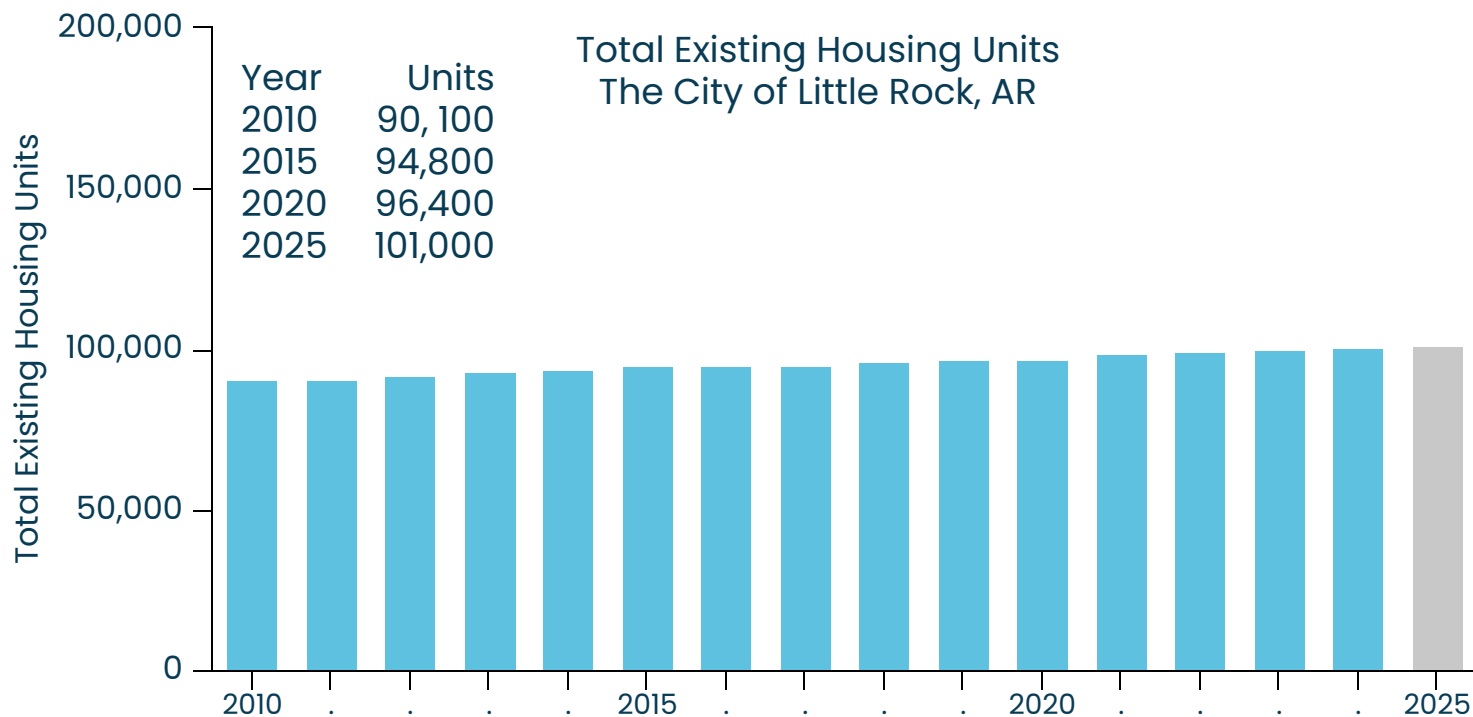


Underlying data by the Decennial Census and American Community Survey (ACS) through 2024. Analysis & exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign, 2026.



Existing Housing Units | Little Rock + Arkansas

Existing housing units (occupied and vacant) is one measure of market supply.



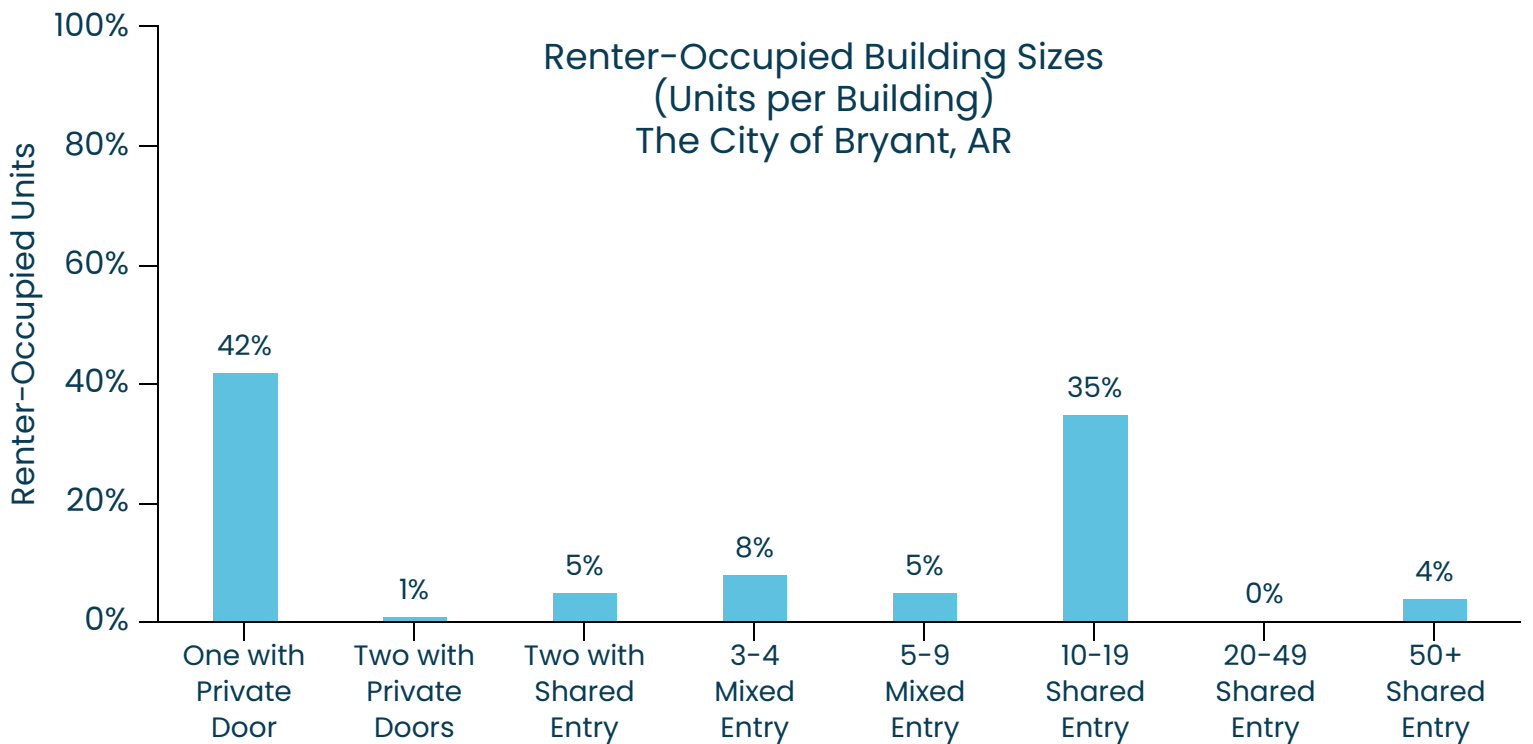
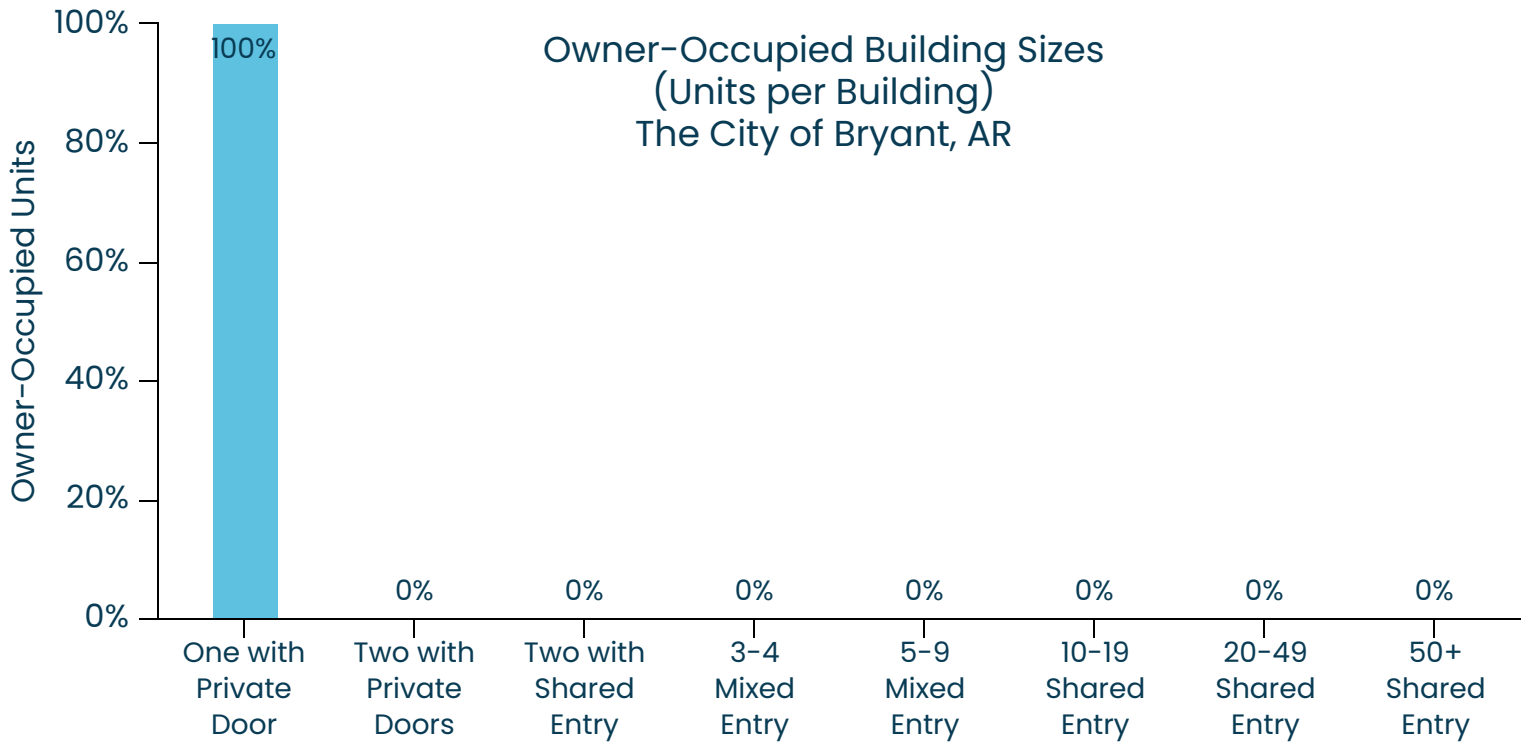
Underlying data by the Decennial Census and American Community Survey (ACS) through 2024. Analysis & exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign, 2026.



Section (-G
SUPPLY:
Building Size
by Tenure

Building Size by Tenure | Bryant City

The share of existing, occupied units by the size of the building or structure.

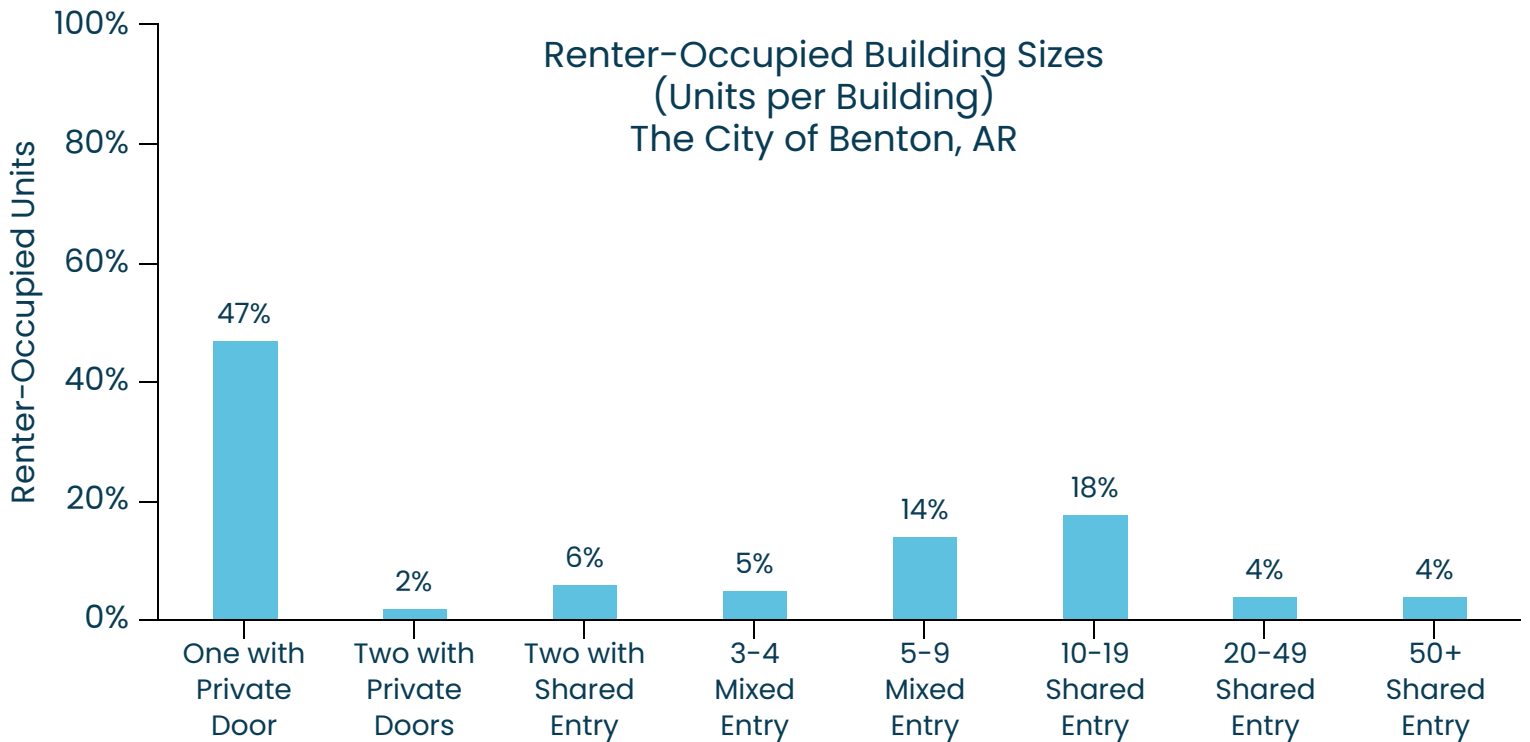
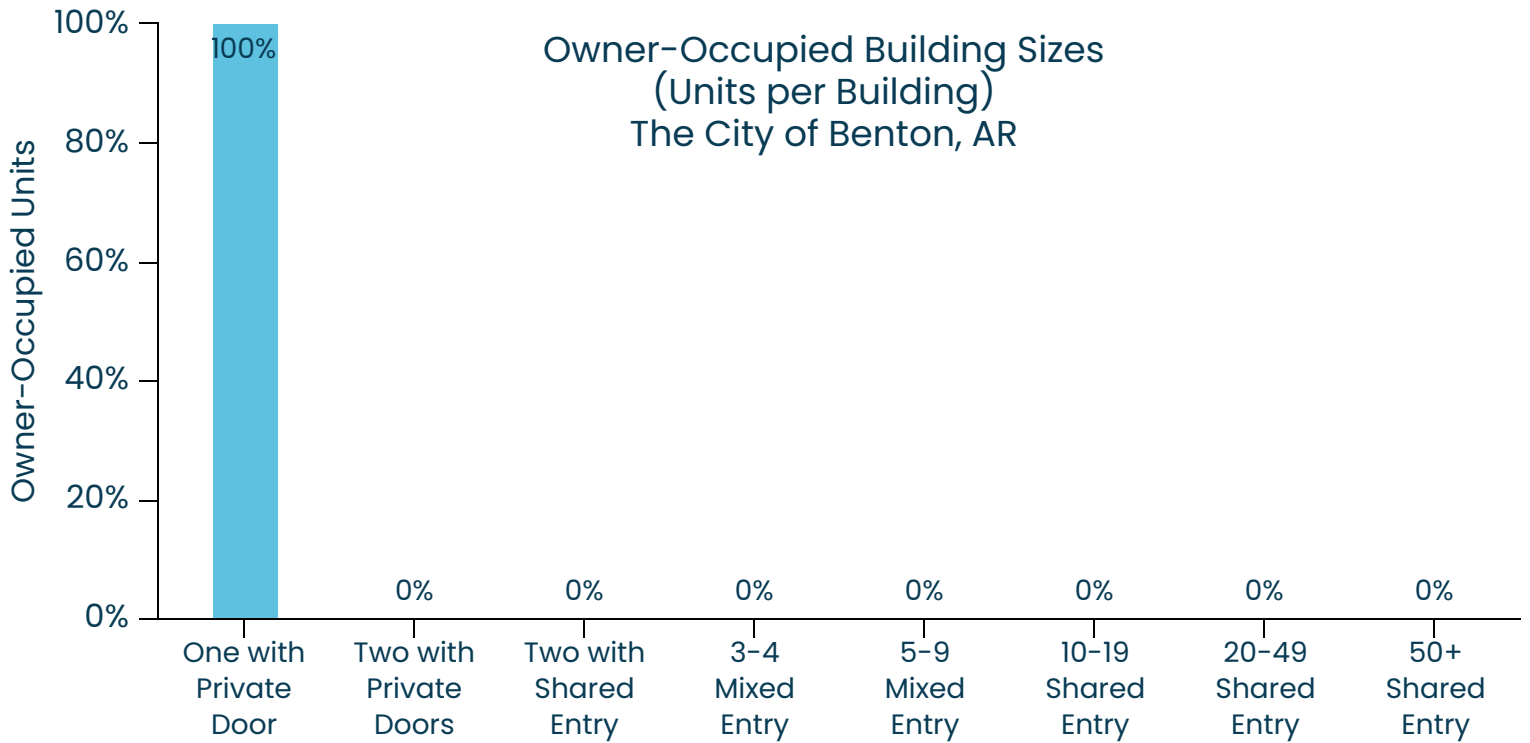


Underlying data by the Decennial Census and American Community Survey (ACS) through the year 2024. Analysis, forecasts, and exhibit prepared by LandUseUSA Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign, 2026.



Building Size by Tenure | Benton City

The share of existing, occupied units by the size of the building or structure.

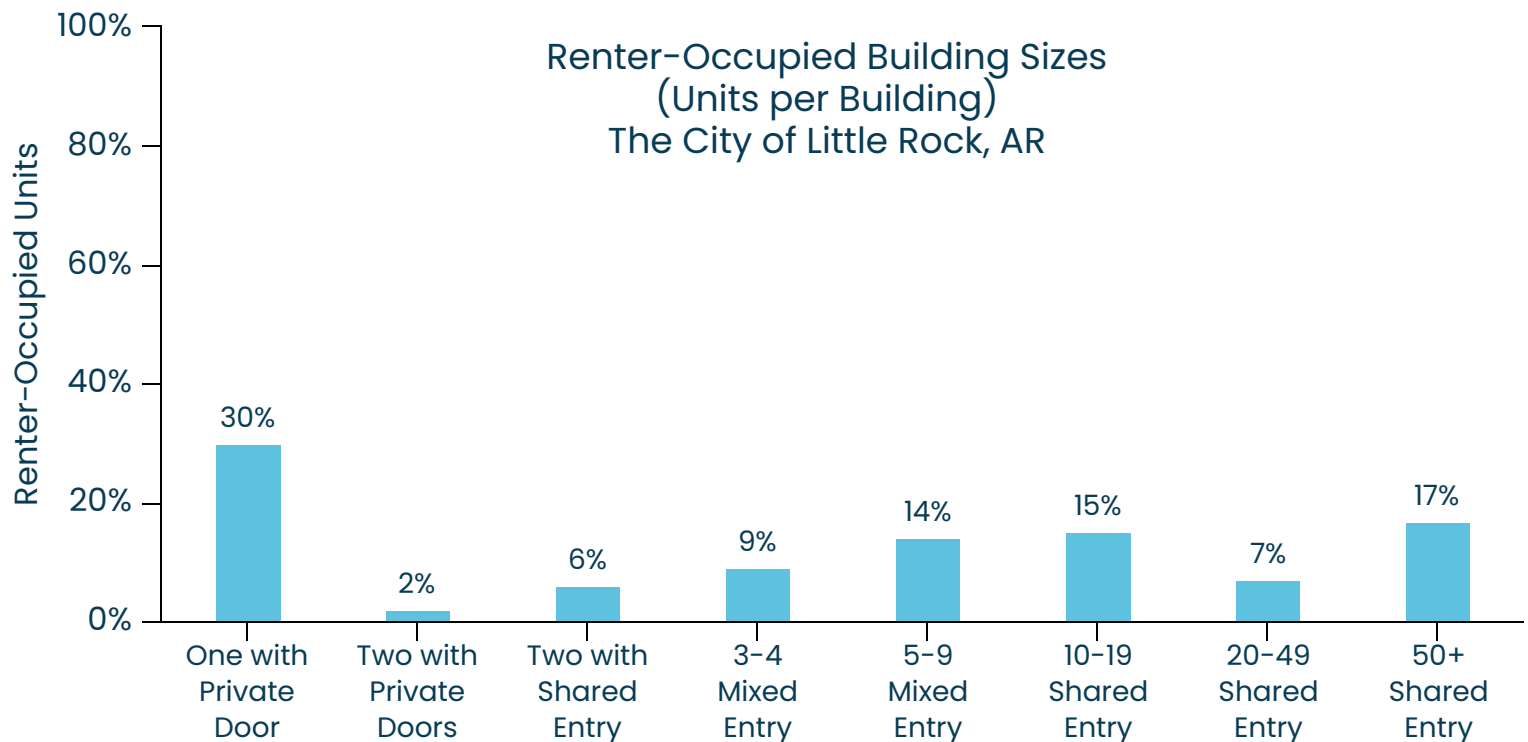
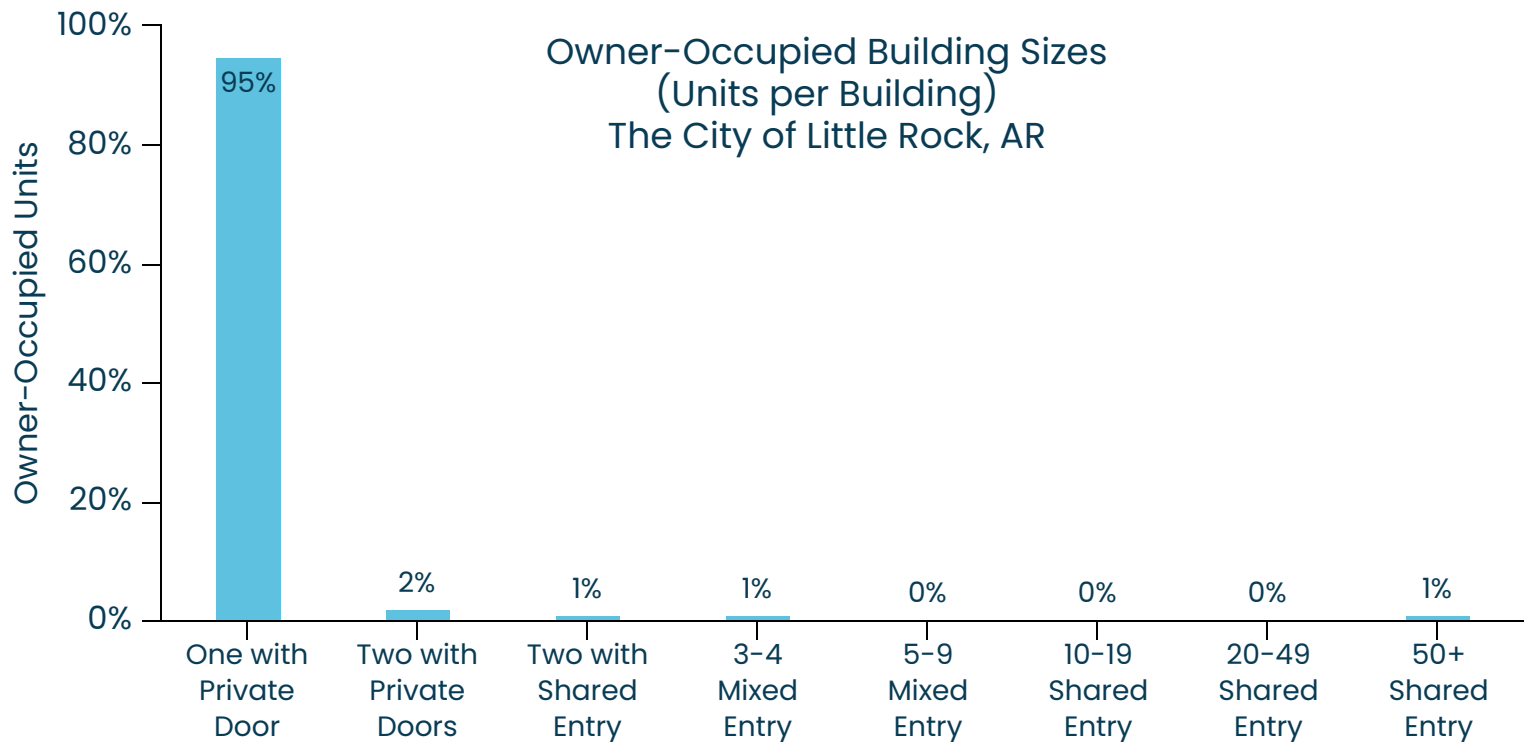


Underlying data by the Decennial Census and American Community Survey (ACS) through the year 2024. Analysis, forecasts, and exhibit prepared by LandUseUSA Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign, 2026.



Building Size by Tenure | Little Rock City

The share of existing, occupied units by the size of the building or structure.

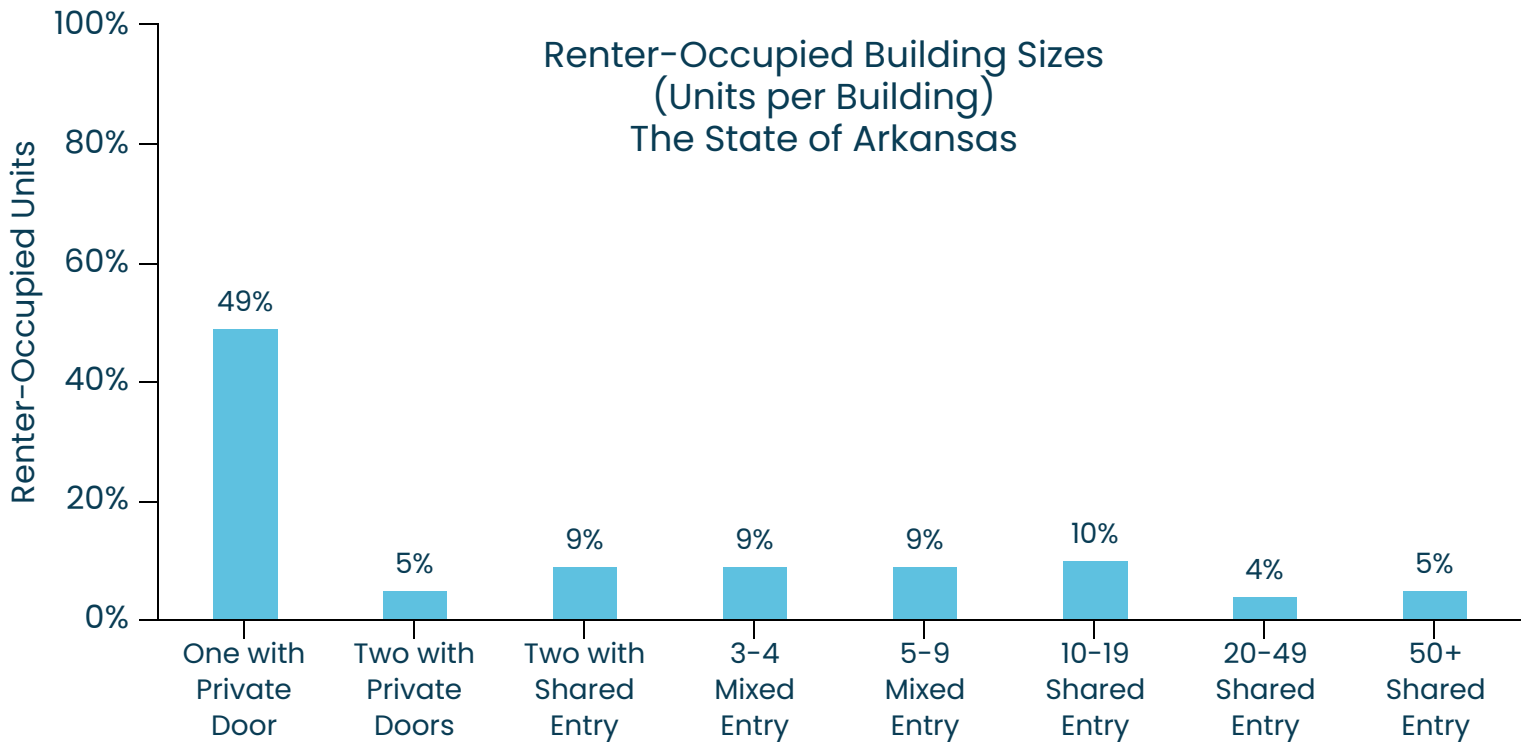
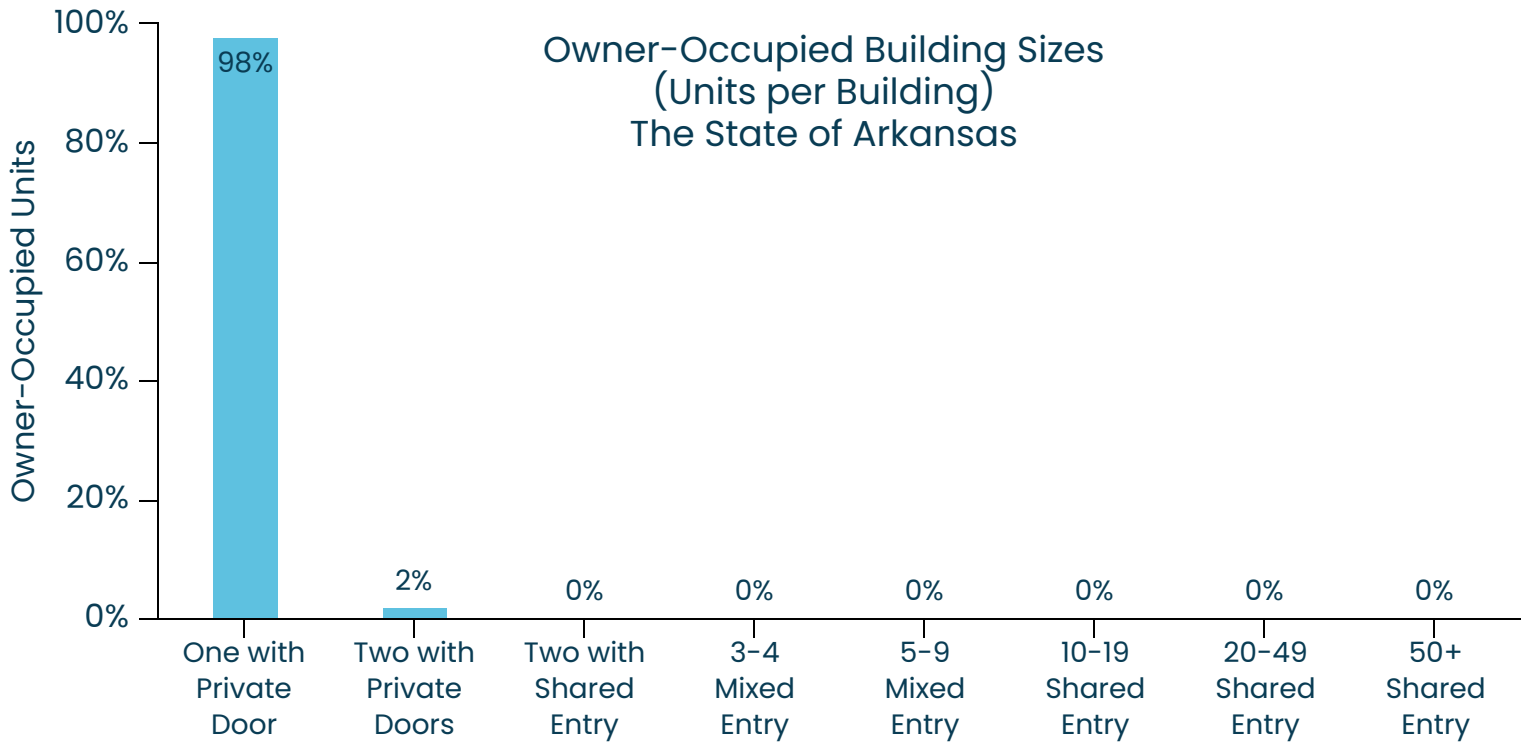


Underlying data by the Decennial Census and American Community Survey (ACS) through the year 2024. Analysis, forecasts, and exhibit prepared by LandUseUSA Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign, 2026.



Building Size by Tenure | Arkansas State

The share of existing, occupied units by the size of the building or structure.



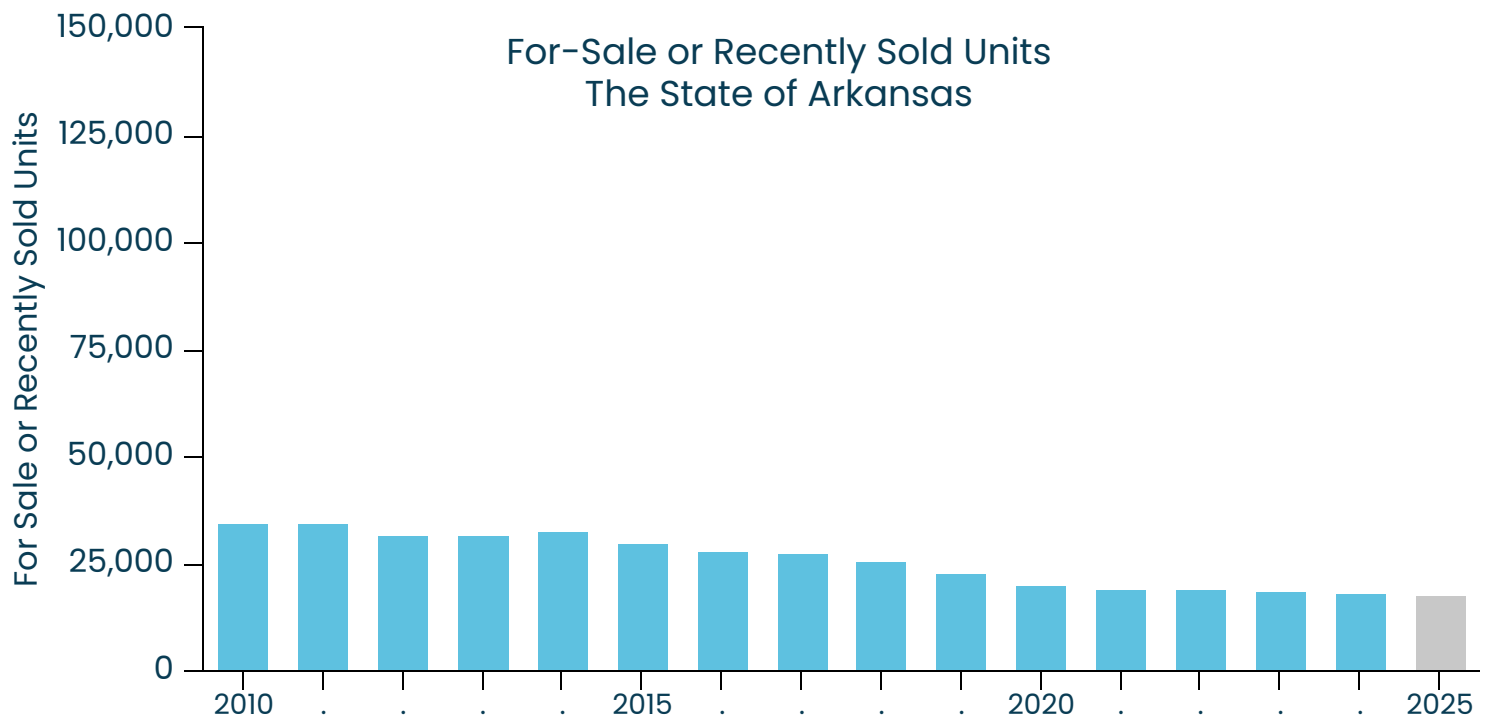
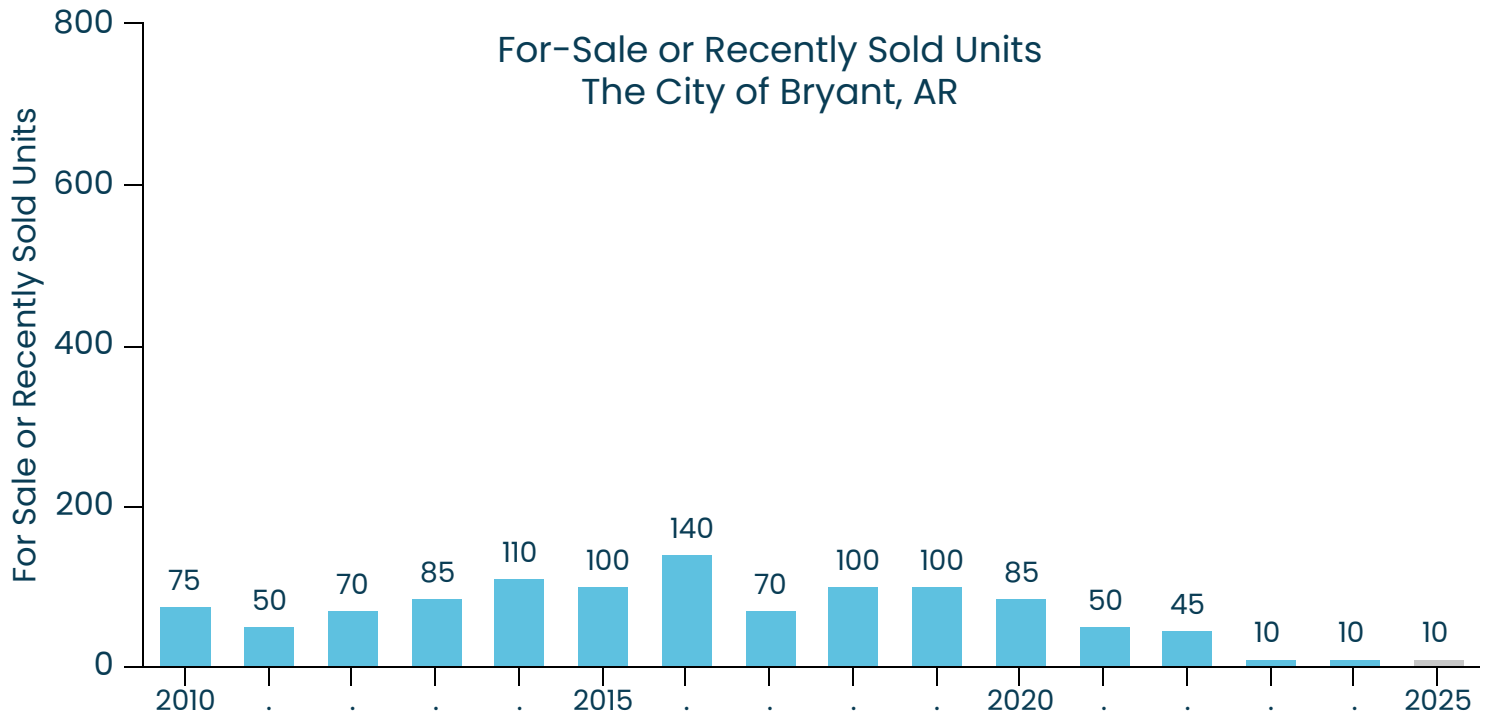
Underlying data by the Decennial Census and American Community Survey (ACS) through the year 2024. Analysis, forecasts, and exhibit prepared by LandUseUSA Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign, 2026.



Section (-H
SUPPLY:
Reasons for
Vacancies

For-Sale Vacancies | Bryant + Arkansas

Includes units that either are for sale, or recently sold and waiting to be occupied.

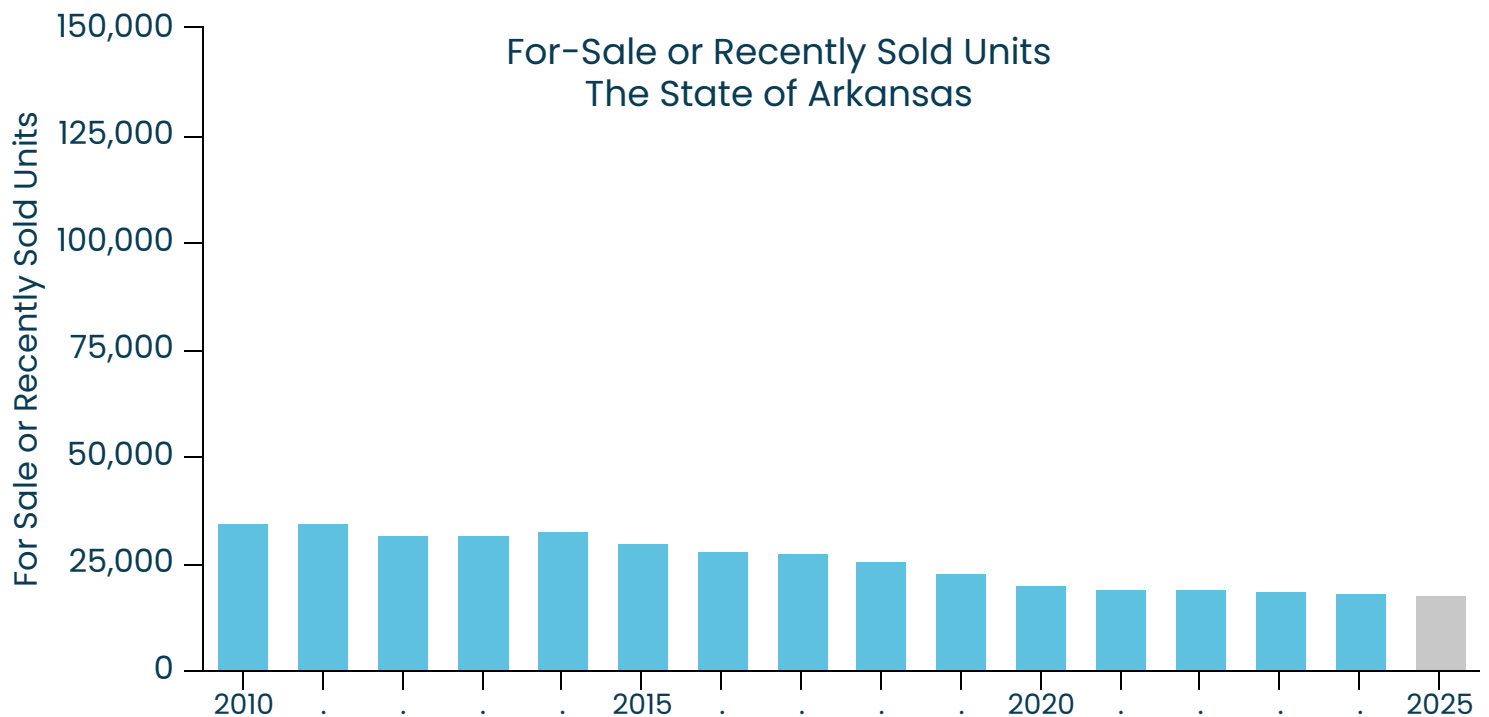
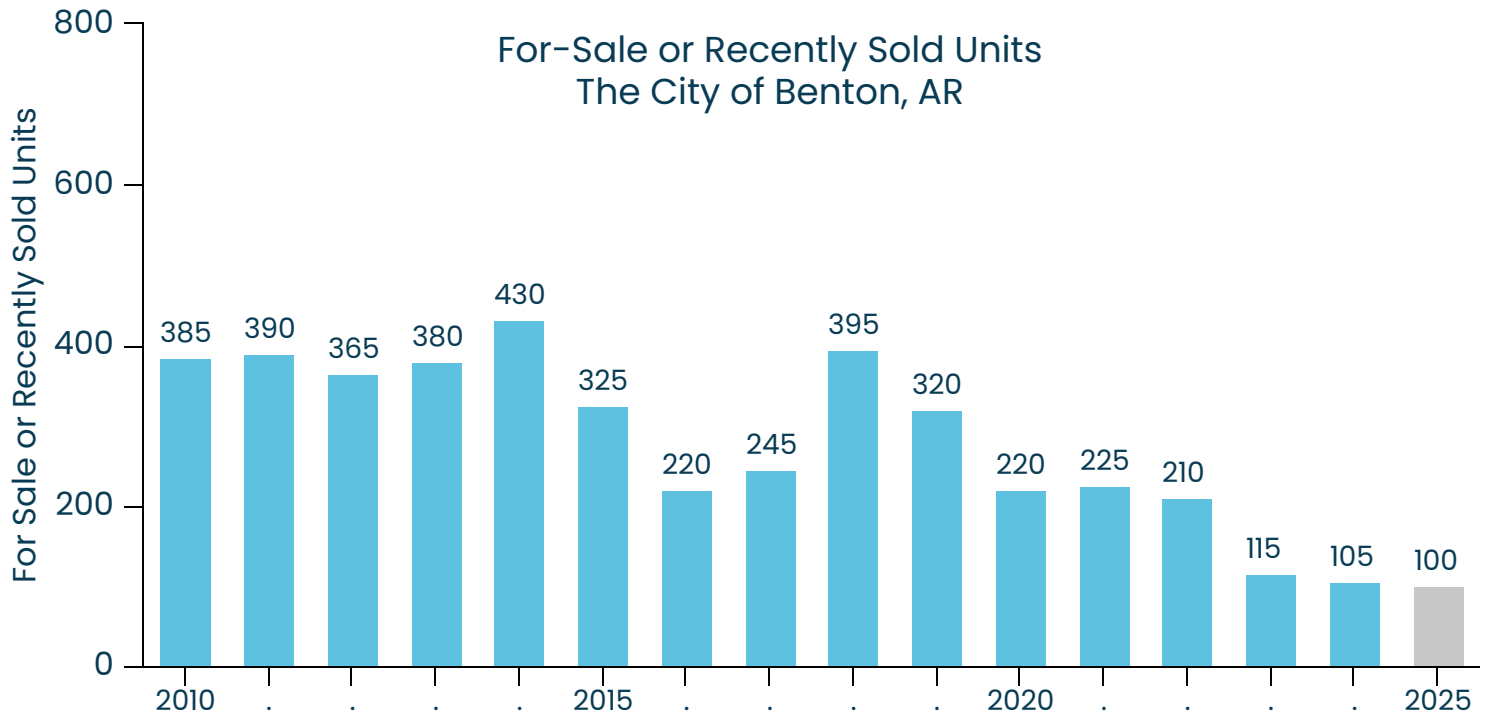


Underlying data by the Decennial Census and American Community Survey (ACS) through 2024. Analysis & exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign, 2026.



