


ERICA BAKER



WELCOME TO

Northwest Arkansas



Relocating to Northwest Arkansas (or anywhere, for that matter) is a significant life move. As your local guide and real estate agent, my intention is to help make your transition seamless.

In this starter guide, you'll find lots of local information, recommendations, and resources. But this just scratches the surface. My aim is to get to know you, understand your unique wants and needs, and to help you discover your own version of the best of Northwest Arkansas.

Table of Contents

03

Allow
Me

05

Northwest Arkansas
by the Numbers

12

Life in Northwest
Arkansas

28

NWA at
a Glance



Photo Courtesy of
Crystal Bridges Museum
of American Art




Allow Me

TO HELP YOU FALL IN LOVE WITH NORTHWEST ARKANSAS

As a 24 year resident of Northwest Arkansas, I've had the incredible fortune of being exposed to so many aspects of this amazing community. The more I travel, the less I can imagine why anyone would live anywhere else! We have world class art, music, business opportunities and innovation, along with gorgeous lakes, rivers, and paved and mountain trails for whatever outdoor recreation floats your boat.

Allow me the privilege of showcasing our diverse area. There's no doubt there are aspects of this community that will truly capture your heart.

Let's go!
Erica Baker

The background image shows a covered walkway or bridge with a corrugated metal roof, set against a backdrop of dense trees. The scene is captured in a soft, slightly blurred manner, with a warm, golden light suggesting late afternoon or early morning. A semi-transparent pink rectangular overlay covers the central portion of the image, serving as a background for the title text.

Northwest Arkansas by the Numbers

Life in NWA

#7 in Best Places to Live

- US News & World Report 2022-2023

#21 in Most Dynamic Metros

- Heartland Forward

#9 in Personal Income

- Heartland Forward (\$75,660)

#19 Lowest Crime in America

- US News and World Report (Mid-Size Metro Areas)

#18 Fastest-Growing Places in the U.S.

- US News and World Report

#8 in Lowest Cost Places to Live

- US News and World Report

Business in NWA

10.1%

Cost of living is 10.1% below
the national average

3.5%

Unemployment rate
compared to national 6.0%

0.8%

Job increase percentage



More than 9,000 people work for more than 1,600 vendors within a 20-mile radius of the Wal-Mart Home Office, where an additional 18,000 people work.

Tyson Foods has undergone a rebrand and delved into a more sustainable food system, purchasing various subsidiaries along the way.

J.B. Hunt expects to add more than 1,000 jobs over the next five years as part of its corporate headquarters expansion.



Real Estate in NWA

538,063

Total Population

33.5

Median Age

2.7

Average People
Per Household

173

People Per Square Mile
Population Density

07



Real Estate



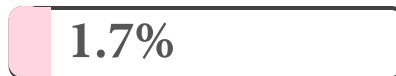
\$328,500

Median home price



\$117,000

3-year average equity gain



1.7%

Affordability ratio (income to median home price)



