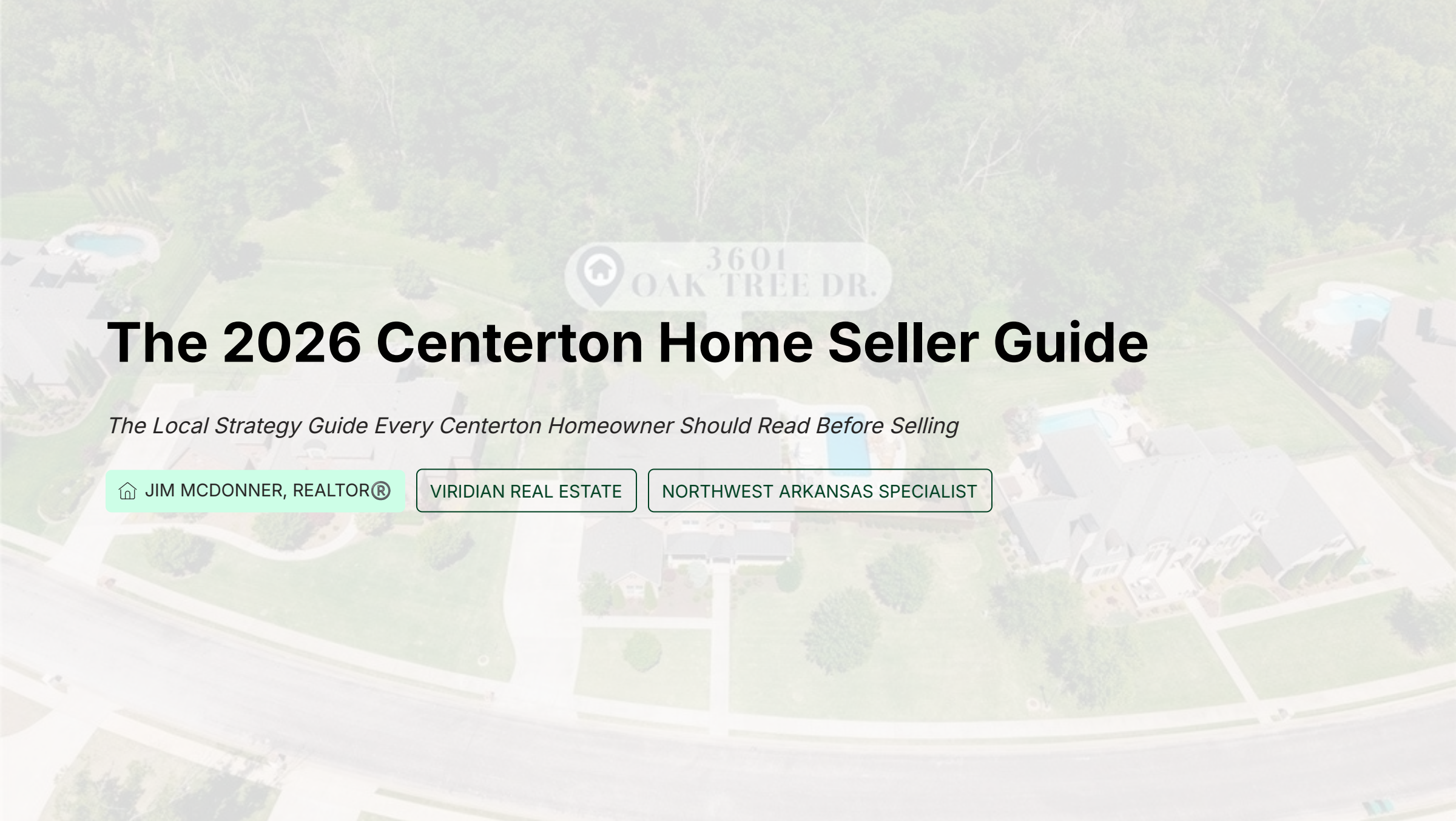


The 2026 Centerton Home Seller Guide

The Local Strategy Guide Every Centerton Homeowner Should Read Before Selling

JIM MCDONNER, REALTOR®

VIRIDIAN REAL ESTATE

NORTHWEST ARKANSAS SPECIALIST

A Personal Note from Jim McDonner

> "Do the right thing for the right reasons — that's the standard I hold myself to every single day, for every client I serve."