For-Sale Vacancies | Benton + Arkansas

Includes units that either are for sale, or recently sold and waiting to be occupied.

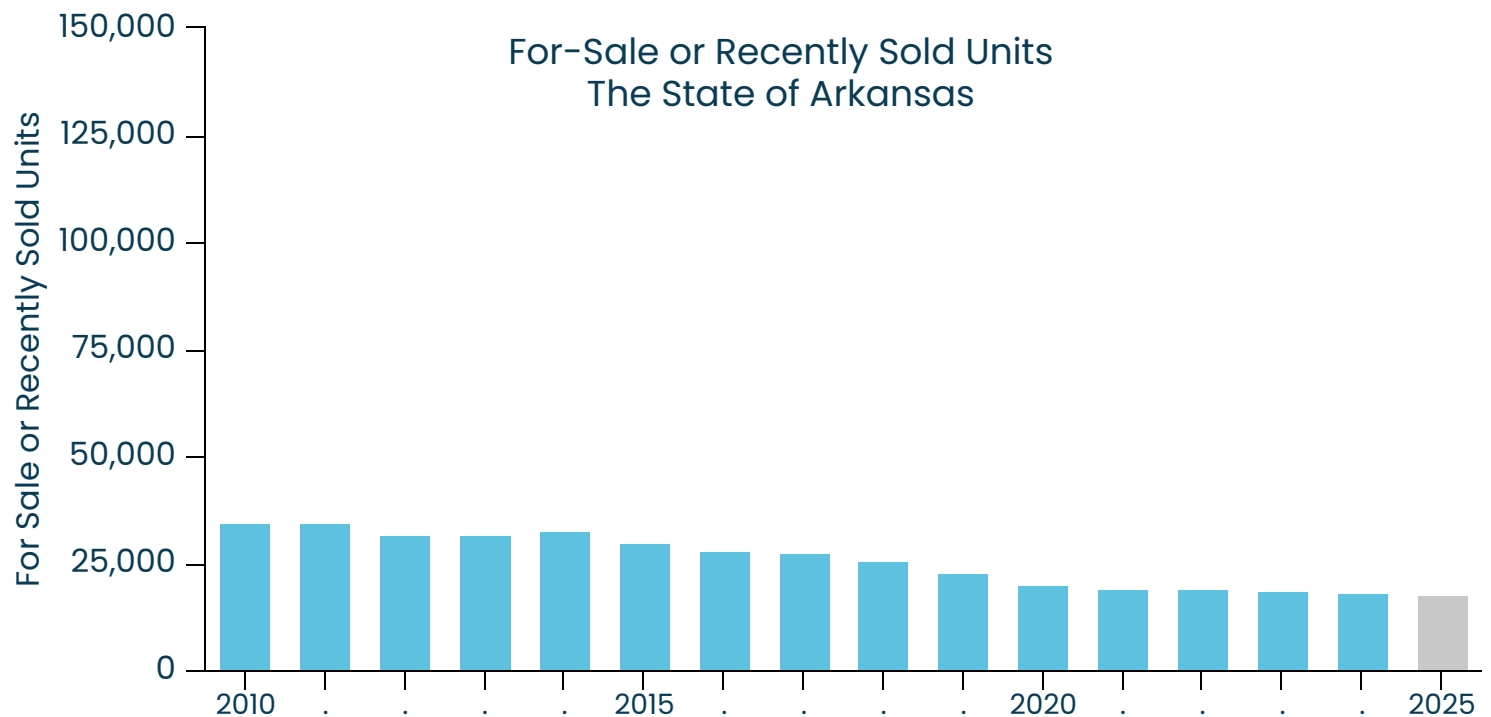
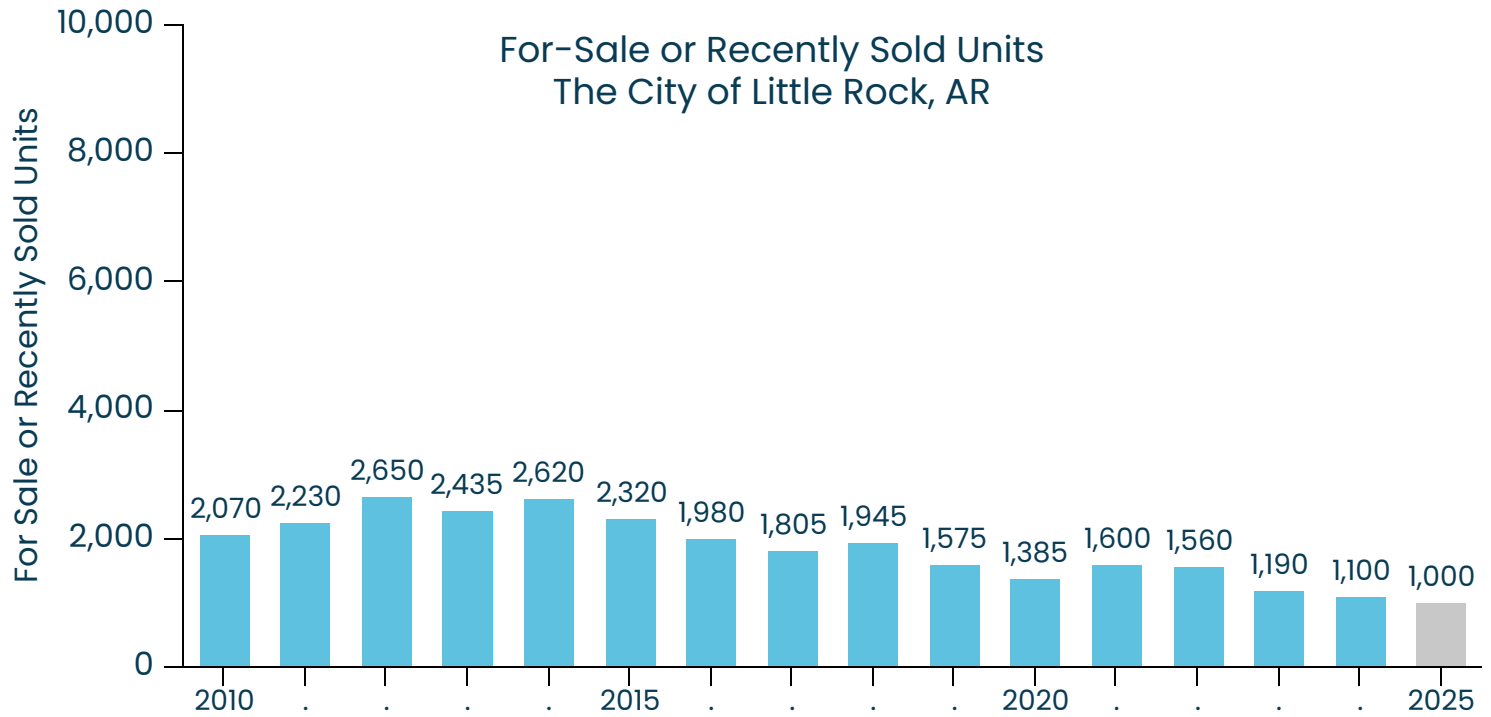


Underlying data by the Decennial Census and American Community Survey (ACS) through 2024. Analysis & exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign, 2026.



For-Sale Vacancies | Little Rock + Arkansas

Includes units that either are for sale, or recently sold and waiting to be occupied.

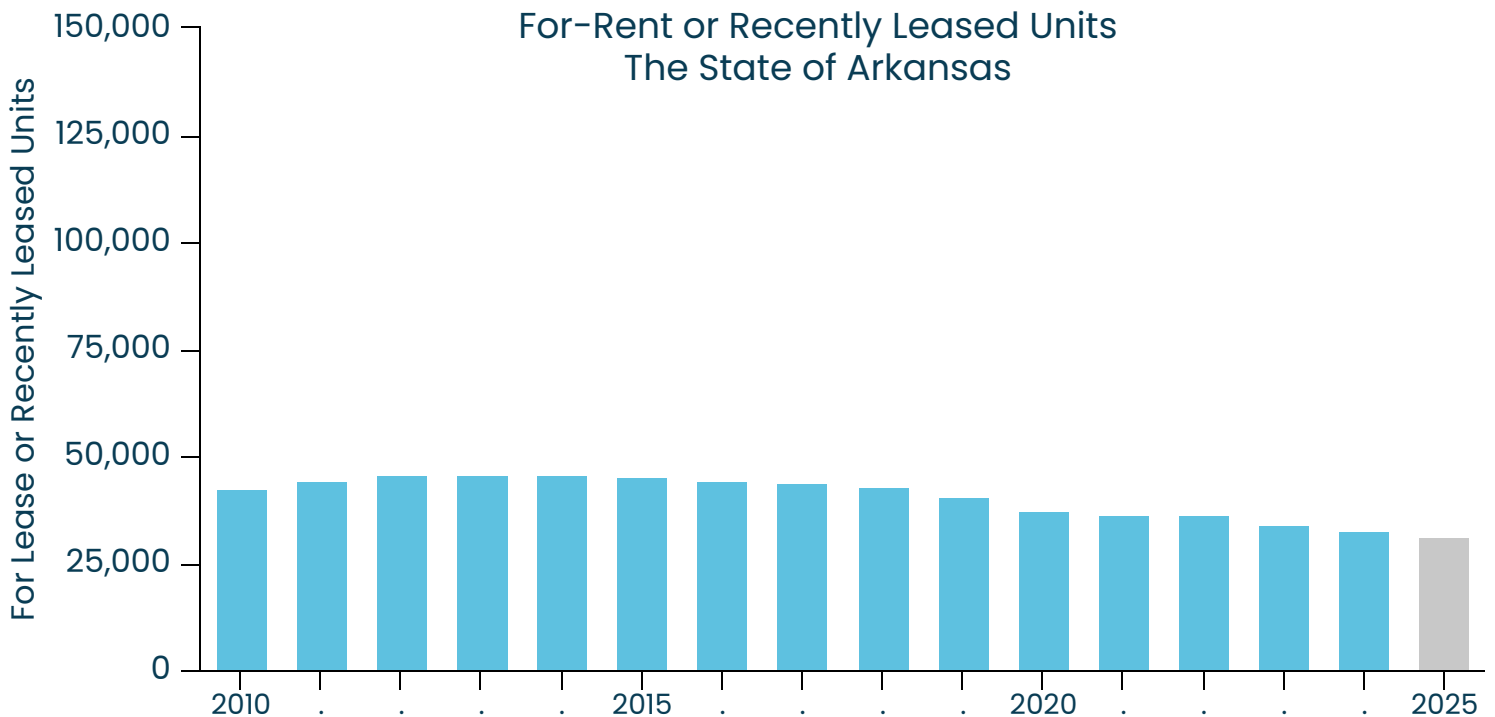
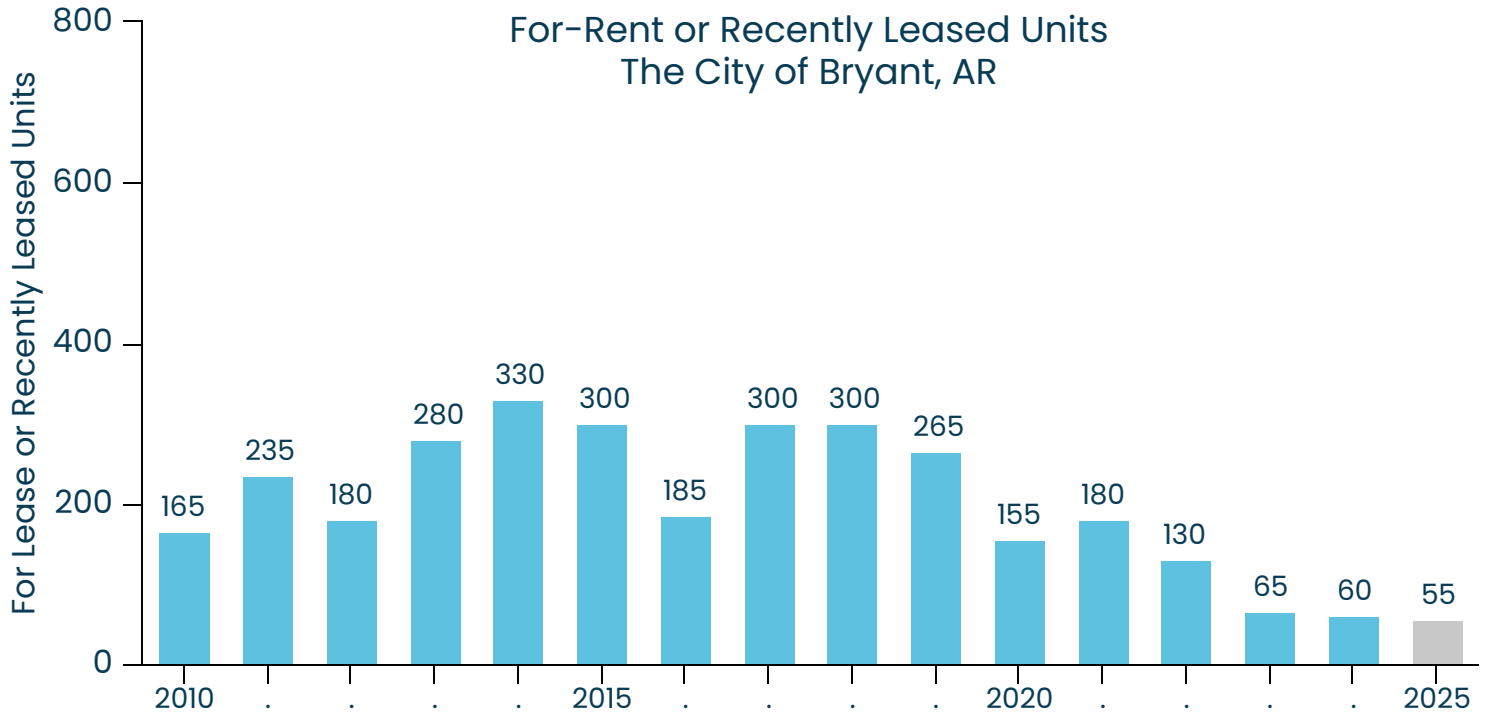


Underlying data by the Decennial Census and American Community Survey (ACS) through 2024. Analysis & exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign, 2026.



For-Lease Vacancies | Bryant + Arkansas

Includes units that either are for rent, or recently leased and waiting to be occupied.

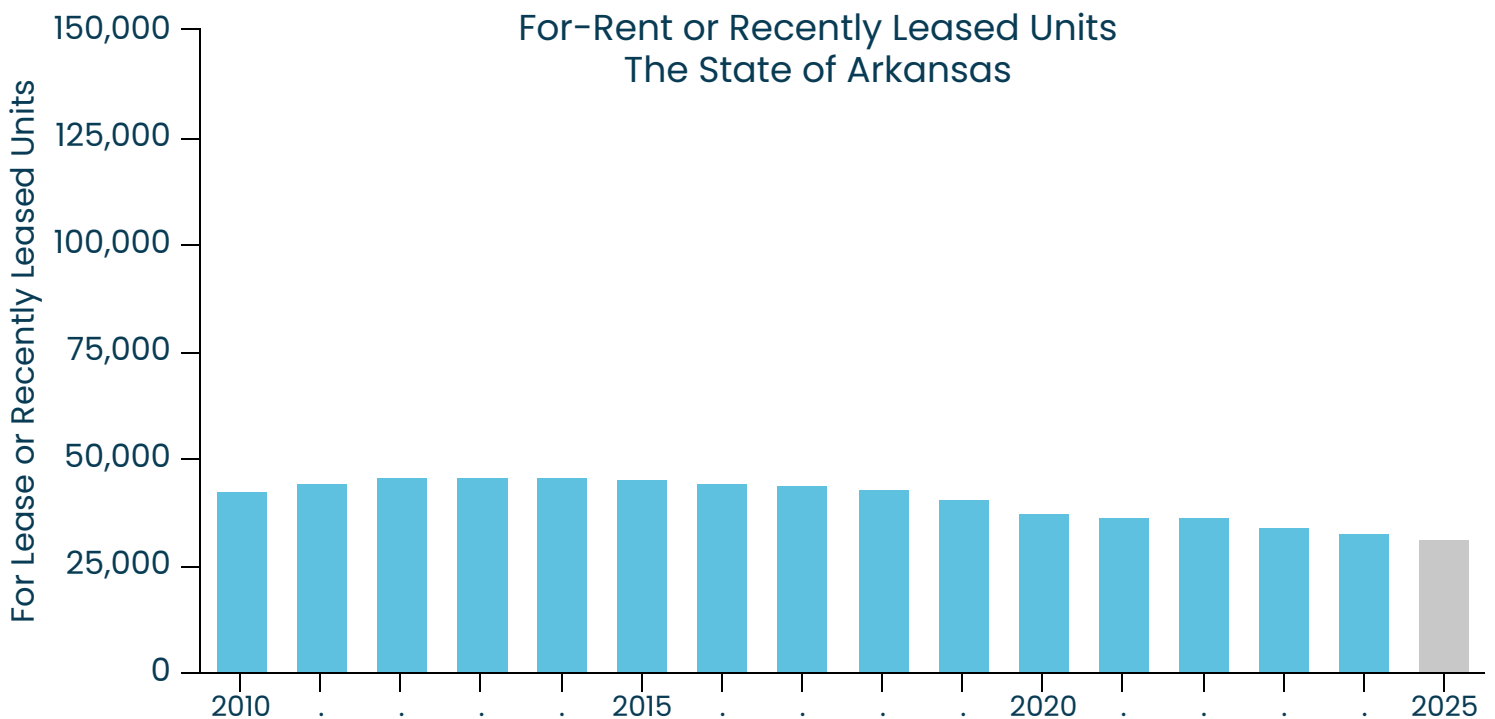
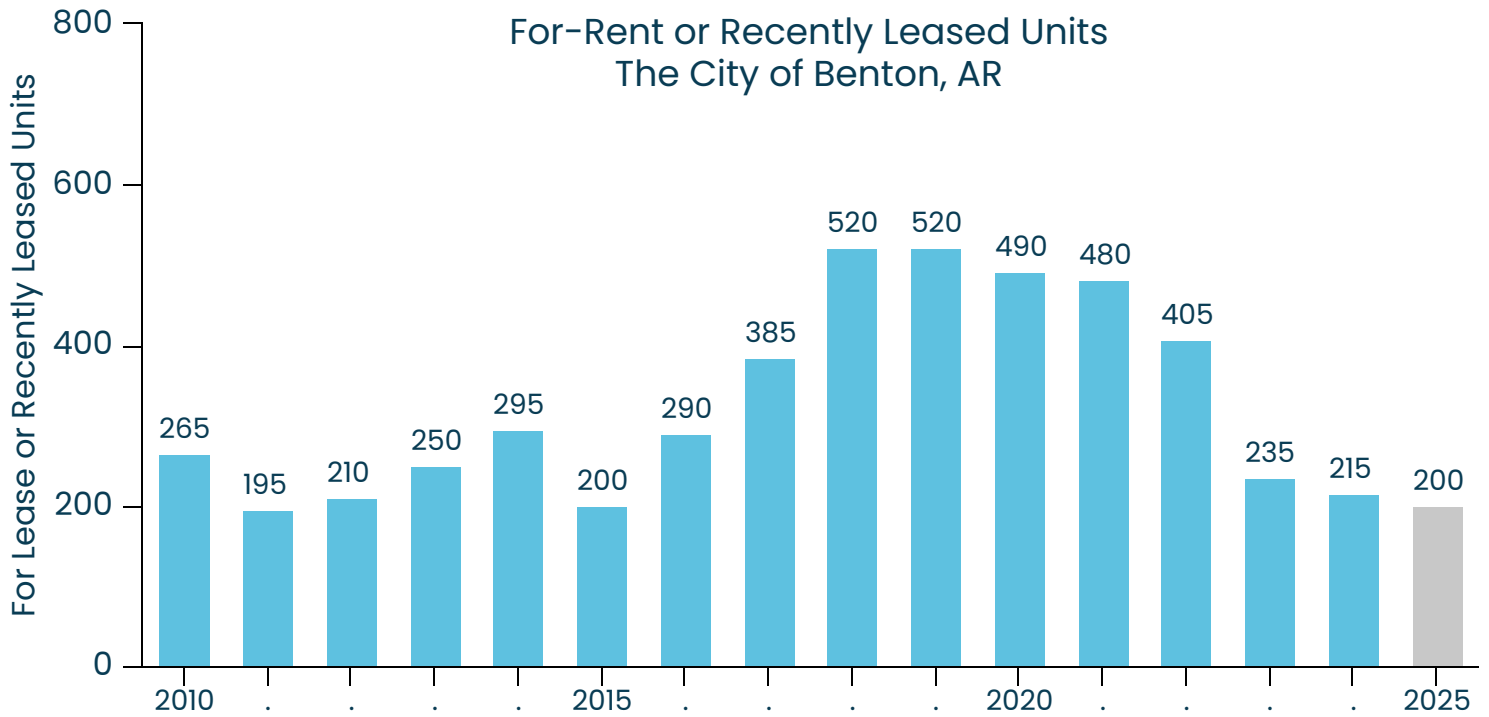


Underlying data by the Decennial Census and American Community Survey (ACS) through 2024. Analysis & exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign, 2026.



For-Lease Vacancies | Benton + Arkansas

Includes units that either are for rent, or recently leased and waiting to be occupied.

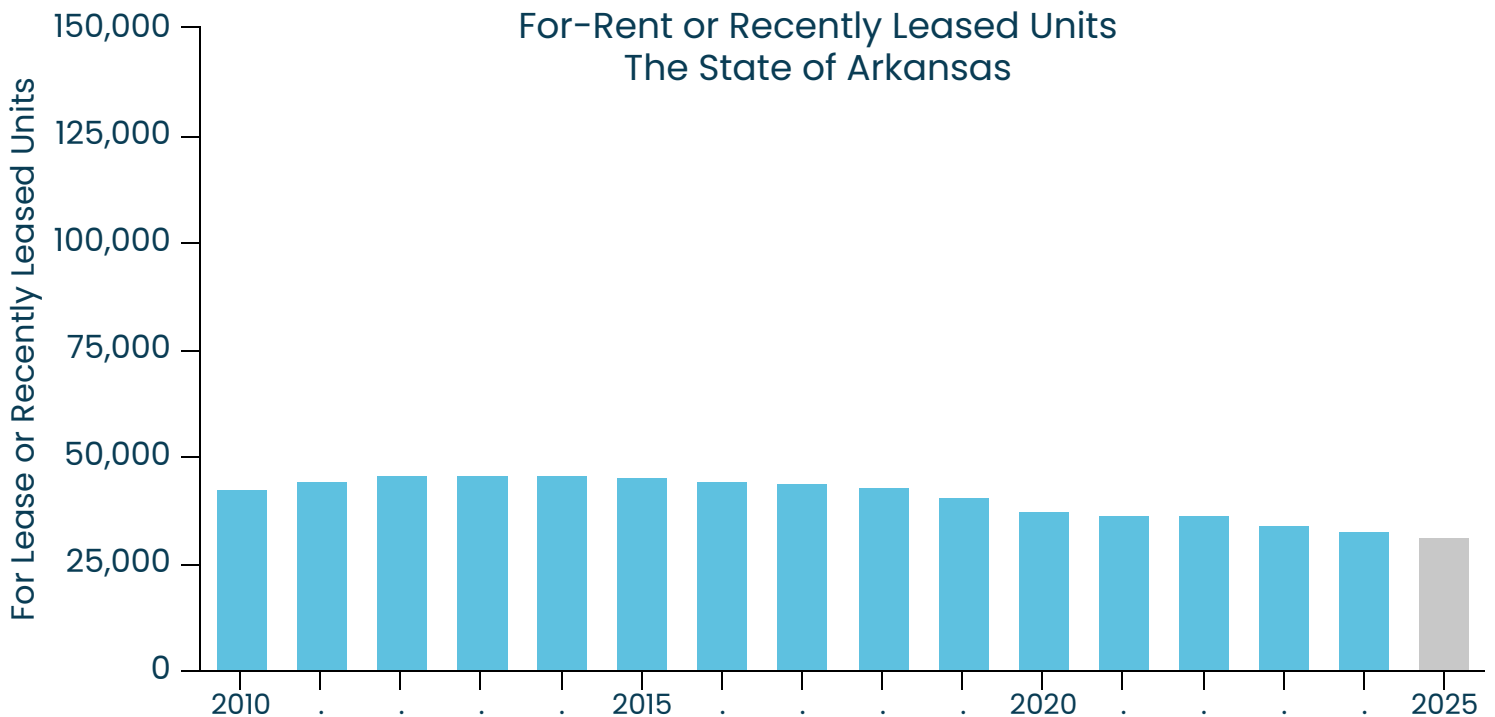
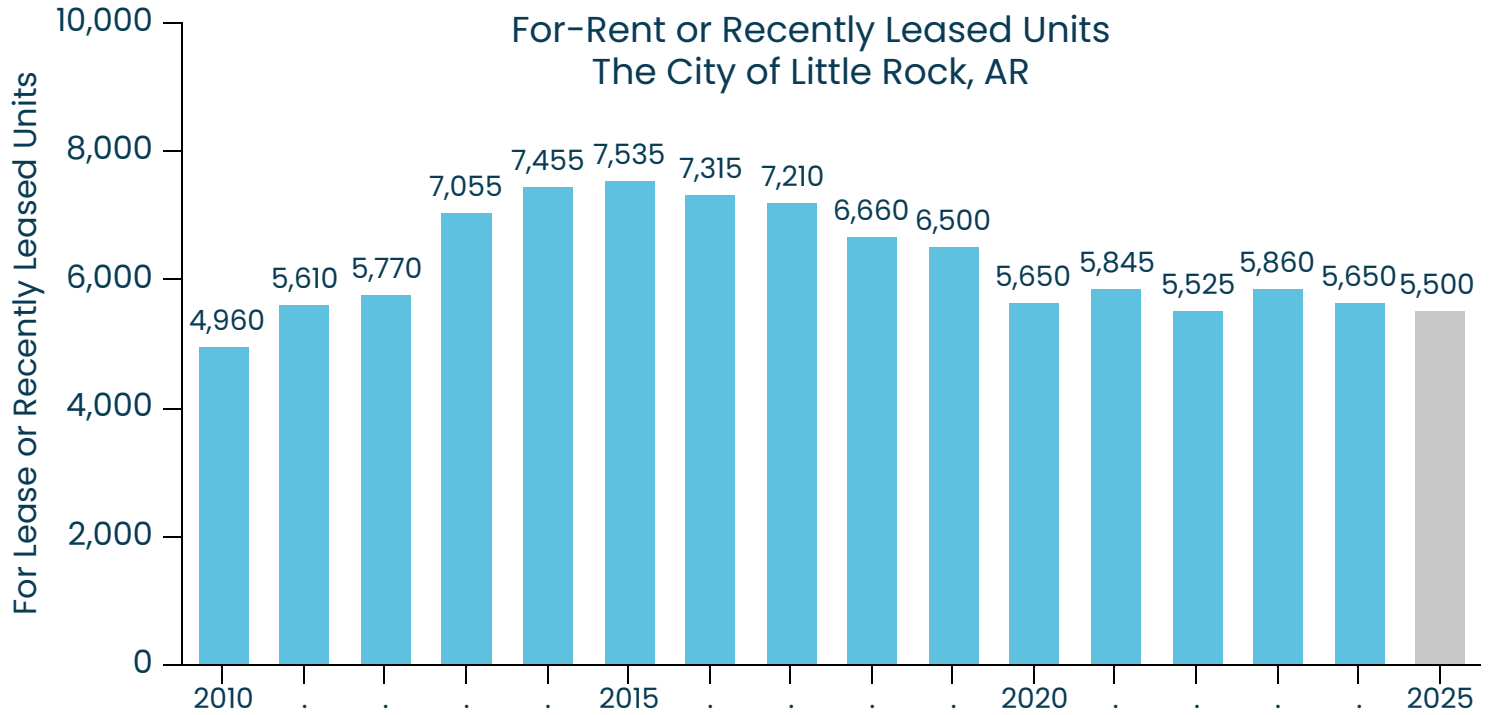


Underlying data by the Decennial Census and American Community Survey (ACS) through 2024. Analysis & exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign, 2026.



For-Lease Vacancies | Little Rock + Arkansas

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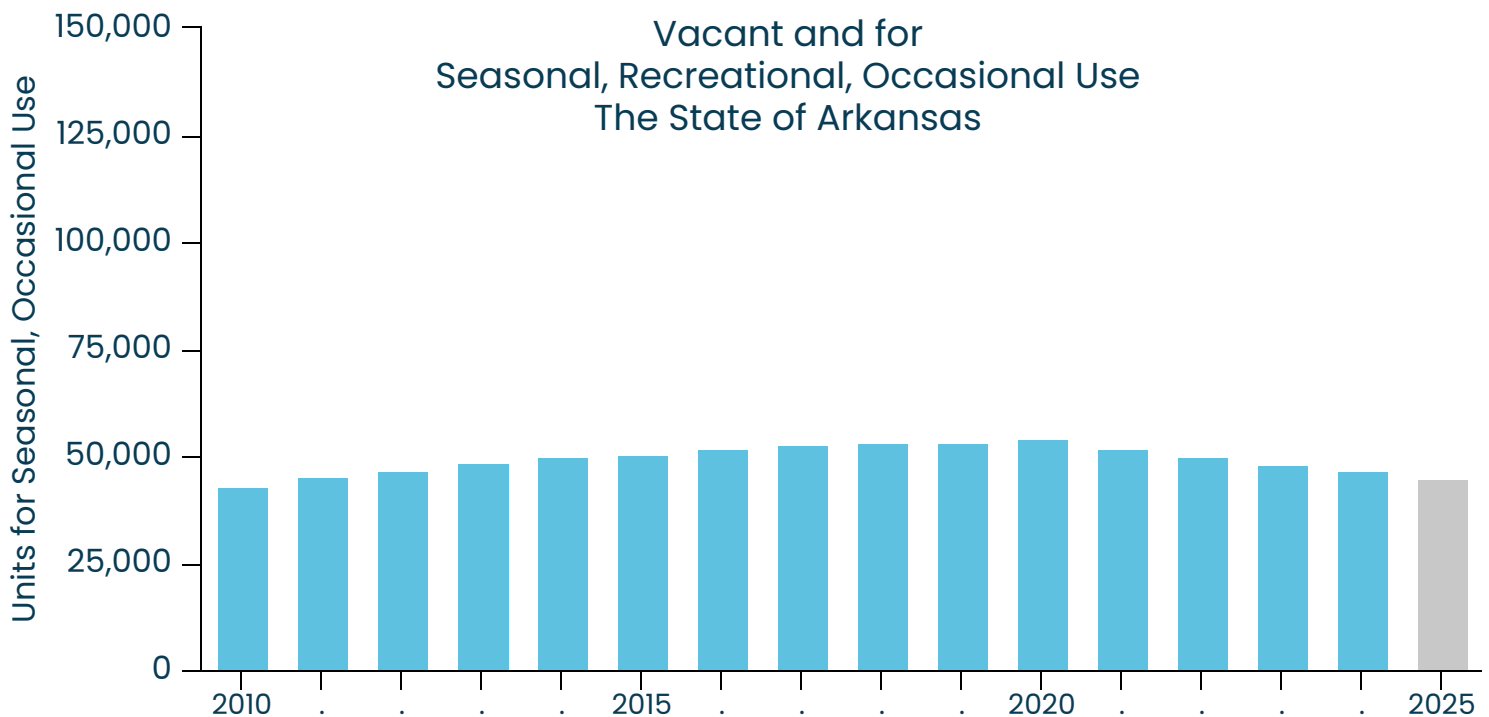
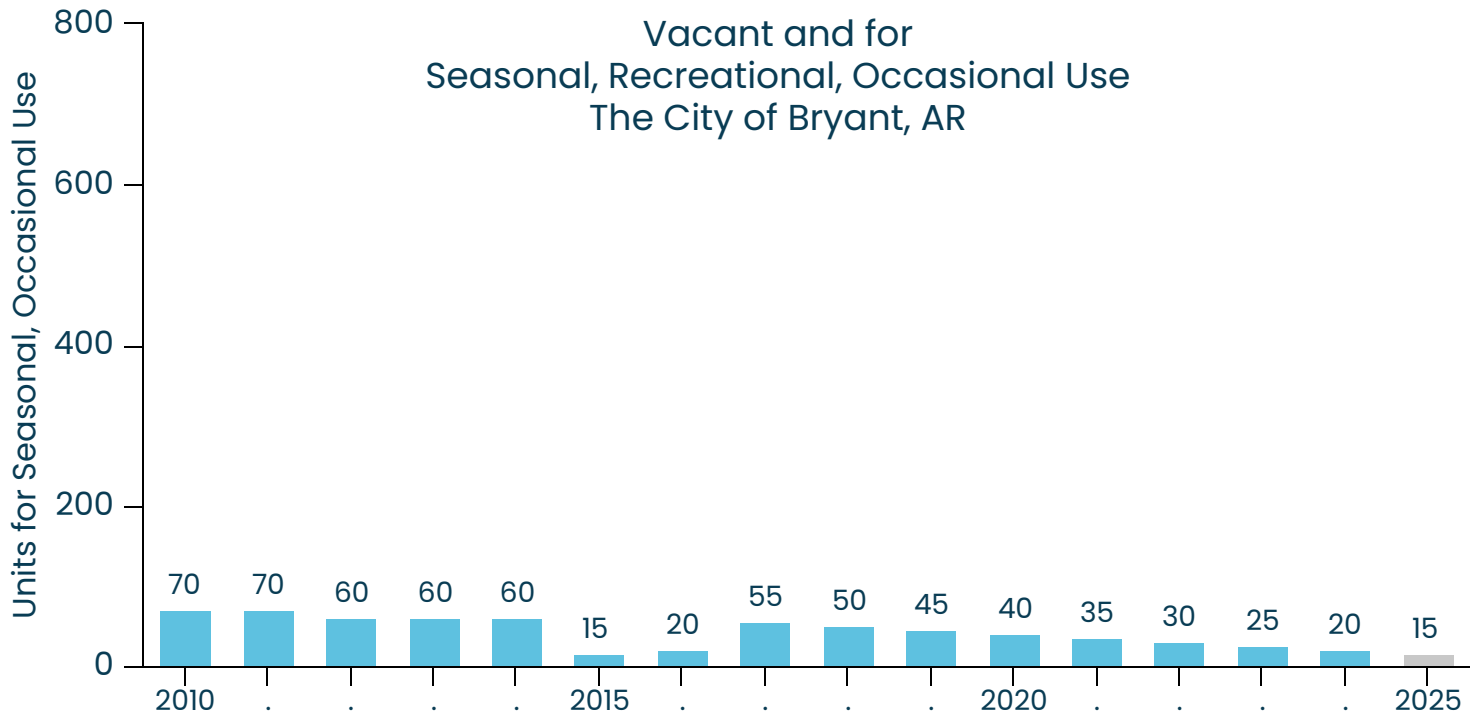


Underlying data by the Decennial Census and American Community Survey (ACS) through 2024. Analysis & exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign, 2026.



Seasonal Vacancies | Bryant + Arkansas

Vacant units reported as being for seasonal, recreational, or occasional use.

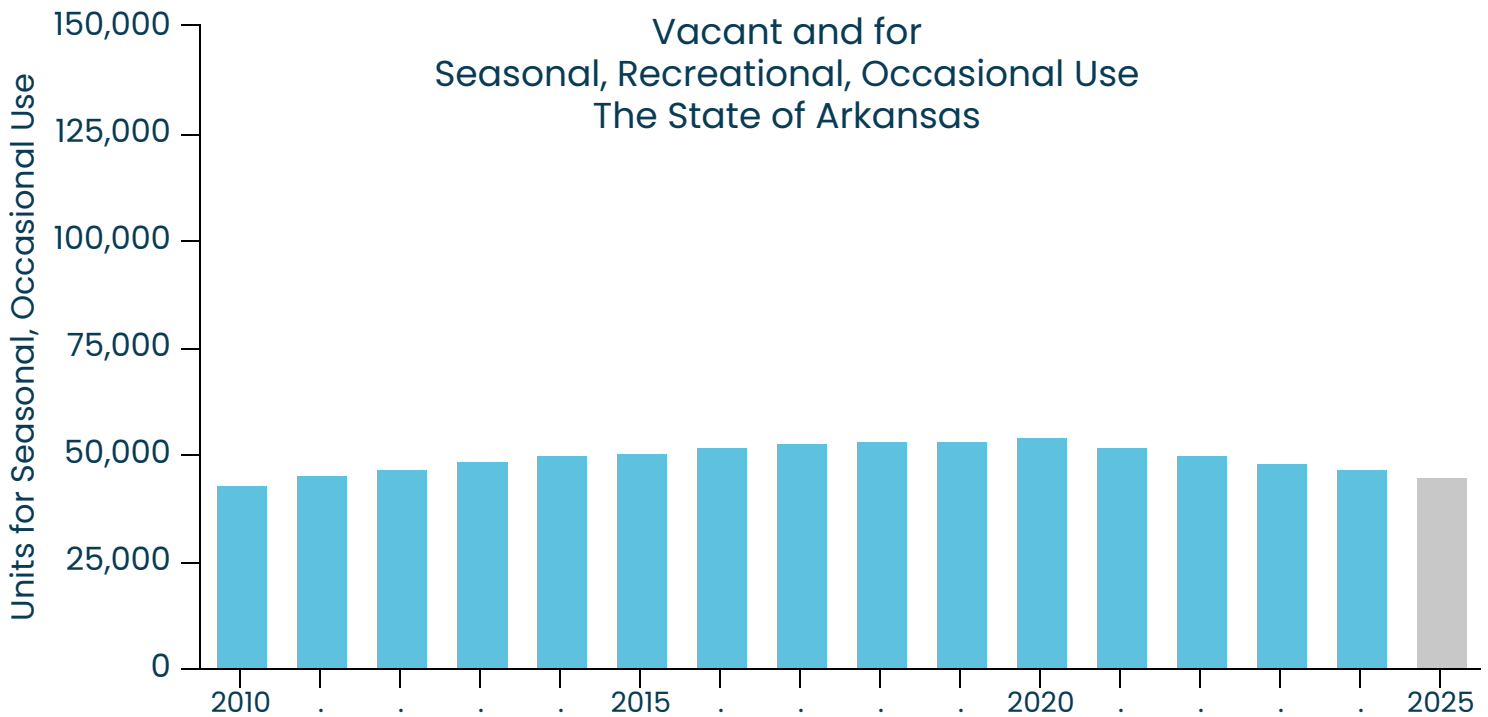
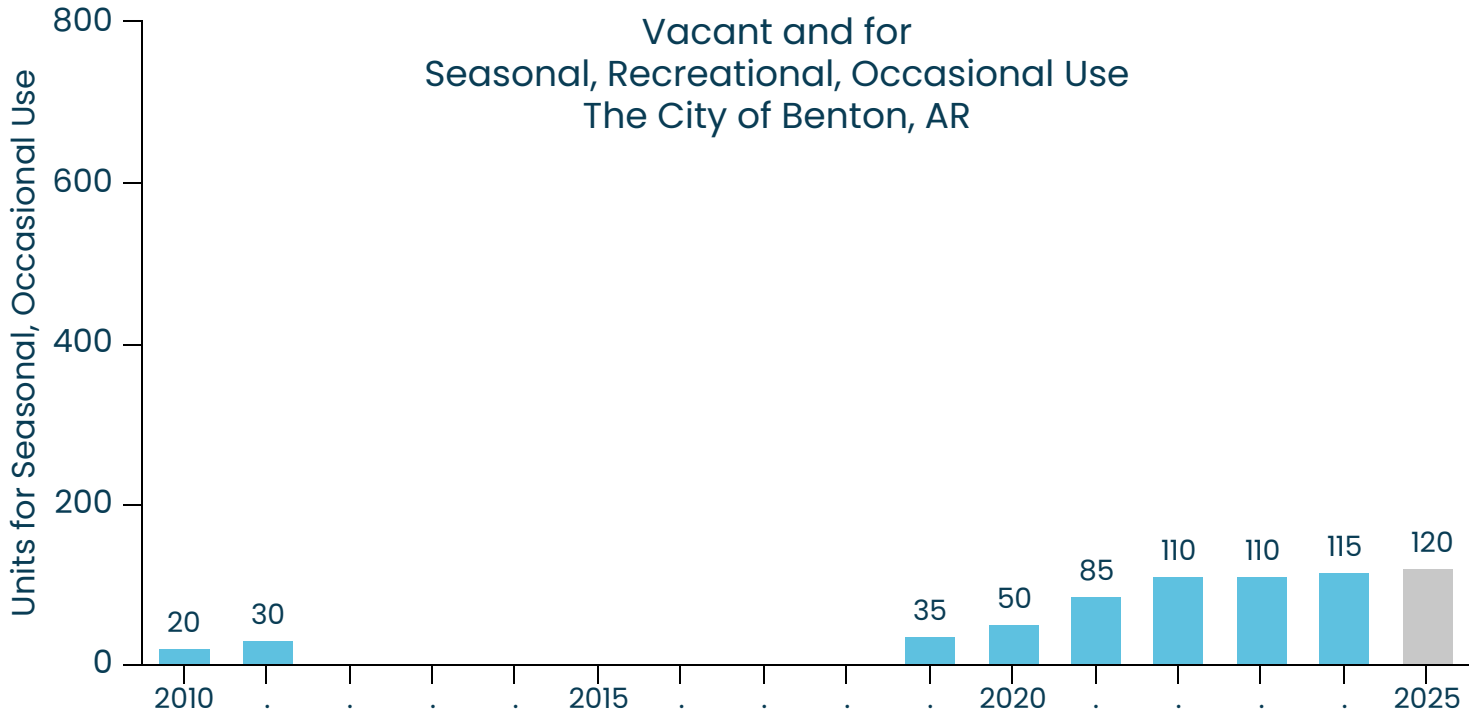


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Seasonal Vacancies | Benton + Arkansas

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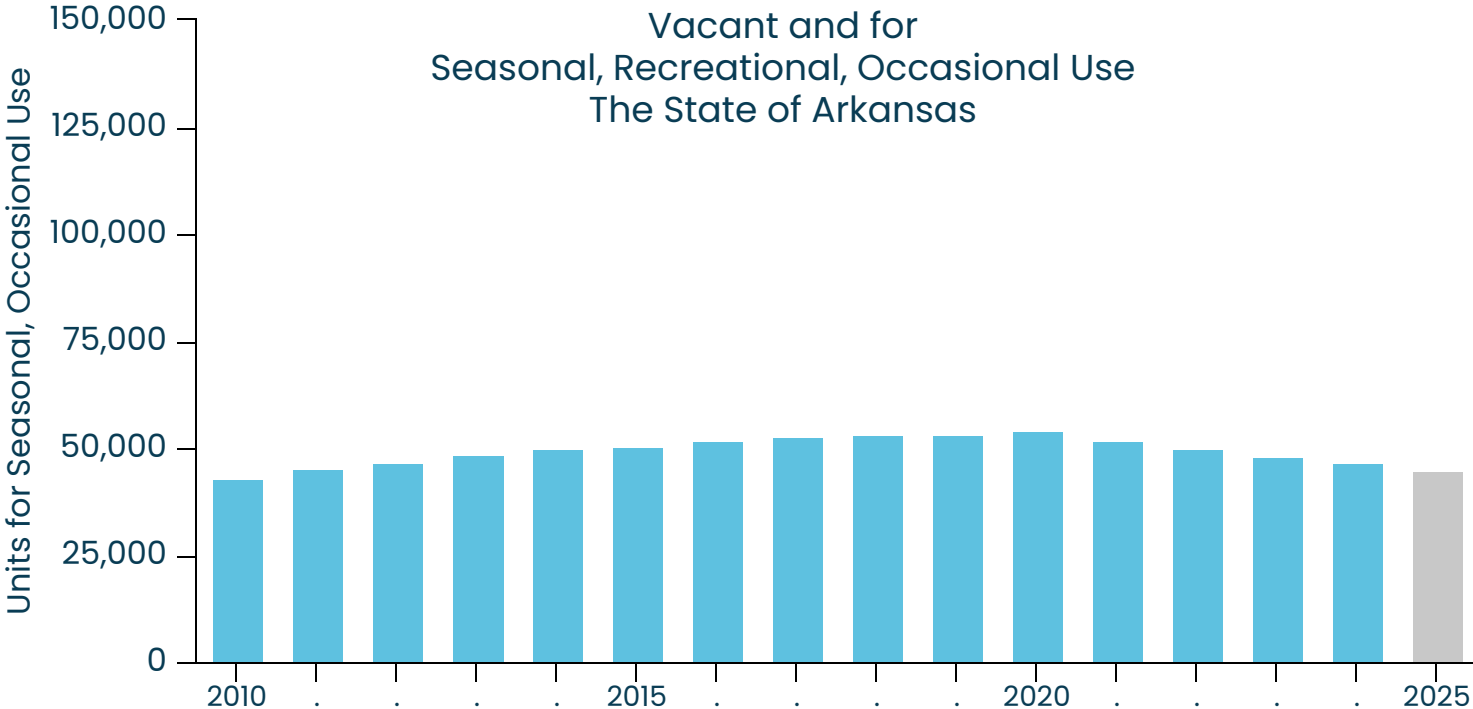
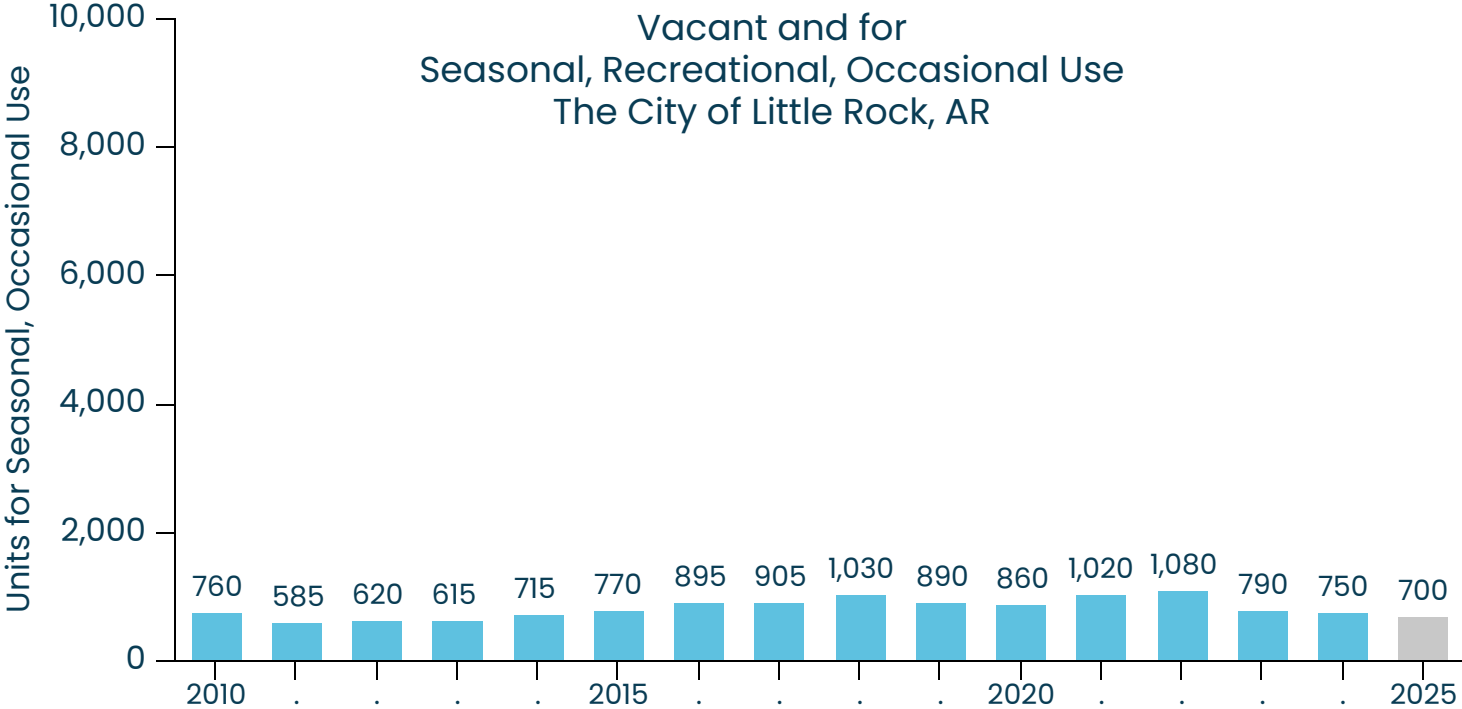


Underlying data by the Decennial Census and American Community Survey (ACS) through 2024. Analysis & exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign, 2026.