\$760

Average monthly rent for a single bedroom apartment



NWA Climate

SUMMER HIGH

89 degrees

SUMMER AVERAGE

76 degrees

WINTER LOW

25 degrees

WINTER AVERAGE

37 degrees

AVERAGE ANNUAL RAINFALL

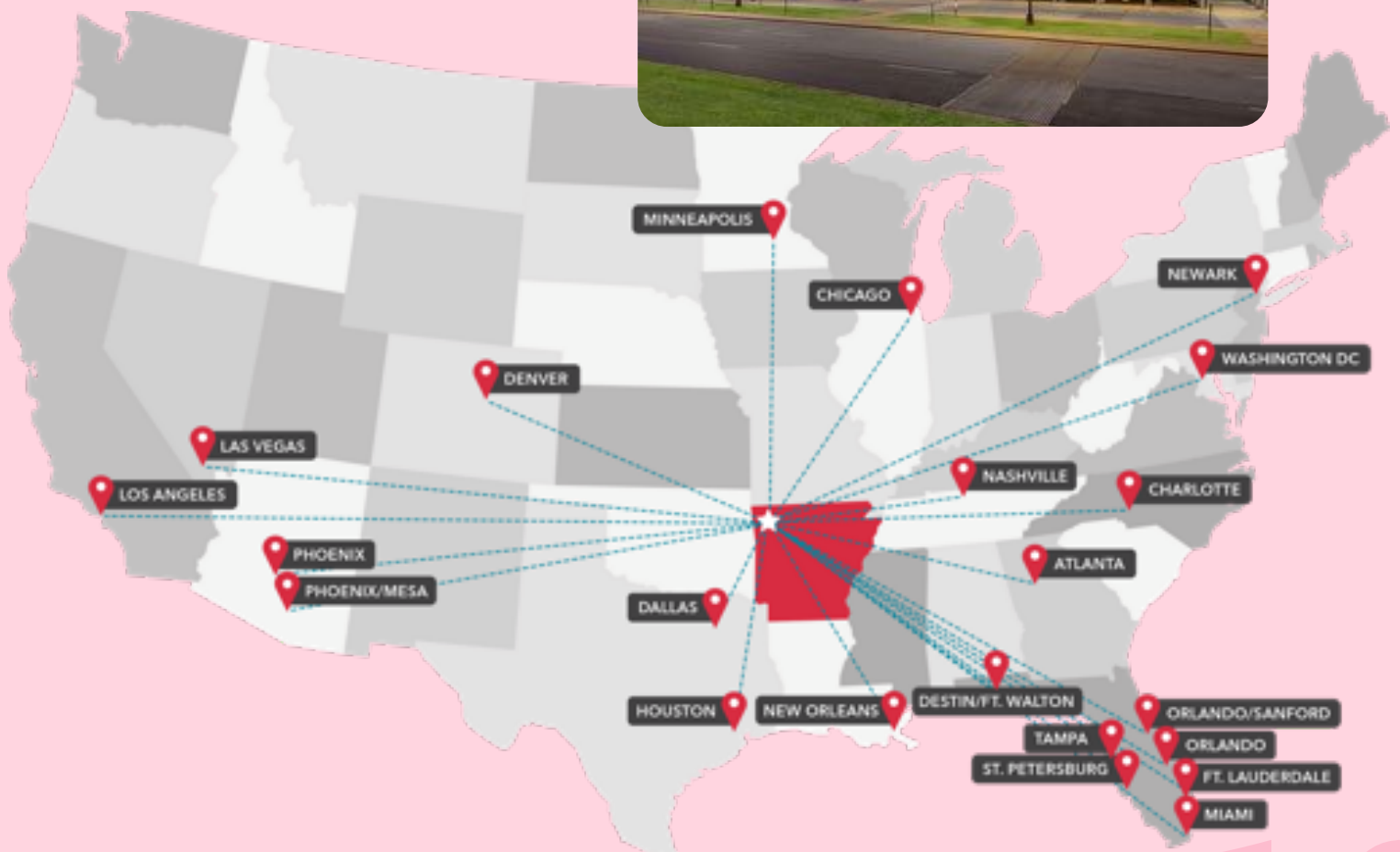
48 inches

AVERAGE ANNUAL SNOWFALL

9 inches

XNA Airport

XNA offers nonstop flights to more than 20 cities across the country - from the East Coast to the West Coast and several cities in between. Whether it is for business or pleasure, there's sure to be a destination that fits your needs. XNA makes it easy to Fly Local to your favorite destination.



A person is riding a bicycle on a wooden boardwalk that stretches into the distance. The boardwalk is flanked by lush green trees and foliage. The scene is captured in a slightly blurred, artistic style. A semi-transparent pink rectangular overlay covers the lower two-thirds of the image, serving as a background for the text.

Life in Northwest Arkansas



Hospitals

Northwest Arkansas is home to the top-rated hospital in the state, Washington Regional Medical Center. Additionally, there are many hospitals in the region that are equipped with state-of-the-art facilities and technologies, allowing them to provide advanced medical treatments and procedures.

Washington Regional Fayetteville	479.463.1000
Arkansas Children's Springdale	479.279.2057
Mercy Hospital NWA Rogers	479.338.8000
Northwest Medical Center Bentonville	479.553.1000
Northwest Medical Center Springdale	479.751.5711

Co-working Spaces



The Ledger

BENTONVILLE | 479.579.9644

Ledger is the world's first bike-able building. It meets community needs by offering more places to work, play and gather in the heart of Downtown Bentonville.



