



2025 Market Report

Pulaski County, Arkansas

GET IN TOUCH

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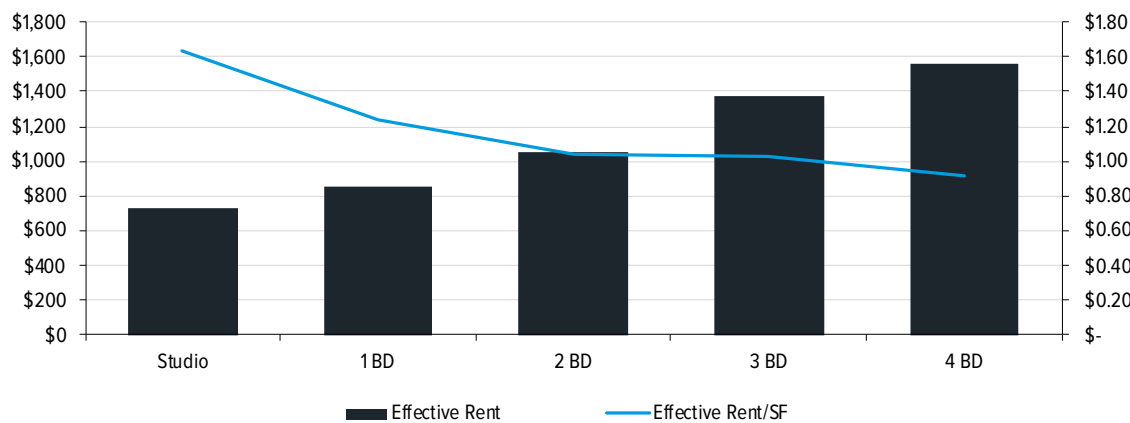
Rent Trends

Momentum Slows Across All Classes

After a 25-month period of moderate rental growth (+7.0% overall), the pace has flattened in Q1 2025, with overall rent growth stalling at 0.0%. Discretionary (Class A+, A) properties have been hit hardest, with a -1.2% decline in the quarter and only 1.0% total growth over the 25-month period. In contrast, Class B/B- properties (Low Mid-Range) outperformed, posting 9.1% growth—indicating strong renter demand in more affordable segments.



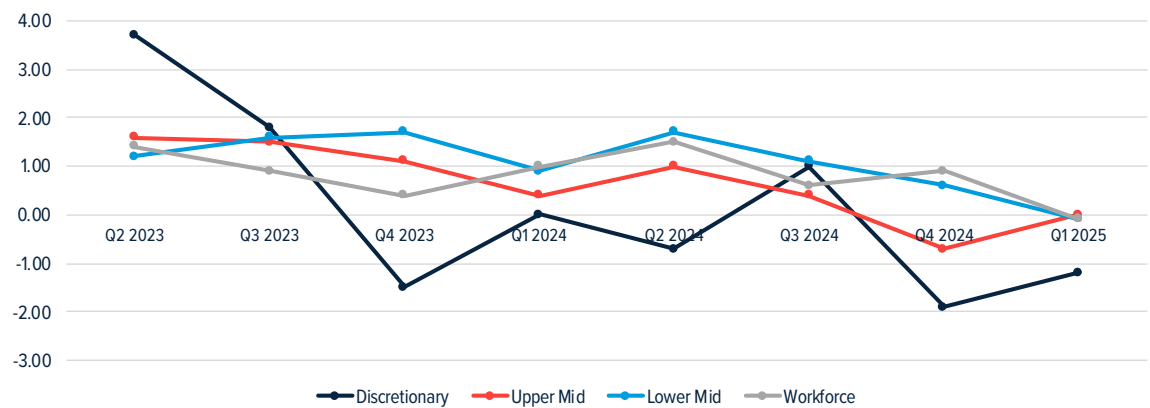
Effective Rents



KEY TAKEAWAYS

- **Discretionary:** +1.0% over 25 months | -1.2% in Q1 2025
- **Upper Mid-Range (A-, B+):** +5.5%
- **Low Mid-Range (B, B-):** +9.1%
- **Workforce-Upper (C+, C):** +6.7%
- **Market-wide:** 0.0% rent growth in Q1 2025

Rental Rate Change by Asset Class



Volatility has been most pronounced in Class A assets, with multiple quarters of negative growth since 2023. In contrast, Class B and C properties have demonstrated consistency—underscoring tenant demand in the affordable and workforce housing sectors.