Seasonal Vacancies | Little Rock + Arkansas

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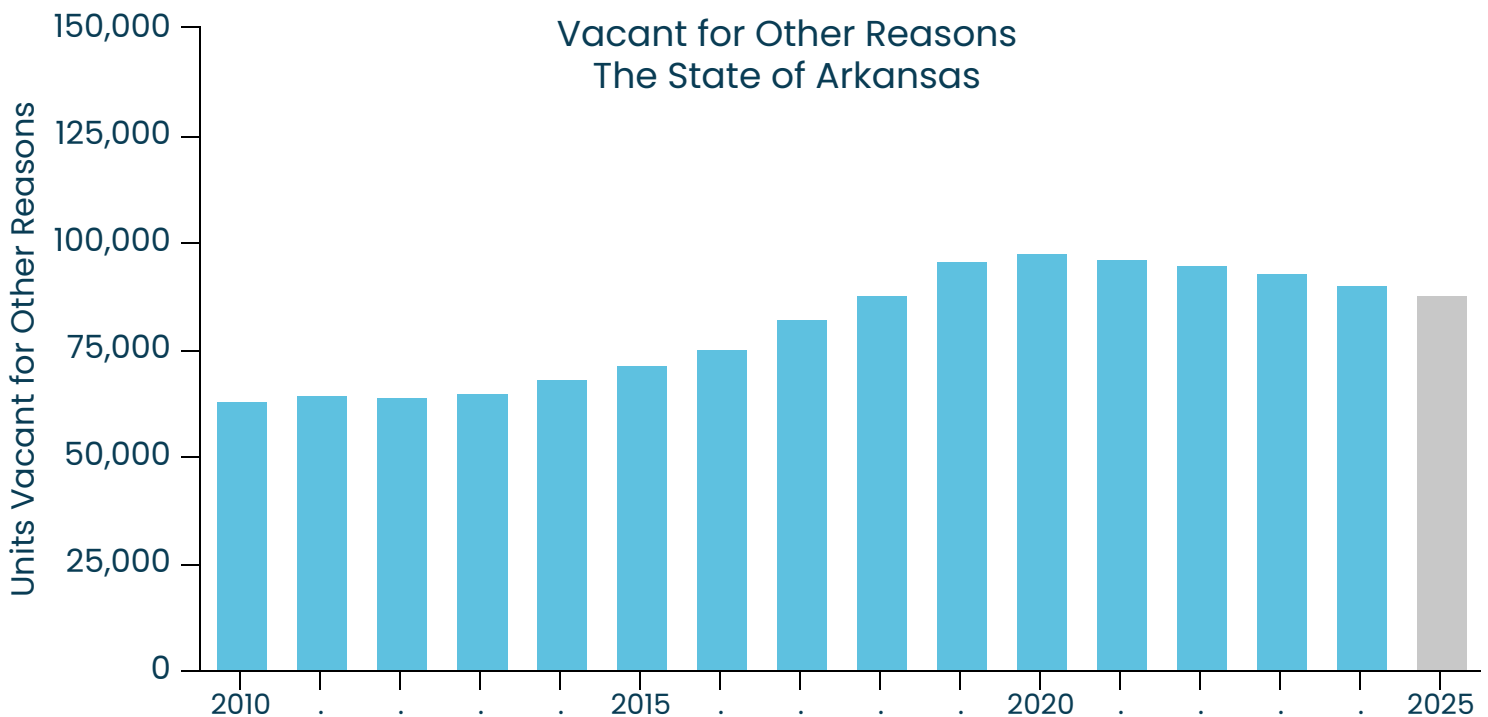
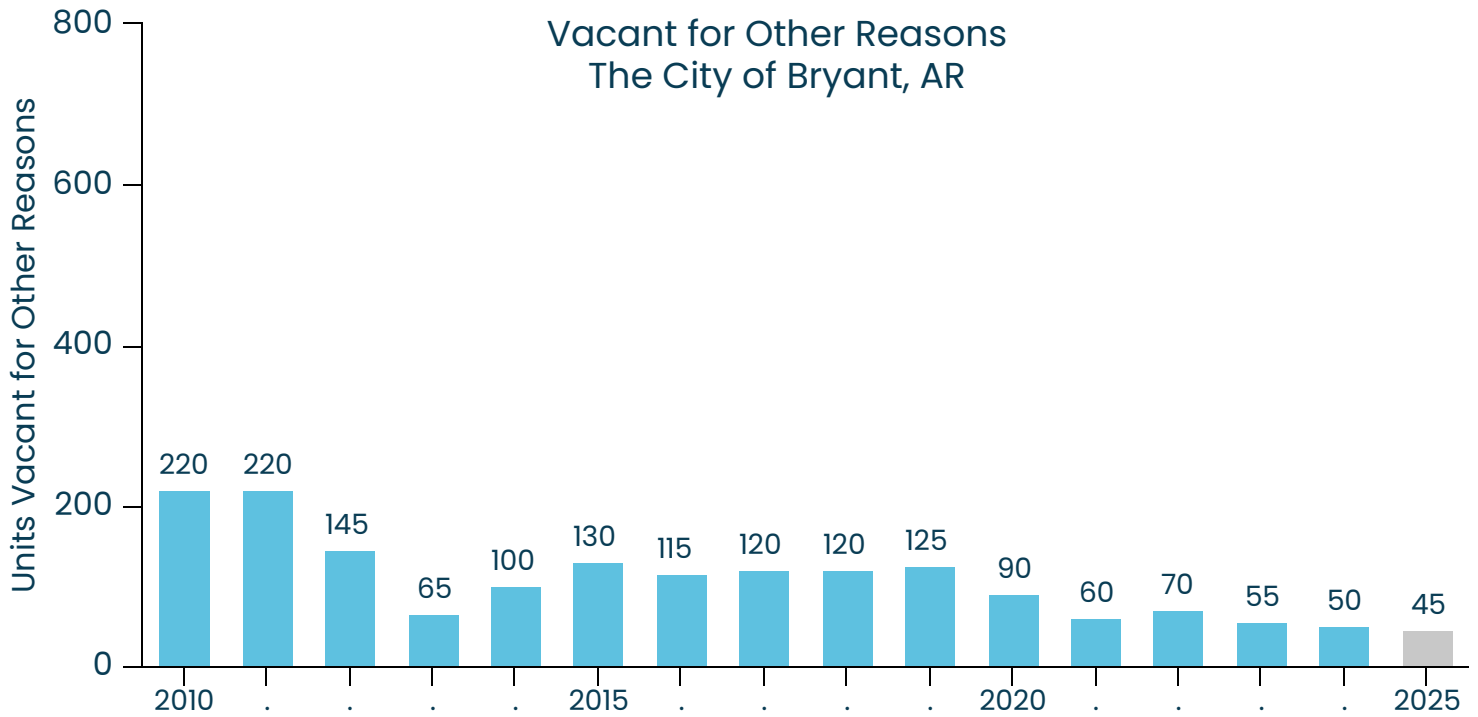


Underlying data by the Decennial Census and American Community Survey (ACS) through 2024. Analysis & exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign, 2026.



All Other Vacancies | Bryant + Arkansas

Vacant units not attributed to being for-sale, for lease, or for seasonal use.

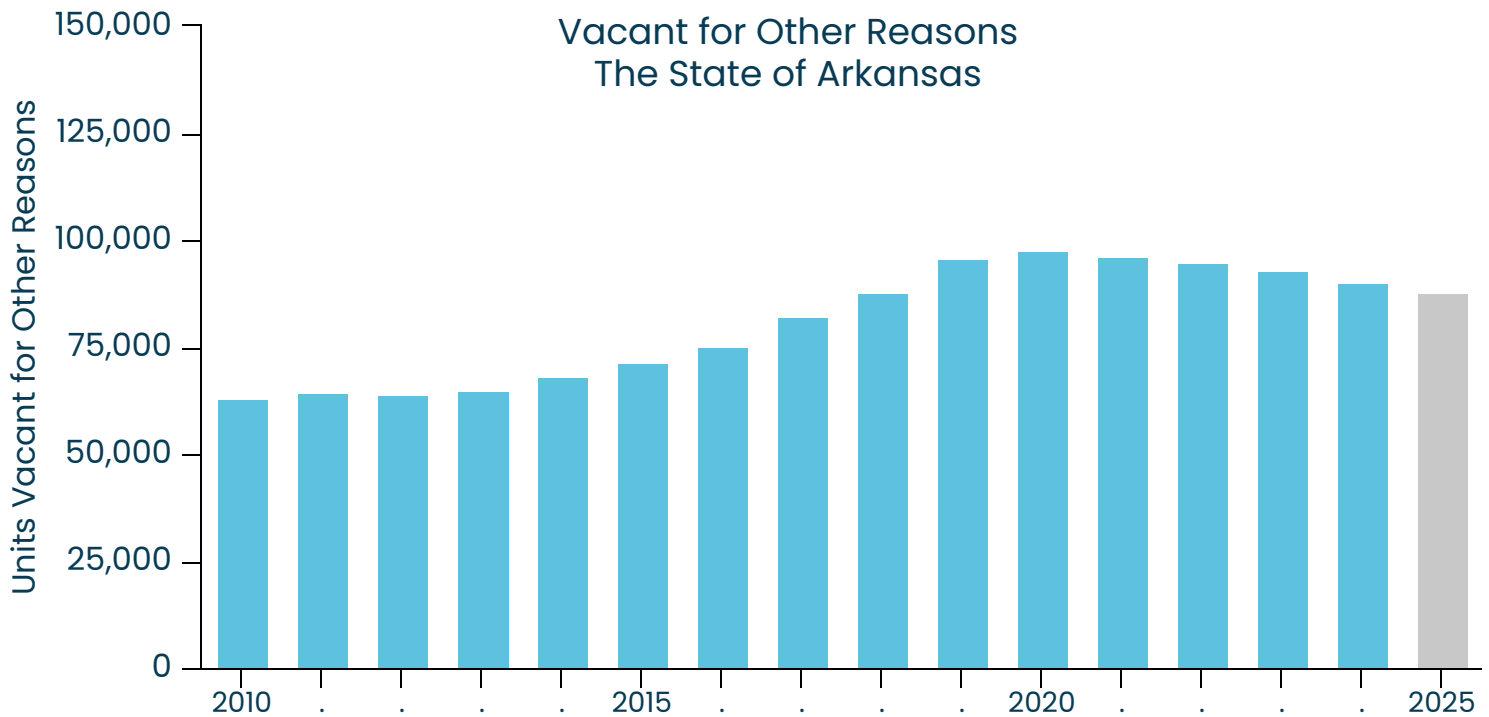
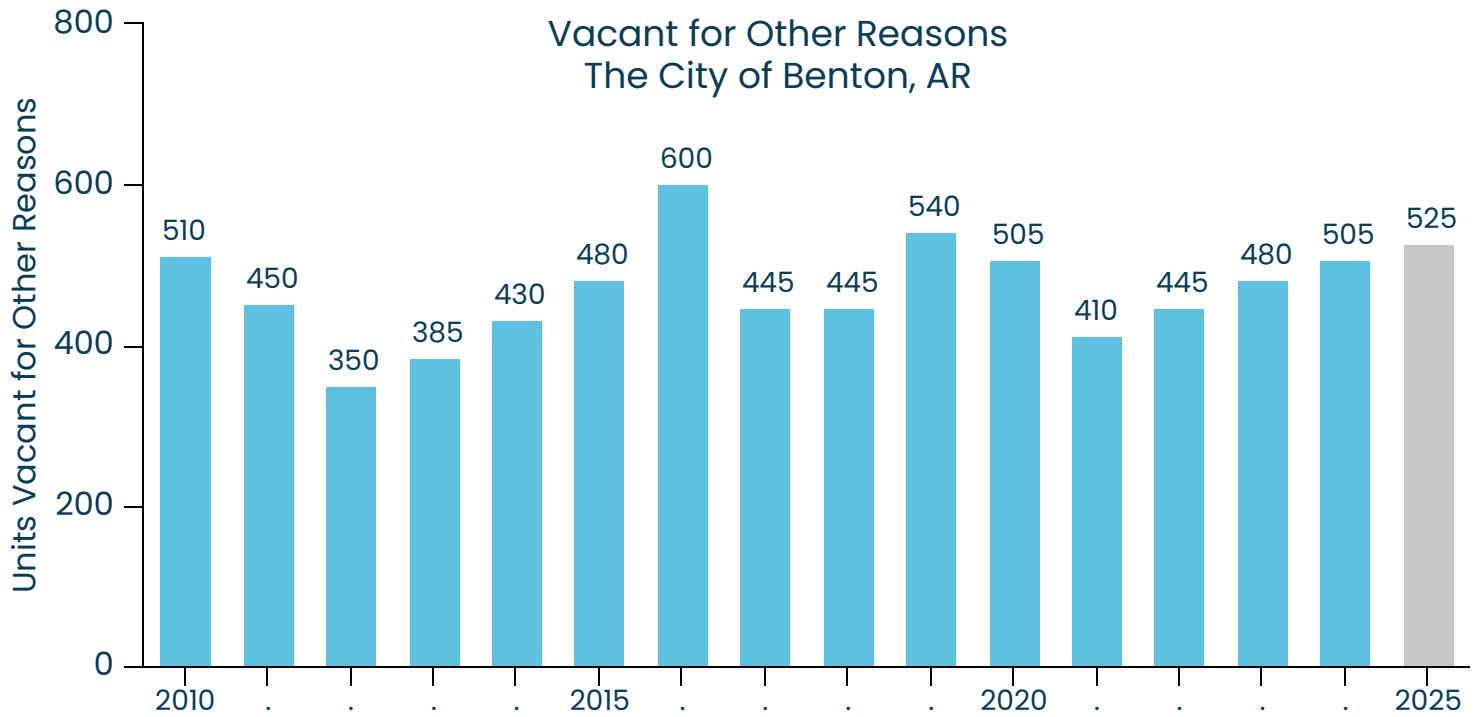


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All Other Vacancies | Benton + Arkansas

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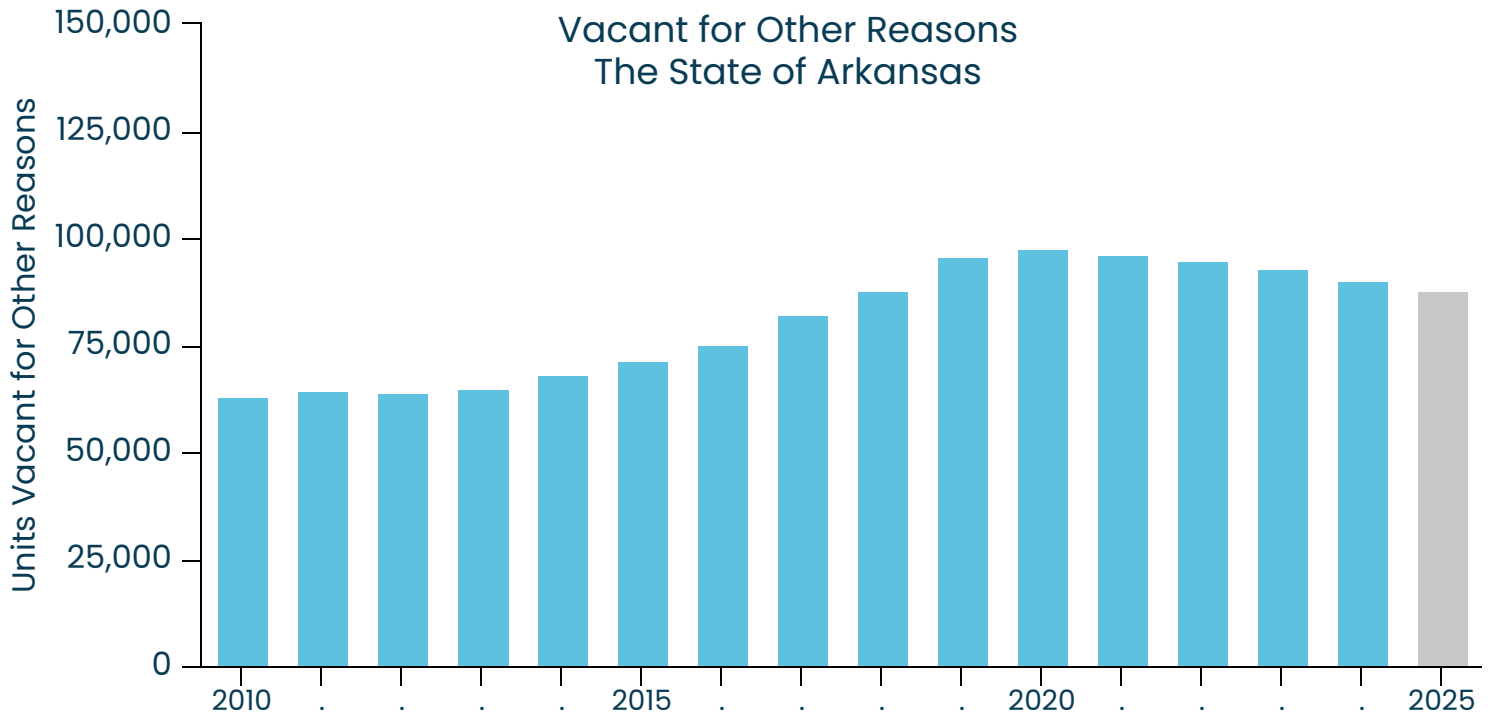
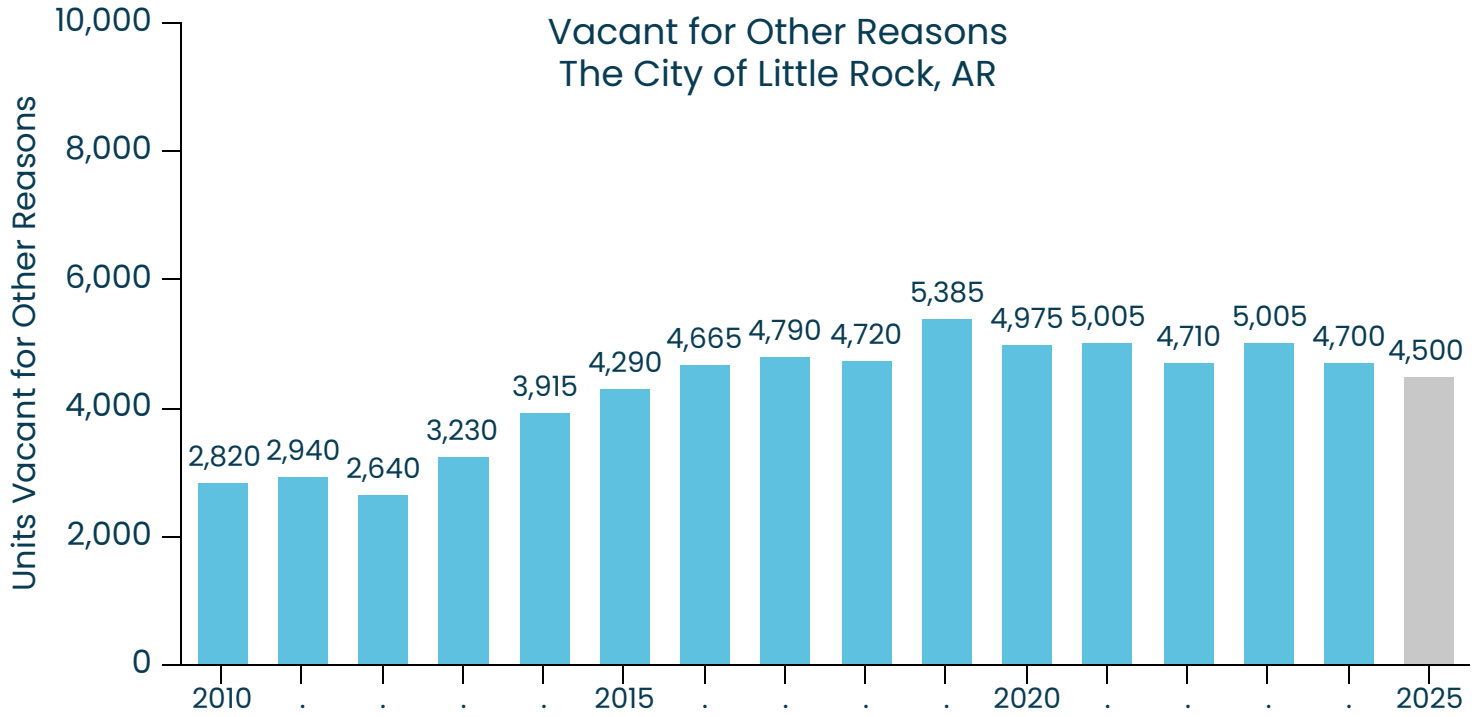


Underlying data by the Decennial Census and American Community Survey (ACS) through 2024. Analysis & exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign, 2026.



All Other Vacancies | Little Rock + Arkansas

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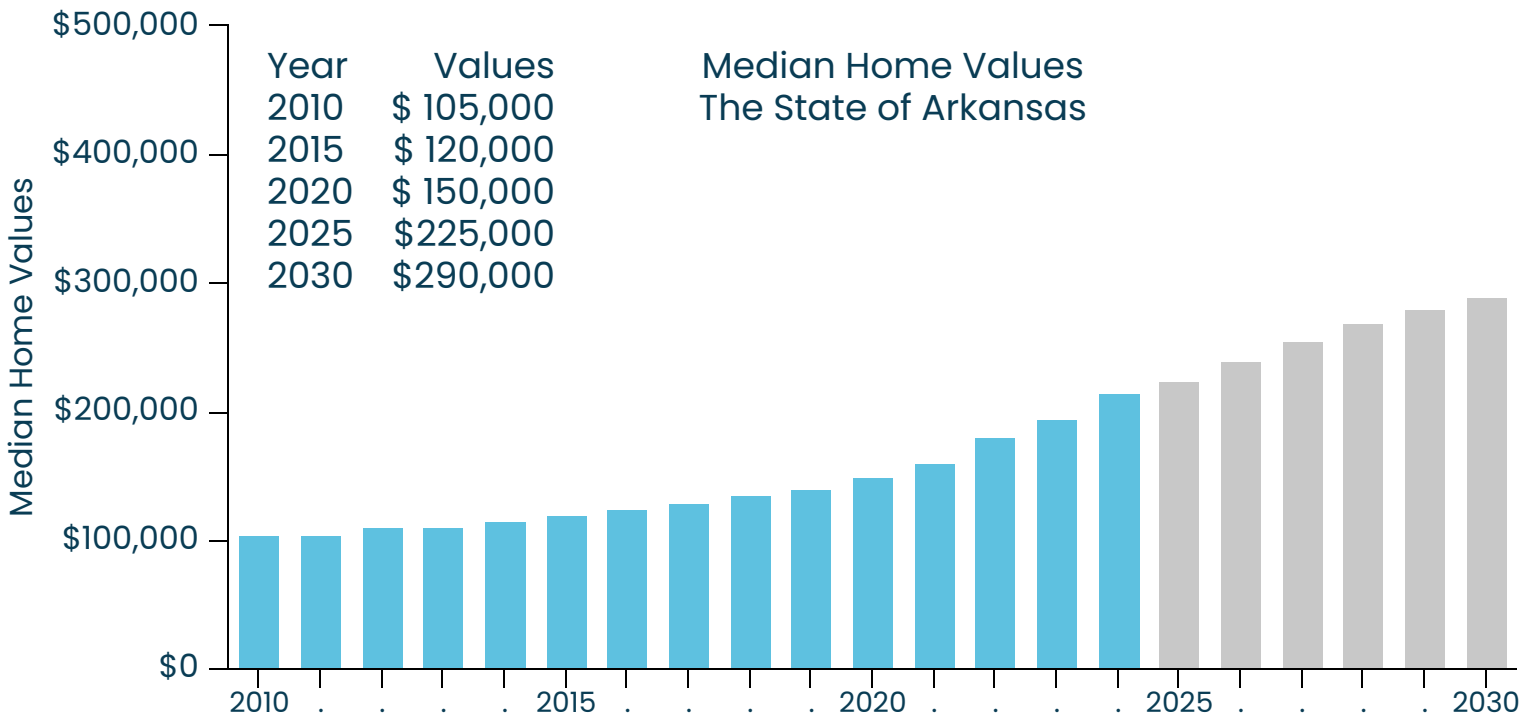
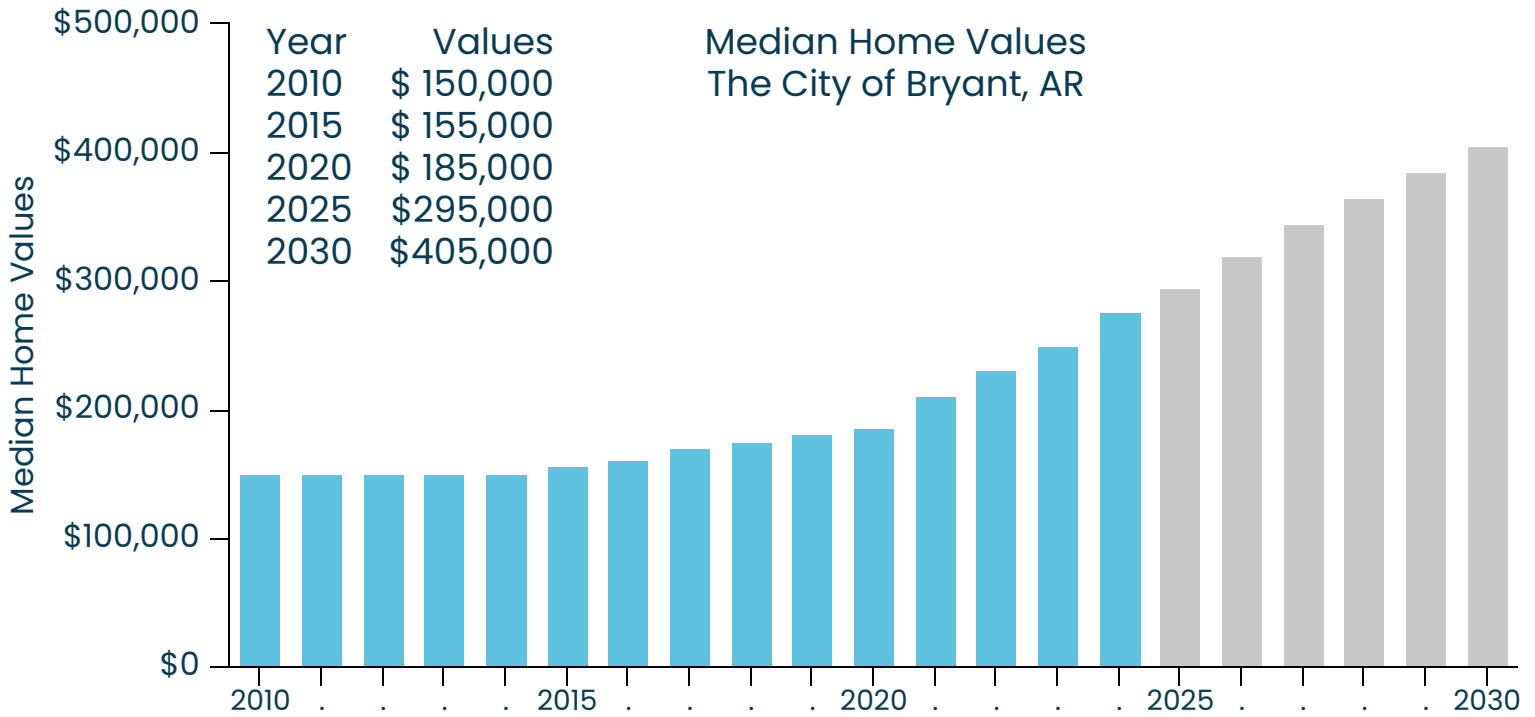
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Section (-I
SUPPLY:'''
Home Values
& Rents

Home Values | Bryant + Arkansas

Home values can help demonstrate quality and affordability of housing supply.

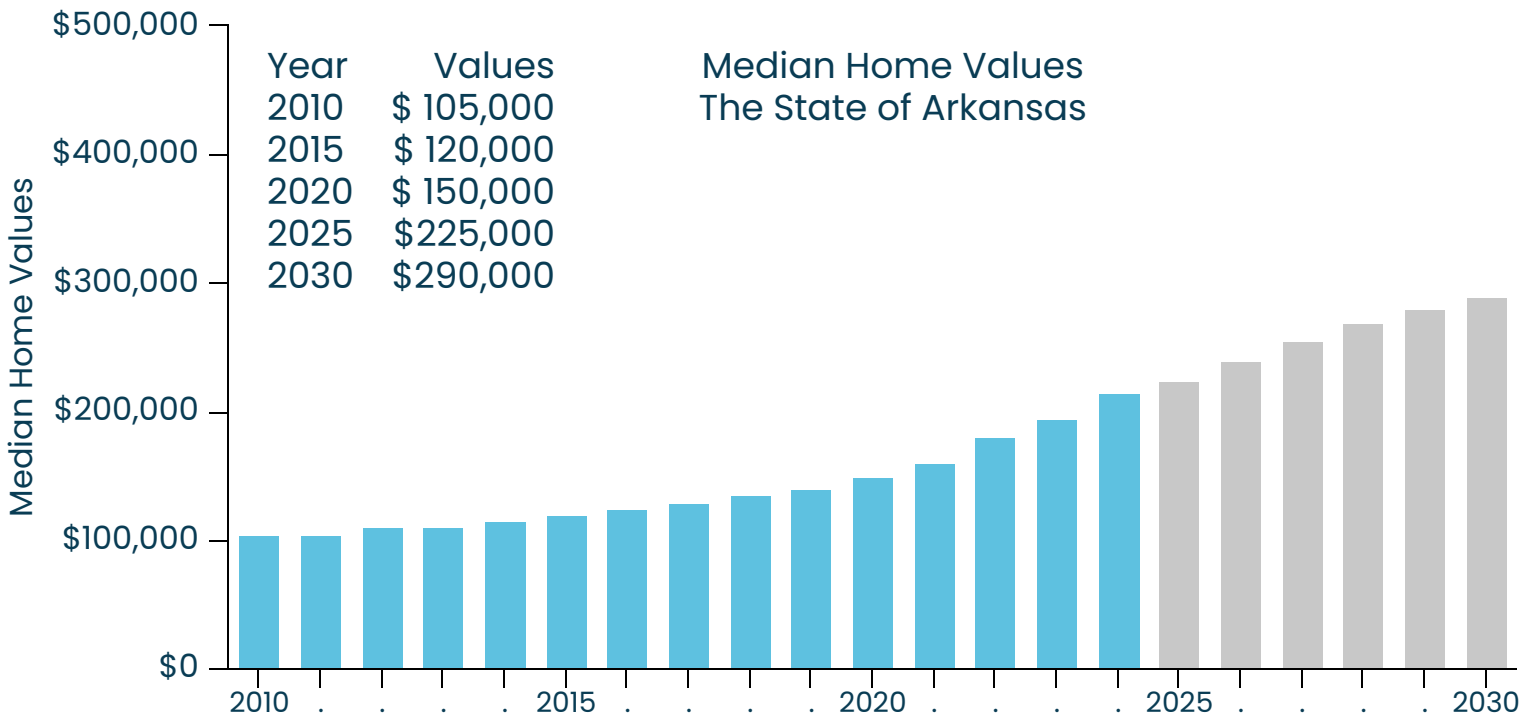
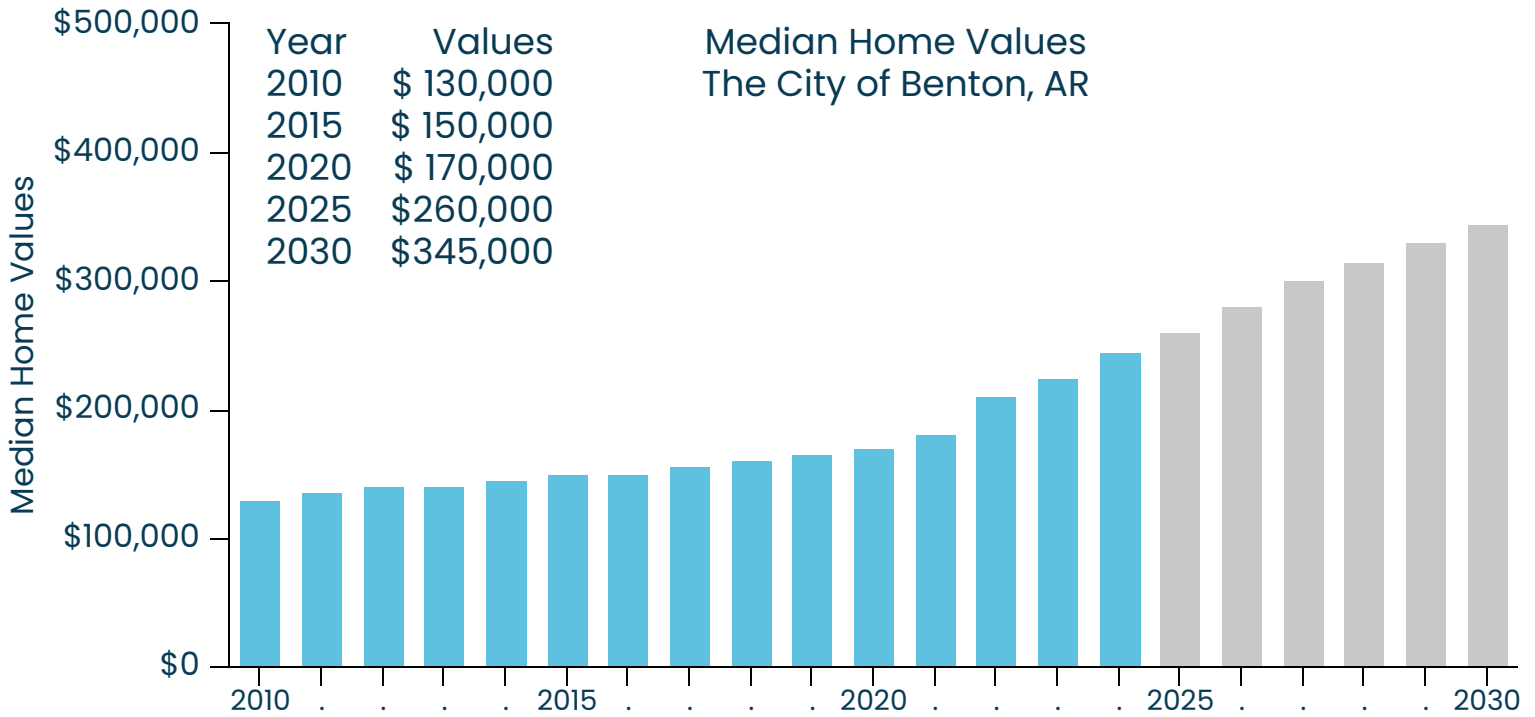


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Home Values | Benton + Arkansas

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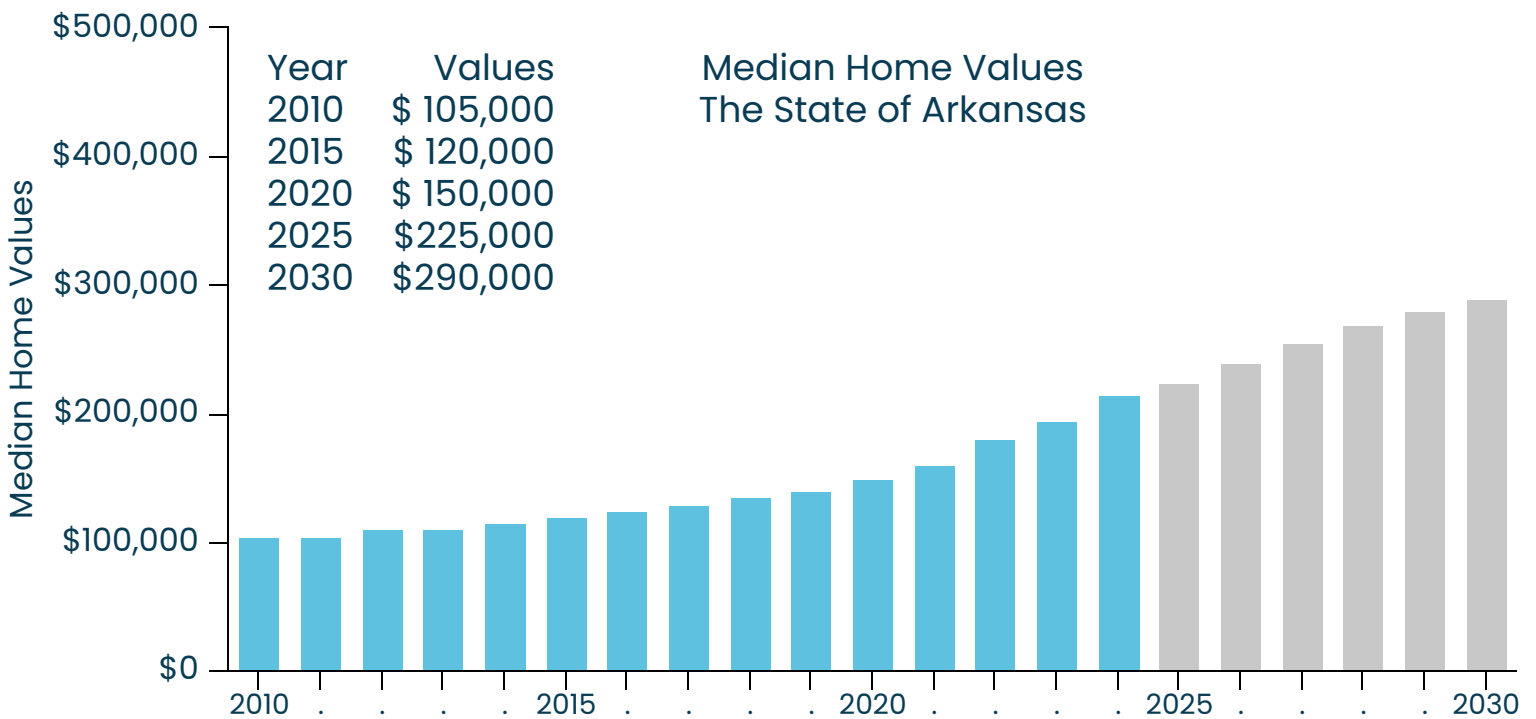
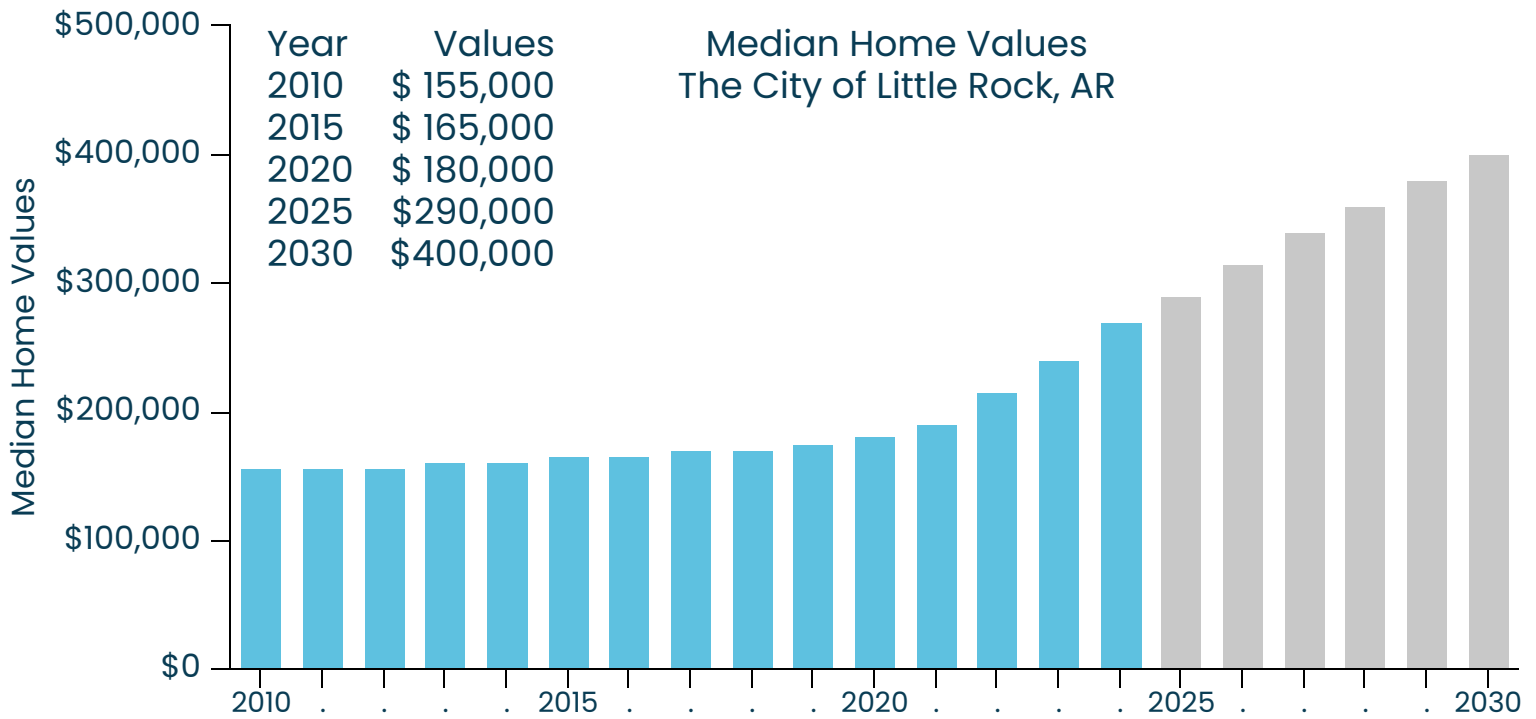


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Home Values | Little Rock + Arkansas

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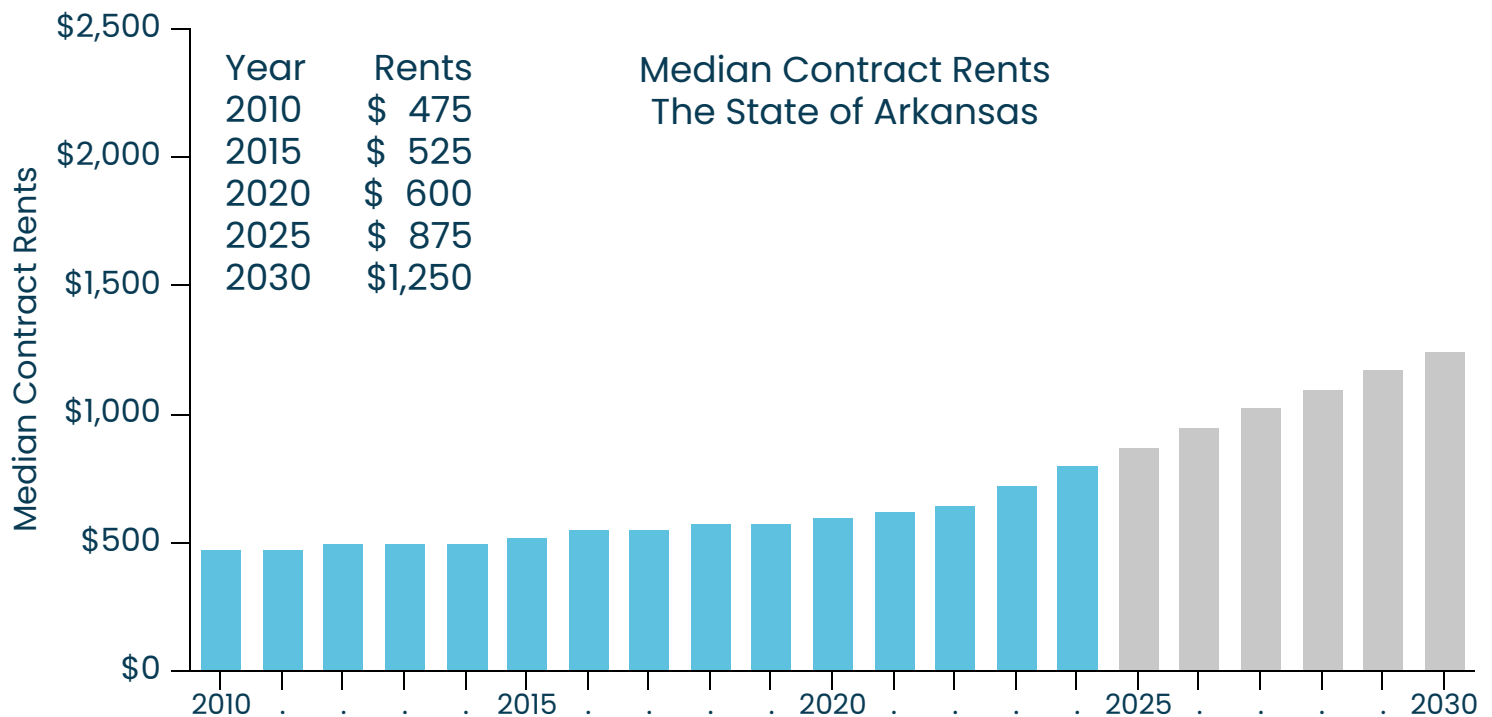
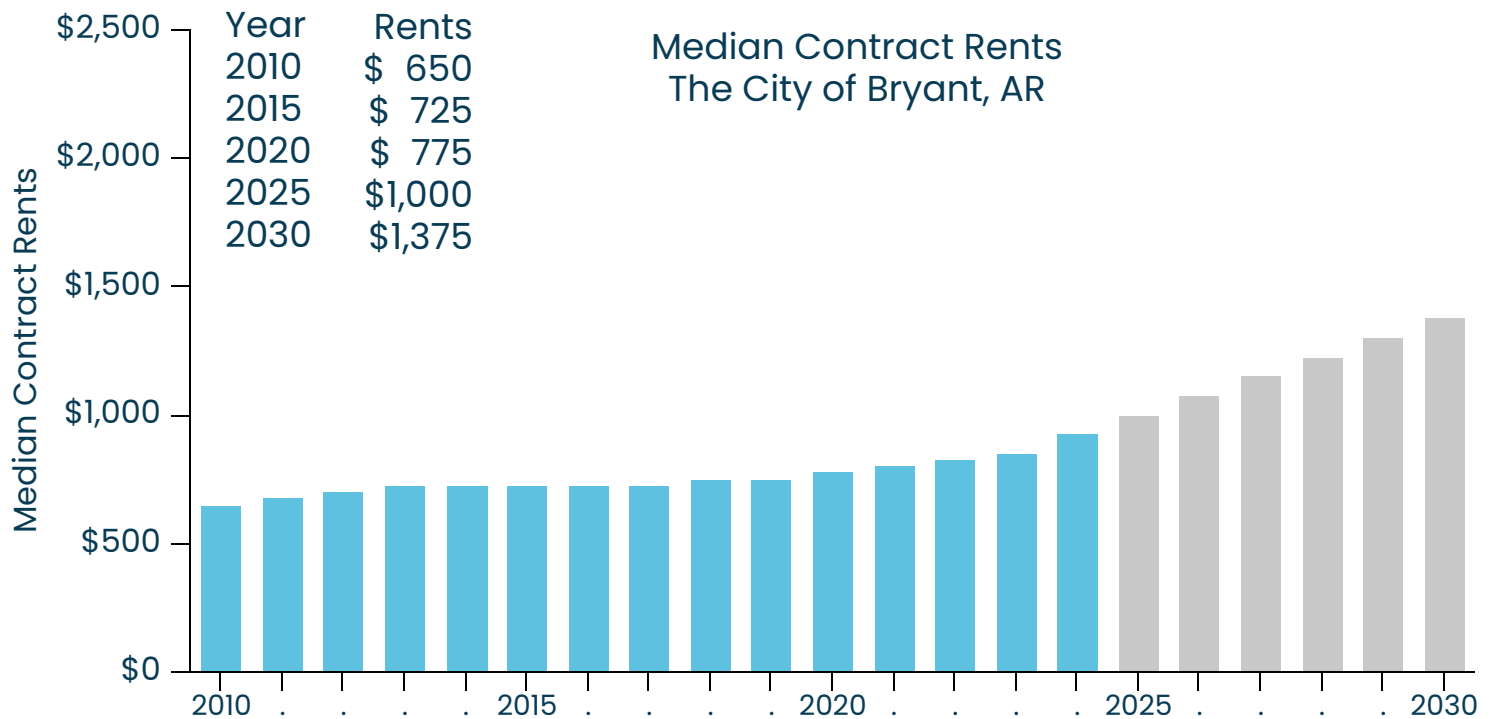


Underlying data by the Decennial Census and American Community Survey (ACS) through 2024. Analysis & exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign, 2026.