Welcome, and thank you for taking the time to read this guide. Whether you're actively planning to sell or simply curious about what your home is worth in today's market, you've come to the right place.

I'm Jim McDonner — a Northwest Arkansas native, Navy veteran, and REALTOR® with Viridian Real Estate. My background in military leadership taught me that the most important decisions in life deserve careful strategy, honest counsel, and someone who will stand beside you every step of the way.

Selling a home is one of the most significant financial and emotional transitions a family can make. I've dedicated my career to making that transition as smooth, profitable, and stress-free as possible. I specialize in Centerton because I believe it is one of the most dynamic and opportunity-rich real estate markets in all of Northwest Arkansas — and I track it at the neighborhood level, not just the zip code.

This guide is designed to give you real, data-driven insights — not sales hype. My goal is to educate you so that when you're ready to make your move, you do it with confidence and clarity.

Jim McDonner, REALTOR®

Viridian Real Estate
Northwest Arkansas Real Estate Specialist

- Accredited Buyer Representative (ABR)
- Military Relocation Professional (MRP)
- Northwest Arkansas native
- U.S. Navy veteran
- Hyperlocal Centerton market expert
- Skilled negotiator & pricing strategist
- Trusted advisor for major life transitions

Why Centerton Is Different

Centerton is no longer simply a Bentonville alternative. It has become a destination in its own right — a community with its own identity, momentum, and market dynamics that demand a specialist's attention.

Population Surge

Centerton is among the fastest-growing cities in Arkansas, drawing thousands of new residents annually as NWA's corporate economy expands.

Corporate Expansion

Walmart's global headquarters, Tyson Foods, and J.B. Hunt continue to drive relocation demand directly into Centerton's neighborhoods.

Infrastructure Investment

New roads, sewer expansions, and commercial development are transforming Centerton's connectivity and livability at a rapid pace.

School Growth

Centerton's Bentonville School District schools are expanding to meet demand, making the area a top draw for families with children.

Jim McDonner tracks neighborhood-level trends across every Centerton subdivision — not just broad zip code averages. That hyperlocal intelligence is what separates a great pricing strategy from a costly guess.

The 2026 Centerton Market Snapshot

Understanding the numbers behind your market is the foundation of every smart selling decision. Here's where Centerton stands as of May 2026.

Metric	Centerton	Benton County
Median Sale Price	~$410,000	$474,356 avg
Year-Over-Year Price Change	+3.7%	+4.8%
Average Days on Market	80–146 days	67 days
Active Inventory	~500 listings	~1,782 listings
Trend Direction	Upward	Upward