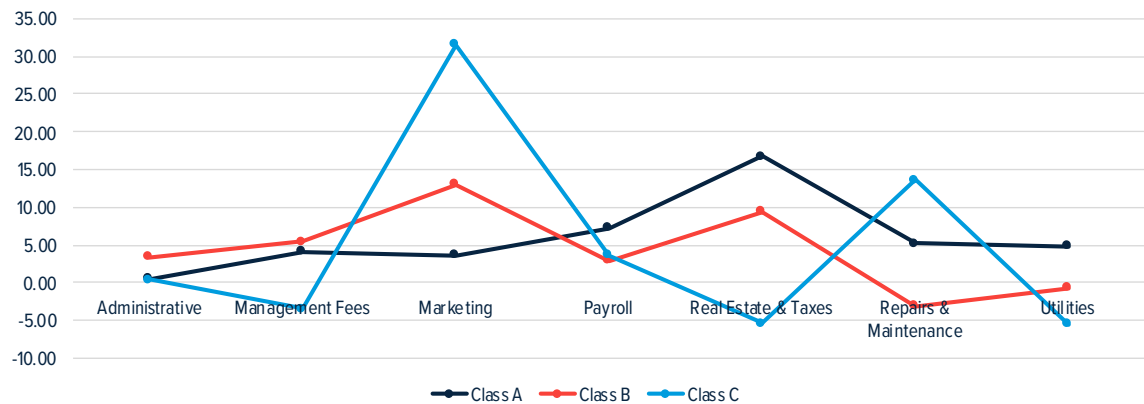
Expense Pressures

Margins Under Strain

While rent growth has cooled, operating costs have surged—pressuring NOI across the board. Class C properties are experiencing the most pronounced increases, particularly in Roads & Grounds (+68.2%) and Marketing (+31.6%). Insurance premiums are rising fastest in Class B (+19.6%), while Class A assets are also seeing substantial cost hikes in security (+36.7%) and taxes (+16.7%).



Expenses by Class



These expense trends are compressing margins, especially for older or under-managed assets.

Notable Increases by Class

CLASS A PROPERTIES		CLASS B PROPERTIES		CLASS C PROPERTIES	
Security	36.7%	Insurance	19.6%	Roads & Grounds	68.2%
Real Estate & Other Taxes	16.7%	Marketing & Advertising	13.0%	Marketing & Advertising	31.6%
Repairs & Maintenance	12.0%	Real Estate & Other Taxes	9.4%	Real Estate & Other Taxes	13.6%
Insurance	11.9%	General	9.2%	Insurance	2.2%
Water/Sewer	9.3%				

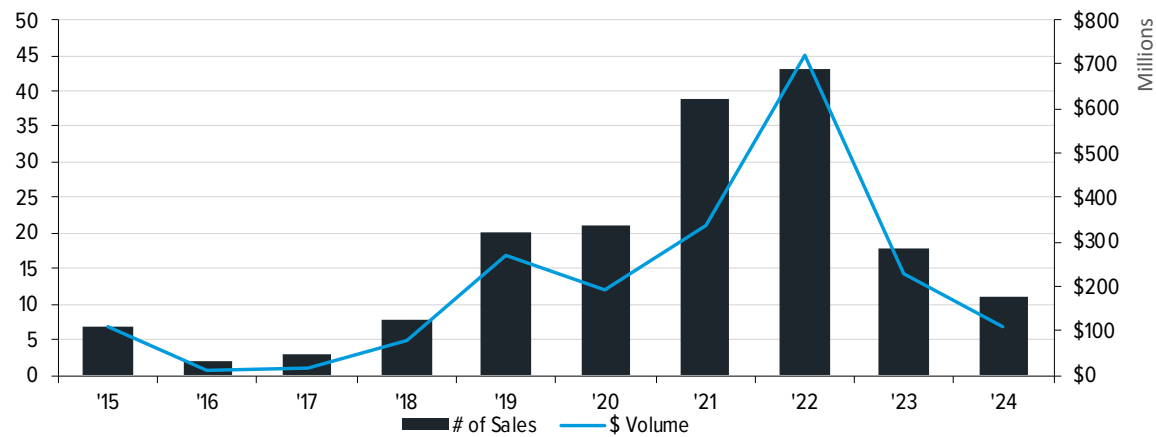
Sales Volume

Sharp Drop from Peak Activity

Transaction activity has declined sharply from its 2022 peak. Only 11 sales closed in 2024, totaling \$108.4M—less than one-sixth of 2022’s volume. The slowdown reflects a combination of interest rate pressures and valuation uncertainty.