Contract Rents | Bryant + Arkansas

Contract (cash or net) rents can help gauge the quality & affordability of supply.

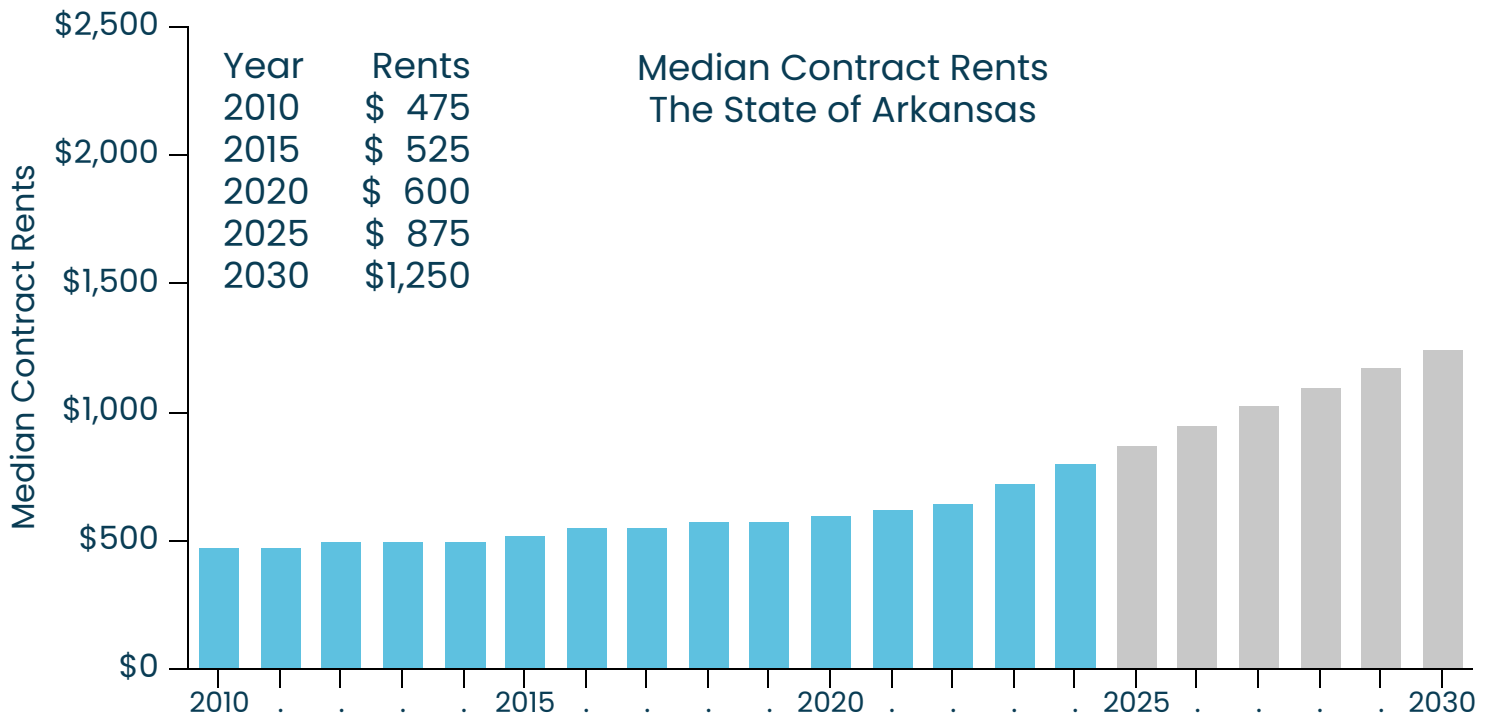
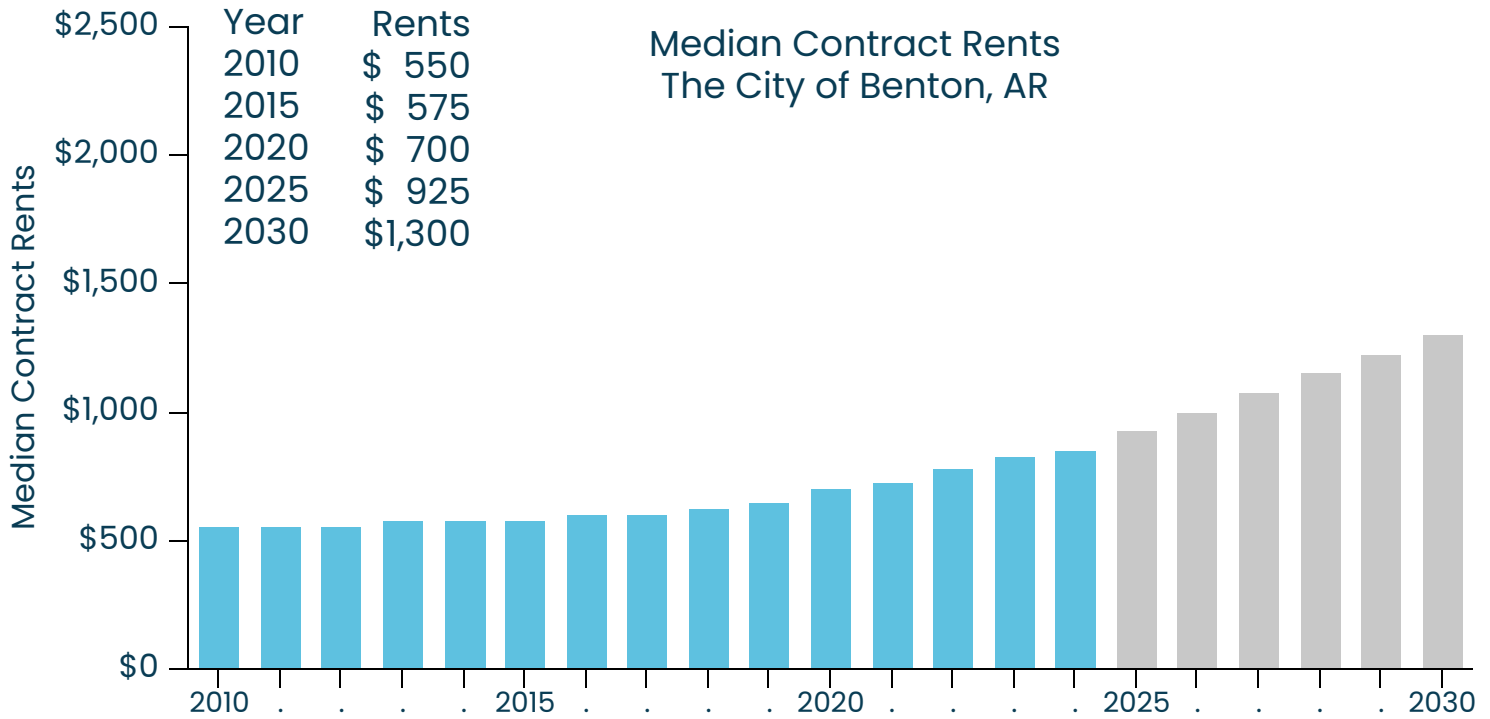


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Contract Rents | Benton + Arkansas

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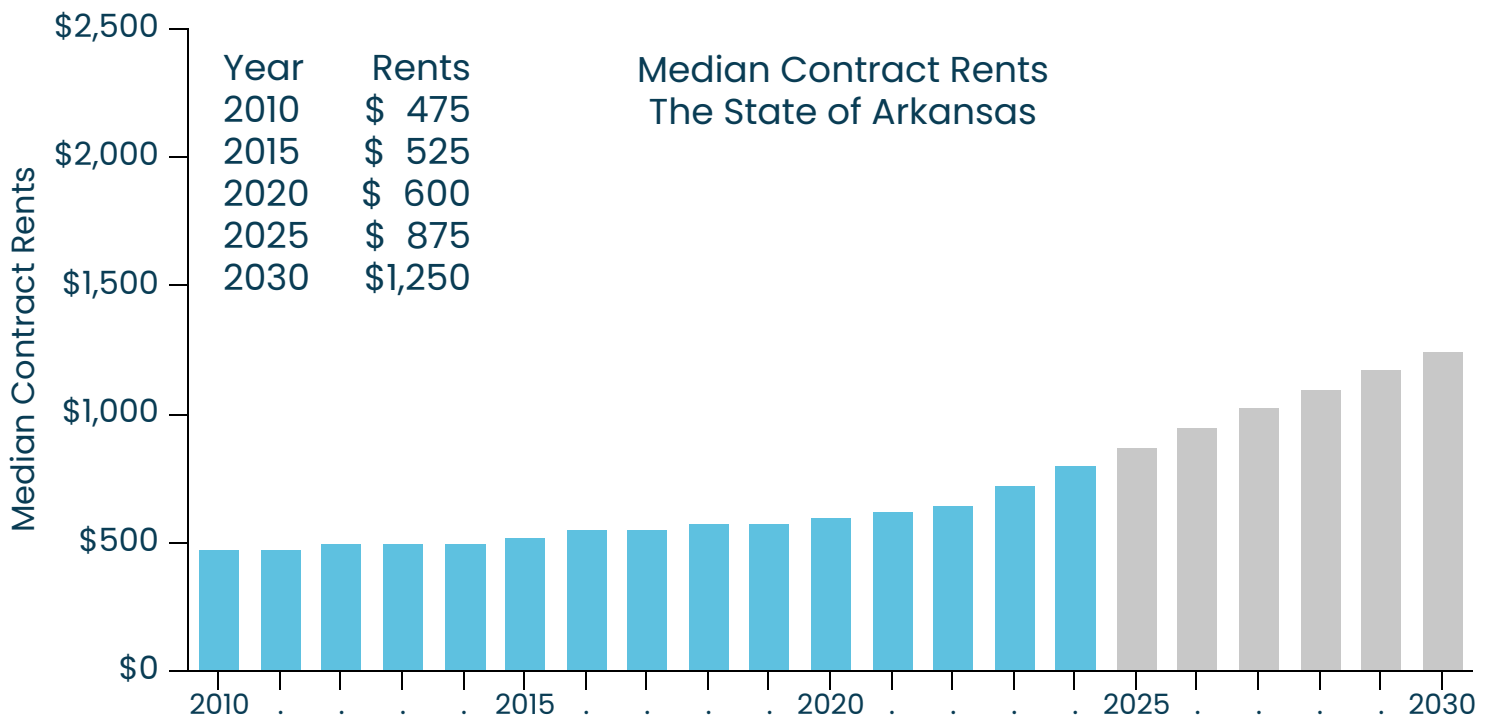
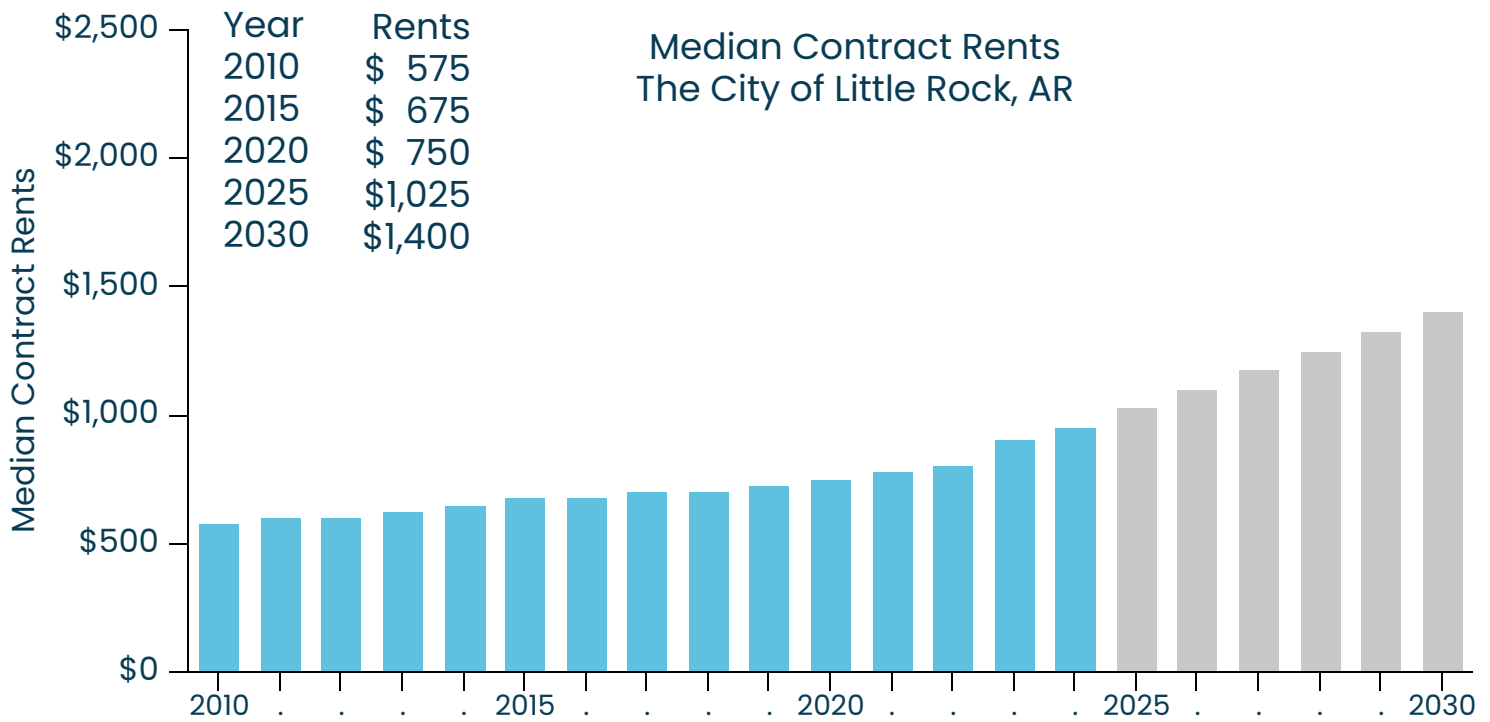


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Contract Rents | Little Rock + Arkansas

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Underlying data by the Decennial Census and American Community Survey (ACS) through 2024. Analysis & exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign; 2026.





The City of Bryant Arkansas

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Economic Analysis

DRAFT

March 26, 2026

...

Prepared by:



LandUseUSA
UrbanStrategies

In Collaboration with:



Crafton Tull

DPZ
CODESIGN

Acknowledgements

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Crafton Tull

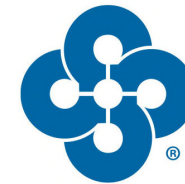
Julie Luther-Kelso

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901 North 47th St, Ste 200

Rogers, AR 72756



Crafton Tull

Economic Analysis

Section 5-A	Narrative Slide Deck
Section 5-B	Gap and Market Potential
Section 5-C	Transacted Sales per Capita
Section 5-D	Transacted Market Share
Section 5-E	Supply Employers, Chain Stores
Section 5-F	Demand Population, Households
Section 5-G	Demand Per Capita Income
Section 5-H	Economics Labor Force
Section 5-I	Supplement Transport to Work

Section 5-A
Narrative
Slide Deck

Retail Market Gaps and Opportunities

Retail Recommendations:

- Grocery Store, Liquor Store
- Automotive Parts and Supply Store
- Furniture, Decor, Electronic, Appliance Stores
- Apparel, Accessory, Jewelry Stores
- Neighborhood Hardware, Garden Supply Store
- Hobby, Music, Book Stores
- Arts, Entertainment, Recreation
- Hotels, Overnight Accommodations
- Personal Care Salons, Laundry Service
- Neighborhood Convenience Stores

Intentionally Excludes:

- Automotive Dealerships
- Supercenters, Discount, Department Stores
- Pharmacies, Personal Care Supply Stores
- Sporting Goods Stores

- The Economic Analysis includes a Gap Analysis of city-wide supply, demand, net import, and net leakage by retail category; plus deduced market gaps based on the results. Results are based on comparisons between the City of Bryant and fifteen (15) other cities along the Interstate 30 and Interstate 57 corridors.
- In general, if Bryant's performance in any given category is higher than the group average, then that implies a net market import and probable saturation. Similarly, if Bryant's performance is lower than the group average, then it implies a net market leakage, gap, and probable opportunity to add new establishment or businesses.
- Results of Gap Analysis indicate that there is a local gap in most of the general retail categories, albeit with some exceptions. The next slide elaborates on each of the categories with examples of brands for demonstrative purposes. However, the gaps also could be served by independent merchants and small businesses.

Retail Supply-Demand and Gap Analysis
The City of Bryant, Arkansas | 2025 Estimates

NAICS	Business Category	Reported Retail Stores (#)	Reported Retail Sales (\$Mil.)	Potential Retail Sales (\$Mil.)	Net Sales Import (\$Mil.)	Net Sales Import (%)	Net Sales Gap (\$Mil.)	Net Sales Leakage (%)	Average Sales per Estab (\$Mil.)	Gap Number of Stores
455	Supercenters, Discount, Department Stores	10	\$226.3	\$137.8	\$88.5	39.1%	.	.	\$22.6	.
445	Grocery, Liquor Stores (excl. Supercenters)	1	\$5.5	\$85.3	.	.	-\$79.8	-93.6%	\$5.5	15
456	Pharmacies, Personal Care Supply Stores	11	\$68.5	\$59.8	\$8.7	12.7%	.	.	\$6.2	.
4413	Auto Parts and Supply Stores	4	\$6.6	\$7.0	.	.	-\$0.3	-4.9%	\$1.7	.
449	Furniture, Decor, Electronics, Appliances	2	\$4.5	\$17.5	.	.	-\$13.0	-74.2%	\$2.3	6
458	Apparel, Accessory, Shoe, Jewelry Stores	4	\$5.7	\$12.8	.	.	-\$7.2	-55.9%	\$1.4	5
444	Building Materials, Garden Equip, Supply	5	\$67.5	\$78.1	.	.	-\$10.6	-13.6%	\$13.5	1
459	Hobby, Music, Books, Sporting Goods	17	\$45.6	\$40.5	\$5.1	11.1%	.	.	\$2.7	.
4411	Automotive Dealerships	1	\$20.0	\$90.2	.	.	-\$70.2	-77.8%	\$20.0	4
457	Gas Stations (with or w/out Convenience)	11	\$70.4	\$129.8	.	.	-\$59.4	-45.7%	\$6.4	2
	Summation Categories Listed Above	66	\$520.7	\$659.0	\$102.3	19.6%	-\$240.6	-21.0%	\$7.9	43
44-45	Retail Trade w/out Auto Dealers, Gas Stations	70	\$547.2	\$714.5	.	.	.	-23.4%	\$7.8	50
44-45	Retail Trade with Auto Dealers, Gas Stations	82	\$637.7	\$934.5	.	.	.	-31.8%	\$7.8	60

Retail Market Gaps and Opportunities

Retail Recommendations:

- Grocery Store, Specialty Food Stores
- Furniture, Decor, Electronic, Appliance Stores
- Apparel, Accessory, Jewelry Stores
- Neighborhood Hardware, Garden Supply Store
- Hobby, Music, Book, Office Supply Stores
- Arts, Entertainment, Recreation
- Hotels, Overnight Accommodations
- Personal Care Salons, Laundry Service
- Neighborhood Convenience Stores

Intentionally Excludes:

- Automotive Parts and Supply Store
- Automotive Dealerships
- Supercenters, Discount, Department Stores
- Pharmacies, Personal Care Supply Stores
- Sporting Goods Stores

Brands Like:

Aldi, local supermercado, wine shoppe
Hank's, Furniture Row, Cost Plus, cluster near Ashley's
Robert Irwin or Jared, bridal near Kohls, Target
Ace, Fuller & Son, Lumber One, Do It Best
Party City, Barnes & Noble, Books-A-Million
Chicken N Pickle, social bowling, bounce house
Residence Inn, Courtyard, Candlewood, Wingate, Staybridge
Day spas, laundromats, inking/piercing studio
At corners linking several neighborhoods

Additional Notes:

Served by AutoZone, O'Reilly, Advance, Napa
Served by car dealers in Little Rock and Benton
Long-Term, Sam's Club or Costco proximate to Target
Served by Walgreens, CVS, Medic, Family Pharmacies
Served by Academy Sports, Bass Pro Shop

Industry Market Gaps and Opportunities

White Collar Industry Sectors:

- Information, Telecommunications
- Finance, Insurance, Real Estate
- Professional, Scientific, Technical Services
- Administrative Support Services
- Educational Services
- Health Care Practitioners

Blue Collar Industry Sectors:

- Truck Transportation
- Warehousing
- Wholesale Trade
- Construction Industries
(based on share of employment)

Intentionally Excludes:

- Heavy and Light Manufacturing
- Tool and Die Companies
- Utilities and Waste Management
- Agriculture
- Mining, Forestry, and Fishing

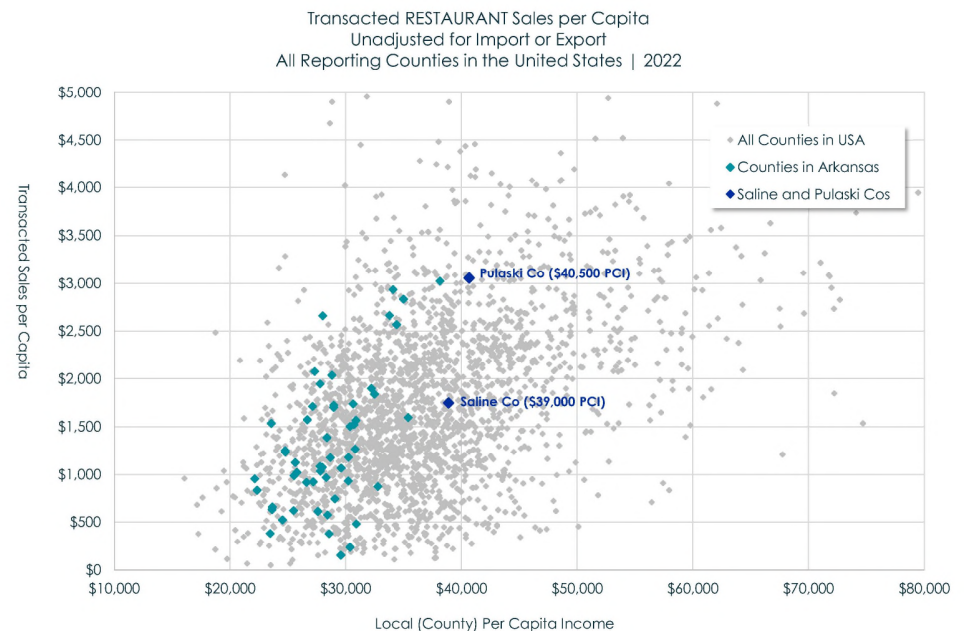
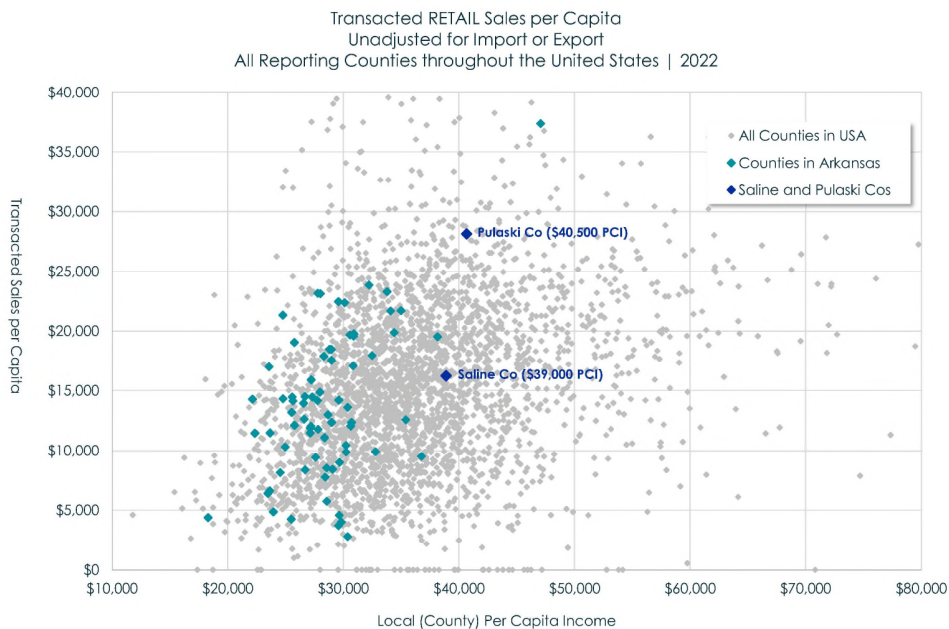
- The Economic Analysis also includes a Gap Analysis of city-wide supply, demand, net import, and net leakage by non-retail industry sector; and market gaps deduced from the results. Again, that analysis includes comparisons between the City of Bryant and fifteen (15) other cities along the Interstate 30 and 57 economic corridor.
- Results indicate a market gap and probable opportunity to add establishments in the arts, entertainment, recreation, hotel, and restaurant categories, which are complementary to retail trade.
- There also are opportunities for economic growth in six white-collar industries and several blue-collar industries. The most significant white-collar industry gaps are among financial and insurance-related businesses (including banks and insurance agents), administrative support services, educational services, and health care practitioners. and warehousing. Among blue-collar industries, the most significant gaps are in warehousing and wholesale trade.

Industry Supply-Demand and Gap Analysis
The City of Bryant, Arkansas | 2025 Estimates

NAICS	Non-Retail Industry Sector	Reported Establishments (#)	Reported Industry Revenues (\$Mil.)	Potential Industry Revenues (\$Mil.)	Net Revenue Inflow (\$Mil.)	Net Revenue Inflow (%)	Net Revenue Gap (\$Mil.)	Net Revenue Leakage (%)	Average Revenues per Estab (\$Mil.)	Gap Number of Estabs
71	Arts, Entertainment, Recreational Venues	8	\$4.7	\$6.3	.	.	-\$1.6	-24.7%	\$0.6	3
721	Accommodations, Hotels, Motels	9	\$8.8	\$12.4	.	.	-\$3.6	-29.3%	\$1.0	4
722	Restaurants, Drinking Establishments	58	\$95.0	\$104.3	.	.	-\$9.3	-8.9%	\$1.6	6
812	Personal Care Salons, Laundry Svcs	22	\$7.3	\$9.1	.	.	-\$1.8	-20.0%	\$0.3	6
811	Auto and other Repair, Maintenance Svcs	20	\$21.3	\$23.0	.	.	-\$1.7	-7.5%	\$1.1	2
51	Information, Telecommunications	n/a	n/a	n/a	.	.	-\$32.4	n/a	\$11.7	3
52	Banks, CPA's, Advisors, Insurance Agents	55	\$80.5	\$104.4	.	.	-\$23.9	-22.9%	\$1.5	16
53	Real Estate Brokers, Rental, Leasing Svcs	36	\$43.1	\$44.4	.	.	-\$1.3	-2.9%	\$1.2	1
54	Professional, Scientific, Technical Svcs	52	\$61.6	\$60.1	\$1.5	2.4%	.	.	\$1.2	1
56	Admin, Support; Waste Mngmt, Remediation	19	\$22.5	\$36.5	.	.	-\$14.1	-38.5%	\$1.2	12
484	Truck Transportation Only	8	\$35.9	\$60.4	.	.	-\$24.4	-40.5%	\$4.5	5
485	Warehousing Only	7	\$4.2	\$32.4	.	.	-\$27.5	-84.9%	\$0.7	14
48-49	Transportation + Warehousing (Total)	15	\$40.8	\$92.8	.	.	-\$51.9	-52.3%	\$2.7	19
42	Wholesale Trade	18	\$176.1	\$272.2	.	.	-\$96.1	-35.3%	\$9.8	10
61	Educational Services, Some Trade Schools	3	\$0.3	\$2.0	.	.	-\$1.6	-83.0%	\$0.1	15
62	Doctors, Health Practitioners, Social Svcs	103	\$136.9	\$156.0	.	.	-\$19.2	-12.3%	\$1.3	14

Transacted Sales per Capita

- In addition to the Retail Gap Analysis for the City of Bryant, the Economic Analysis also includes a comparison of county-wide transacted sales per capita throughout the United States and Arkansas. This step of the analysis focuses on total retail trade; restaurants; and arts, entertainment, and recreational venues.
- Scatter plots are used to demonstrate the relationships between county-wide transacted sales per capita (y-axis) and per capita income (x-axis). The scatter pattern indicates that nationwide, counties with higher income tend to have slightly higher retail sales per capita. However, the relationship is weak at best, so it should not be assumed that every county with a higher-than-average income will therefore have higher-than-average transacted sales per capita. More often than not, households with high incomes in counties like Saline might be more inclined to export their transactions to larger metro counties like Pulaski.
- In theory, the City of Bryant could focus on attracting families with two wage earners inclined to buy large detached houses. However, that does not necessarily mean that those households will spend more on retail within the city, or that the magnitude of market potential will be greater for retail trade and related categories. Rather, a larger number of smaller households (i.e., singles with one wage earner) would generate the same magnitude of market potential – and perhaps even more.



Supply | Major Employers

- The results of the Economic Analysis have been qualified based on a study of major private-sector employers throughout the cities of Bryant and Benton. In this step of the analysis, public-sector employers like the government offices and schools are excluded from the data set. Aside from chain retailers and restaurants, other major employers include the Saline Memorial Hospital, several health care service providers, Landers Auto Group (pre-owned cars), an environmental company specializing in waste-to-fuel conversion, and several suppliers of bauxite-related materials.
- The list reinforces the under-representation of major employers in other white-collar professions, as well as warehousing and wholesale trade. Furthermore, the presence of the hospital helps support the market potential for additional independent and affiliated health care practitioners.

Major Employers with 100+ Employees Benton County, Arkansas | 2016 - 2026

Row Number	Count	City Name	Business Name	General Category	Additional Description	Minimum Employed	Maximum Employed
1	1	both	Walmart	Retail	Supercenters, Grocery	500	1,000
2	2	both	McDonald's Corp	Retail	Fast Food Restaurants	200	300
3	3	both	Landers Auto Group	Retail	Auto Dealerships	450	500
4	4	Bryant	Lowe's Home Centers, Inc	Retail	Home Improvement	100	200
5	5	Benton	Home Depot	Retail	Home Improvement	100	200
6	6	both	Sonic Drive-In	Retail	Fast Food Restaurants	<u>100</u>	<u>200</u>
			Subtotal Retail			1,450	2,400
7	1	Benton	Saline Memorial Hospital	Health Care	Hospital, Cancer Care	500	1,000
8	2	Benton	Birch Tree Communities, Inc.	Health Care	Mental Health Support	100	200
9	3	Benton	Rivendell Behavioral Health	Health Care	Behavioral Health Support	100	200
10	4	Benton	Timber Ridge Ranch NeuroRehab	Health Care	NeuroRehab Health Support	100	200
11	5	Bryant	Arkansas Heart Hospital Encore	Health Care	Heart Health Support	<u>50</u>	<u>100</u>
			Subtotal Health Care			850	1,700
12	1	Benton	Arcwood Environmental / Rineco	Industrial	Waste to Fuel Conversion	200	300
13	2	Benton	Almatis, Inc / Alcoa	Industrial	Bauxite, Alumina, Ceramics	100	200
14	3	Benton	CoorsTek, Inc.	Industrial	Engineered Ceramics	<u>100</u>	<u>200</u>
			Subtotal Industrial			400	700

Supply | Chain Stores

- Results of the Retail Analysis also have been qualified based on an inventory of established businesses throughout the cities of Bryant and Benton, along with some qualitative observations of competition in the Little Rock metro area. The retail inventory includes most national chains, plus other local big-box formats - particularly in the grocery supermarket, furniture, and sporting goods categories. It also includes some local fitness centers and gyms, and hotels and motels.
- The inventory has been used to verify some market gaps and opportunities, particularly in the home furnishings and decor, entertainment, and recreational (excluding fitness centers and gyms) categories. Several sub-categories are under-represented in Benton and Bryant, including specialty food stores (such as bakeries, butchers, and cheese and wine shops). In comparison, there are numerous pharmacies, auto parts and supply stores, new car dealerships, and hotels and motels in the two cities.

Inventory of Big-Box Retail and Chain Store Formats
Cities of Bryant and Benton, Arkansas | Spring 2026

Inventory of Big-Box Retail and Chain Store Formats
Cities of Bryant and Benton, Arkansas | Spring 2026

Inventory of Big-Box Retail and Chain Store Formats
Cities of Bryant and Benton, Arkansas | Spring 2026

Row Number	Store Count	Store Name	Retail Category	City of Bryant	City of Benton
1	1	Walmart (#1)	Supercenter	Bryant	.
2	2	Target	Discount Dept Store	Bryant	.
3	3	Kohl's	Department Store	Bryant	.
4	4	Walmart (#2)	Supercenter	.	Benton
5	5	Burlington	Discount Dept Store	.	Benton
6	6	TJMaxx	Discount Dept Store	.	Benton
7	7	Johnston's Home Ctr	Department Store	.	Benton
8					
9	1	Edwards Food Giant	Grocery Supermarket	Bryant	.
10	2	Kroger	Grocery Supermarket	.	Benton
11	3	Harps Food Store	Grocery Supermarket	.	Benton
12	4	Supermercado La Alianza	Grocery Supermarket	.	Benton
13	5	Value Foods	Grocery Supermarket	.	Benton
14					
15	1	Walgreens (#1)	Pharmacy	Bryant	.
16	2	CVS	Pharmacy	Bryant	.
17	3	Family Pharmacy	Pharmacy	Bryant	.
18	4	Medic Pharmacy	Pharmacy	Bryant	.
19	5	Walgreens (#2)	Pharmacy	.	Benton
20	6	CVS (closed)	Pharmacy	.	Benton
21	7	Westside Pharmacy	Pharmacy	.	Benton
22					
23	1	Bath & Body Works	Personal Care Supply	Bryant	.
24	2	Merle Norman Cosmetics	Personal Care Supply	Bryant	.
25	3	Ulta Beauty	Personal Care Supply	.	Benton
26	4	Sally Beauty	Personal Care Supply	.	Benton
27					
28	1	Dollar General (#1)	Variety	Bryant	.
29	2	Five Below	Variety	Bryant	.
30	3	Dollar General (#2)	Variety	.	Benton
31	4	Pop Shelf	Variety	.	Benton
32					
33	1	Lane Bryant	Apparel - Women's	Bryant	.
34	2	Cato Fashions (#1)	Apparel - Women's	Bryant	.
35	3	Cato Fashions (#2)	Apparel - Women's	.	Benton
36					
37	1	Shoe Carnival	Apparel - Shoes	Bryant	.
38	2	Hibbett	Apparel - Shoes	Bryant	.
39	3	Rack Room Shoes	Apparel - Shoes	.	Benton

Row Number	Store Count	Store Name	Retail Category	City of Bryant	City of Benton
40	1	Lowe's	Home Improvement	Bryant	.
41	2	Home Depot	Home Improvement	.	Benton
42	3	Home Outlet	Home Improvement	.	Benton
43	4	Harbor Freight & Tools	Home Improvement	.	Benton
44	5	ReStore by H4H	Home Improvement	.	Benton
45	6	Tractor Supply Co	Home Improvement	.	Benton
46					
47	1	Ashley Furniture + Outlet	Furniture	Bryant	.
48	.	American Freight (closed)	Furniture	Bryant	.
49	2	Ferguson's Furniture Co	Furniture	.	Benton
50	3	White Furniture Co	Furniture	.	Benton
51	4	Cleo's Furniture	Furniture	.	Benton
52	5	Aaron's Rent-to-Own	Furniture, Appliance	.	Benton
53					
54	1	Kirkland's	Home Furnishings	Bryant	.
55	2	Home Goods	Home Furnishings	.	Benton
56					
57	1	Game Stop	Hobby Supply	Bryant	.
58	2	Hobby Lobby	Hobby Supply	.	Benton
59	3	My Craft Source	Hobby Supply	.	Benton
60					
61	1	Wildman Arms Gun Store	Sporting Goods	Bryant	.
62	2	Academy Sports + Outdoors	Sporting Goods	.	Benton
63	3	Carler Outdoors, Inc	Sporting Goods	.	Benton
64	4	Get Outdoors Hunt Fish	Sporting Goods	.	Benton
65					
66	1	Benton Event Center	Entertainment Venue	.	Benton
67	2	Saline County Fairgrounds	Recreational Venue	.	Benton
68					
69	1	Anytime Fitness	Fitness Clr, Gym	Bryant	.
70	2	Fitness Bryant	Fitness Clr, Gym	Bryant	.
71	3	Planet Fitness	Fitness Clr, Gym	.	Benton
72	4	Pulse Premier Fitness	Fitness Clr, Gym	.	Benton
73					
74	1	Petco	Pets, Pet Supplies	.	Benton
75	2	PetSmart	Pets, Pet Supplies	.	Benton

Row Number	Store Count	Store Name	Retail Category	City of Bryant	City of Benton
76	1	Office Depot	Office Supply	.	Benton
77					
78	1	AutoZone	Auto Parts, Supplies	Bryant	.
79	2	O'Reilly	Auto Parts, Supplies	Bryant	.
80	3	LKQ Keystone Midstate	Auto Parts, Supplies	Bryant	.
81	4	Central AR Truck Outfitters	Auto Parts, Supplies	Bryant	.
82	5	Advance	Auto Parts, Supplies	.	Benton
83	6	AutoZone	Auto Parts, Supplies	.	Benton
84	7	O'Reilly	Auto Parts, Supplies	.	Benton
85	8	NAPA	Auto Parts, Supplies	.	Benton
86	9	Bumper to Bumper	Auto Parts, Supplies	.	Benton
87					
88	1	Buick GMC	Auto Dealerships	Bryant	.
89	2	Infiniti	Auto Dealerships	.	Benton
90	3	Nissan	Auto Dealerships	.	Benton
91	4	Ford	Auto Dealerships	.	Benton
92	5	Chevrolet	Auto Dealerships	.	Benton
93	6	Dodge Jeep Ram	Auto Dealerships	.	Benton
94	7	Camping World	Auto Dealerships (RV)	.	Benton
95					
96	1	America's Best Value Inn	Hotels, Motels	Bryant	.
97	2	Comfort Inn & Suites	Hotels, Motels	Bryant	.
98	3	Country Inn & Suites	Hotels, Motels	Bryant	.
99	4	Hampton Inn	Hotels, Motels	Bryant	.
100	5	Holiday Inn Express & Suites	Hotels, Motels	Bryant	.
101	6	Home2 Suites by Hilton	Hotels, Motels	Bryant	.
102	7	LaQuinta Inn & Suites	Hotels, Motels	Bryant	.
103	8	Super 8 by Wyndham	Hotels, Motels	Bryant	.
104	9	Bryant Inn & Suites	Hotels, Motels	Bryant	.
105	10	Best Western Inn	Hotels, Motels	.	Benton
106	11	Fairfield Inn & Suites	Hotels, Motels	.	Benton

Source: Research, inventory, clustering, and exhibit prepared by LandUseUSA in collaboration with Crafton Tull and DPZ CoDesign; 2026.

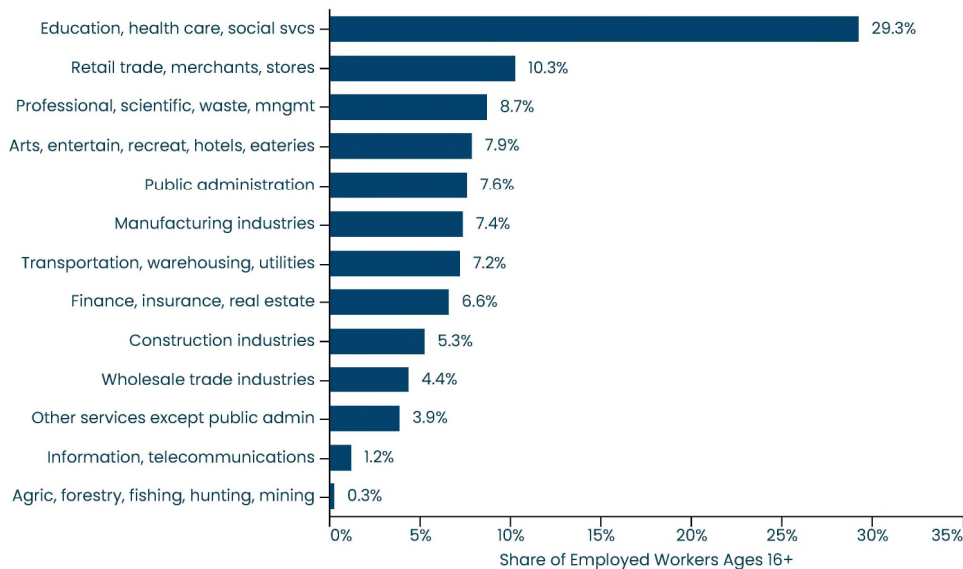
Source: Research, inventory, clustering, and exhibit prepared by LandUseUSA in collaboration with Crafton Tull and DPZ CoDesign; 2026.

Employment by Industry Sector

- The Economic Analysis includes a study of the share of total employment by industry sector for the City of Bryant, with additional observations based on comparisons to Benton, Little Rock, and averages for the State of Arkansas. The geographic comparisons confirm that health care and social services is an industry strength for Bryant. Together with education and social services, health care represents 29.3% of total employment for the city, which is high compared to 24% for the statewide average.
- In comparison, retail trade, manufacturing, and construction industries appear to be under-represented in Bryant compared to the statewide average. In particular, retail trade represent only 10% of total employment for the city, which is low compared to 13% for the state overall. Similarly, construction industries represent 5% of employment for the city, which also is low compared to 7% for the state. These observation have been used to qualify and refine the gap analysis, conclusions, and recommendations for the City of Bryant.

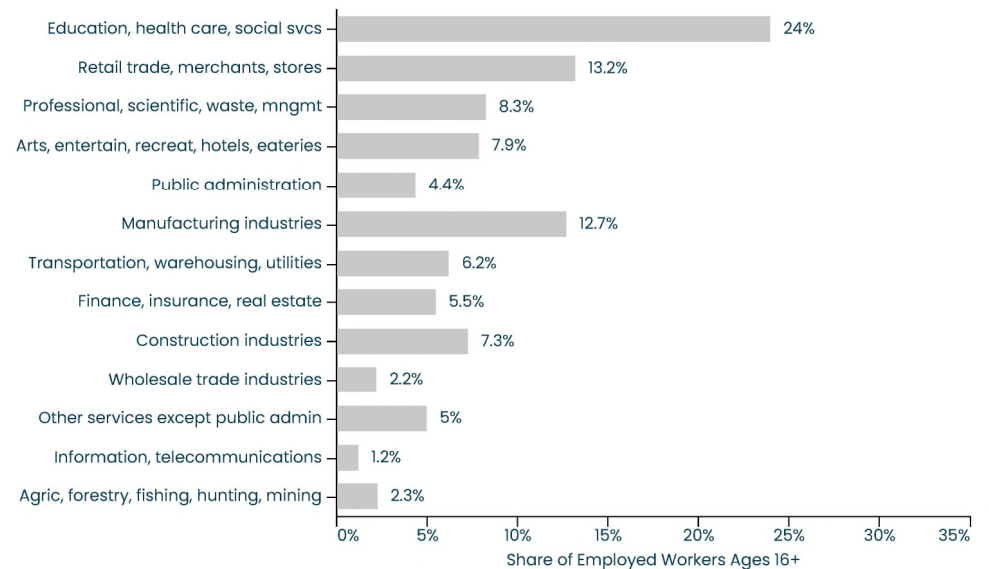
Employment by Industry Sector | Bryant City

The share of employed workers ages 16+ by industry sector.