$410K

Median Sale Price

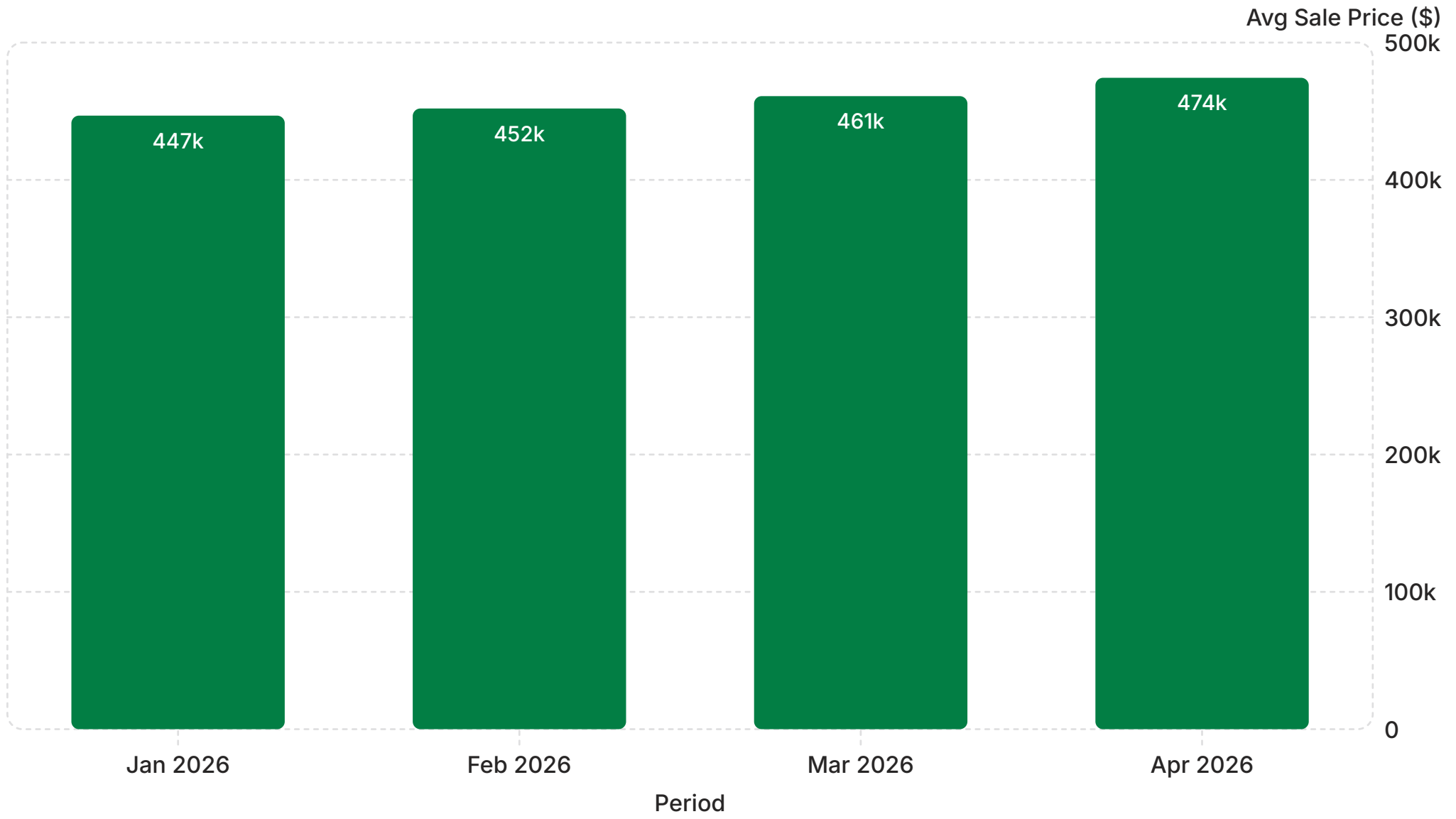
+3.7%

Year-Over-Year Appreciation

500

Active Listings

Centerton's days-on-market figure is skewed upward by new construction lot-hold times. For move-in-ready resale homes priced correctly, actual market time is significantly shorter.



Benton County average sale prices have risen steadily through early 2026, reinforcing the upward trajectory that benefits Centerton sellers who price strategically.

Who Is Buying in Centerton?

Knowing your buyer is the first step to marketing your home effectively. Centerton attracts a remarkably diverse and motivated buyer pool — each segment with distinct priorities and purchasing power.

Walmart Relocations

Walmart's global HQ draws hundreds of corporate relocations annually. These buyers are often well-funded, time-sensitive, and targeting the $400K–$700K range with a premium on commute convenience.

Tyson & J.B. Hunt Employees

Employees from Tyson Foods and J.B. Hunt represent a steady stream of qualified buyers seeking family-friendly neighborhoods with strong schools and easy highway access.

First-Time Buyers

As Bentonville becomes cost-prohibitive, first-time buyers are leveraging ADFA's StartSmart program to purchase in Centerton, targeting homes under $350K with strong competition.

Out-of-State Relocators

Buyers from California, Texas, and Illinois are migrating to NWA for lower taxes and cost of living. They frequently target the $500K+ luxury segment and often pay cash or make large down payments.

The New Construction Challenge

Why Existing Homes Must Compete Differently

Builders like Schuber Mitchell and D.R. Horton are actively delivering new inventory across Centerton — and they come armed with powerful incentives that resale sellers must understand and counter strategically.

