

Rogers 72758

ZIP code · AR · Arkansas > Benton County > Rogers

SELLER'S MARKET

\$498K

MEDIAN SALE PRICE

+1.1%

1-YR CHANGE

594

SALES (12 MO)

\$478K

MEDIAN VALUE (AVM)

Market temperature

Seller's market · 61 / 100



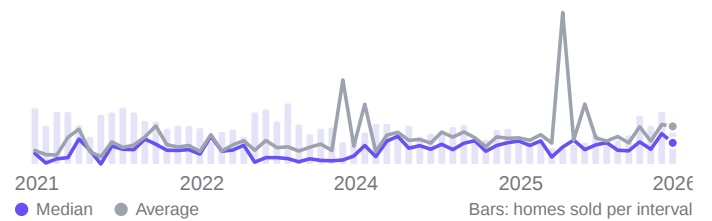
MARKET TRENDS (5 YEARS)

Market temperature (0–100)

61 / 100

Sale prices

Median \$489K · Average \$643K

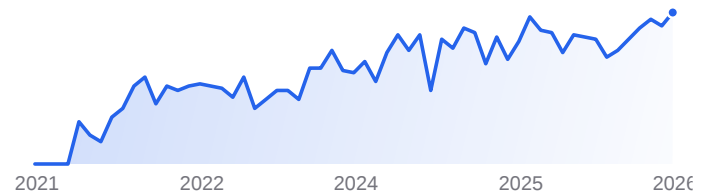
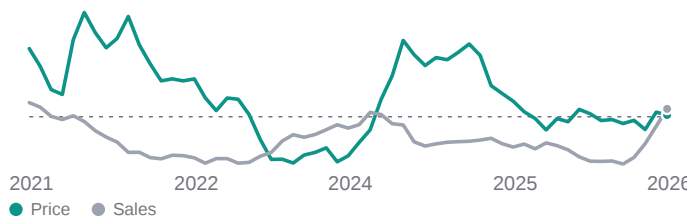


Growth (year over year)

Price +1.1% · Sales +4.9%

Price per square foot

\$227/ft²

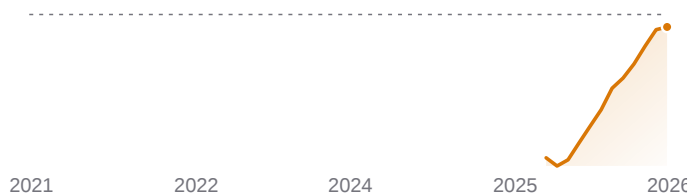


Sale premium vs estimated value

-0.3%

Annual turnover (share of homes sold)

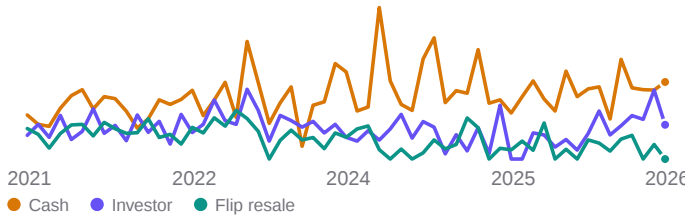
4.1%



BUYERS & OUTCOMES

Buyer mix

Cash 25% · Investor 11% · Flip resale 0%



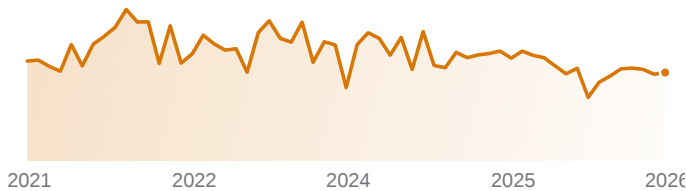
Sellers who sold at a gain

97%

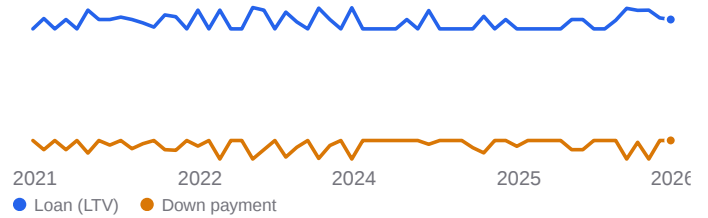


Median annualized return at resale

+7.5%

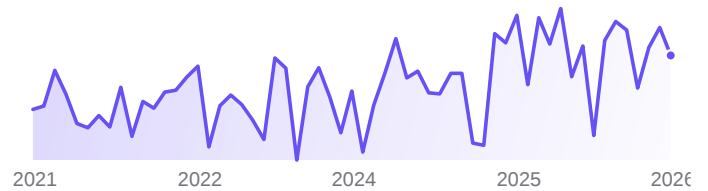


Financing (share of purchase price) Loan (LTV) 85% · Down payment 20%



Typical hold before selling

5.8 yrs



Preforeclosure filings

Filings 2 · Auction stage 2



HOUSING STOCK

Homes	14,535
Median value (AVM)	\$478K
Median size	2,078 ft²
Median year built	2006
Single family	88%

EQUITY & OWNERSHIP

Equity rich (LTV 50% or less)	63%
Underwater (LTV 125% or more)	1.3%
Owner occupied	79%
Company owned	24%
Median loan-to-value	41%
Typical ownership tenure	6.7 yrs

COMMUNITY

Population	48,208
Density	1,499 / mi²
Median household income	\$99K
Average household income	\$120K
Crime index (US avg 100)	82
Air pollution index (US avg 100)	125
Earthquake index (US avg 100)	35
Homes occupied	93%
Bachelor's or higher	25%
Poverty rate	9.3%
Unemployment	1.0%
Average temp	58°F
Annual precip	47 in
Sunshine	61%

Market metrics are derived from recorded arms-length deeds through July 2026. Temperature blends price momentum, sales velocity, turnover and resale outcomes, ranked nationally against geographies of the same type.