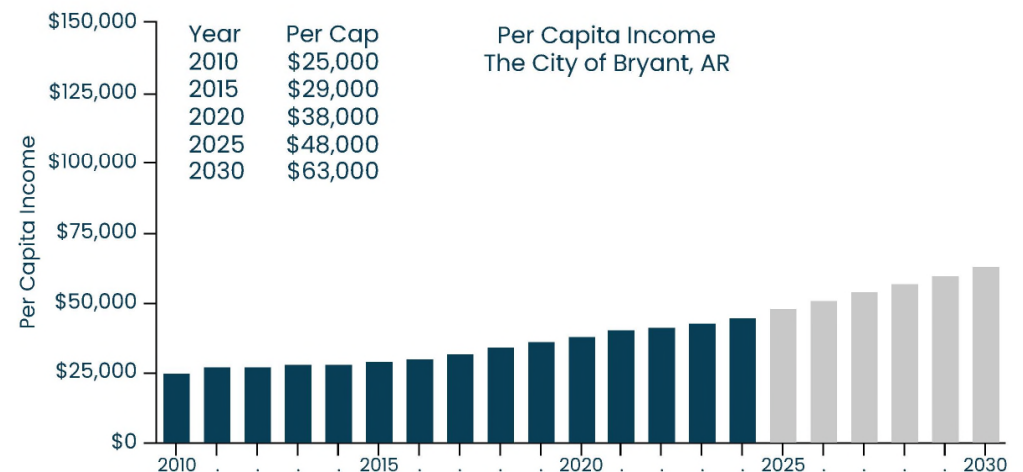
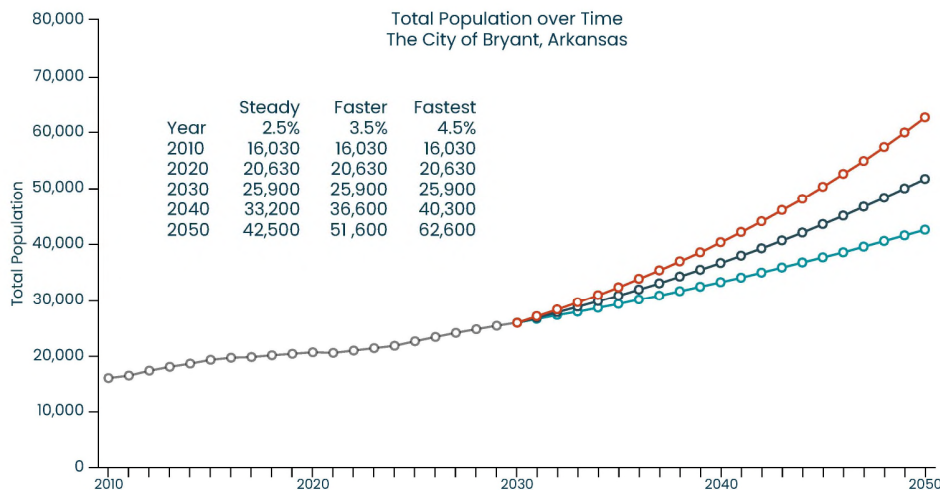
Employment by Industry Sector | State of Arkansas

The share of employed workers ages 16+ by industry sector.



Demand | Population, Per Capita Income

- The Economic Analysis commenced with a comparative study of key demographic variables and a particular focus on population and per capita income. Population and per capita income include trendlines back to the year 2010 and estimates through the year 2024. Population forecasts are provided with three growth scenarios (steady, faster, and fastest) and out to the year 2050; and per capita income has been forecast out to the year 2030. Results have been used to calculate total personal income and local expenditure potential by industry sector, which are essential variables in the Gap Analysis.
- The City of Bryant has had steady population growth and currently is growing about 2.5% annually. If this is continued forward, then the city's population could exceed 40,000 by the year 2050. If new housing construction activity heats up, then the market could grow at a faster rate of 3.5%, exceeding a population of 50,000 by 2050. If new housing starts accelerate even more, then the market could grow at a faster rate of 4.5% annually, exceeding a population of 60,000 by 2050.
- The introduction of new-build housing choices could attract residents with relatively high incomes, and this could apply to singles leasing lofts as much as families buying houses. Together, the weighted per capita income is expected to approach \$65,000 by the year 2030.



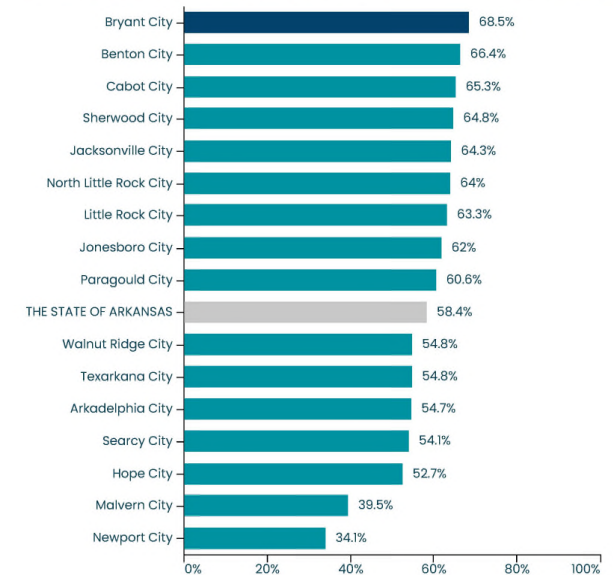
Labor Force and Unemployment

- The Economic Analysis also includes a study of fundamental indices like labor force participation rates and unemployment rates. The Analysis includes a comparison of current rates for the City of Bryant and the fifteen comparison cities along Interstates 30 and 57.
- Results highlight Bryant's relative strength compared to other cities along Central Arkansas' economic corridor. Among the comparison places, Bryant has the highest rate of labor force participation, representing 68.5% of its population ages 16 and older. Furthermore, only 2.6% of the city's labor force is reported as unemployed, which is exceptionally low.
- These results provide additional qualitative insights into Bryant's strength and marketability to new employers. New employers will help create good-paying jobs that appeal to resident workers and commuters – propagating an upward cycle of economic strength and resiliency for the city, and supporting its next leap forward.



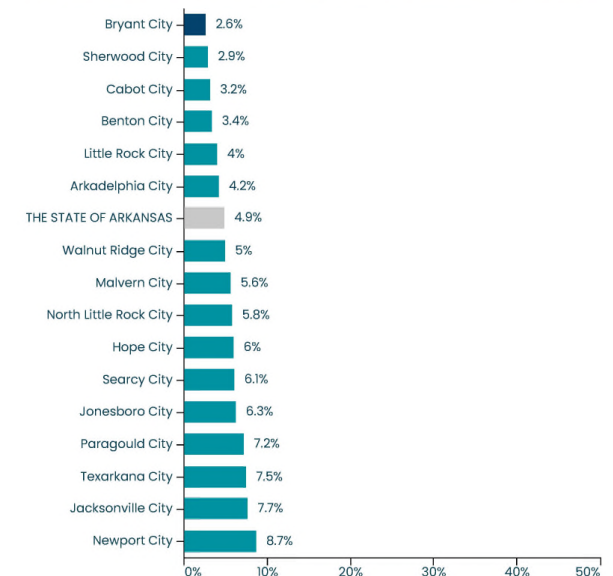
Labor Force Participation Rate

The share of population ages 16+ who are participating in the worker labor force. Comparison places along the Interstate 30 and 57 economic corridors in Arkansas.



Unemployment Rate

The share of labor force ages 16+ that is unemployed. Comparison places along the Interstate 30 and 57 economic corridors in Arkansas.



Section 5-B Gap and Market Potential

Retail Supply-Demand and Gap Analysis
 The City of Bryant, Arkansas | 2025 Estimates

NAICS	Business Category	Reported	Reported	Potential	Net Sales	Net Sales	Net Sales	Net Sales	Average	Gap
		Retail Stores (#)	Retail Sales (\$Mil.)	Retail Sales (\$Mil.)	Import (\$Mil.)	Import (%)	Gap (\$Mil.)	Leakage (%)	Sales per Estab (\$Mil.)	Number of Stores
455	Supercenters, Discount, Department Stores	10	\$226.3	\$137.8	\$88.5	39.1%	.	.	\$22.6	.
445	Grocery, Liquor Stores (excl. Supercenters)	1	\$5.5	\$85.3	.	.	-\$79.8	-93.6%	\$5.5	15
456	Pharmacies, Personal Care Supply Stores	11	\$68.5	\$59.8	\$8.7	12.7%	.	.	\$6.2	.
4413	Auto Parts and Supply Stores	4	\$6.6	\$7.0	.	.	-\$0.3	-4.9%	\$1.7	.
449	Furniture, Decor, Electronics, Appliances	2	\$4.5	\$17.5	.	.	-\$13.0	-74.2%	\$2.3	6
458	Apparel, Accessory, Shoe, Jewelry Stores	4	\$5.7	\$12.8	.	.	-\$7.2	-55.9%	\$1.4	5
444	Building Materials, Garden Equip, Supply	5	\$67.5	\$78.1	.	.	-\$10.6	-13.6%	\$13.5	1
459	Hobby, Music, Books, Sporting Goods	17	\$45.6	\$40.5	\$5.1	11.1%	.	.	\$2.7	.
4411	Automotive Dealerships	1	\$20.0	\$90.2	.	.	-\$70.2	-77.8%	\$20.0	4
457	Gas Stations (with or w/out Convenience)	<u>11</u>	<u>\$70.4</u>	\$129.8	.	.	<u>-\$59.4</u>	<u>-45.7%</u>	<u>\$6.4</u>	<u>2</u>
	Summation Categories Listed Above	66	\$520.7	\$659.0	\$102.3	19.6%	-\$240.6	-21.0%	\$7.9	43
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Underlying data provided by the U.S. Economic Census, 2022.
 Estimates, interpolations, calculations, and analysis by LandUseUSA, 2026.
 NAICS indicates the North American Industry Classification System.

Industry Supply-Demand and Gap Analysis
The City of Bryant, Arkansas | 2025 Estimates

NAICS	Non-Retail Industry Sector	Reported Establishments (#)	Reported Industry Revenues (\$Mil.)	Potential Industry Revenues (\$Mil.)	Net Revenue Inflow (\$Mil.)	Net Revenue Inflow (%)	Net Revenue Gap (\$Mil.)	Net Revenue Leakage (%)	Average Revenues per Estab (\$Mil.)	Gap Number of Estabs
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721	Accommodations, Hotels, Motels	9	\$8.8	\$12.4	.	.	-\$3.6	-29.3%	\$1.0	4
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51	Information, Telecommunications	n/a	n/a	n/a	.	.	-\$32.4	n/a	\$11.7	3
52	Banks, CPA's, Advisors, Insurance Agents	55	\$80.5	\$104.4	.	.	-\$23.9	-22.9%	\$1.5	16
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54	Professional, Scientific, Technical Svcs	52	\$61.6	\$60.1	\$1.5	2.4%	.	.	\$1.2	1
56	Admin, Support; Waste Mngmt, Remediation	19	\$22.5	\$36.5	.	.	-\$14.1	-38.5%	\$1.2	12
484	Truck Transportation Only	8	\$35.9	\$60.4	.	.	-\$24.4	-40.5%	\$4.5	5
485	Warehousing Only	<u>7</u>	<u>\$4.9</u>	<u>\$32.4</u>	.	.	<u>-\$27.5</u>	-84.9%	\$0.7	<u>14</u>
48-49	Transportation + Warehousing (Total)	15	\$40.8	\$92.8	.	.	-\$51.9	-52.3%	\$2.7	19
42	Wholesale Trade	18	\$176.1	\$272.2	.	.	-\$96.1	-35.3%	\$9.8	10
61	Educational Services, Some Trade Schools	3	\$0.3	\$2.0	.	.	-\$1.6	-83.0%	\$0.1	15
62	Doctors, Health Practitioners, Social Svcs	103	\$136.9	\$156.0	.	.	-\$19.2	-12.3%	\$1.3	14

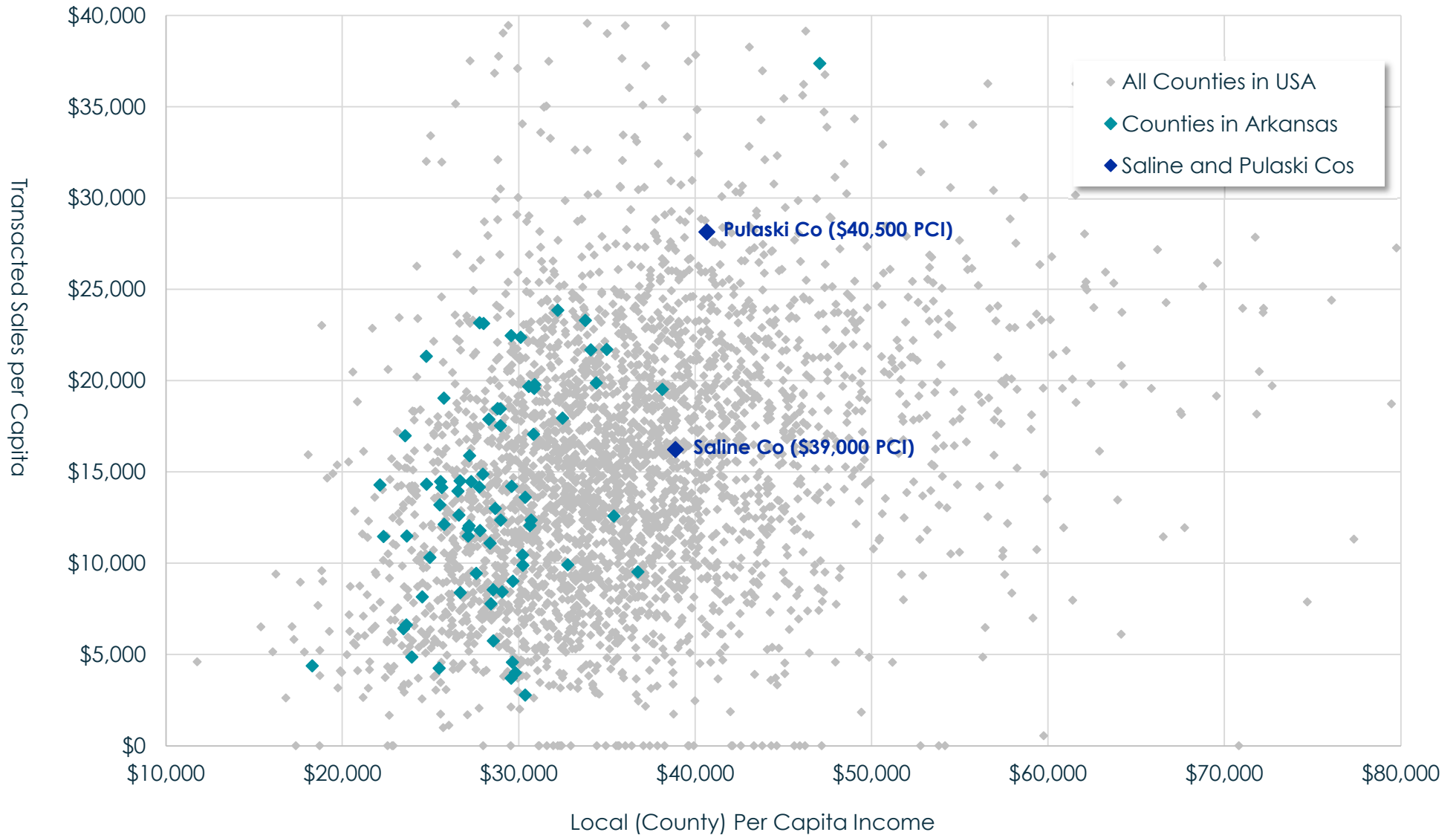
Underlying data provided by the U.S. Economic Census, 2022.

Estimates, interpolations, calculations, and analysis by LandUseUSA, 2026.

NAICS indicates the North American Industry Classification System.

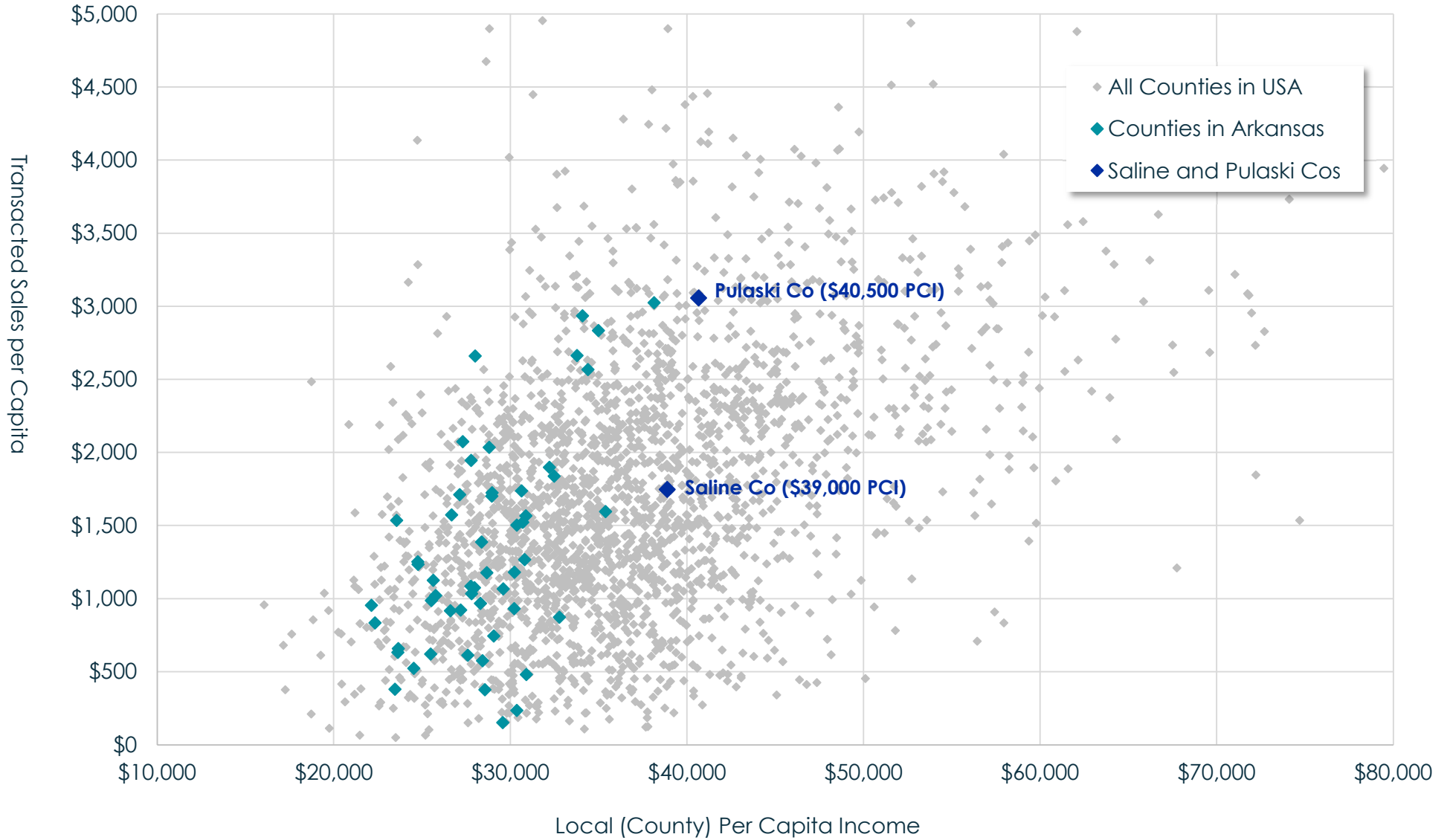
Section 5-C
Transacted
Sales per
Capita (\$)

Transacted RETAIL Sales per Capita Unadjusted for Import or Export All Reporting Counties throughout the United States | 2022



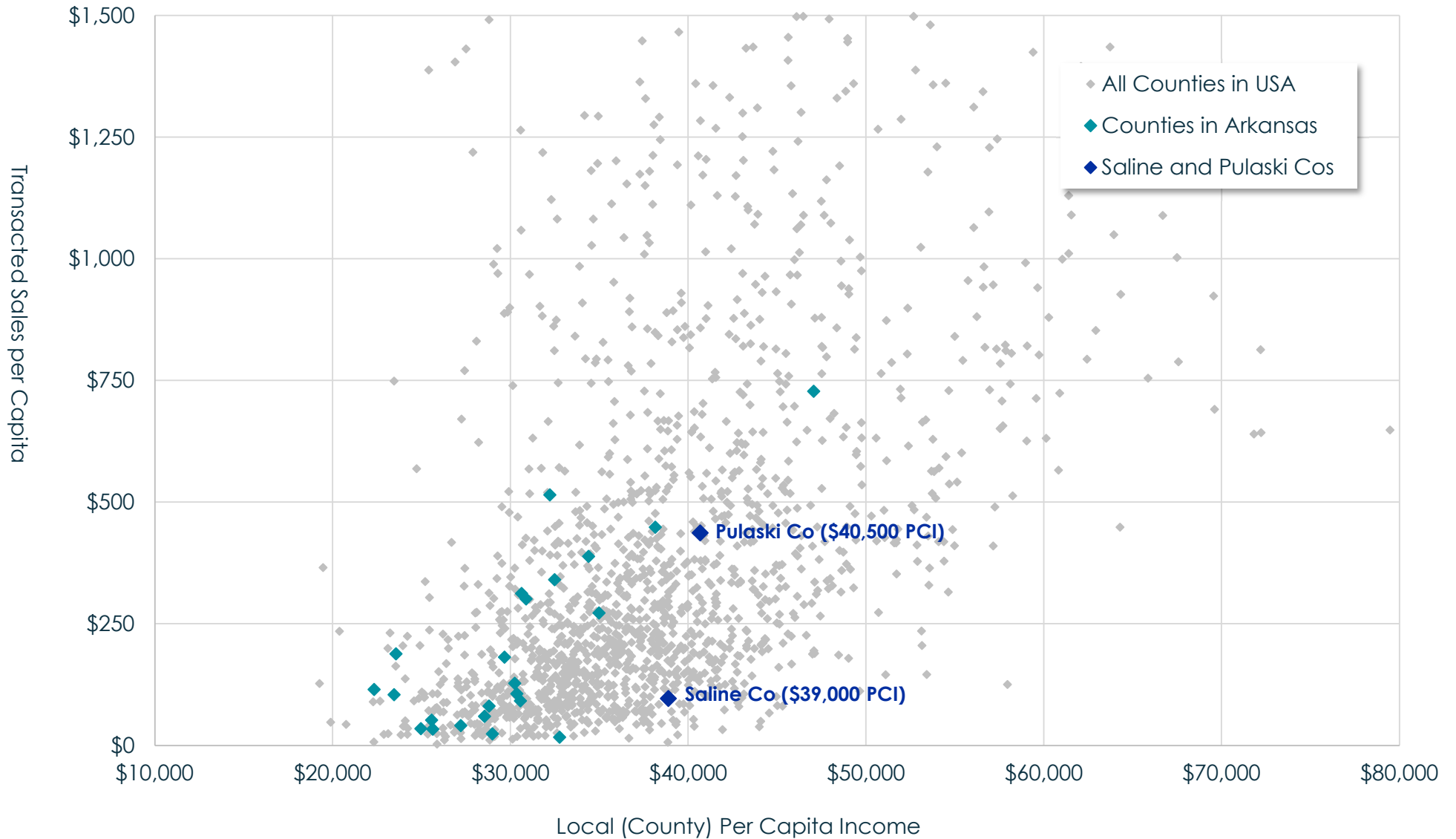
Source: Underlying data provided by the 2022 Economic Census (1-yr) and 2024 American Community Survey (5-yr estimates). Analysis and exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign; 2026. Retail includes all conventional types of brick-and-mortar stores, plus automotive dealerships and gasoline stations.

Transacted RESTAURANT Sales per Capita Unadjusted for Import or Export All Reporting Counties in the United States | 2022



Source: Underlying data provided by the 2022 Economic Census (1-yr) and 2024 American Community Survey (5-yr estimates). Analysis and exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign; 2026. Restaurants include all brick-and-mortar, full-service and limited-service eateries and drinking establishments.

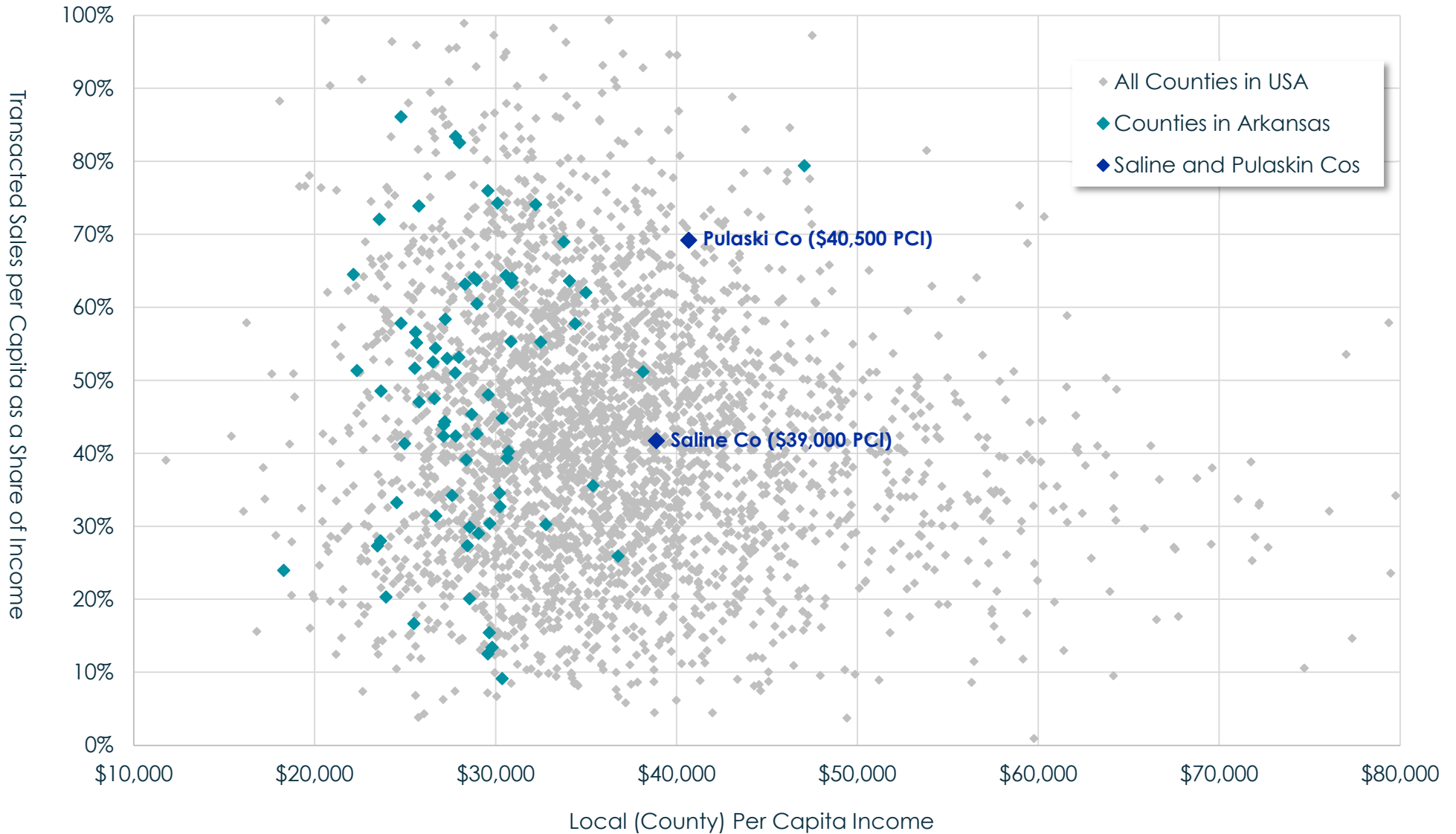
Transacted ARTS Sales per Capita Unadjusted for Import or Export All Reporting Counties in the United States | 2022



Source: Underlying data provided by the 2022 Economic Census (1-yr) and 2024 American Community Survey (5-yr estimates). Analysis and exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign; 2026. Arts includes all brick-and-mortar, revenue-generating types of cultural arts, entertainment, and recreational venues.

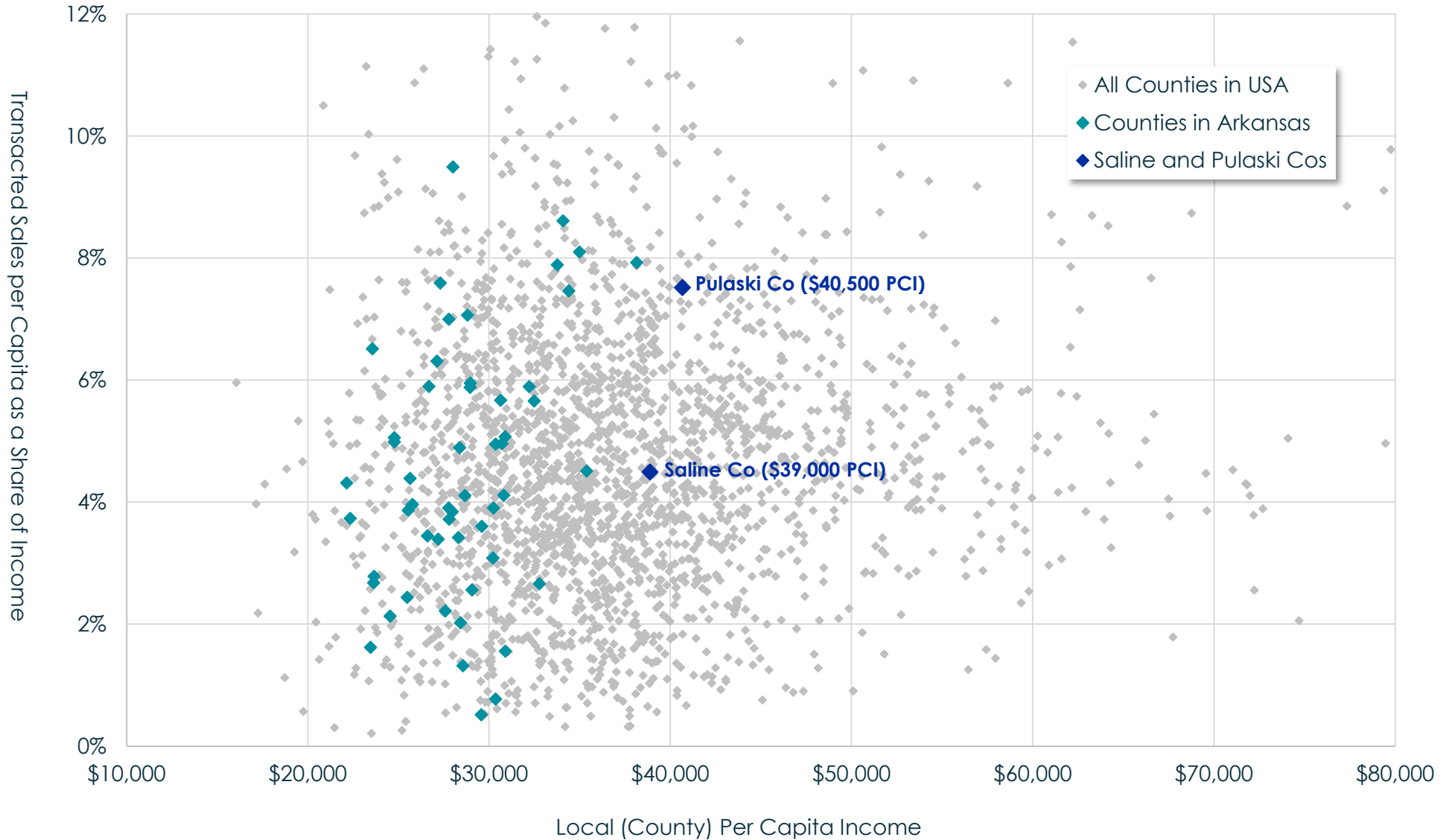
Section 5-D
Transacted
Market
Share (%)

Transacted RETAIL Sales per Capita as a Share of Local Income Unadjusted for Import or Export All Reporting Counties throughout the United States | 2022



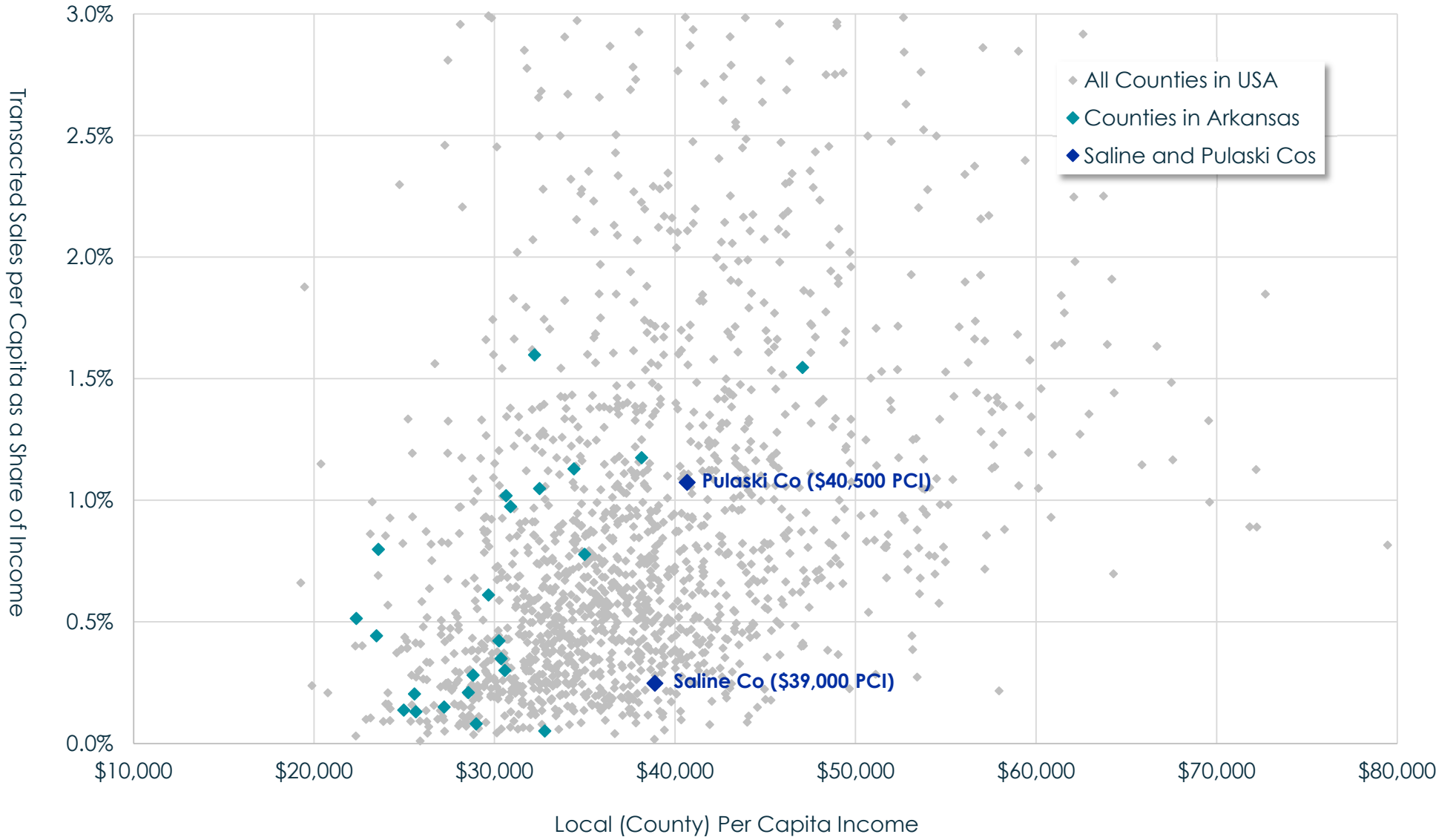
Source: Underlying data provided by the 2022 Economic Census (1-yr) and 2024 American Community Survey (5-yr estimates). Analysis and exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign; 2026. Retail includes all conventional types of brick-and-mortar stores, plus automotive dealerships and gasoline stations.

Transacted RESTAURANT Sales per Capita as a Share of Local Income Unadjusted for Import or Export All Reporting Counties in the United States | 2022



Source: Underlying data provided by the 2022 Economic Census (1-yr) and 2024 American Community Survey (5-yr estimates). Analysis and exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign; 2026. Restaurants include all brick-and-mortar, full-service and limited-service eateries and drinking establishments.

Transacted ARTS Sales per Capita as a Share of Local Income Unadjusted for Import or Export All Reporting Counties in the United States | 2022



Source: Underlying data provided by the 2022 Economic Census (1-yr) and 2024 American Community Survey (5-yr estimates). Analysis and exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign; 2026. Arts includes all brick-and-mortar, revenue-generating types of cultural arts, entertainment, and recreational venues.

Section 5-E
SUPPLY:
Top Employers
and
Chain Retailers

Major Employers with 100+ Employees Benton County, Arkansas | 2016 - 2026

Row Number	Count	City Name	Business Name	General Category	Additional Description	Minimum Employed	Maximum Employed
1	1	both	Walmart	Retail	Supercenters, Grocery	500	1,000
2	2	both	McDonald's Corp	Retail	Fast Food Restaurants	200	300
3	3	both	Landers Auto Group	Retail	Auto Dealerships	450	500
4	4	Bryant	Lowe's Home Centers, Inc	Retail	Home Improvement	100	200
5	5	Benton	Home Depot	Retail	Home Improvement	100	200
6	6	both	Sonic Drive-In	Retail	Fast Food Restaurants	<u>100</u>	<u>200</u>
			Subtotal Retail			1,450	2,400
7	1	Benton	Saline Memorial Hospital	Health Care	Hospital, Cancer Care	500	1,000
8	2	Benton	Birch Tree Communities, Inc.	Health Care	Mental Health Support	100	200
9	3	Benton	Rivendell Behavioral Health	Health Care	Behavioral Health Support	100	200
10	4	Benton	Timber Ridge Ranch NeuroRehab	Health Care	NeuroRehab Health Support	100	200
11	5	Bryant	Arkansas Heart Hospital Encore	Health Care	Heart Health Support	<u>50</u>	<u>100</u>
			Subtotal Health Care			850	1,700
12	1	Benton	Arcwood Environmental / Rineco	Industrial	Waste to Fuel Conversion	200	300
13	2	Benton	Almatis, Inc / Alcoa	Industrial	Bauxite, Alumina, Ceramics	100	200
14	3	Benton	CoorsTek, Inc.	Industrial	Engineered Ceramics	<u>100</u>	<u>200</u>
			Subtotal Industrial			400	700

Source: Saline County Economic Development, Bryant and Benton Area Chambers of Commerce, and Arkansas, Inc. Clustering and exhibit prepared by LandUseUSA in collaboration with Crafton Tull and DPZ CoDesign; 2026.

Inventory of Big-Box Retail and Chain Store Formats Cities of Bryant and Benton, Arkansas | Spring 2026

Row Number	Store Count	Store Name	Retail Category	City of Bryant	City of Benton
1	1	Walmart (#1)	Supercenter	Bryant	.
2	2	Target	Discount Dept Store	Bryant	.
3	3	Kohl's	Department Store	Bryant	.
4	4	Walmart (#2)	Supercenter	.	Benton
5	5	Burlington	Discount Dept Store	.	Benton
6	6	TJMaxx	Discount Dept Store	.	Benton
7	7	Johnston's Home Ctr	Department Store	.	Benton
8					
9	1	Edwards Food Giant	Grocery Supermarket	Bryant	.
10	2	Kroger	Grocery Supermarket	.	Benton
11	3	Harps Food Store	Grocery Supermarket	.	Benton
12	4	Supermercado La Alianza	Grocery Supermarket	.	Benton
13	5	Value Foods	Grocery Supermarket	.	Benton
14					
15	1	Walgreens (#1)	Pharmacy	Bryant	.
16	2	CVS	Pharmacy	Bryant	.
17	3	Family Pharmacy	Pharmacy	Bryant	.
18	4	Medic Pharmacy	Pharmacy	Bryant	.
19	5	Walgreens (#2)	Pharmacy	.	Benton
20	6	CVS (closed)	Pharmacy	.	Benton
21	7	Westside Pharmacy	Pharmacy	.	Benton
22					
23	1	Bath & Body Works	Personal Care Supply	Bryant	.
24	2	Merle Norman Cosmetics	Personal Care Supply	Bryant	.
25	3	Ulta Beauty	Personal Care Supply	.	Benton
26	4	Sally Beauty	Personal Care Supply	.	Benton
27					
28	1	Dollar General (#1)	Variety	Bryant	.
29	2	Five Below	Variety	Bryant	.
30	3	Dollar General (#2)	Variety	.	Benton
31	4	Pop Shelf	Variety	.	Benton
32					
33	1	Lane Bryant	Apparel - Women's	Bryant	.
34	2	Cato Fashions (#1)	Apparel - Women's	Bryant	.
35	3	Cato Fashions (#2)	Apparel - Women's	.	Benton
36					
37	1	Shoe Carnival	Apparel - Shoes	Bryant	.
38	2	Hibbett	Apparel - Shoes	Bryant	.
39	3	Rack Room Shoes	Apparel - Shoes	.	Benton

Source: Research, inventory, clustering, and exhibit prepared by LandUseUSA in collaboration with Crafton Tull and DPZ CoDesign; 2026.

Inventory of Big-Box Retail and Chain Store Formats Cities of Bryant and Benton, Arkansas | Spring 2026

Row Number	Store Count	Store Name	Retail Category	City of Bryant	City of Benton
40	1	Lowe's	Home Improvement	Bryant	.
41	2	Home Depot	Home Improvement	.	Benton
42	3	Home Outlet	Home Improvement	.	Benton
43	4	Harbor Freight & Tools	Home Improvement	.	Benton
44	5	ReStore by H4H	Home Improvement	.	Benton
45	6	Tractor Supply Co	Home Improvement	.	Benton
46					
47	1	Ashley Furniture + Outlet	Furniture	Bryant	.
48	.	American Freight (closed)	Furniture	Bryant	.
49	2	Ferguson's Furniture Co	Furniture	.	Benton
50	3	White Furniture Co	Furniture	.	Benton
51	4	Cleo's Furniture	Furniture	.	Benton
52	5	Aaron's Rent-to-Own	Furniture, Appliance	.	Benton
53					
54	1	Kirkland's	Home Furnishings	Bryant	.
55	2	Home Goods	Home Furnishings	.	Benton
56					
57	1	Game Stop	Hobby Supply	Bryant	.
58	2	Hobby Lobby	Hobby Supply	.	Benton
59	3	My Craft Source	Hobby Supply	.	Benton
60					
61	1	Wildman Arms Gun Store	Sporting Goods	Bryant	.
62	2	Academy Sports + Outdoors	Sporting Goods	.	Benton
63	3	Carter Outdoors, Inc	Sporting Goods	.	Benton
64	4	Get Outdoors Hunt Fish	Sporting Goods	.	Benton
65					
66	1	Benton Event Center	Entertainment Venue	.	Benton
67	2	Saline County Fairgrounds	Recreational Venue	.	Benton
68					
69	1	Anytime Fitness	Fitness Ctr, Gym	Bryant	.
70	2	Fitness Bryant	Fitness Ctr, Gym	Bryant	.
71	3	Planet Fitness	Fitness Ctr, Gym	.	Benton
72	4	Pulse Premier Fitness	Fitness Ctr, Gym	.	Benton
73					
74	1	Petco	Pets, Pet Supplies	.	Benton
75	2	PetSmart	Pets, Pet Supplies	.	Benton

Source: Research, inventory, clustering, and exhibit prepared by LandUseUSA in collaboration with Crafton Tull and DPZ CoDesign; 2026.

Inventory of Big-Box Retail and Chain Store Formats Cities of Bryant and Benton, Arkansas | Spring 2026

Row Number	Store Count	Store Name	Retail Category	City of Bryant	City of Benton
76	1	Office Depot	Office Supply	.	Benton
77					
78	1	AutoZone	Auto Parts, Supplies	Bryant	.
79	2	O'Reilly	Auto Parts, Supplies	Bryant	.
80	3	LKQ Keystone Midstate	Auto Parts, Supplies	Bryant	.
81	4	Central AR Truck Outfitters	Auto Parts, Supplies	Bryant	.
82	5	Advance	Auto Parts, Supplies	.	Benton
83	6	AutoZone	Auto Parts, Supplies	.	Benton
84	7	O'Reilly	Auto Parts, Supplies	.	Benton
85	8	NAPA	Auto Parts, Supplies	.	Benton
86	9	Bumper to Bumper	Auto Parts, Supplies	.	Benton
87					
88	1	Buick GMC	Auto Dealerships	Bryant	.
89	2	Infiniti	Auto Dealerships	.	Benton
90	3	Nissan	Auto Dealerships	.	Benton
91	4	Ford	Auto Dealerships	.	Benton
92	5	Chevrolet	Auto Dealerships	.	Benton
93	6	Dodge Jeep Ram	Auto Dealerships	.	Benton
94	7	Camping World	Auto Dealerships (RV)	.	Benton
95					
96	1	America's Best Value Inn	Hotels, Motels	Bryant	.
97	2	Comfort Inn & Suites	Hotels, Motels	Bryant	.
98	3	Country Inn & Suites	Hotels, Motels	Bryant	.
99	4	Hampton Inn	Hotels, Motels	Bryant	.
100	5	Holiday Inn Express & Suites	Hotels, Motels	Bryant	.
101	6	Home2 Suites by Hilton	Hotels, Motels	Bryant	.
102	7	LaQuinta Inn & Suites	Hotels, Motels	Bryant	.
103	8	Super 8 by Wyndham	Hotels, Motels	Bryant	.
104	9	Bryant Inn & Suites	Hotels, Motels	Bryant	.
105	10	Best Western Inn	Hotels, Motels	.	Benton
106	11	Fairfield Inn & Suites	Hotels, Motels	.	Benton

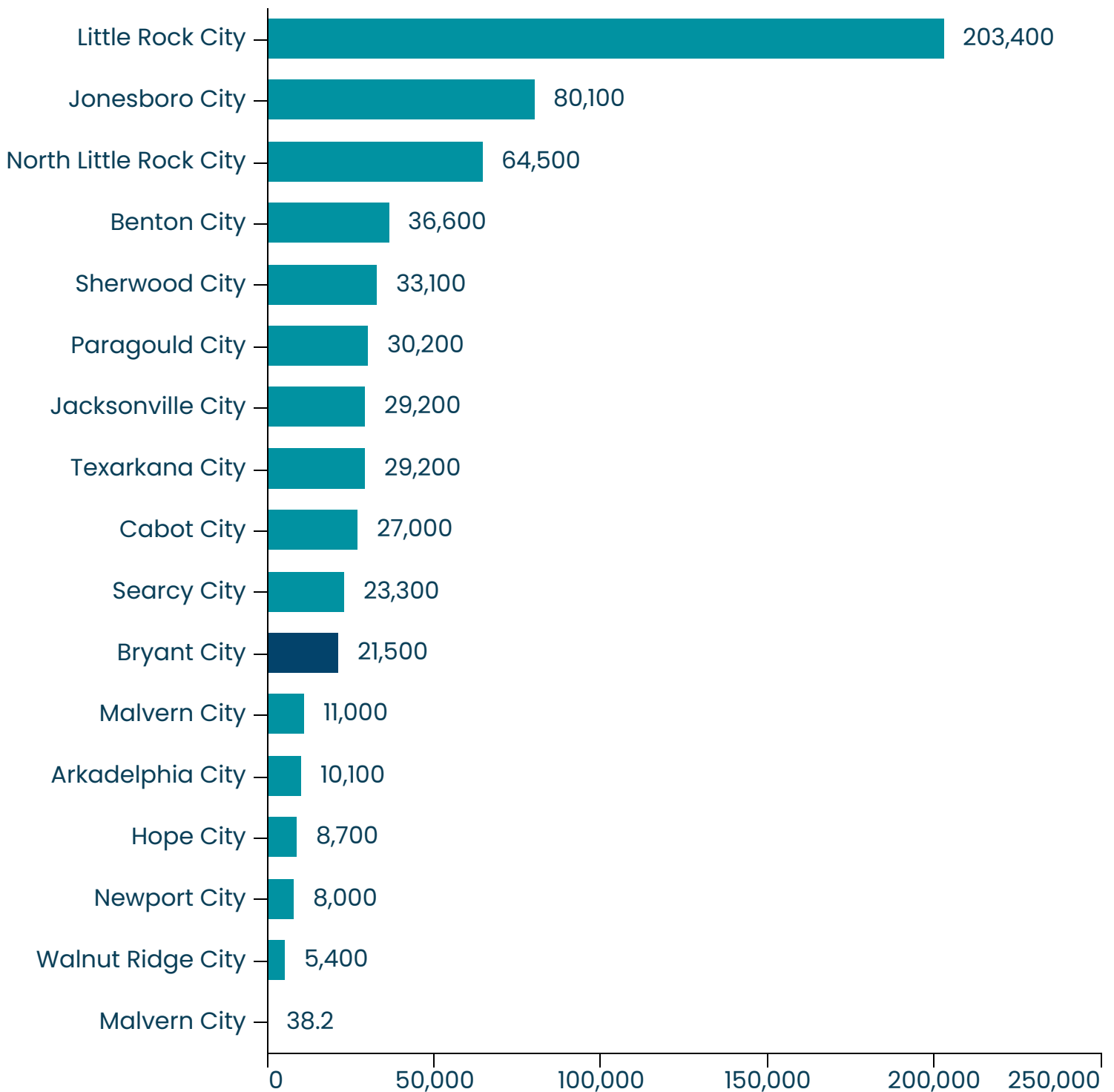
Source: Research, inventory, clustering, and exhibit prepared by LandUseUSA in collaboration with Crafton Tull and DPZ CoDesign; 2026.