What Builders Offer

- Mortgage rate buydowns (often 1–2% below market)
- Closing cost assistance packages
- Design center credits and upgrade allowances
- Warranty programs on new construction
- Flexible move-in timelines

How Resale Sellers Win

- Price competitively relative to builder comps
- Offer seller concessions strategically
- Highlight mature landscaping and established character
- Emphasize immediate move-in readiness
- Showcase lot size and location advantages

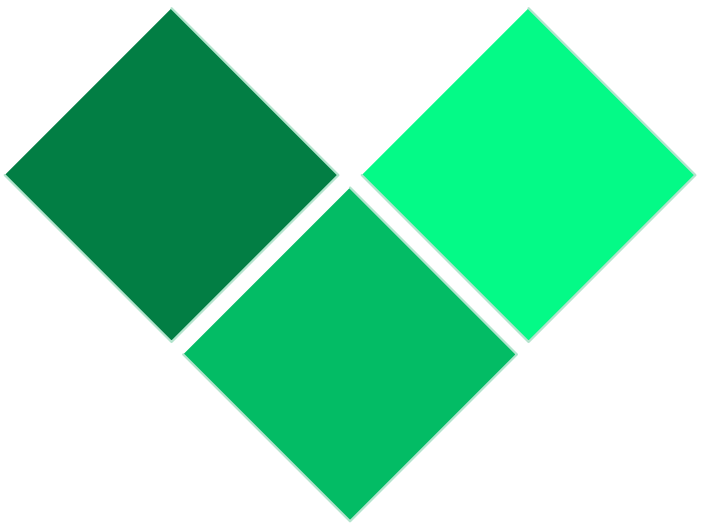
⚠ The $300,000–$500,000 segment is the most active in Centerton — and the most competitive. Sellers in this range face direct head-to-head competition with new construction. Pricing and presentation are everything.

Price Strategically

CMA-driven pricing slightly below builder comps.

Market Aggressively

Video, social, MLS, and targeted outreach.



Present Perfectly

Staging, pro photos, and minor repairs.

Resale sellers who follow this three-step approach consistently outperform builder competition by offering buyers the combination of value, character, and certainty that new construction simply cannot match.

The Centerton Resale Advantage

While new construction dominates headlines, savvy buyers increasingly recognize the compelling advantages that established resale homes offer — advantages that no builder can replicate.

Mature Landscaping

Years of established trees, shrubs, and landscaping create curb appeal and privacy that new construction lots simply cannot offer. Buyers pay a premium for this character.

Larger Lots

Many established Centerton neighborhoods feature significantly larger lot sizes than today's new construction, offering outdoor space that move-up families and outdoor enthusiasts crave.

Prime Locations

The best lots in Centerton were claimed years ago. Resale homes in established neighborhoods often sit on superior locations — closer to schools, trails, and commercial amenities.

Lower Total Cost

When builder upgrades, lot premiums, and closing cost realities are factored in, resale homes frequently deliver more value per square foot than comparable new construction.

Immediate Move-In

No construction delays, no design center decisions, no waiting. Resale homes offer certainty — a powerful advantage for corporate relocators with firm start dates.

Centerton Neighborhood Spotlights

Centerton's neighborhoods are highly segmented, each attracting distinct buyer profiles and commanding different market dynamics. Understanding where your home sits in this landscape is critical to your pricing strategy.

🏡 Tuscany

Price Range: $400,000–$600,000+

A highly active development with elevated finishes and three-car garages from builders like Schuber Mitchell. Strong demand from corporate relocators and move-up families. **Market Status: Tightening.**

🏡 Talamore

Price Range: Up to $1.4M+

Located near the Bentonville/Centerton border, Talamore represents the high-end luxury market. Average days on market around 81 days, reflecting the deliberate pace of luxury transactions. **Market Status: Active Luxury.**

🏡 Oak Tree

Price Range: $1.2M–$1.7M+

An established, highly competitive luxury neighborhood where homes often sell quickly despite premium price points. Dominated by specialist agents and discerning buyers. **Market Status: Tightening Luxury.**

🏡 Silver Leaf Estates

Price Range: $527,000–$848,000

A major new construction project by Skylight Homes adding 202 single-family homes. Increasing listing volume in the upper-mid tier. **Market Status: Growing Inventory.**

ⓘ Jim McDonner tracks sales activity, days on market, and price-per-square-foot trends at the subdivision level across all of these neighborhoods — giving his seller clients a decisive competitive advantage at the pricing table.

What Buyers Want Most in 2026

Buyer preferences have evolved significantly. Understanding what today's Centerton buyer prioritizes — and ensuring your home speaks to those desires — is a critical component of a successful sale.