CoFounder

ROGERS | 479.464.0660

A co-working community located on the ground floor of the Founders Plaza, providing innovative, affordable office solutions.



Likewise

FAYETTEVILLE | 479.601.1821

Likewise is a collaborative workspace designed to engage the community in both work & play.



Centerspace

FAYETTEVILLE | TEAM@STARTUPJUNKIE.ORG

A co-working space from Startup Junkie offering desks, conference rooms, and tech resources at no cost.

Live Music

CONCERTS & FESTIVALS



The AMP

an outdoor music venue in Rogers, known for hosting a variety of concerts and events



Format Festival

a diverse range of globally renowned international and local musicians and artists



JJ's Live

a, primarily indoors, live music venue located in the heart of downtown Fayetteville



Ozark Folk Festival

one of the country's oldest music festivals located in Eureka Springs



Arts & Culture

MUSEUMS

Amazeum

Bentonville

Crystal Bridges Museum

Bentonville

The Momentary

Bentonville

Museum of Native American History

Bentonville

PERFORMING ARTS

Walton Arts Center

Fayetteville

Theatre Squared

Fayetteville

Arkansas Public Theater

Fayetteville

Local Events

Farmers' Markets

Weekly in Bentonville and Fayetteville Squares

Downtown Tree Lighting

Annually holiday event in Bentonville & Fayetteville

Bike Fest

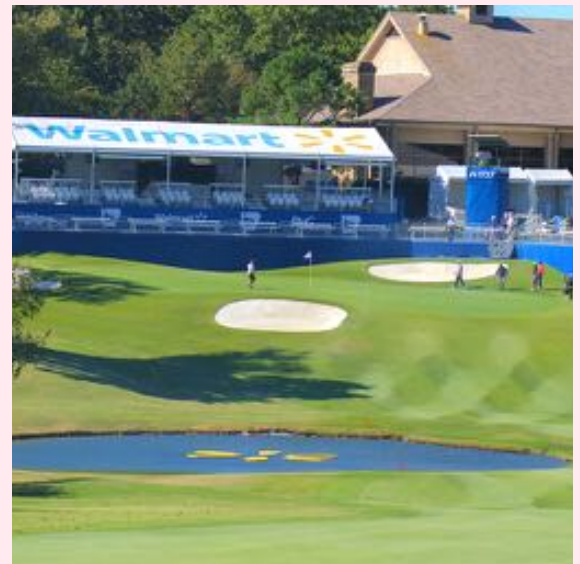
Annually highlighting Bentonville as the Mountain Bike Capital of the World

NWA Championship

LPGA Golf Tournament in Rogers

Film Festival

Celebrating Diversity & Inclusion in Bentonville



Coffee Shops



Onyx

Bentonville, Rogers HQ,
Springdale, Fayetteville



Airship

On Coler bike trail, inside
Ledger, 5th St. Bentonville



7Brew

Coffee drive-thru chain
throughout NWA



Heroes

Bentonville, Rogers



Summer Moon

Fayetteville



Puritan

Fayetteville



Basecamp

Fayetteville



Arsaga's

Fayetteville



Casual Dining

Pedaler's Pub

Bentonville

Oven & Tap

Bentonville

Pressroom

Bentonville

Yeyo's

Bentonville & Rogers

Wright's Barbecue

Bentonville, Rogers & Johnson

Feed & Folly

Fayetteville

Hammontrees

Fayetteville

Hugo's

Fayetteville

Fine Dining

Preacher's Son

Bentonville

River Grille

Bentonville

The Hive

Bentonville

Theo's

Bentonville

Atlas the Restaurant

Fayetteville

Bordinos

Fayetteville

Heirloom

Rogers

Wellington's

Rogers



Breakfast & Brunch

The Buttered Biscuit

Bentonville & Springdale

Table Mesa

Bentonville

Tusk & Trotter

Bentonville

Emilia's

Fayetteville

Farmer's Table

Fayetteville

Prelude Breakfast Bar

Fayetteville

Mirabella's Table

Rogers

Hail Fellow Well Met Cafe

Springdale





Nightlife

Downtown Bentonville

Bentonville has many cocktail offerings and the city's nightlife scene keeps getting better. The Bentonville community also hosts events such as First Friday, transforming the Bentonville Square into a themed community block party with live music, outstanding food, and family-friendly activities.