2025 may see a rebound in sales volume as more owners face refinancing challenges.

Sales Volume by Year



Top Sales, 2024



PARHAM
POINT
Little Rock

Sale Date	12/4/24
Price (MM)	\$20.25
Units	184



PLEASANT
RIDGE
Little Rock

Sale Date	11/19/24
Price (MM)	\$19.26
Units	200



AUGUSTA
PLACE
Little Rock

Sale Date	7/19/24
Price (MM)	\$17.74
Units	194



SHERWOOD
TRAILS
Sherwood

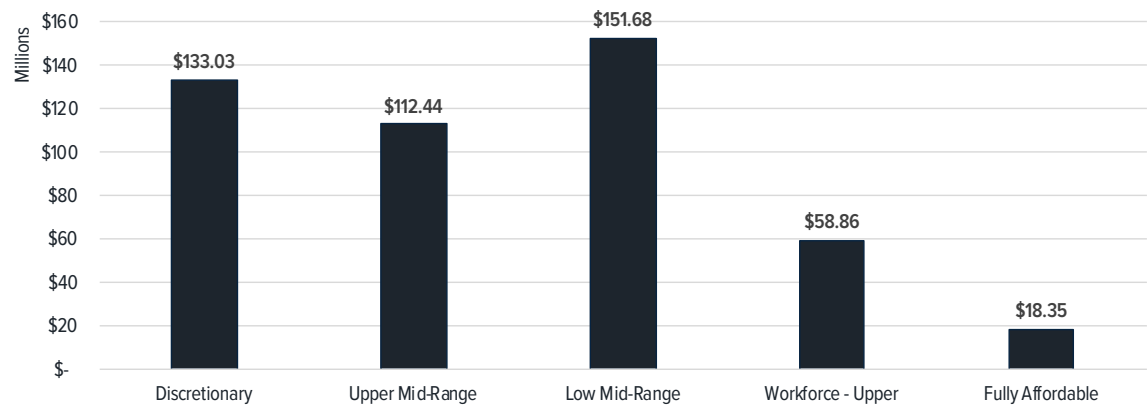
Sale Date	2/2/24
Price (MM)	\$15.00
Units	160

Loan Maturities

Pressure and Opportunity

Over \$474 million in multifamily debt is set to mature across 31 loans and 6,569 units between 2025–2026. With an average rate of just 3.69%, many owners will face rate shocks upon refinancing. Discretionary assets carry the highest average loan size (\$44.3M), while Low Mid-Range properties make up the largest share of upcoming maturities (32%).

Loans Maturing by Class, 2025-2026



Capital Markets Rate Sheet

Loan Program	Agency / FHA	Portfolio Lenders	Debt Fund*	CMBS*	Credit Union	Life Company	Pref/Mezz
Term	5-35 Years	1-10+ Years	1-5 Years	5-10 Years	5-10+ Years	5-35 Years	1-10+ Years
Amortization	30-35 Years	Up to 30 Years	N/A	30 Years	Up to 30 Years	Up to 35 Years	N/A
Interest Only Max	Up to 10 Years	Partial Term	Up to 5 Years	Full Term	1-3 Years	10-15 Years	N/A
Prepay	Def, YM & Step Down	Step Down / None	Flexible	Defeasance	None	YM / Step Down	N/A
Type	Fixed or Floating	Fixed or Floating	Fixed or Floating	Fixed	Fixed	Fixed or Floating	Fixed or Floating
Max LTV	75%-90%	80%	85%	75%	80%	75%	90%
Min DSCR	1.11x - 1.25x	1.20x	N/A	1.20x	1.20x	1.20x	N/A
Rate	5.25% - 6.75%	6% - 7%+	6.75% - 12.00%+	5.25% - 7.5%	6.25% - 7.75%	5.75% - 6.75%	11.00%+
Index / Spread Range	UST / 100-275bps	FHLB, Cost of Funds, UST, SOFR / 175-275bps	1-Mo Term SOFR / 200-700bps	UST, SOFT SWAPS / 100-300bps	FHLB, Cost of Funds, UST / 220-370bps	UST, SWAPS, SOFR / 175-250bps	N/A
Recourse	Non-Recourse	Non-Recourse & Recourse	Non-Recourse	Non-Recourse	Non-Recourse & Recourse	Non-Recourse & Partial Recourse	Non-Recourse
Property Types	Multifamily 5+ Units, Mobile, Senior, Student, BTR	All Property Types Considered	All Property Types Considered	All Property Types Considered	All Property Types Considered	All Property Types Considered	All Property Types Considered

*full-term interest only available
UST - US Treasury | FHLB - Federal Home Loan Bank | SOFR - Secured Overnight Financing Rate | YM - Yield Maintenance | Def - Defeasance

Development Pipeline

Modesty and Fundamentals

New development remains modest, with cost pressures and financing challenges limiting starts. Capital remains selective, favoring well-located projects with strong fundamentals.