Dedicated Home Office

Remote and hybrid work has made a dedicated home office a top-tier priority. Homes with a true office space command measurable premiums over those without.

Three-Car Garages

Three-car garages are among the most requested features in Centerton. They signal storage, lifestyle, and value — and buyers will pay a significant premium for them.

Outdoor Living Spaces

Covered patios, outdoor kitchens, and fire pit areas have become essential rather than optional. Buyers are looking for seamless indoor-outdoor living experiences.

Trail & Greenway Access

Proximity to the Razorback Regional Greenway is a genuine price driver. Homes within walking or biking distance of trail access command measurable premiums.

Updated Kitchens

The kitchen remains the heart of the home sale. Updated countertops, appliances, and cabinetry consistently deliver strong return on investment for sellers.

Energy Efficiency

Energy-efficient windows, insulation, smart thermostats, and solar readiness are increasingly important to buyers focused on long-term operating costs.

The Top 7 Seller Mistakes

In a competitive market like Centerton, the difference between a fast, profitable sale and a frustrating experience often comes down to avoiding these critical errors.

1

Overpricing

The most costly mistake a seller can make. Overpriced homes sit, accumulate days on market, and ultimately sell for less than they would have if priced correctly from day one.

2

Ignoring Competition

Failing to account for new construction incentives, nearby resale comps, and active builder inventory leads to a pricing strategy that buyers will simply bypass.

3

Poor Photography

Over 95% of buyers begin their search online. Dark, low-quality photos are the fastest way to ensure your home is scrolled past without a second glance.

4

Weak Marketing

Listing on the MLS alone is not a marketing plan. Without video, social media, targeted digital advertising, and community outreach, you're leaving buyers — and money — on the table.

5

Delayed Repairs

Deferred maintenance signals neglect to buyers and inspectors alike. Small issues become big negotiating leverage points — or deal-killers — if not addressed before listing.

6

Poor Staging

Buyers buy emotionally and justify logically. A home that isn't staged to showcase its best features will consistently underperform against well-presented competition.

7

Choosing the Wrong Agent

Not all agents are equal. In Centerton's nuanced market, you need a hyperlocal specialist — not a generalist who treats your home like every other listing in the county.

The Pricing Strategy Difference

Why Pricing Is Not Guessing

In a market as dynamic as Centerton's, pricing your home correctly from day one is the single most important decision you'll make. It requires data, local expertise, and an understanding of buyer psychology — not intuition.

The CMA Process

A Comparative Market Analysis (CMA) examines recent sales of similar homes in your specific neighborhood, adjusting for lot size, condition, upgrades, and location. Jim's CMAs go deeper — incorporating subdivision-level absorption rates and new construction competition.