Section 5-F
DEMAND:
Population &
Households

Total Population (5-Yr Estimates 2024)

Total resident population by state, county, and place.

Comparison places along the Interstate 30 and 57 economic corridors in Arkansas.



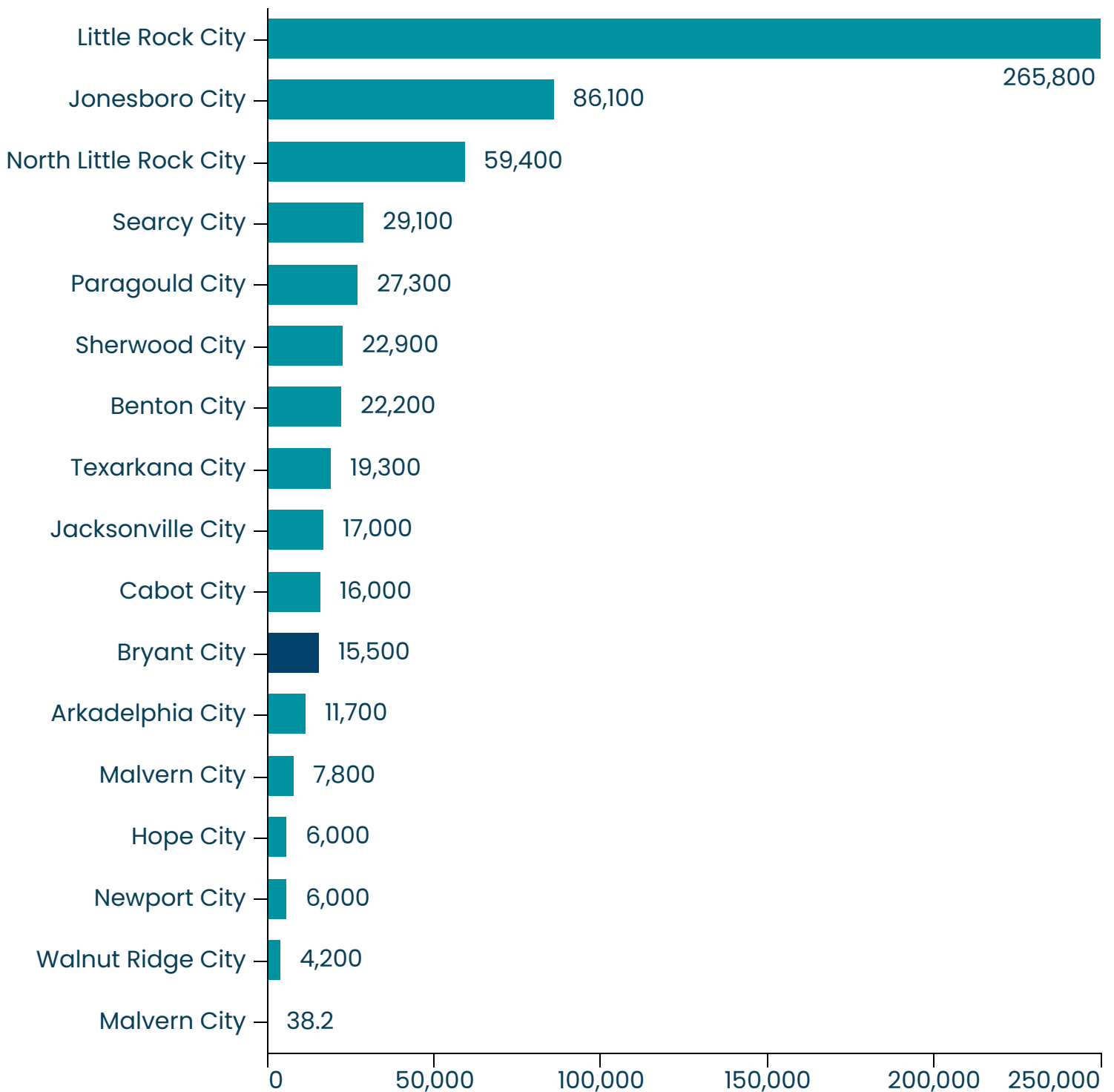
Underlying data provided by the U.S. Census and American Community Survey with 5-year estimates through 2024. Analysis and exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign; 2026.



Daytime Population (Ages 16+ Years)

Daytime population ages 16+ years by state, county, and place.

Comparison places along the Interstate 30 and 57 economic corridors in Arkansas.

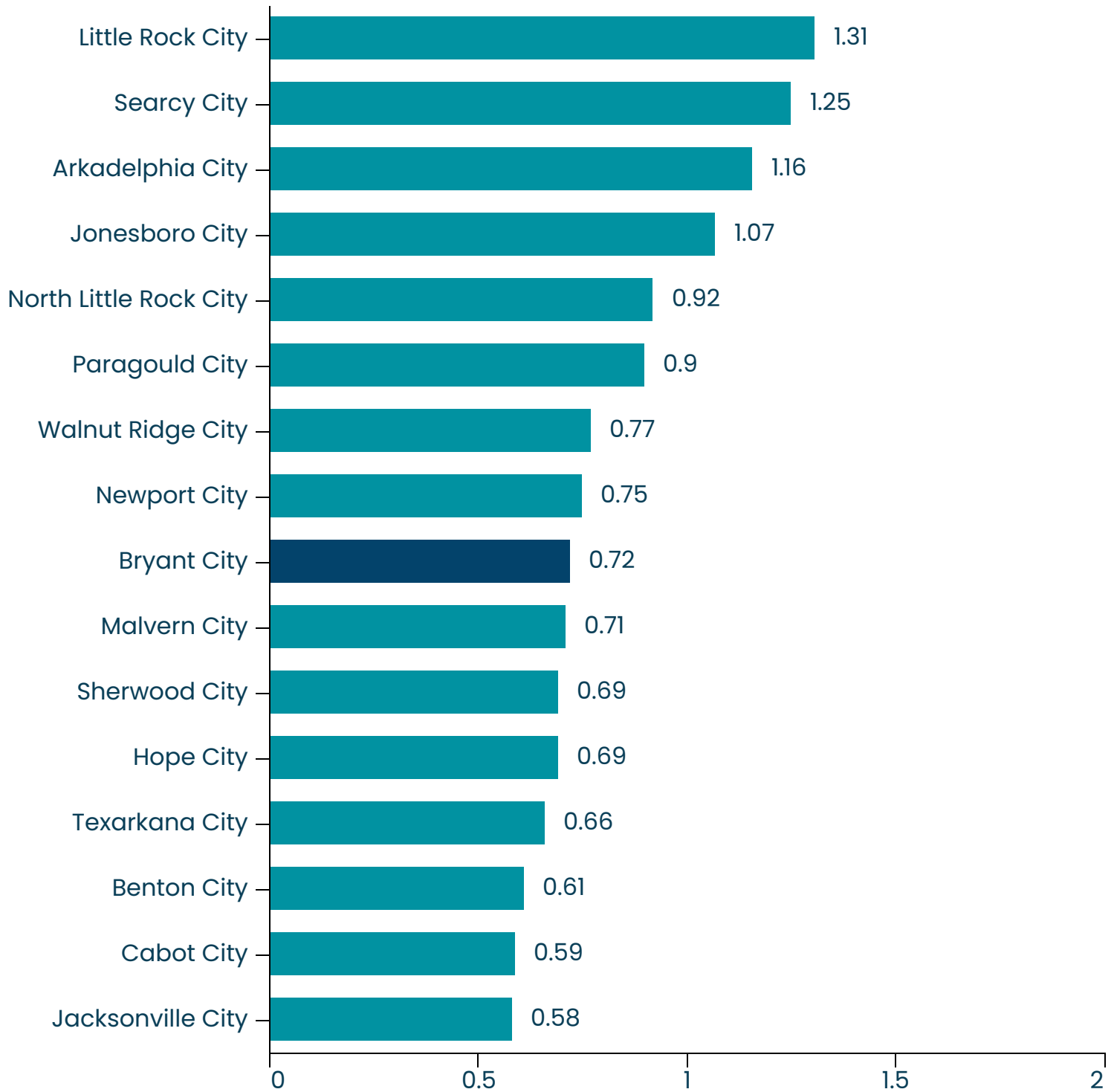


Underlying data provided by the U.S. Census and American Community Survey with 5-year estimates through 2024. Analysis and exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign; 2026.



Daytime Workers vs. Total Population

An index of daytime population ages 16+ years compared to total population. Comparison places along the Interstate 30 and 57 economic corridors in Arkansas.



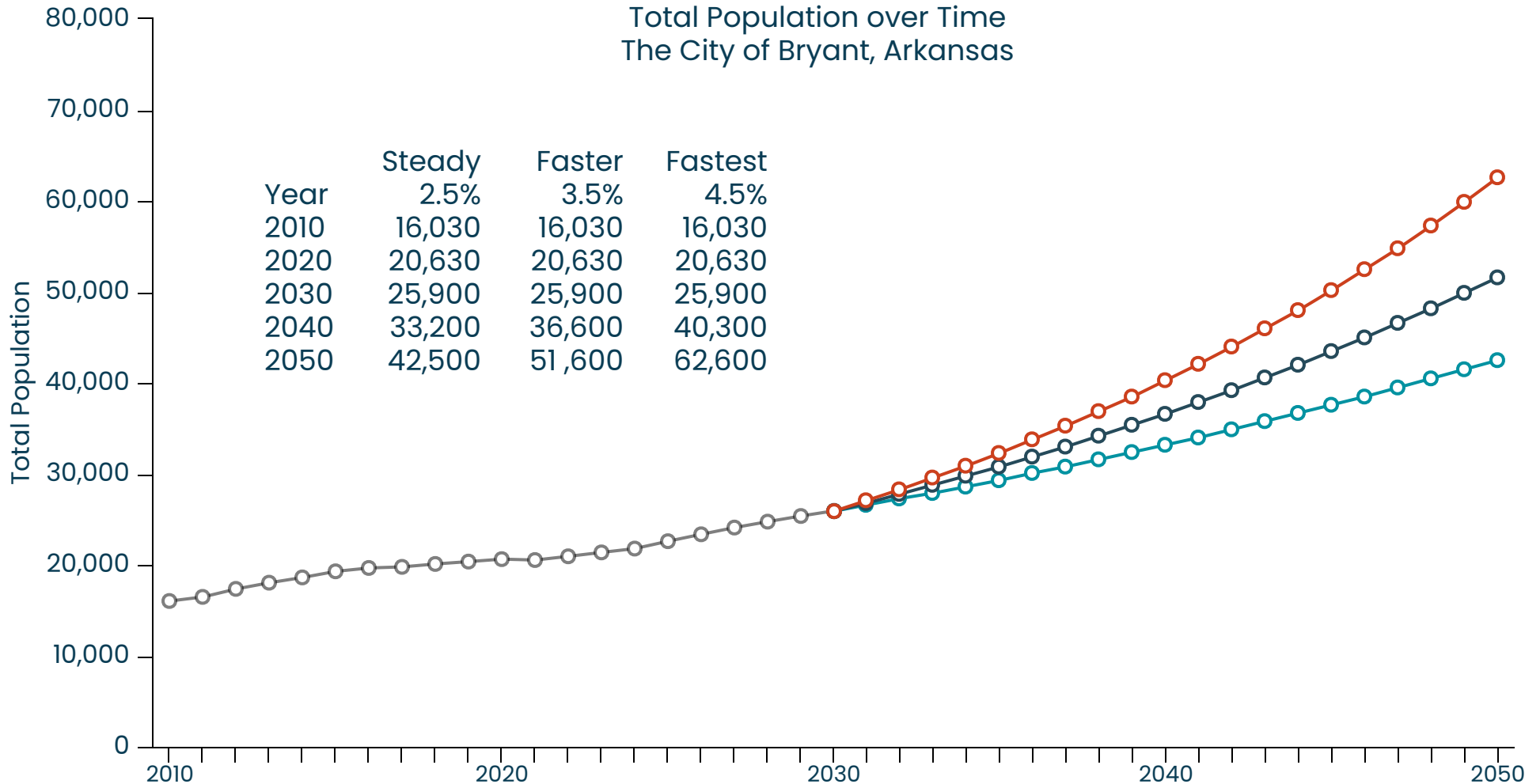
Underlying data provided by the U.S. Census and American Community Survey with 5-year estimates through 2024. Analysis and exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign; 2026.



Population Growth Scenarios | Bryant City, Arkansas

Used to forecast local growth since the Great Recession (2008-13), Census (2020), and Covid-19 (2020-2021).
 Also used to forecast the retail expenditure potential of resident shoppers.

Total Population over Time
 The City of Bryant, Arkansas

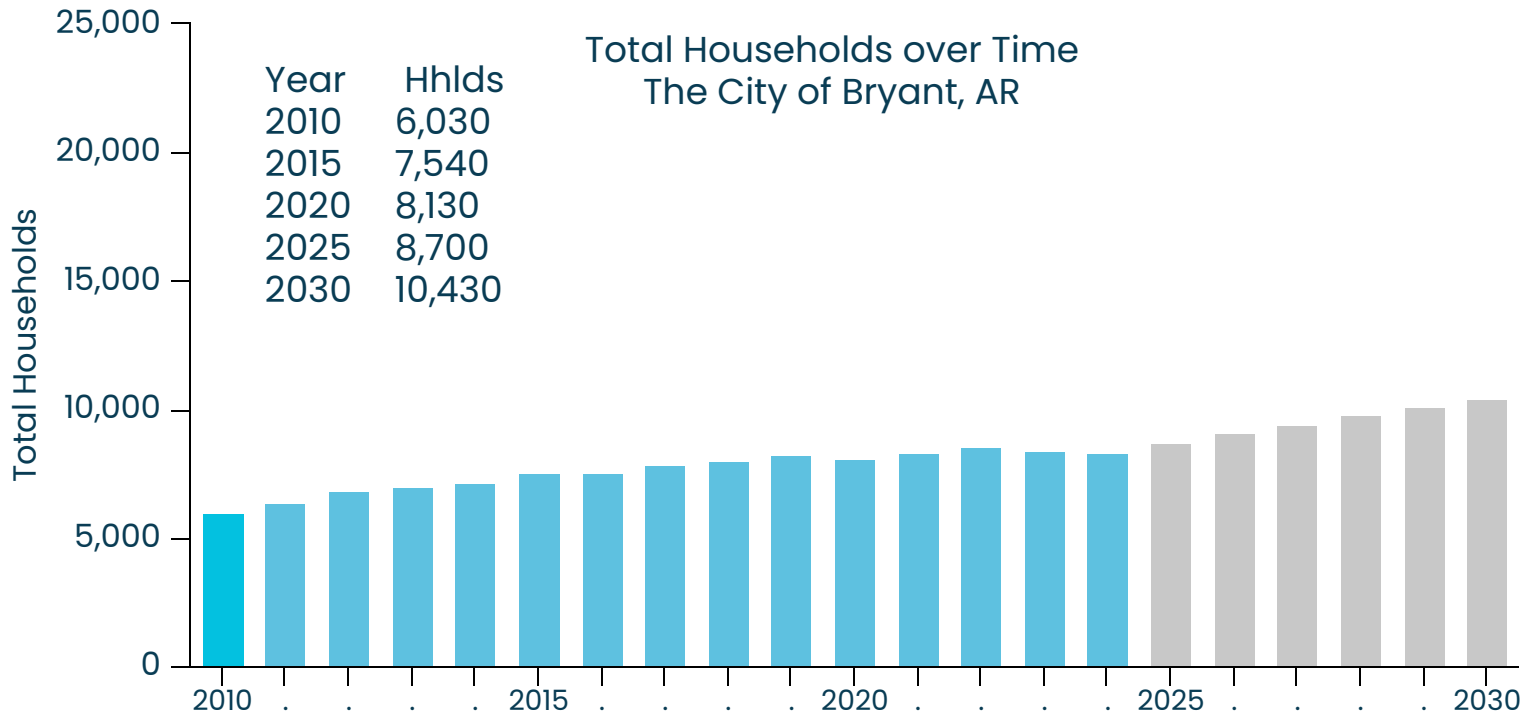
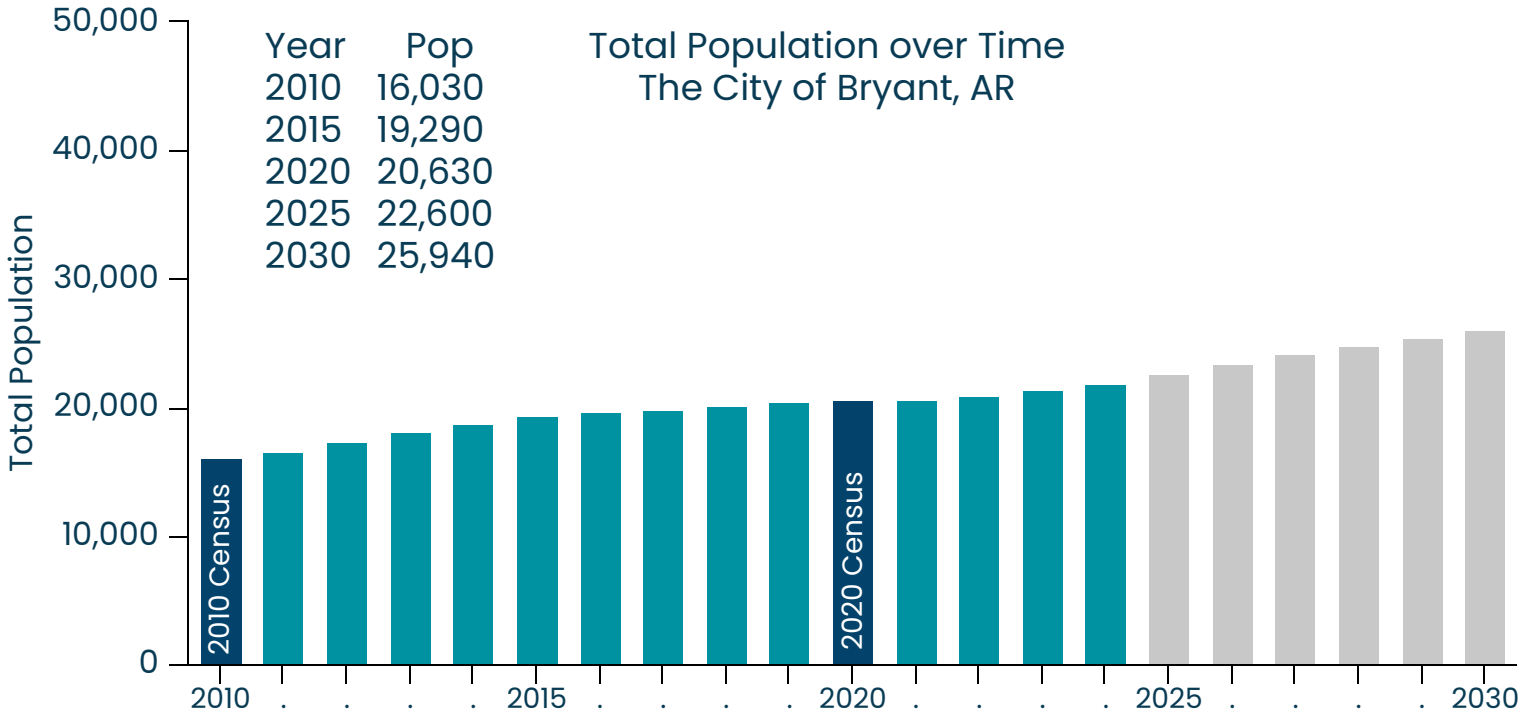


Underlying data by the Decennial Census and American Community Survey (ACS) through the year 2024.
 Forecasts and exhibit prepared by LandUseUSA in collaboration with Crafton Tull and DPZ CoDesign, 2026.



Population, Households | Bryant City

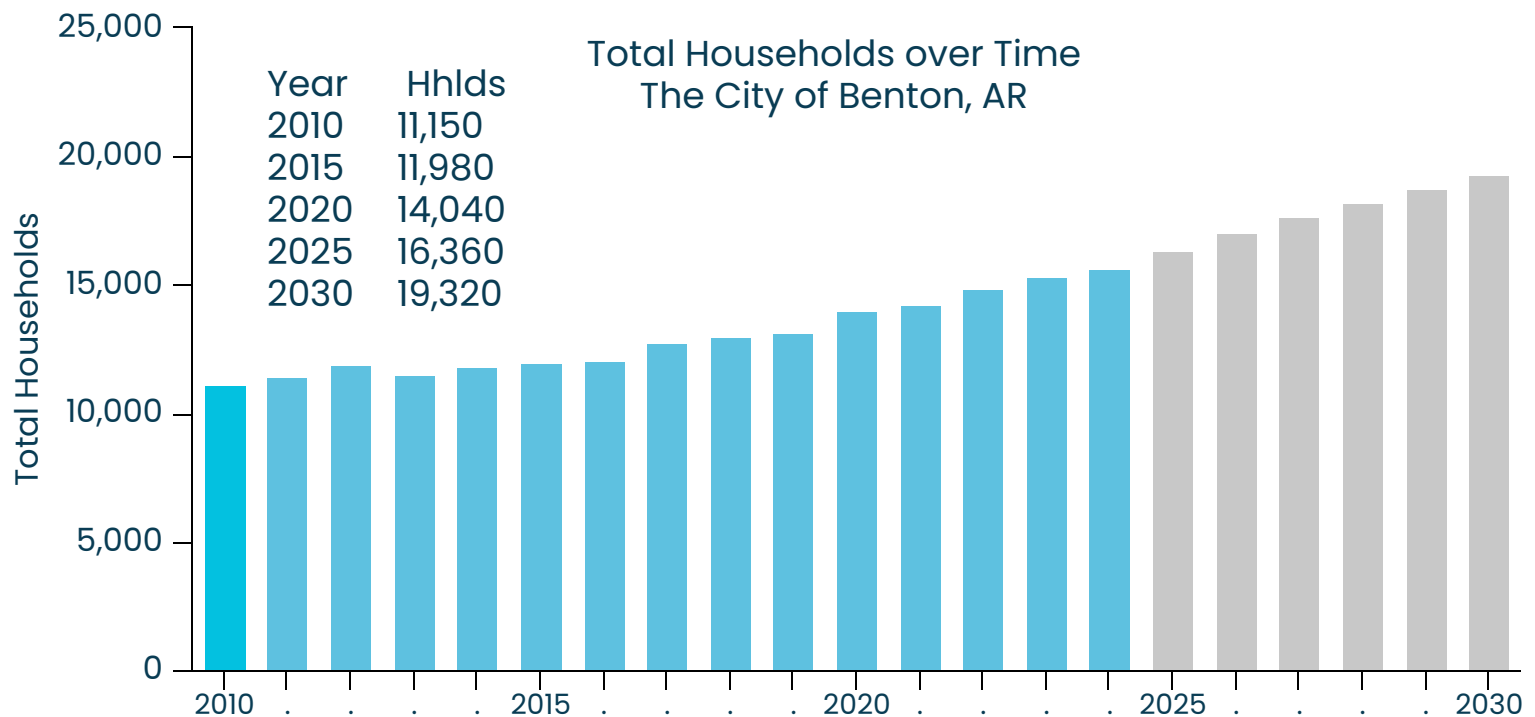
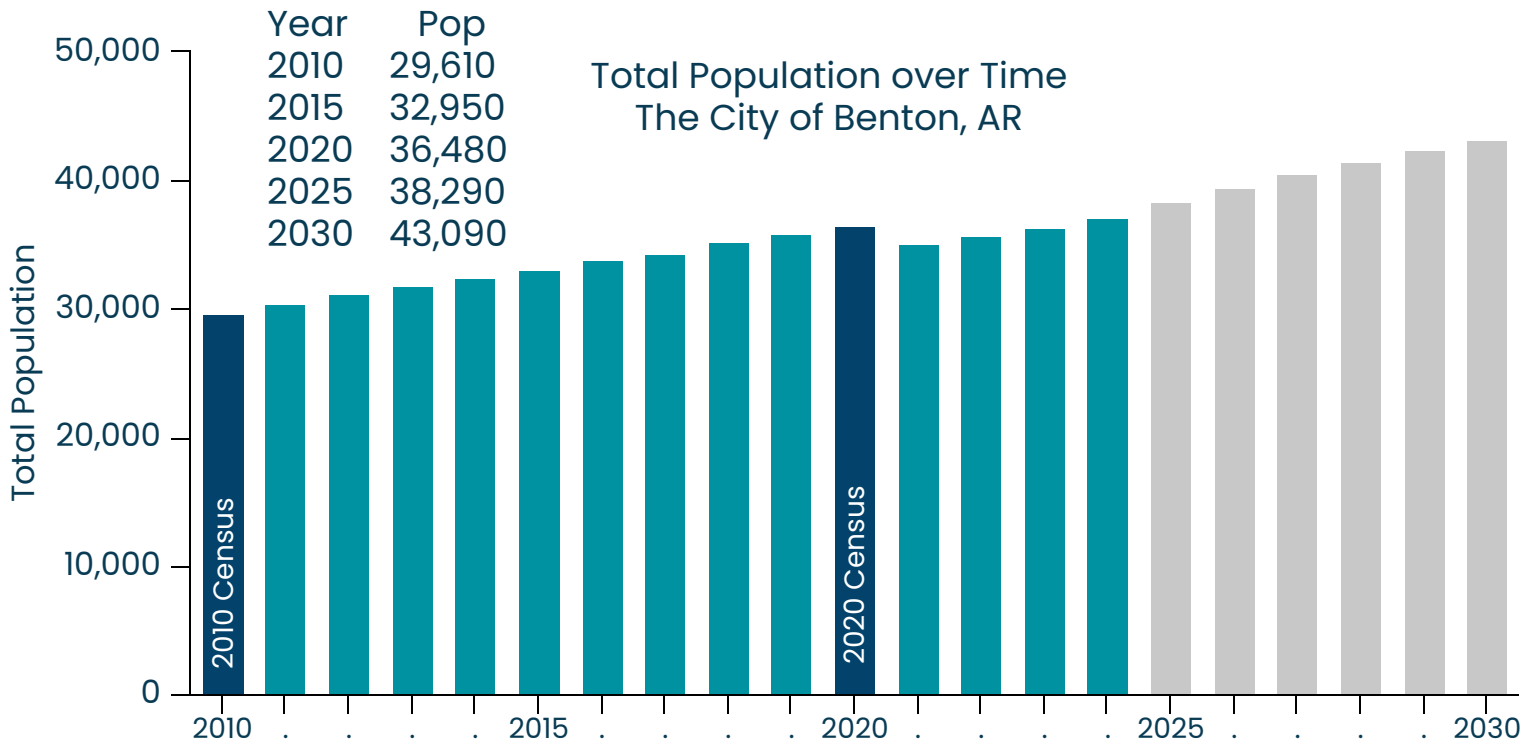
Indicates economic stability and market growth since the 2010 and 2020 Census.



Underlying data by the Decennial Census and American Community Survey (ACS) through 2024. Analysis & exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign; 2026.

Population, Households | Benton City

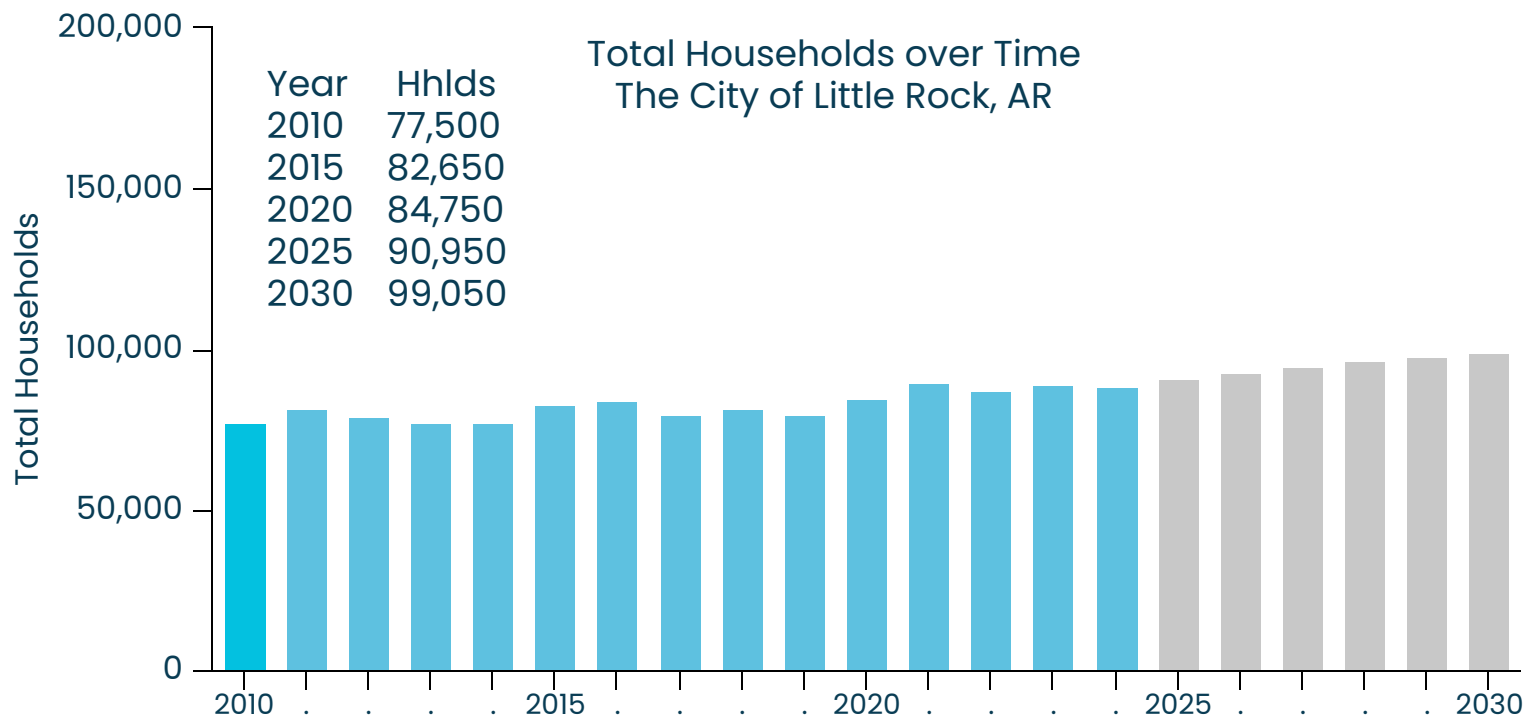
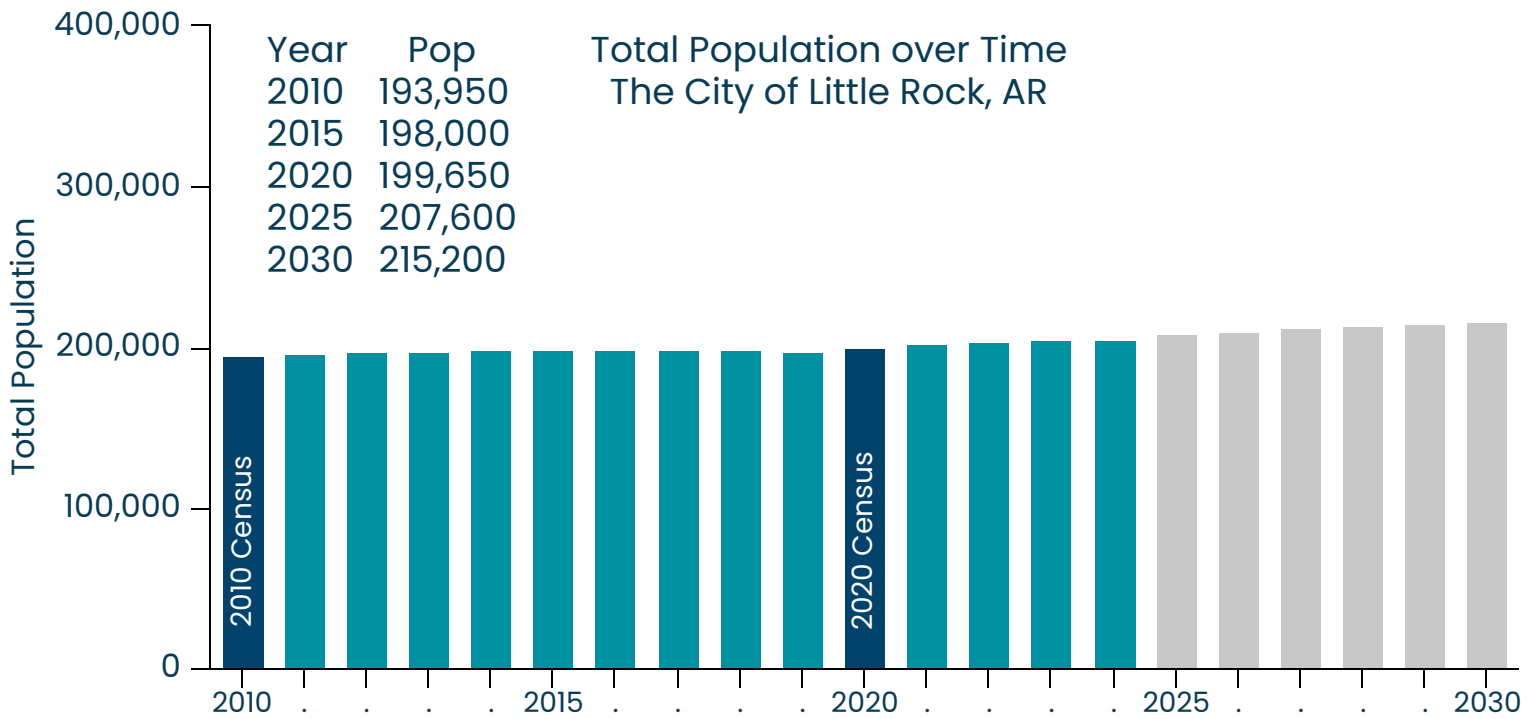
Indicates economic stability and market growth since the 2010 and 2020 Census.



Underlying data by the Decennial Census and American Community Survey (ACS) through 2024. Analysis & exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign; 2026.

Population, Households | Little Rock City

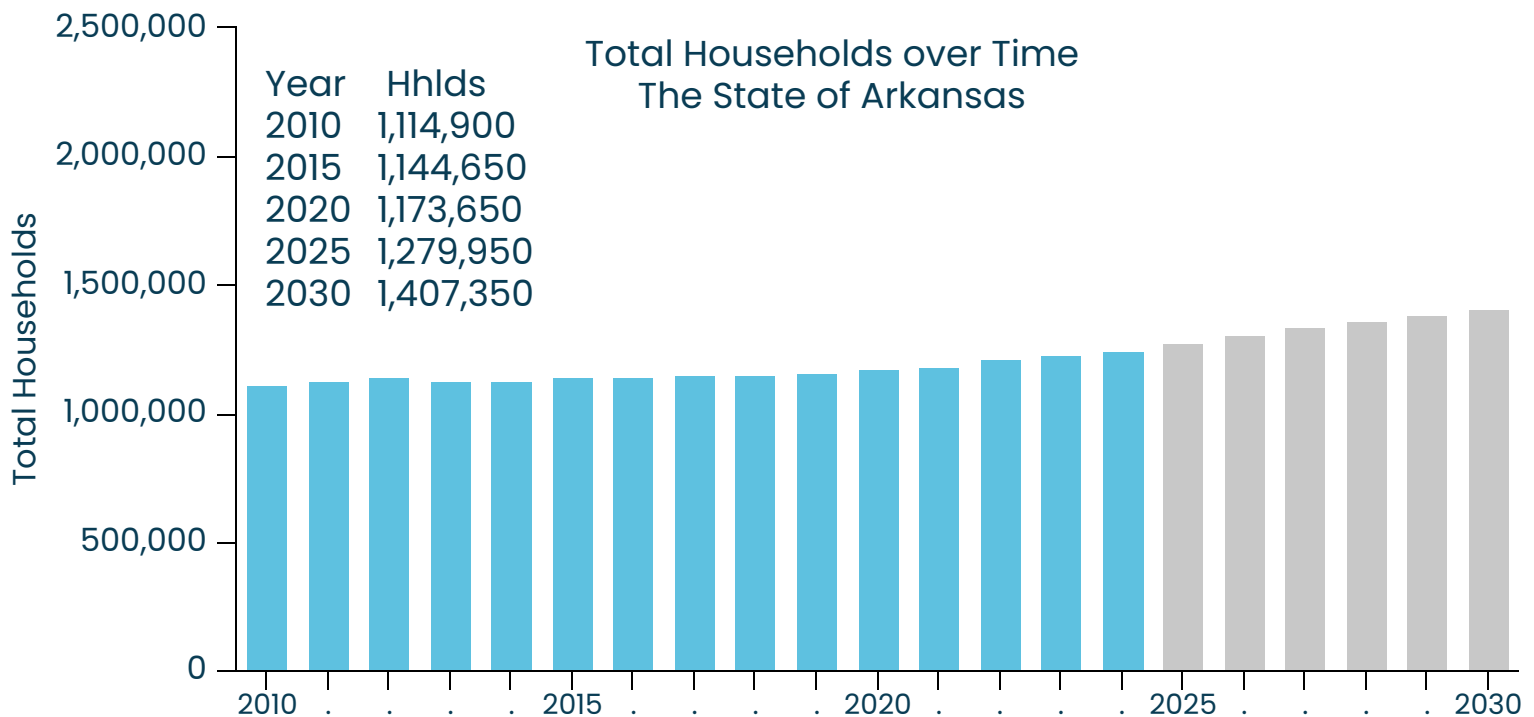
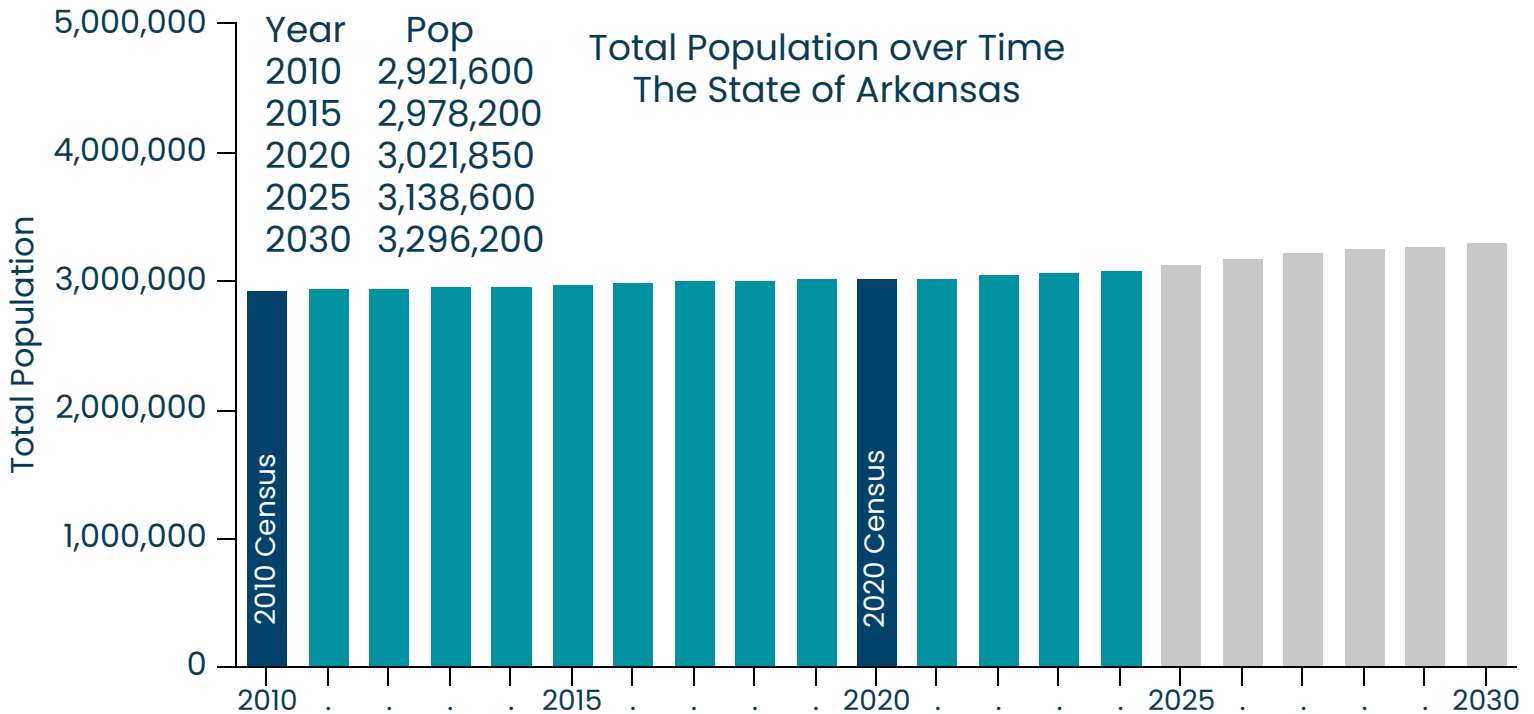
Indicates economic stability and market growth since the 2010 and 2020 Census.



Underlying data by the Decennial Census and American Community Survey (ACS) through 2024. Analysis & exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign; 2026.

Population, Households | Arkansas State

Indicates economic stability and market growth since the 2010 and 2020 Census.



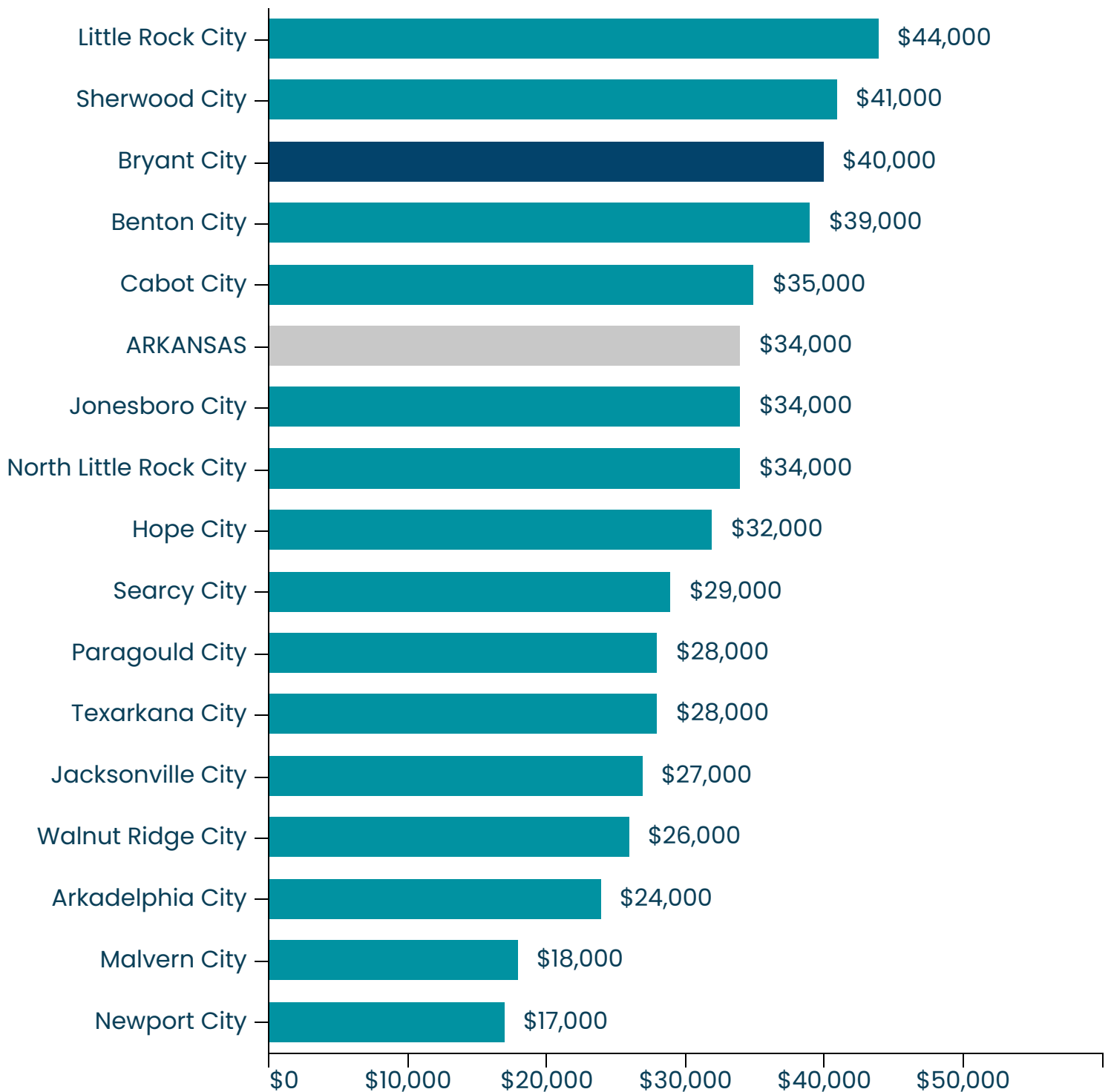
Underlying data by the Decennial Census and American Community Survey (ACS) through 2024. Analysis & exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign; 2026.

Section 5-G
DEMAND:
Per Capita
Income

Per Capita Income (5-Yr Estimate 2024)

Per capita income of the total resident population for the year 2024.

Comparison places along the Interstate 30 and 57 economic corridors in Arkansas.