Development Pipeline

Property	City	Unit Count	Status
The Pointe North Hills	North Little Rock	960	Under Construction
The Resort at Rockwater	North Little Rock	365	Under Construction
Fitzroy Riverdale	Little Rock	283	Under Construction
The Greens at Longhills Phase II	Benton	182	Under Construction
The Flats at SoMa	Little Rock	160	Under Construction
The Landings at Rock Creek	Little Rock	154	Under Construction
Franklin Street	Little Rock	100	Planned

THE
RESORT
at Rockwater
North Little Rock | Arkansas



GREAA

Overview

— WHO WE ARE

GREAA is an investment sales platform led by a nationwide network of top advisors with decades of experience arranging the purchase, sale and financing of multifamily properties. United by a shared mission, we offer investors a boutique brokerage model on a national scale. Through our unified platform, we provide unrivaled local market insights and contacts, delivering superior results across the United States.

— WHAT SETS US APART

- **National Network of Local Experts:** our focus is deep and our expertise is wide providing you with specialized knowledge of local markets.
- **Entrepreneurial Flexibility:** We're nimble and independent, equipped with the experience and skills to craft flexible solutions that traditional corporate models can't match.
- **Tailored Service:** our marketing strategies are customized to meet your specific needs, ensuring success in achieving your investment objectives.

— WHY GREAA

- **Multifamily Specialists:** we're exclusively dedicated to multifamily investments, offering guidance tailored to this unique asset class.
- **Unmatched Market Insights:** With extensive local experience, we provide valuable insights into trends and potential opportunities.
- **Client Centric Approach:** Clients always come first. We're independent, meaning our loyalty is solely with you. We work relentlessly to meet your goals and exceed expectations.
- **National Reach:** Our consistently high-quality brokerage services are available nationwide to support your needs.

— BY THE NUMBERS

13

OFFICES

100+

BROKERS

\$14 Billion+

VOLUME 2021-2024

\$1.5 Billion+

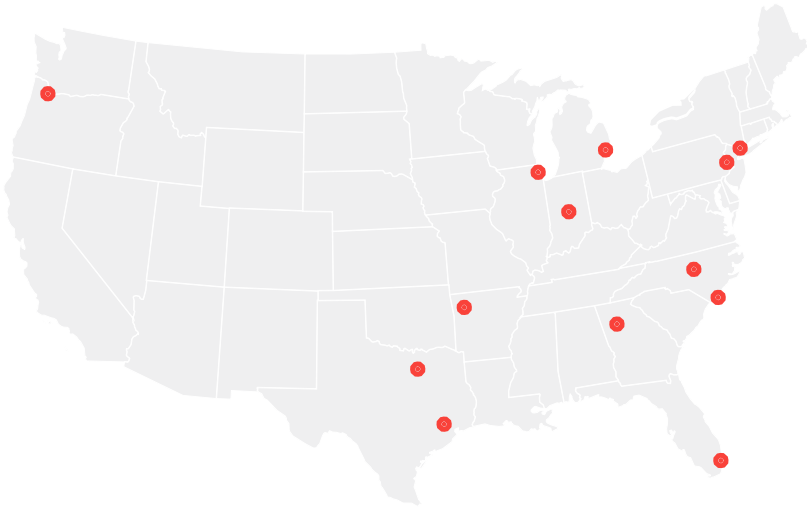
DEBT VOLUME 2021-2024

— SERVICES

- Conventional
 - Pre-Stabilized
 - Student
- SFR / BTR
 - Senior
 - Land
- Affordable
 - NNN
 - Debt & Equity

— OFFICES

- Atlanta
- Chicago
- Dallas
- Detroit
- Fayetteville
- Hilton Head Island
- Houston
- Indianapolis
- Miami
- New York City
- Philadelphia
- Portland
- Raleigh





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Sources: GREAA Research; RealPage; National Multifamily Housing Council; Moody's; CoStar; TREPP; YARDI

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