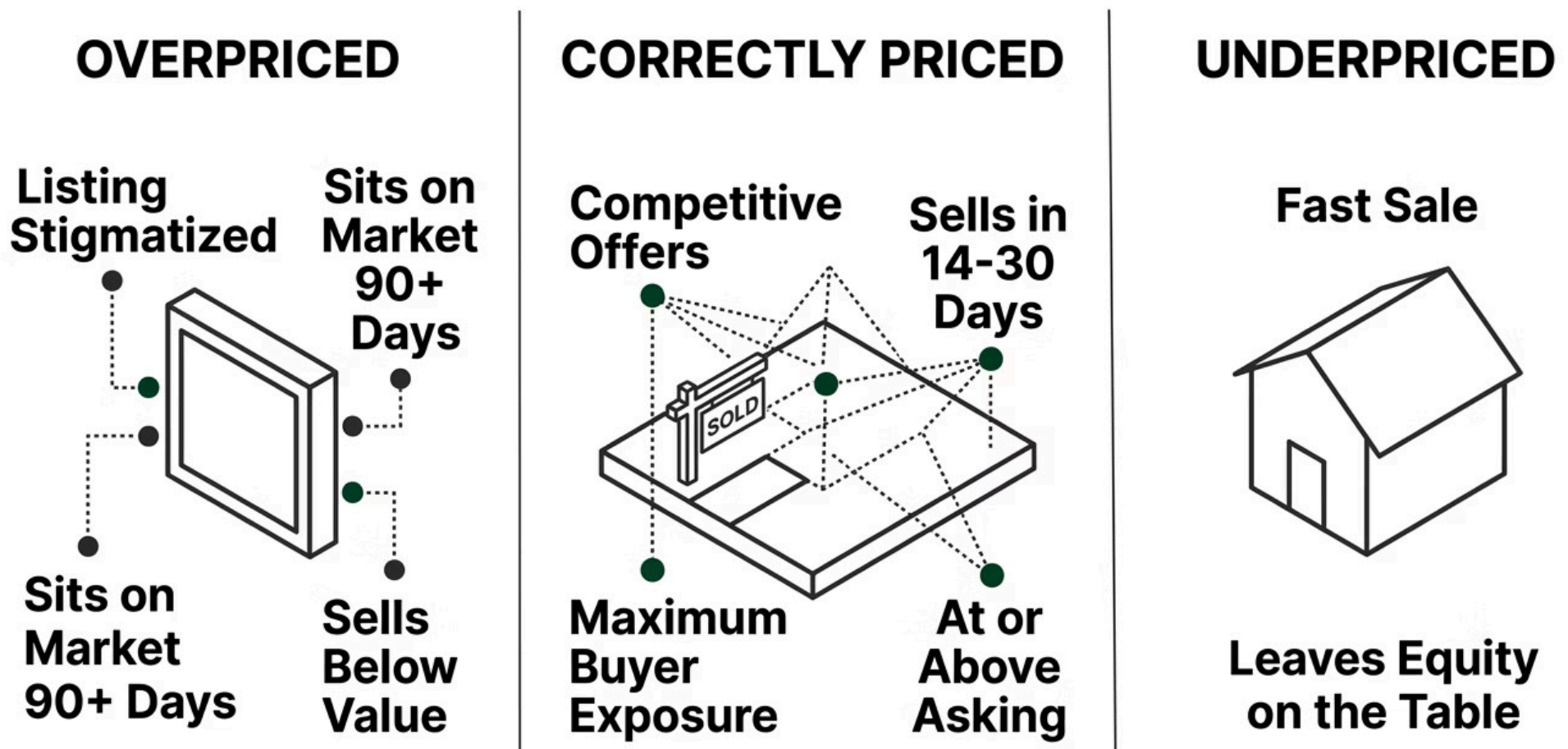
Absorption Rate Analysis

The absorption rate tells us how quickly homes are selling in your price band. In Centerton's under-$300K segment, absorption is extremely fast. In the $500K+ segment, it's slower — and pricing must reflect that reality.

Buyer Psychology & Pricing Bands

Buyers search in price bands — $400K–$450K, $450K–$500K. A home priced at $452,000 misses the $400K–$450K search pool entirely. Strategic pricing within the right band maximizes exposure and creates competitive offer dynamics.

> Homes priced correctly from day one sell faster and for more money than homes that undergo price reductions. The first two weeks on market are the most critical window.



How Professional Marketing Sells Homes

In 2026, a yard sign and an MLS listing are table stakes — not a marketing plan. Jim McDonner's comprehensive marketing system is designed to put your home in front of every qualified buyer in the market.

Professional Photography

HDR photography that makes every room shine and every feature pop — because first impressions are made online.

Drone & Aerial Footage

Aerial drone photography showcases lot size, neighborhood context, and proximity to amenities that ground-level photos simply cannot capture.

Video Property Tours

Cinematic video walkthroughs distributed on YouTube, Facebook, and Instagram generate dramatically higher engagement than photo-only listings.

Social Media Advertising

Targeted Facebook and Instagram campaigns reach buyers actively searching in Centerton — including out-of-state relocators who haven't yet visited in person.

MLS & Web Syndication

Full MLS exposure with syndication to Zillow, Realtor.com, Homes.com, and hundreds of partner sites ensures maximum digital reach.

Targeted Email Campaigns

Direct outreach to active buyer agents and relocation specialists in the NWA market ensures your home is on every qualified buyer's radar from day one.

The marketing paradigm has shifted in 2026. Top agents emphasize lifestyle narratives and strategic execution — not just feature lists. Jim's marketing tells the story of your home and your neighborhood, not just the square footage.

The Power of Video Marketing

Video is no longer a luxury in real estate marketing — it is the most powerful tool available to generate buyer engagement, emotional connection, and qualified showings.