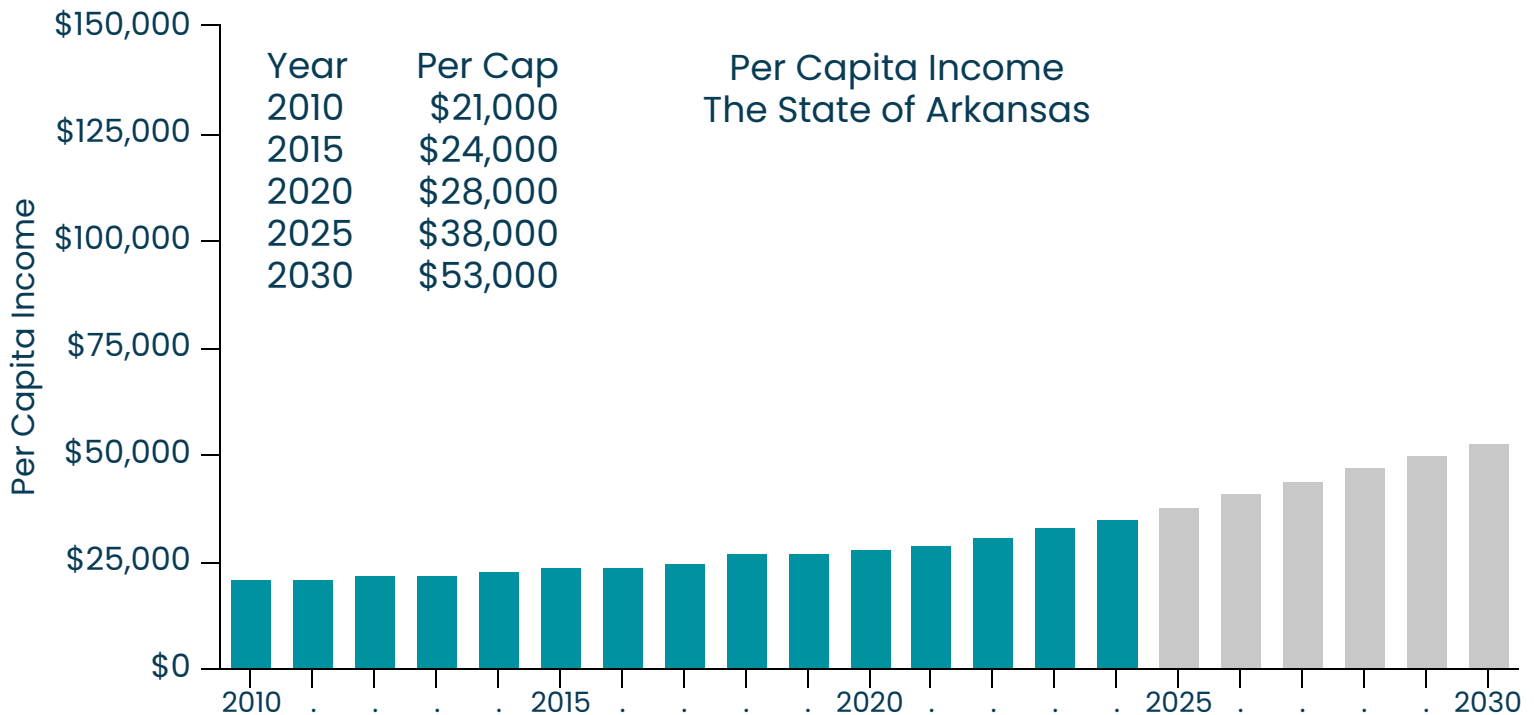
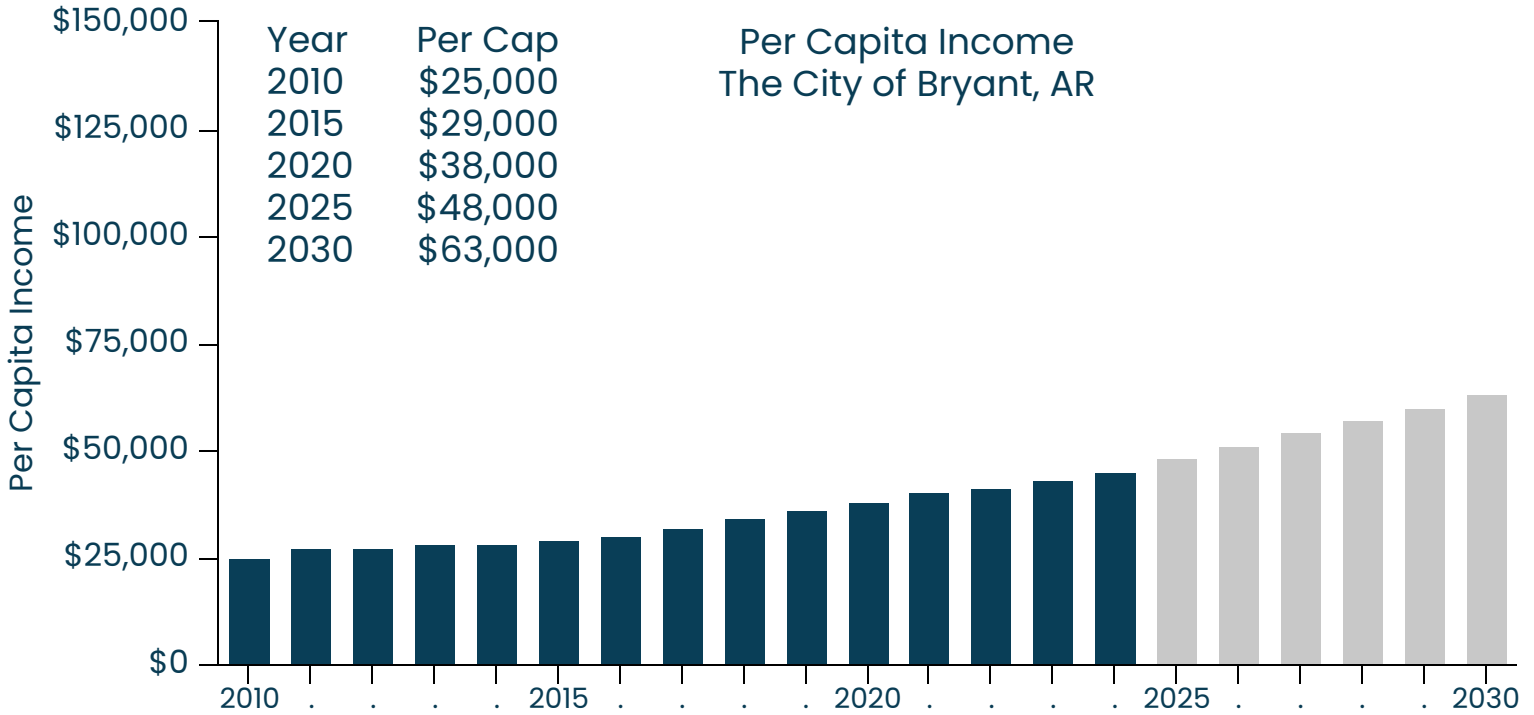


Underlying data provided by the U.S. Census and American Community Survey with 5-year estimates through 2024. Analysis and exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign; 2026.



Per Capita Income | Bryant + Arkansas

Household incomes are used to forecast price tolerances for housing units.

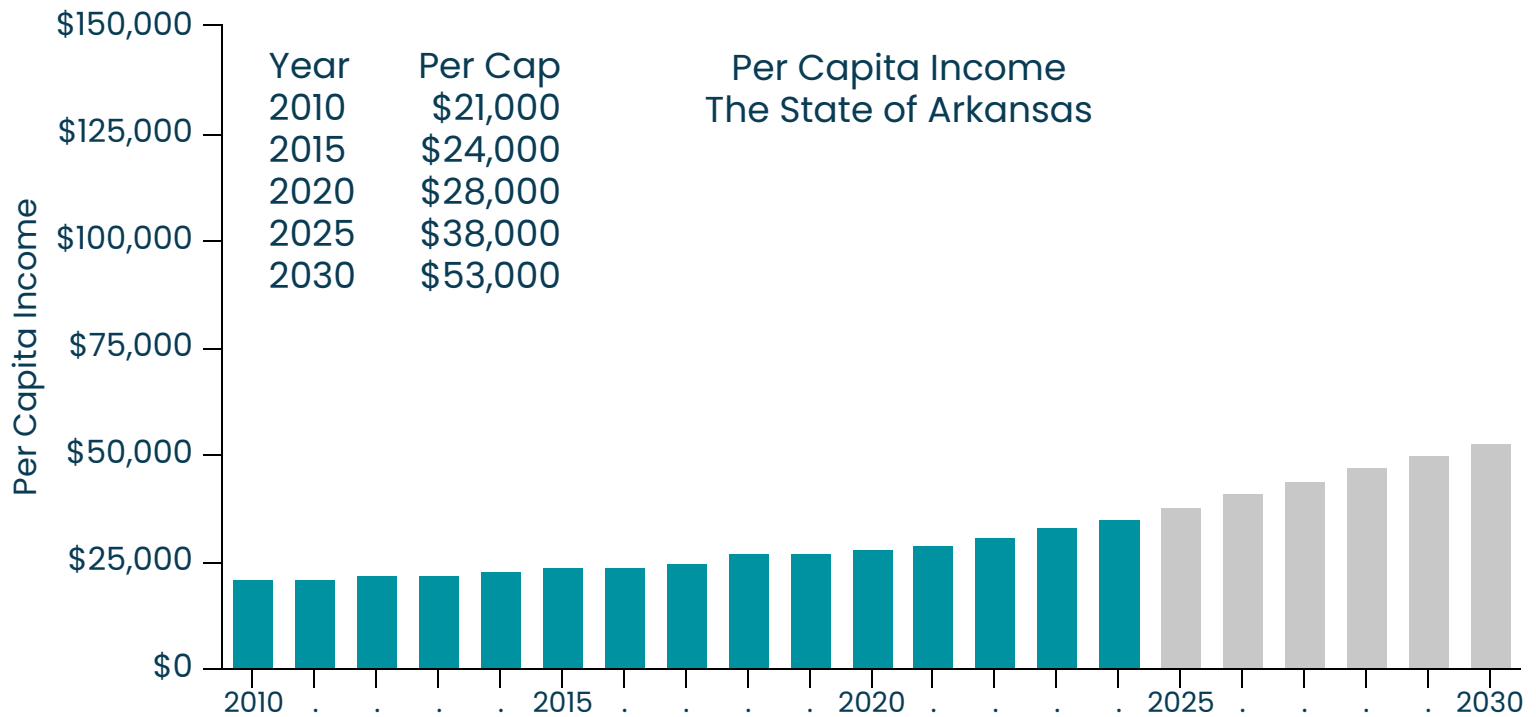
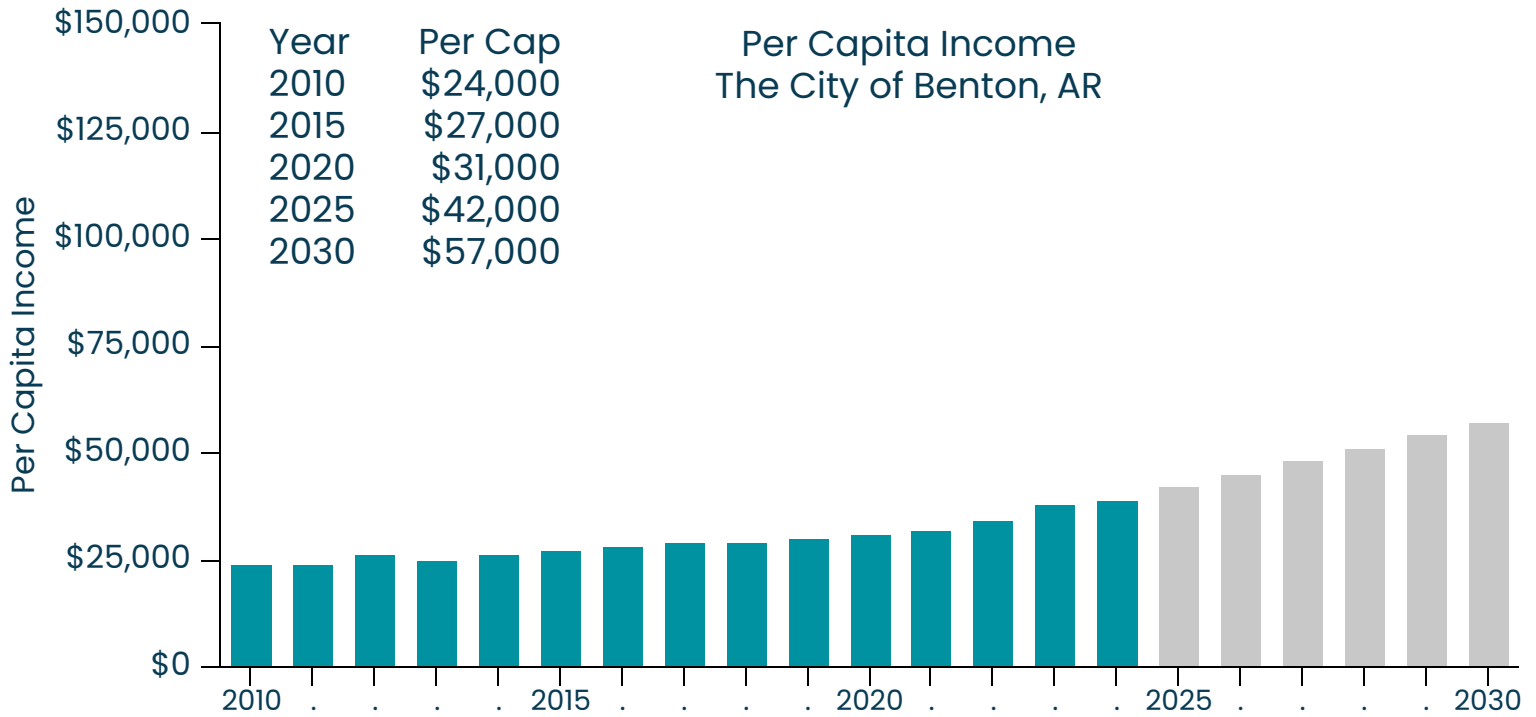


Underlying data by the Decennial Census and American Community Survey (ACS) through 2024. Analysis & exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign; 2026.



Per Capita Income | Benton + Arkansas

Household incomes are used to forecast price tolerances for housing units.

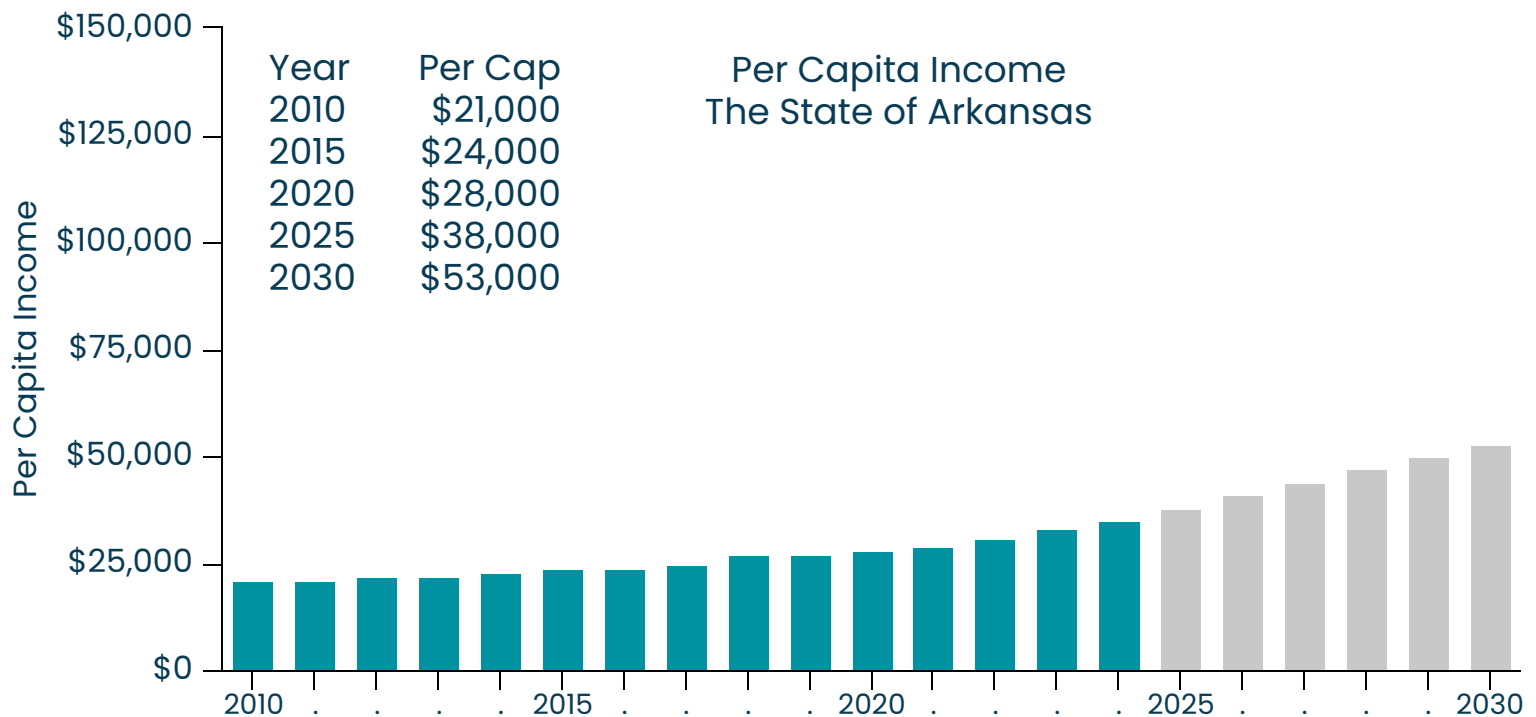
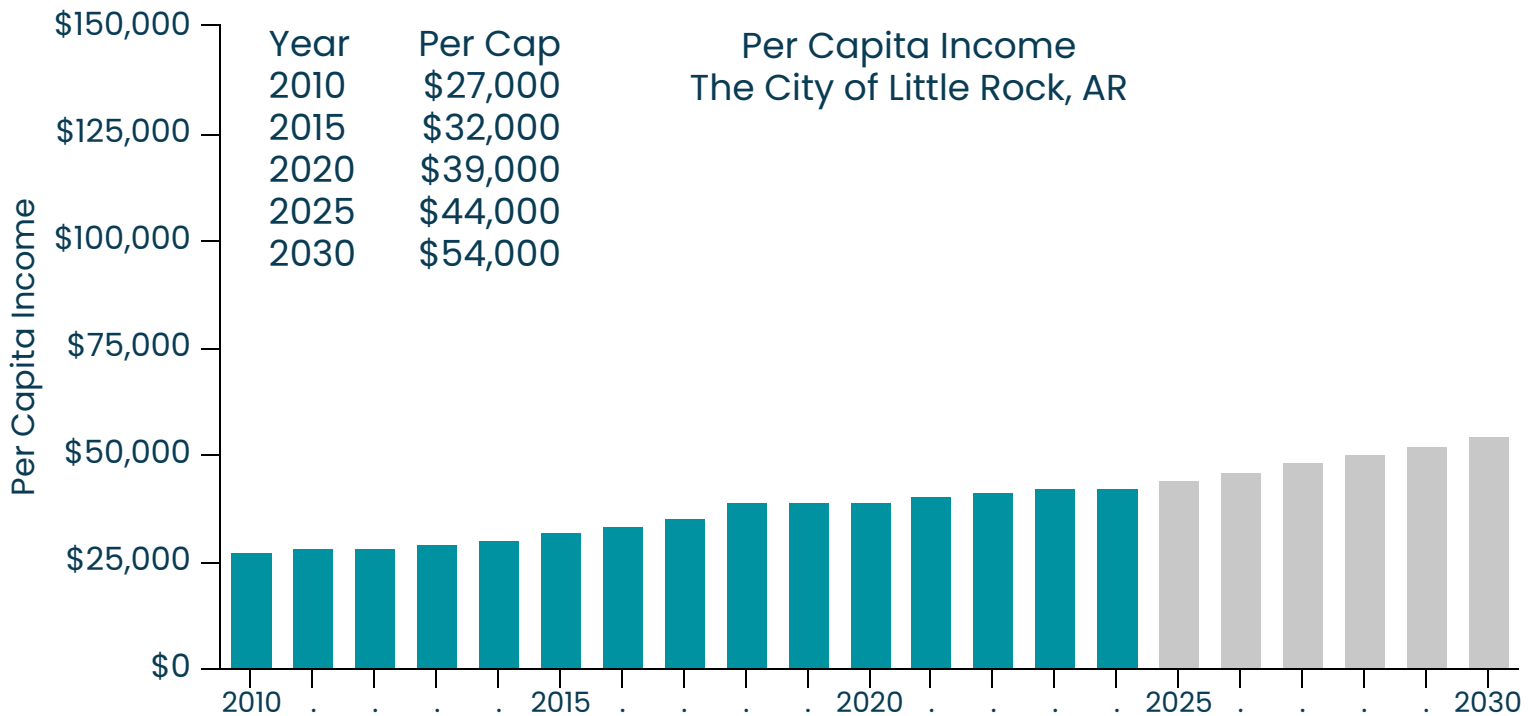


Underlying data by the Decennial Census and American Community Survey (ACS) through 2024. Analysis & exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign; 2026.



Per Capita Income | Little Rock + Arkansas

Household incomes are used to forecast price tolerances for housing units.



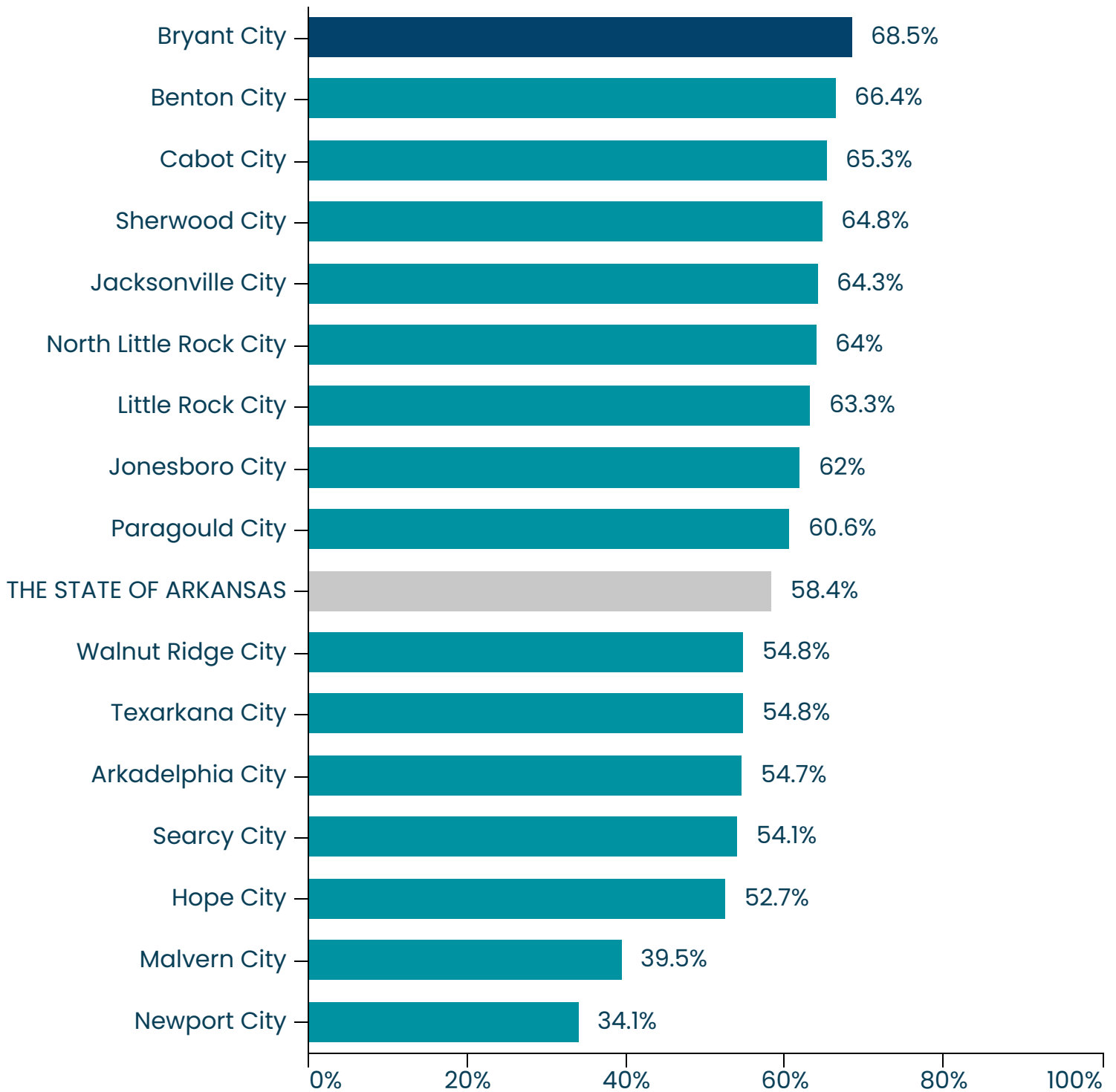
Underlying data by the Decennial Census and American Community Survey (ACS) through 2024. Analysis & exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign; 2026.



Section 5-H
ECONOMICS:
Labor Force

Labor Force Participation Rate

The share of population ages 16+ who are participating in the worker labor force. Comparison places along the Interstate 30 and 57 economic corridors in Arkansas.

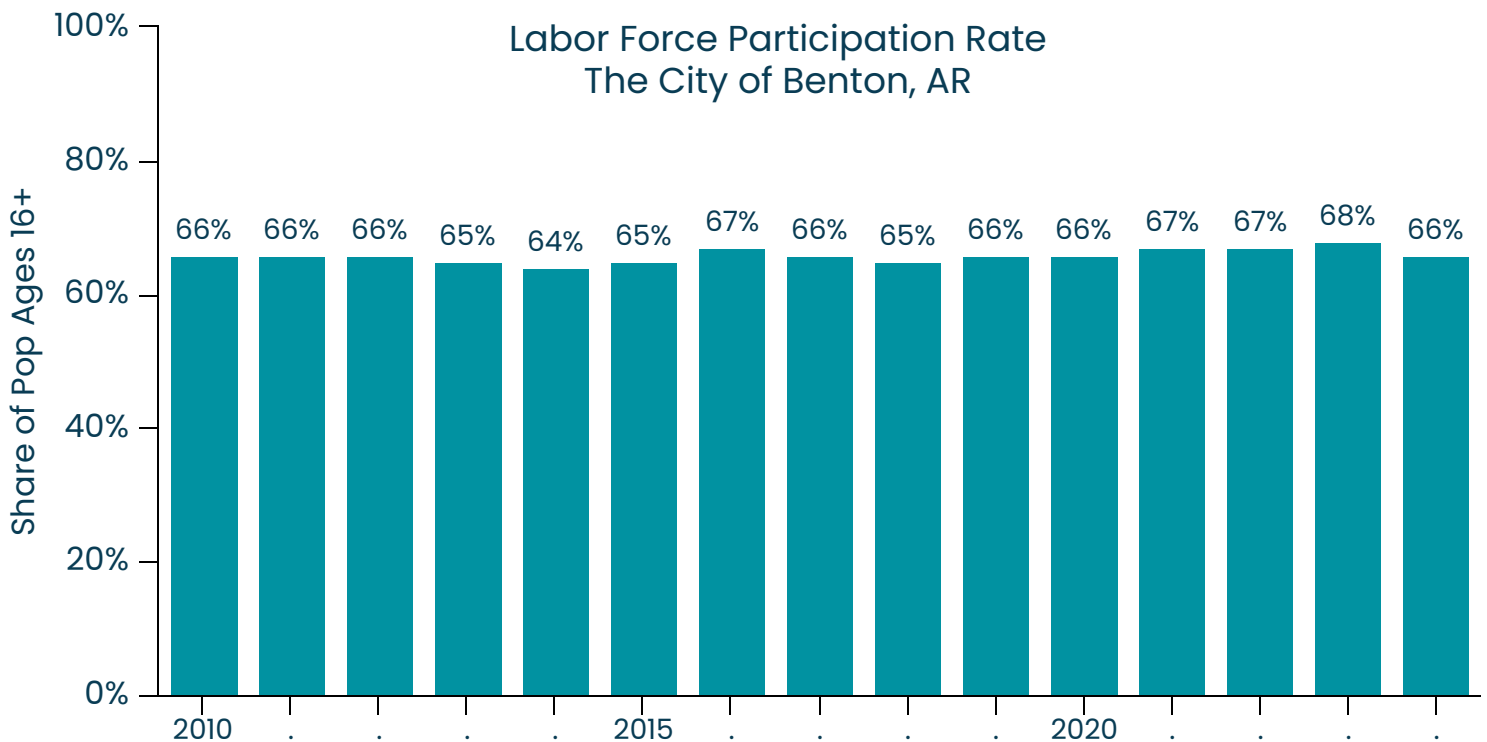
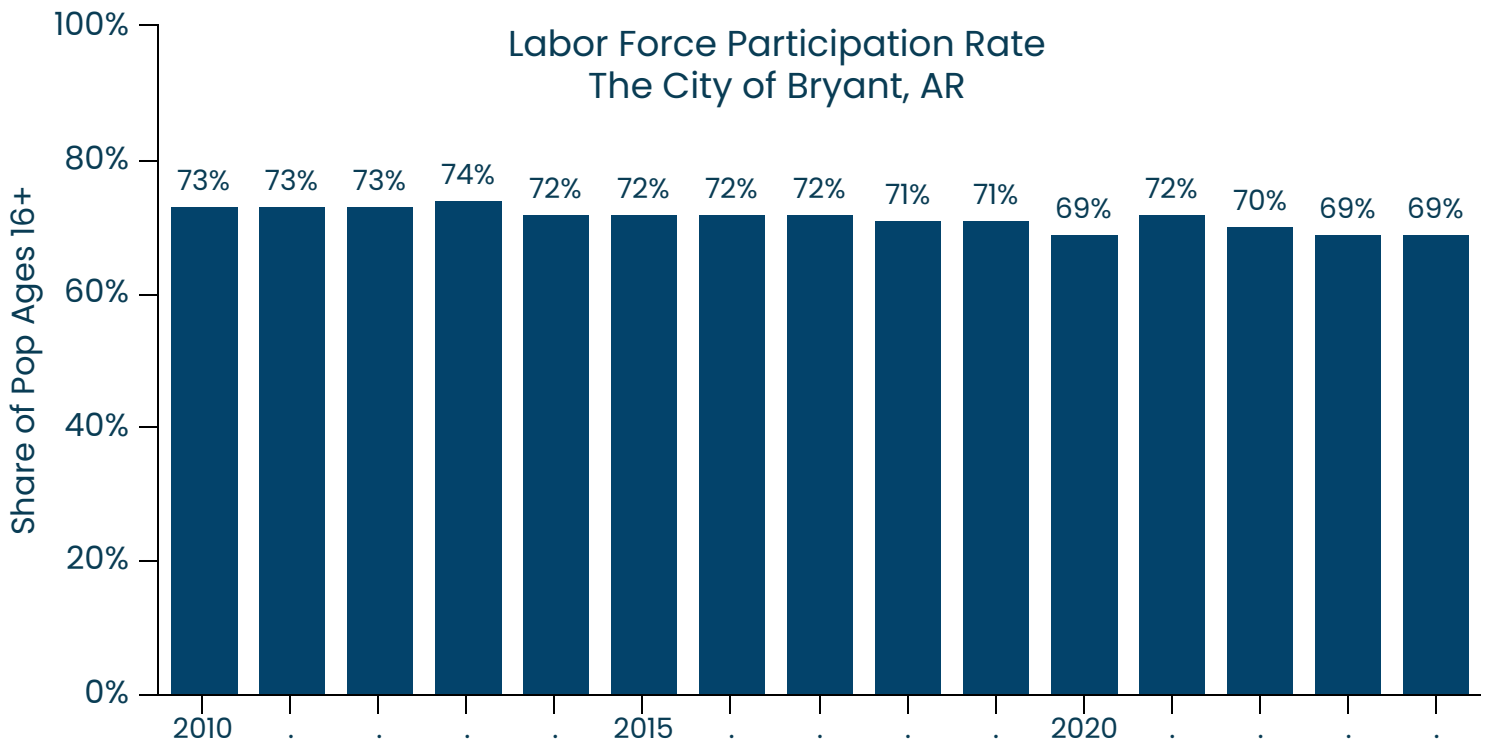


Underlying data provided by the U.S. Census and American Community Survey with 5-year estimates through 2024. Analysis and exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign; 2026.



Labor Force Participation | Bryant + Benton

Share of population ages 16+ participating in the worker labor force, over time.

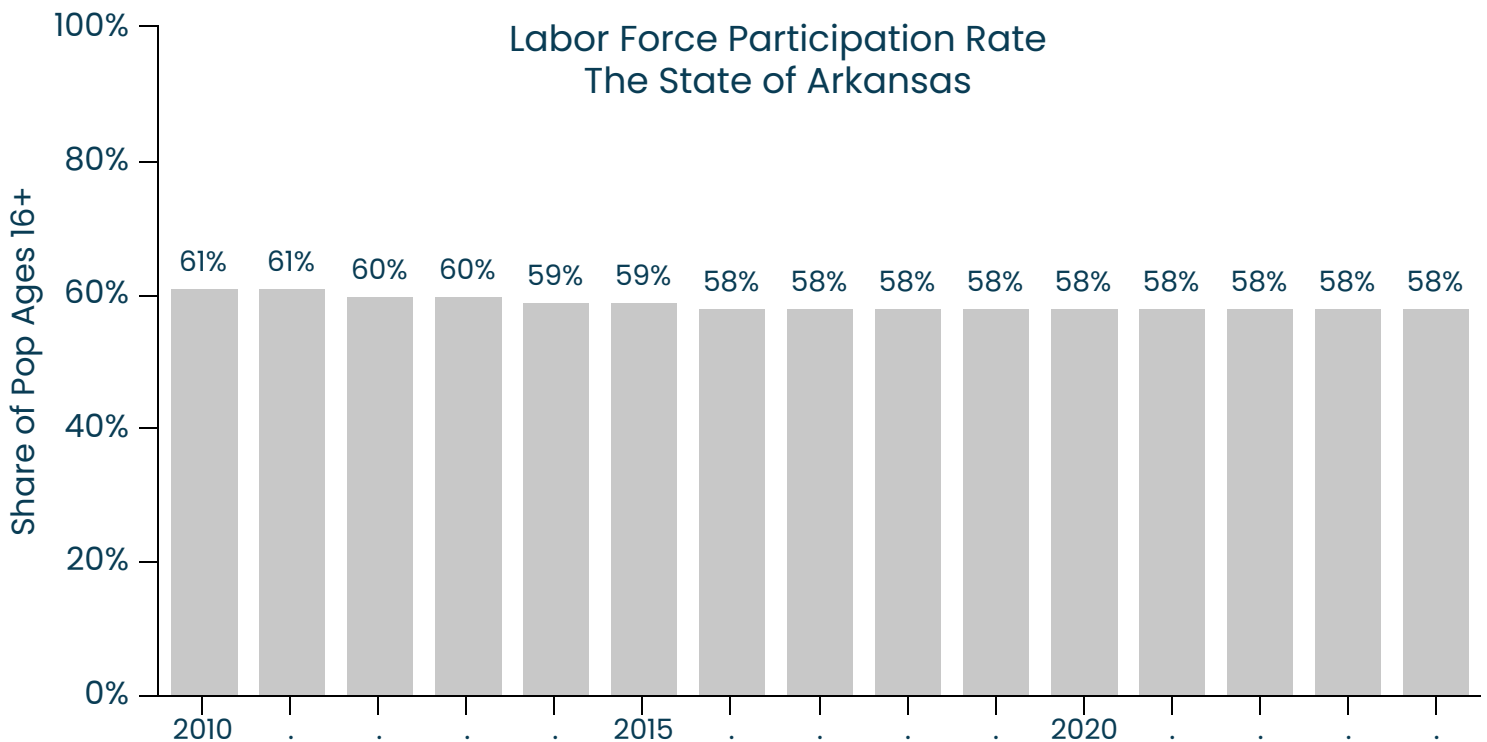
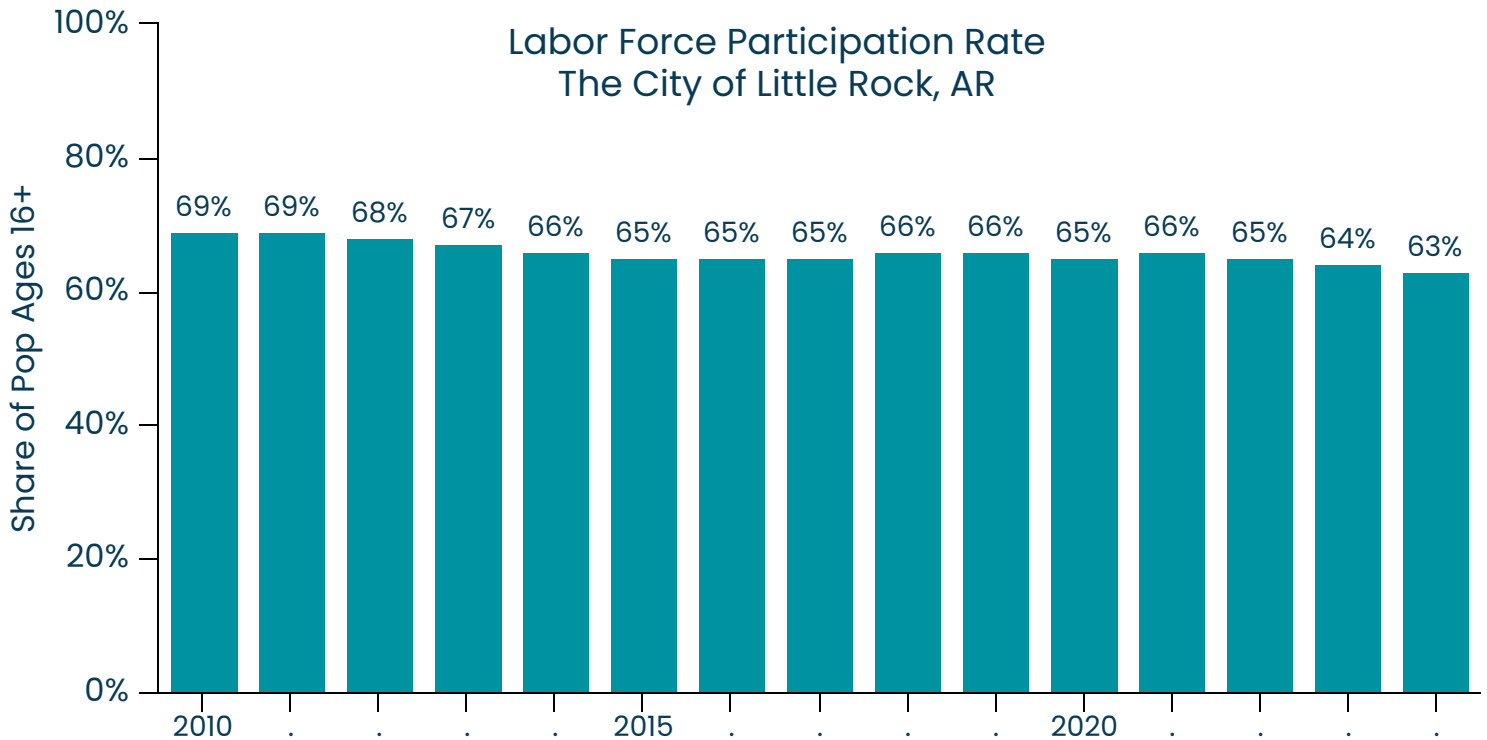


Underlying data by the Decennial Census and American Community Survey (ACS) through 2024. Analysis and exhibit prepared by LandUseUSA Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign, 2026.



Labor Force Participation | Little Rock + AR

Share of population ages 16+ participating in the worker labor force, over time.



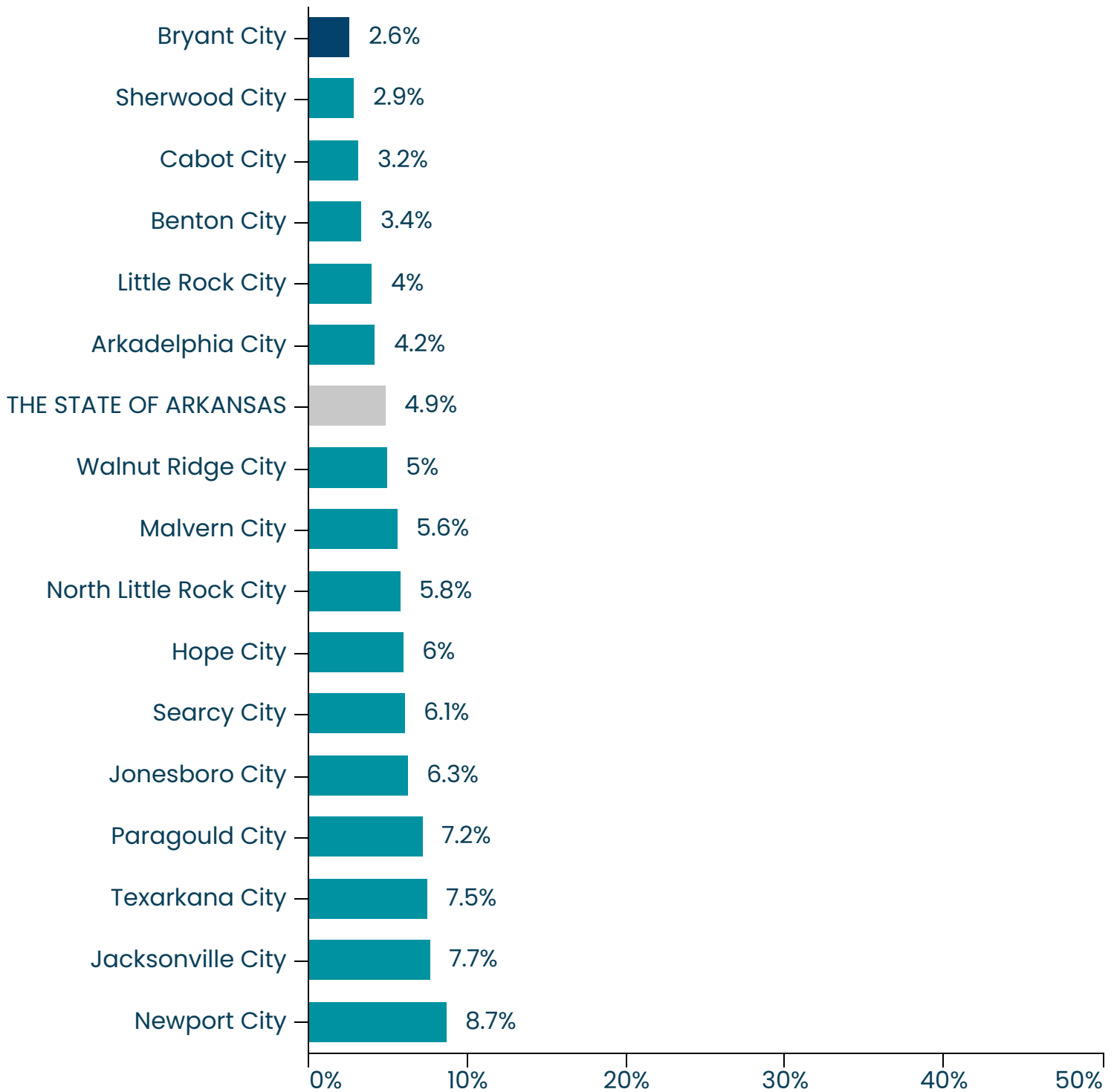
Underlying data by the Decennial Census and American Community Survey (ACS) through 2024. Analysis and exhibit prepared by LandUseUSA Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign, 2026.



Unemployment Rate

The share of labor force ages 16+ that is unemployed.

Comparison places along the Interstate 30 and 57 economic corridors in Arkansas.

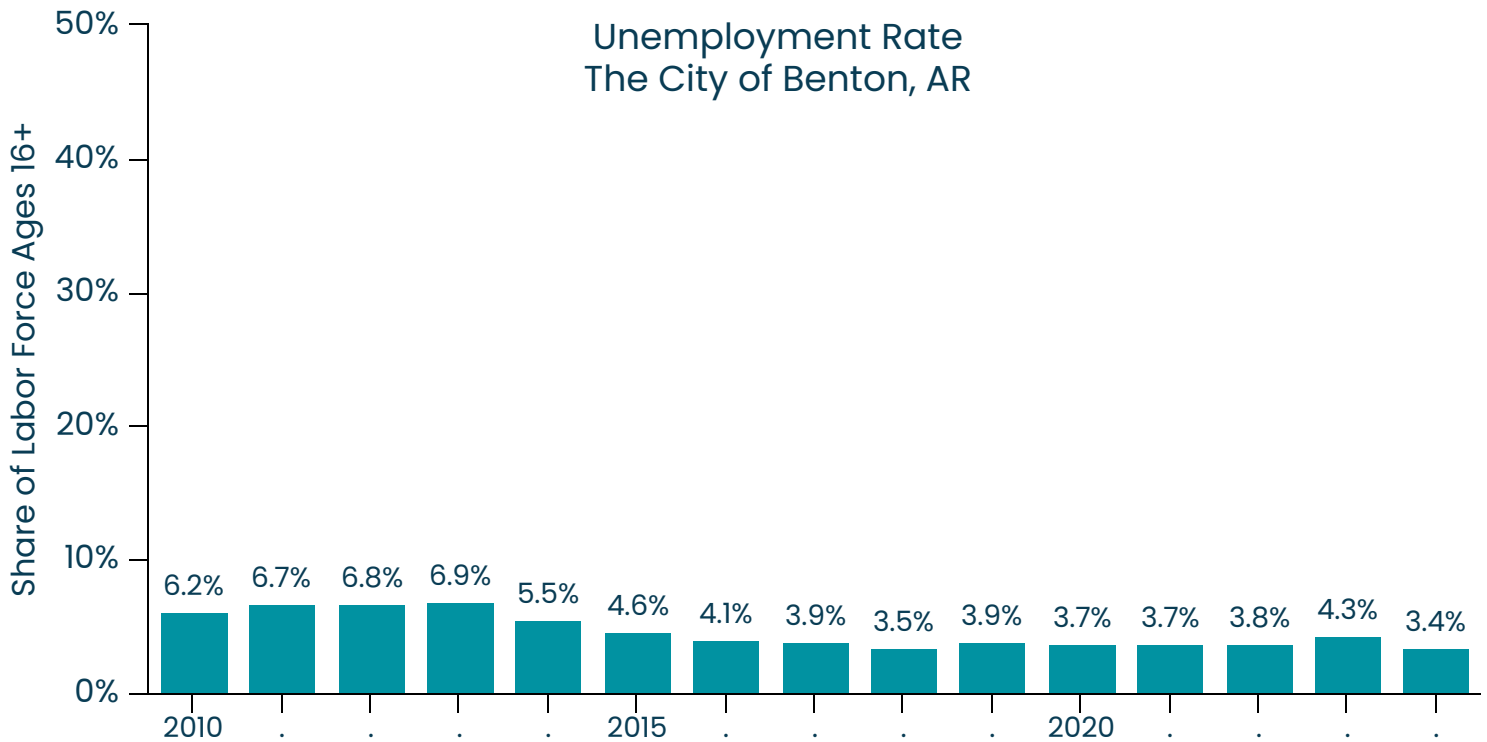
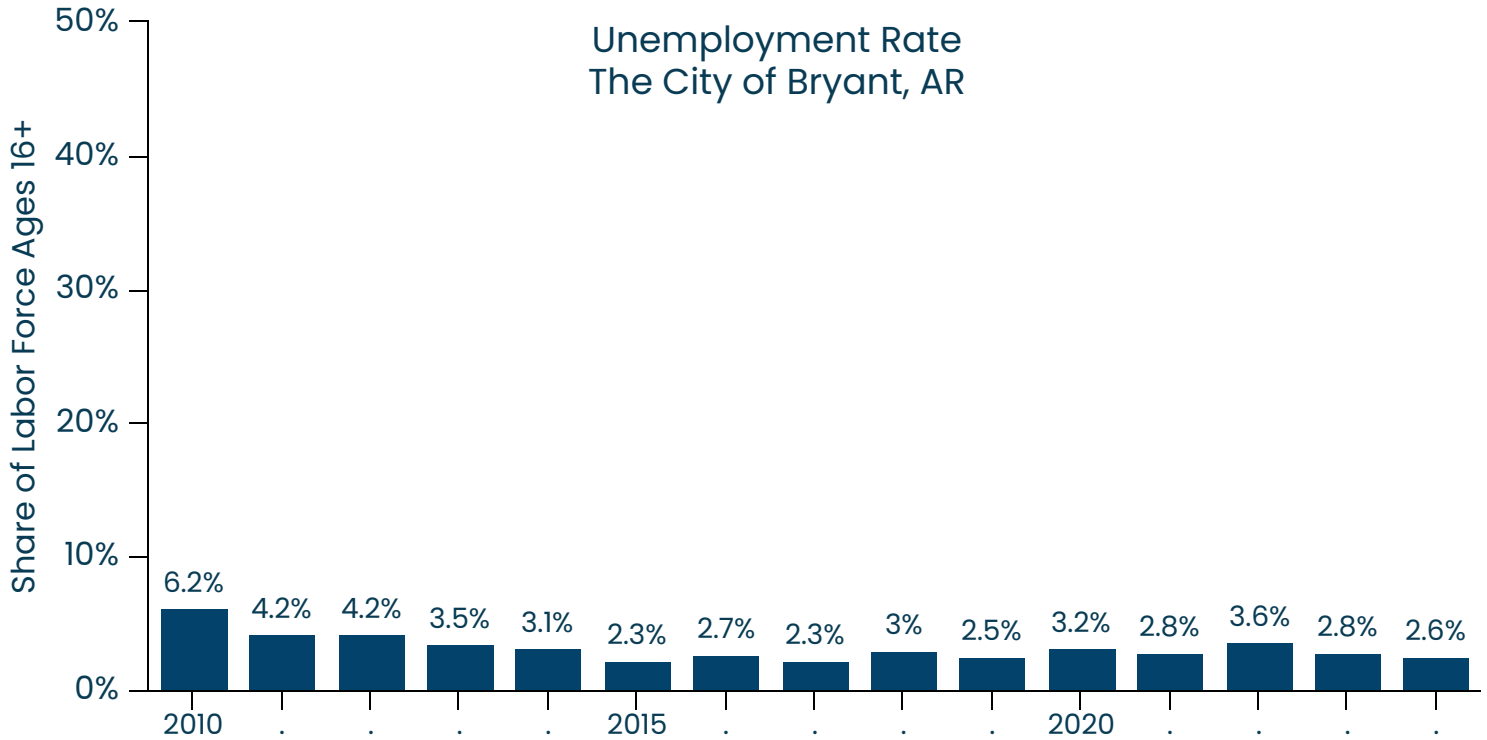


Underlying data provided by the U.S. Census and American Community Survey with 5-year estimates through 2024. Analysis and exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign; 2026.