Scotch & Soda | Undercroft | Bike Rack Brewing Co. | Lady Slipper

Fayetteville's Entertainment District (Dickson Street)

The Entertainment District is the most robust with the University of Arkansas campus that's within walking distance of the popular Dickson Street area. The city's nightlife offers a full range of options. The whole district is walkable and bicycle-friendly.

Maxine's Tap Room | The Vault | George's Majestic Lounge

Vineyards & Breweries



Bike Rack Brewing
Bentonville



Fossil Cove Brewing
Fayetteville



Ivory Bill Brewing
Siloam Springs



Rendezvous Junction
Brewery | Rogers



Core Brewing Co.
Brewery & Distillery |
Springdale



Fox Trail
Distillery | Rogers



Sassafrass Springs
Winery | Springdale



Tontitown Winery
Tontitown



Black Apple Taproom
Cidery | Springdale

Shopping Centers

Pinnacle Hills Promenade

Large outdoor shopping center in Rogers with national retailers, restaurants and a movie theater



Fayetteville Square

An outdoor shopping center with a variety of shops, restaurants, and entertainment options



Bentonville Square

The bike-able downtown features many local boutiques, specialty shops, and restaurants



Downtown Rogers

The historic downtown area is home to a variety of local shops, boutiques, and restaurants





Fitness

FAYETTEVILLE ATHLETIC CENTER

Fayetteville

FITNESS ONE

Lowell

MATRIX RACQUET CLUB

Lowell

D1 TRAINING

Rogers

NOOMA YOGA STUDIO

Rogers

ORANGETHEORY FITNESS

Multiple Locations

PLANET FITNESS

Multiple Locations

24



Beaver Lake

Outdoors

Hobbs State Park

Rogers

Devil's Den State Park

Fayetteville

Buffalo National River

Southeast of Fayetteville

King's River

Eureka Springs

Kayak Park

Siloam Springs

Razorback Greenway

Bella Vista to Fayetteville

OZ Trails

Bentonville

Beaver Lake

Rogers



Sports

Top Golf

Interactive golf & entertainment

Hogeye Marathon

Oldest marathon in Arkansas

Run Bentonville

Half marathon, 5K & fun run

The Naturals

Double-A Minor League Baseball

Razorback Athletics

19 NCAA teams in the SEC

USL Arkansas

Coming Early 2026



BELLA VISTA

Crystal Bridges
Museum of
American Art



BENTONVILLE



Northwest Arkansas
National Airport



8th Street
Market



Downtown Rogers



Beaver Lake



The Walmart AMP

ROGERS

LOWELL



Rodeo of
the Ozarks

NWA at A Glance

SILOAM SPRINGS



Siloam Springs
Kayak Park

SPRINGDALE



Naturals
Ball Park



Botanical Gardens
of the Ozarks



Washington Regional
Medical Center



University of
Arkansas



Dickson
Street

FAYETTEVILLE



Erica Baker

Collier & Associates

I'm a real estate agent with a passion for finding new things, which works out well, because there's always something new popping up in NWA. I currently live in East Fayetteville with my husband and two kids. When I'm not drooling over homes on the MLS, you might find me hanging with family and friends, at a live music venue, on a tennis court, taking an art class, calling the Hogs, playing at Beaver lake or any other nearby body of water (friends' pools included), or having drinks or eats at one of my many favorite local spots. If the weather's nice (and it is more than it's not), look for me on a local patio with my dog, Jerry.

I'm also passionate about serving the Northwest Arkansas community, and look forward to connecting with you! Please don't hesitate to reach out.

Let's Stay in Touch

SCAN HERE



ericabakernwa@gmail.com

479.200.9400

[instagram.com/bestlifenwa](https://www.instagram.com/bestlifenwa)



COLLIERANDASSOCIATE.COM