Unemployment Rate | Bryant + Benton

The share of labor force ages 16+ that is unemployed, over time.

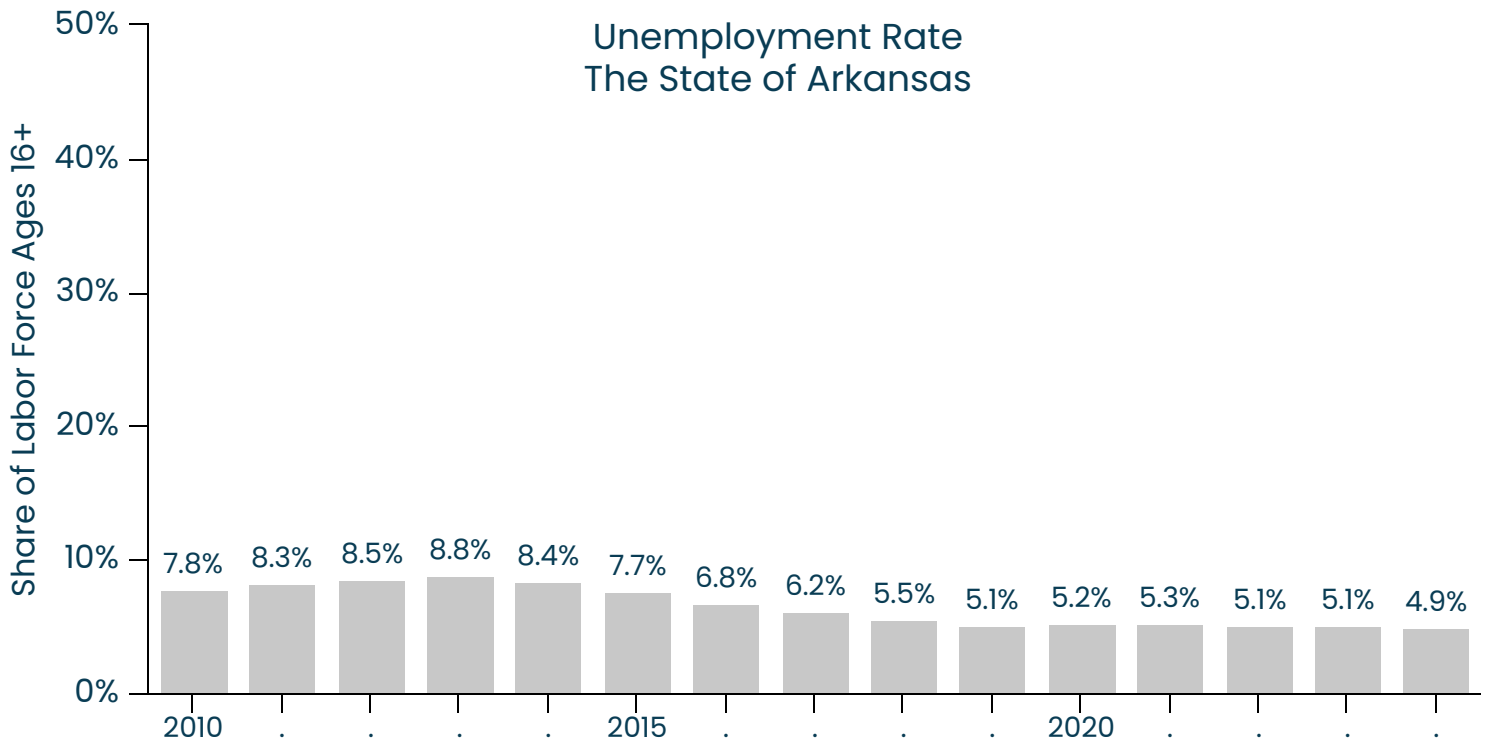
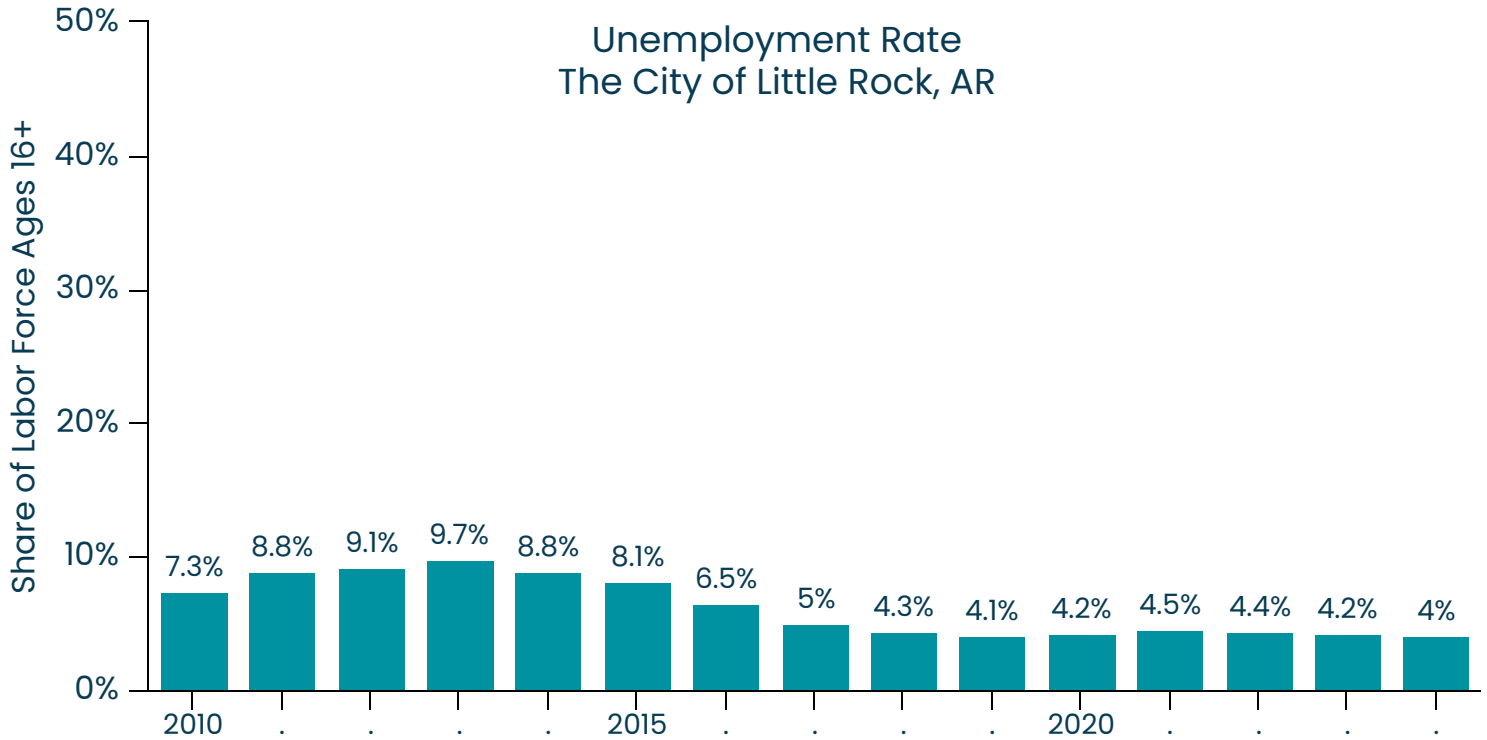


Underlying data by the Decennial Census and American Community Survey (ACS) through 2024. Analysis and exhibit prepared by LandUseUSA Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign, 2026.



Unemployment Rate | Little Rock + AR

The share of labor force ages 16+ that is unemployed, over time.

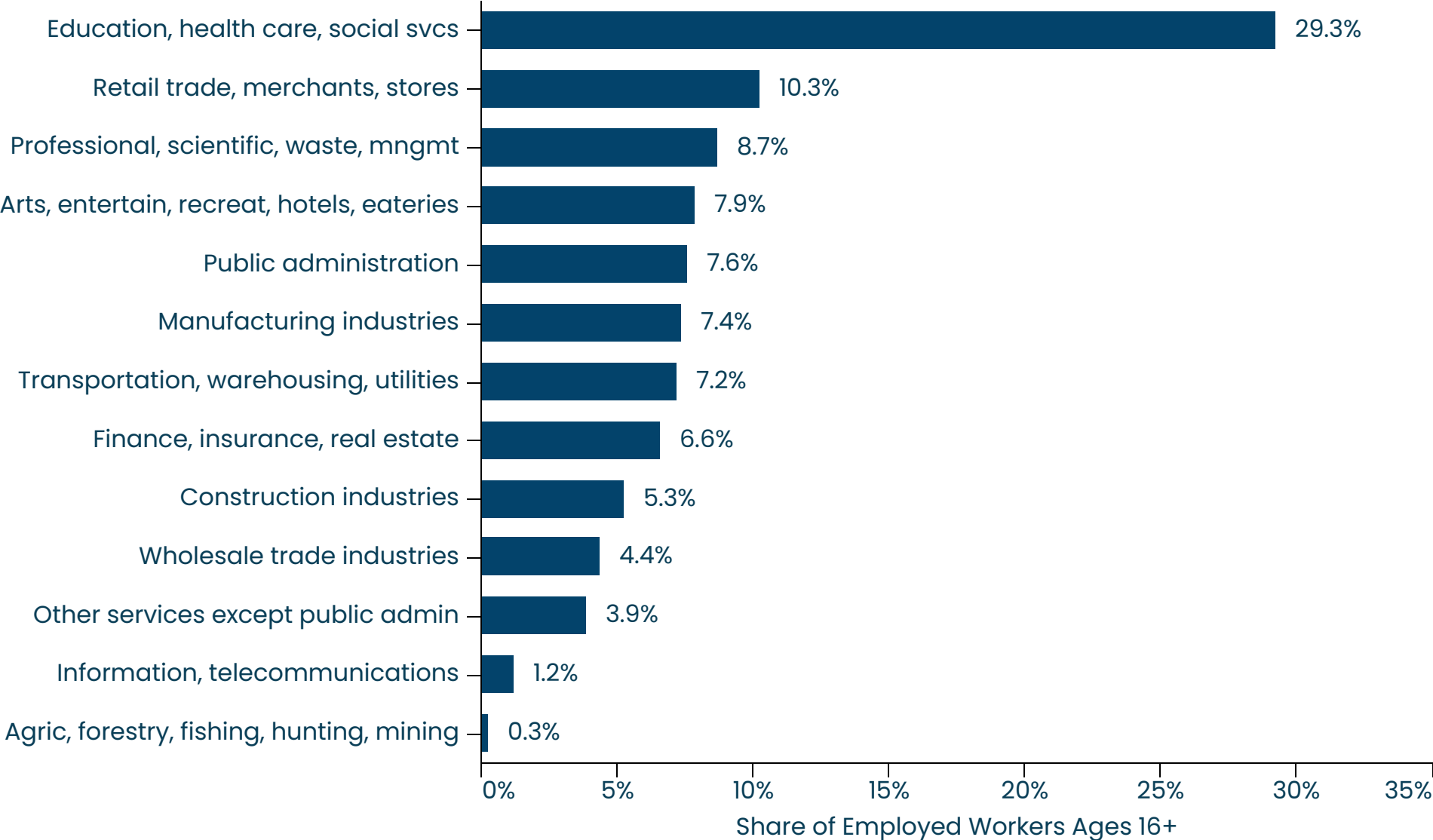


Underlying data by the Decennial Census and American Community Survey (ACS) through 2024. Analysis and exhibit prepared by LandUseUSA Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign, 2026.



Employment by Industry Sector | Bryant City

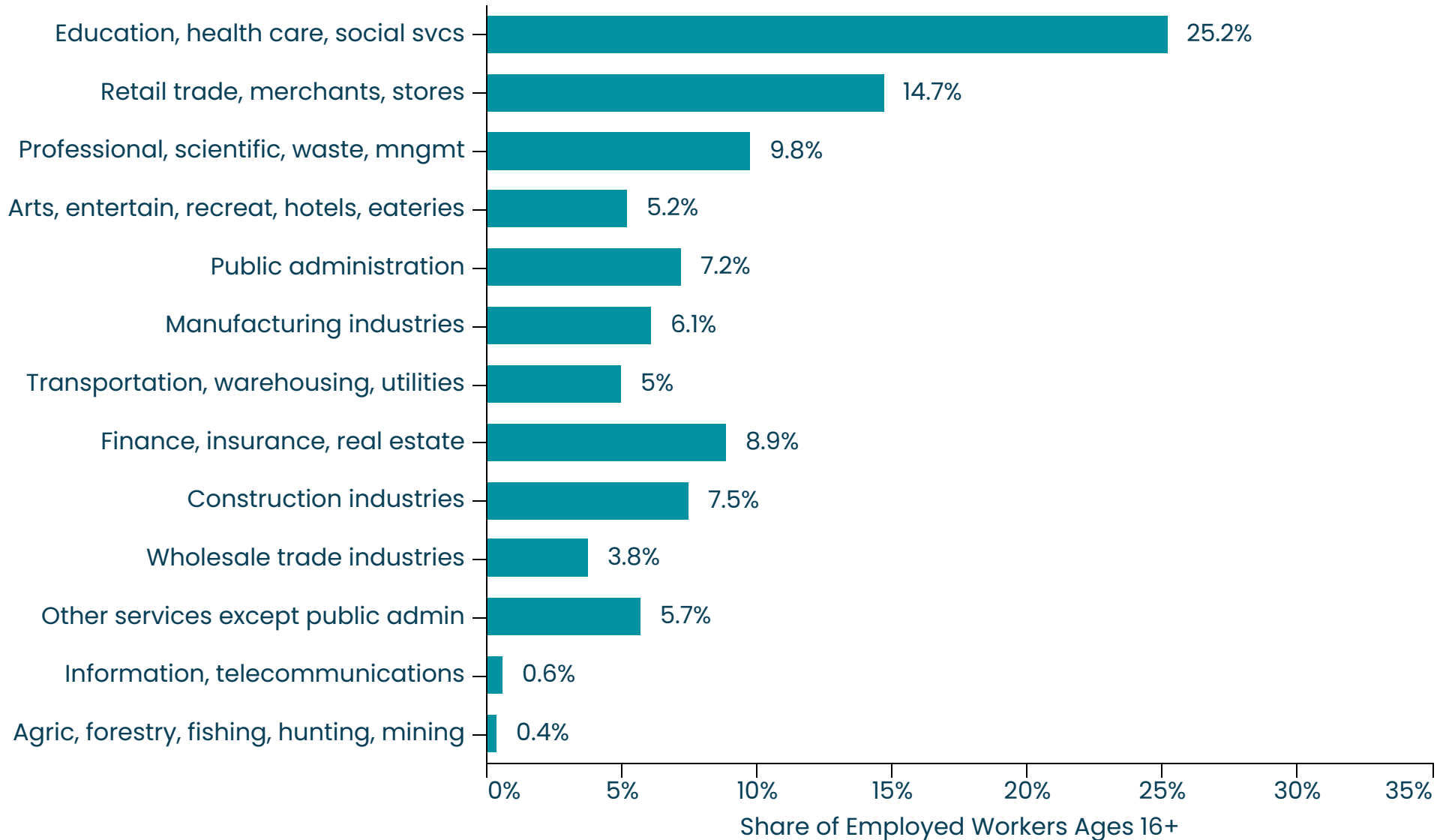
The share of employed workers ages 16+ by industry sector.



Underlying data provided by the U.S. Census and American Community Survey with 5-year estimates through 2024. Analysis and exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign; 2026.

Employment by Industry Sector | Benton City

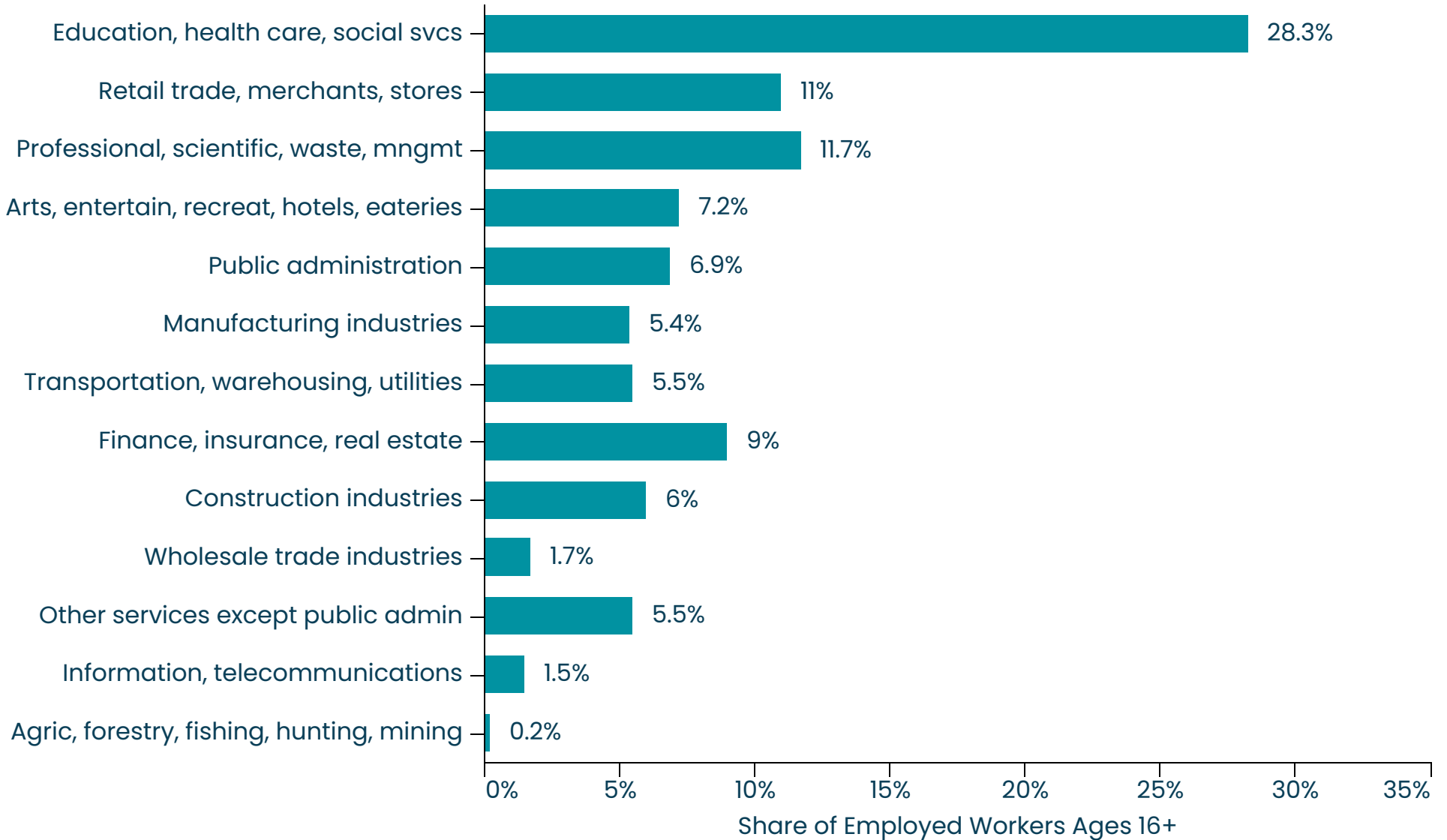
The share of employed workers ages 16+ by industry sector.



Underlying data provided by the U.S. Census and American Community Survey with 5-year estimates through 2024.
Analysis and exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign; 2026.

Employment by Industry Sector | Little Rock City

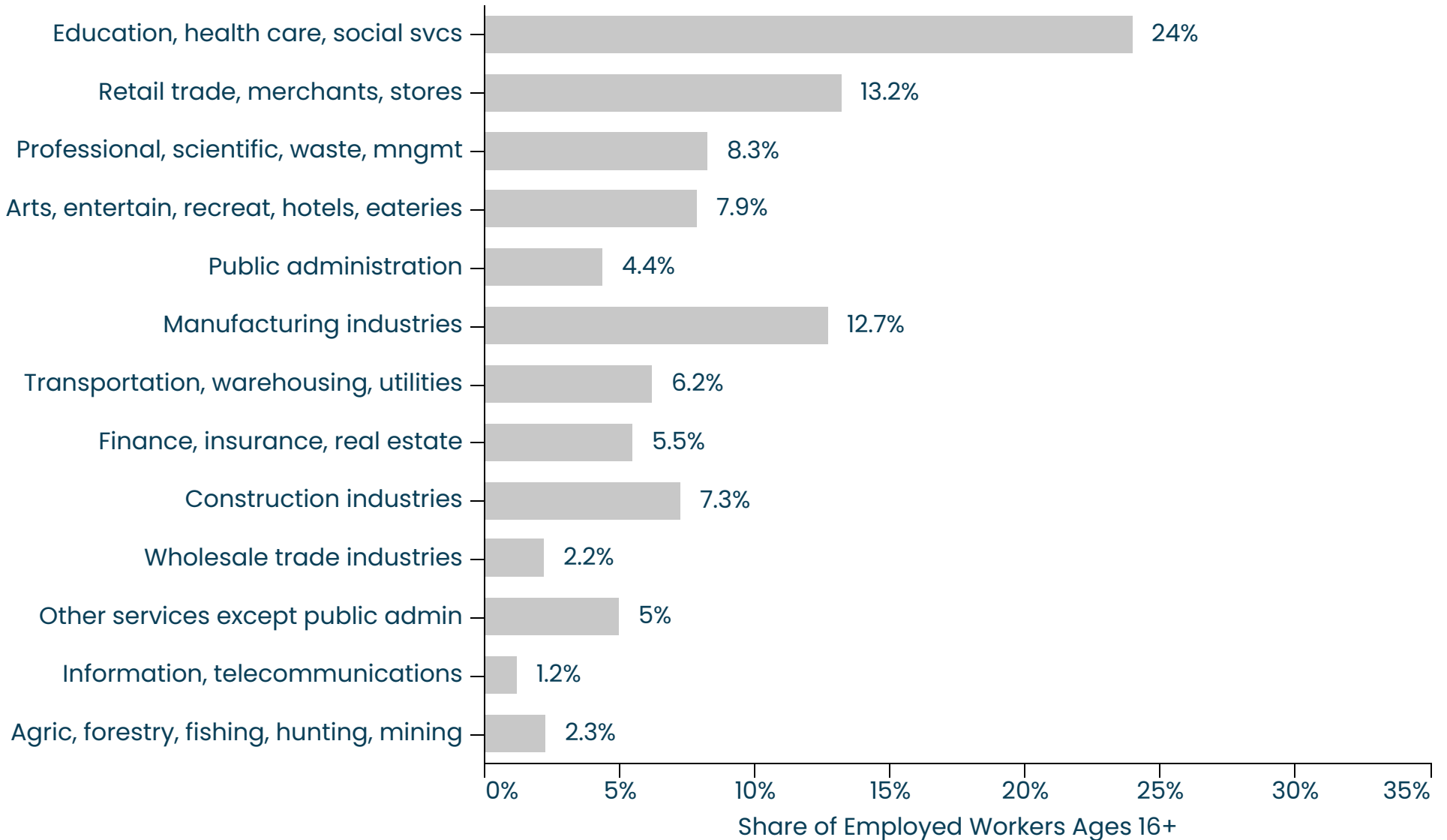
The share of employed workers ages 16+ by industry sector.



Underlying data provided by the U.S. Census and American Community Survey with 5-year estimates through 2024. Analysis and exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign; 2026.

Employment by Industry Sector | State of Arkansas

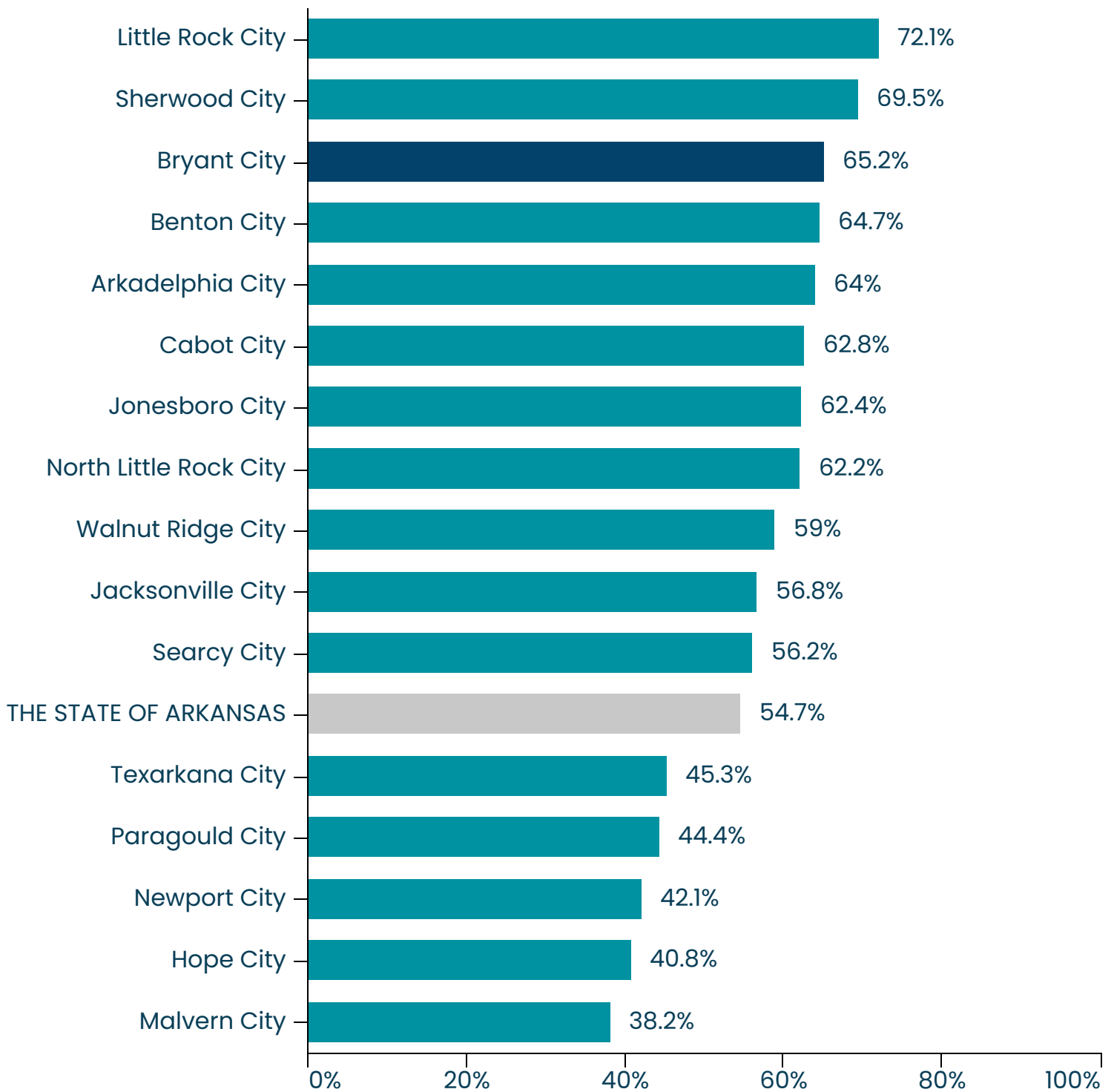
The share of employed workers ages 16+ by industry sector.



Underlying data provided by the U.S. Census and American Community Survey with 5-year estimates through 2024.
Analysis and exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign; 2026.

Some College Education or a Degree

The share of adults ages 25+ who have some college education or a degree. Comparison places along the Interstate 30 and 57 economic corridors in Arkansas.



Underlying data provided by the U.S. Census and American Community Survey with 5-year estimates through 2024. Analysis and exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign; 2026.

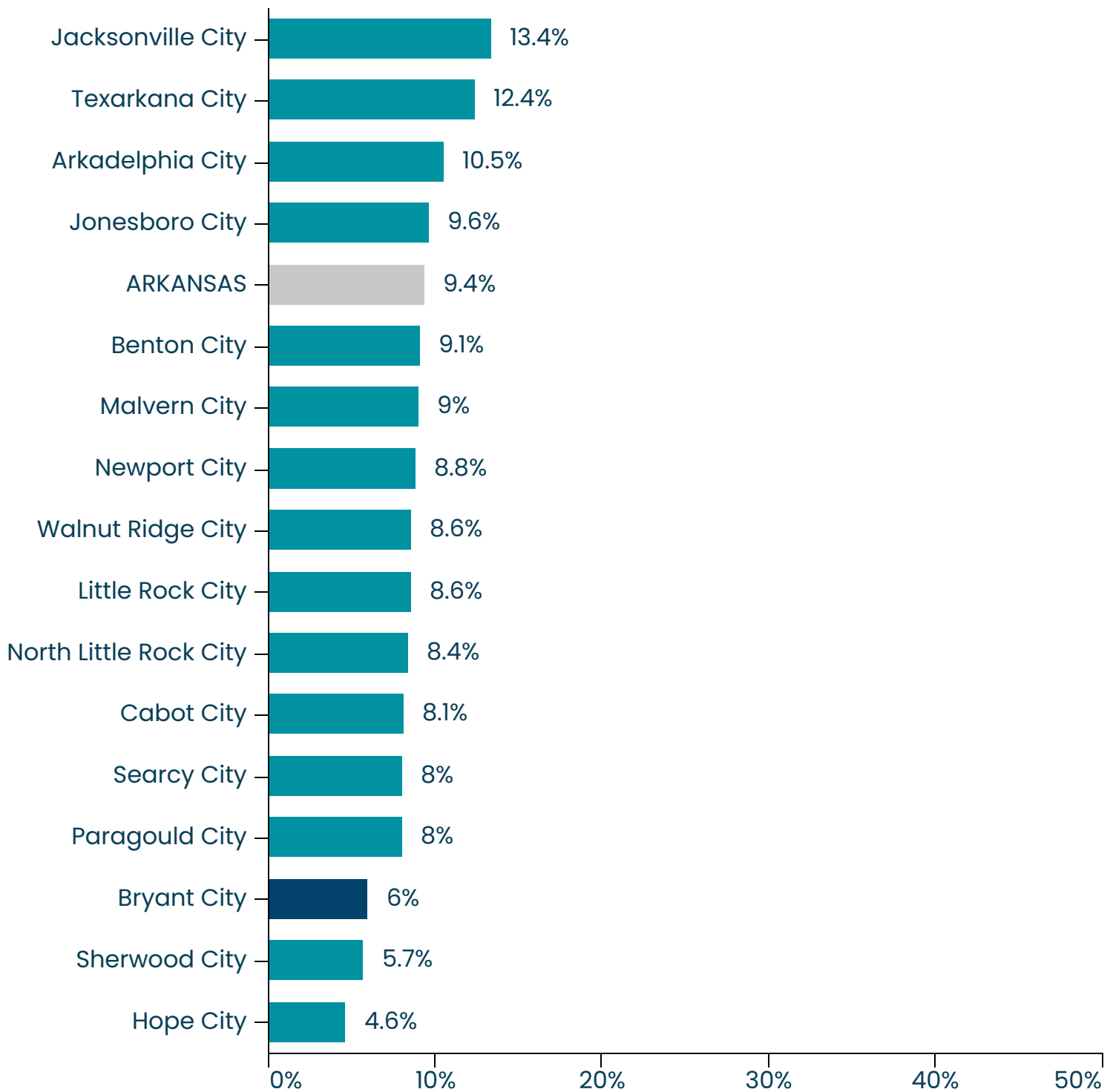


Section 5-1
SUPPLEMENT:
Mode of
Transportation
to Work

Share of Workers that Carpooled

The share of workers who carpooled to get to work.

Comparison places along the Interstate 30 and 57 economic corridors in Arkansas.

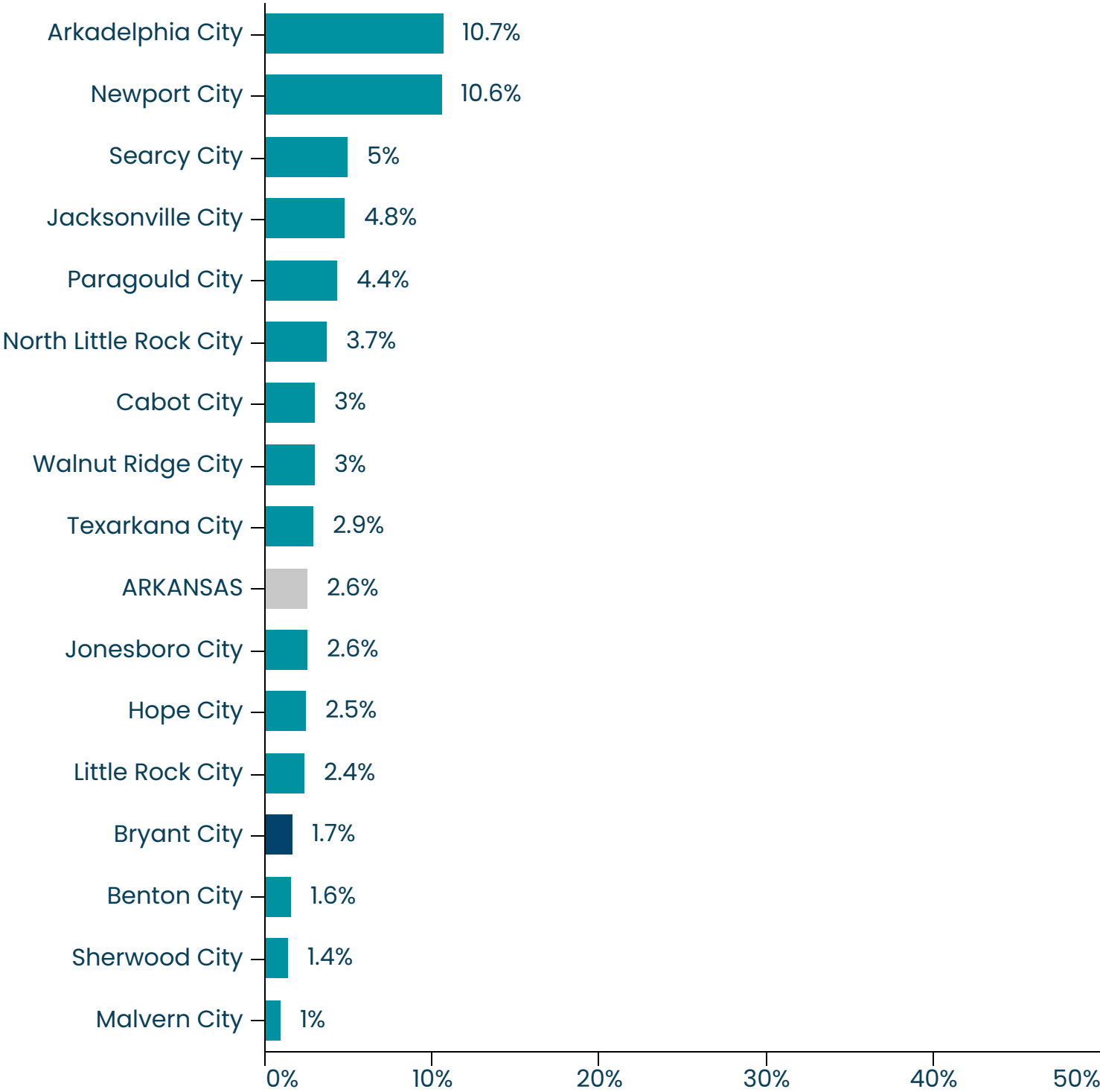


Underlying data provided by the U.S. Census and American Community Survey through 2024. Analysis and exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign; 2026.



Share of Workers that Walked or Biked

The share of workers who walked, bicycled, motorcycled, or taxied to work. Comparison places along the Interstate 30 and 57 economic corridors in Arkansas.



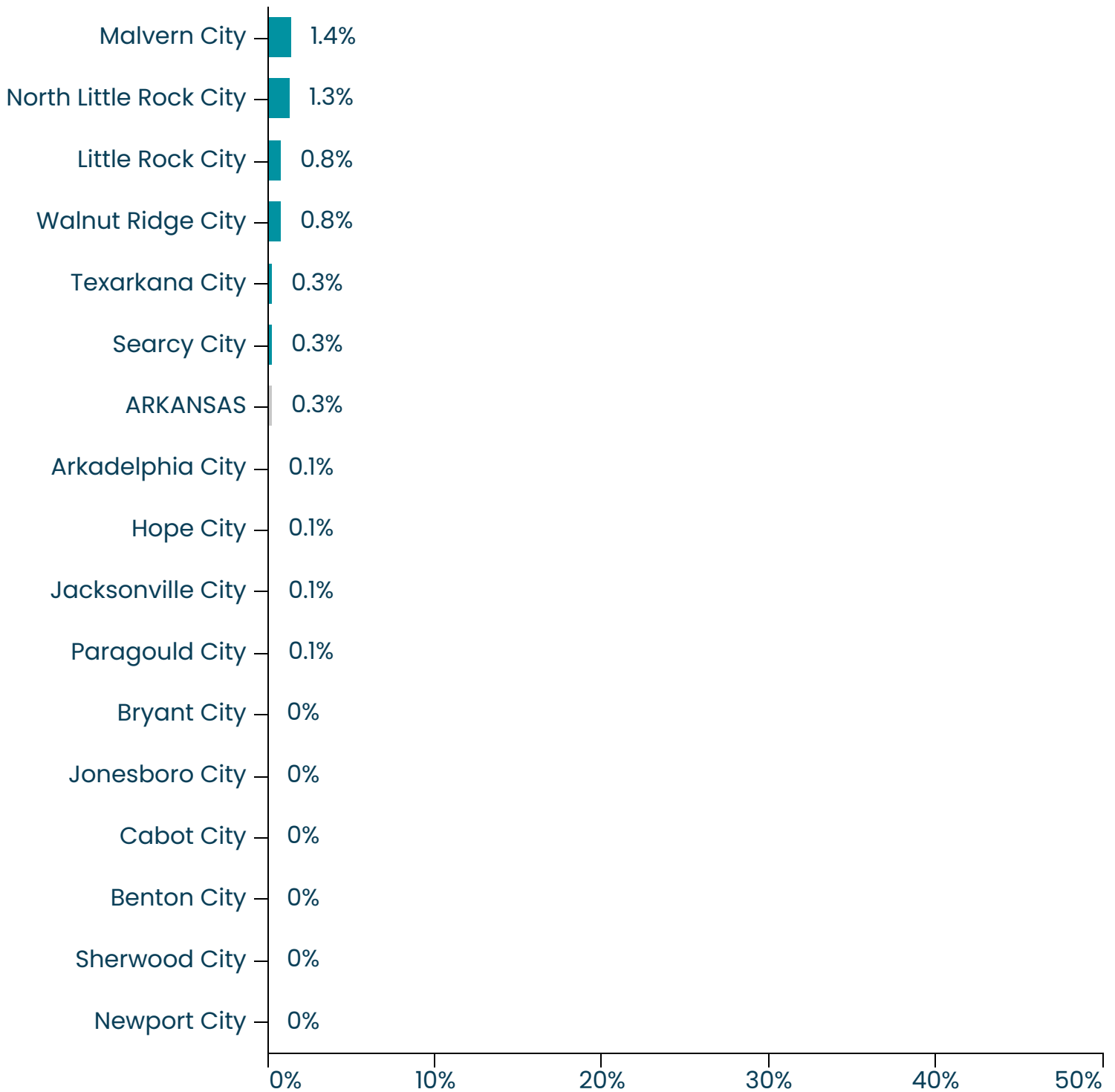
Underlying data provided by the U.S. Census and American Community Survey through 2024. Analysis and exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign; 2026.



Share of Workers that used Public Transit

The share of workers who used public transit to get to work.

Comparison places along the Interstate 30 and 57 economic corridors in Arkansas.



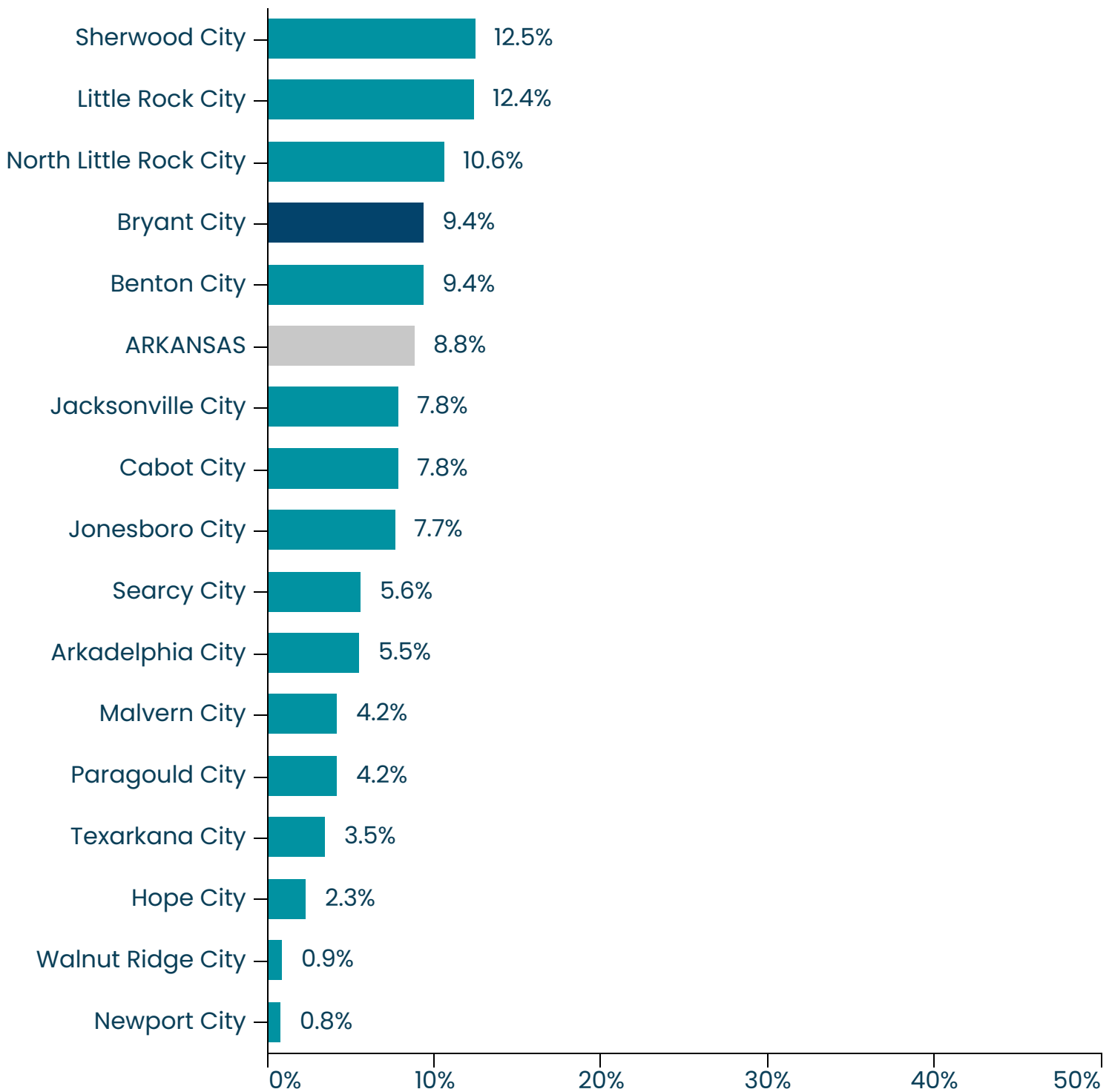
Underlying data provided by the U.S. Census and American Community Survey through 2024. Analysis and exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign; 2026.



Share of Workers that Worked from Home

The share of workers who worked from Home.

Comparison places along the Interstate 30 and 57 economic corridors in Arkansas.



Underlying data provided by the U.S. Census and American Community Survey through 2024. Analysis and exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Crafton Tull and DPZ CoDesign; 2026.