Why Video Works

- Video listings receive **403% more inquiries** than photo-only listings
- Out-of-state buyers make purchase decisions based on video tours before ever visiting in person
- Video content is prioritized by Facebook and Instagram algorithms, generating organic reach
- YouTube property videos rank in Google search results, capturing buyers actively searching Centerton
- Drone footage communicates neighborhood quality and lifestyle in ways no photo can

Jim's Video Marketing Suite

→ Cinematic Property Tours

Full walkthrough video with professional narration highlighting your home's best features and lifestyle appeal.

→ Community & Neighborhood Videos

Videos showcasing Centerton's amenities, trails, schools, and proximity to corporate campuses — selling the lifestyle, not just the home.

→ Drone Aerial Footage

Aerial perspectives that showcase lot size, neighborhood character, and proximity to the Razorback Greenway and Walmart campus.

Selling Near Walmart's New Campus

Proximity to Walmart's global headquarters is one of the most powerful value drivers in the entire Northwest Arkansas real estate market — and Centerton sits squarely within the commute premium zone.

The Commute Premium

Homes within a 15-minute commute of Walmart's campus command measurable price premiums. Buyers — especially corporate relocators — place enormous value on minimizing commute time, and Centerton delivers.

Relocation Demand

Walmart's ongoing campus expansion and supplier ecosystem generate hundreds of relocation buyers annually. These buyers are typically well-funded, time-sensitive, and motivated — ideal conditions for sellers.

Corporate Buyer Profile

Corporate relocators from California, Texas, and Illinois frequently arrive with significant equity from prior home sales. They are less price-sensitive and more focused on quality, location, and move-in readiness.

> "NWA is no longer a hidden gem — it is an established economic powerhouse. Marketing your Centerton home to corporate relocators requires polished presentation, lifestyle messaging, and a REALTOR® who understands what these buyers are looking for."
> **— Jim McDonner, Viridian Real Estate**

South Centerton's Emerging Opportunity

The Growth Corridor Every Seller Should Know About

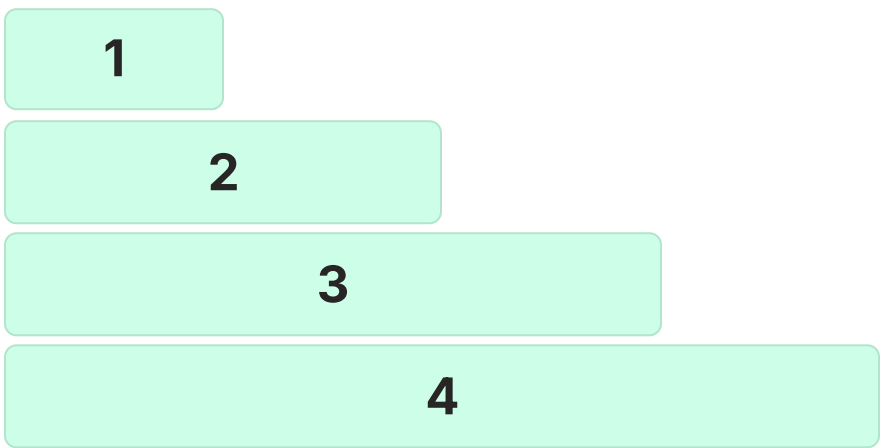
While established neighborhoods like Oak Tree and Talamore command today's headlines, South Centerton represents one of the most compelling future appreciation stories in all of Northwest Arkansas.

Why South Centerton Is Poised for Growth

Infrastructure investment — including sewer expansion and road improvements — is rapidly unlocking South Centerton's development potential. As these improvements come online, new residential and commercial development will follow, driving appreciation in the surrounding area.

- Sewer and utility infrastructure expansion underway
- Road improvements improving connectivity to Bentonville and Rogers
- Commercial development following residential growth patterns
- Mid-range single-family homes positioned for strong appreciation
- Early-mover advantage for sellers and buyers alike

Jim McDonner has been tracking South Centerton's growth trajectory since its earliest stages — positioning his clients to capitalize on appreciation before the broader market catches up.



1 Infrastructure Investment

Sewer, roads, utilities

2 Residential Development

New subdivisions & builders

3 Commercial Growth

Retail, dining, services

4 Appreciation Surge

Rising values & demand

The Seller Preparation Checklist

Homes that are properly prepared before listing consistently sell faster and for more money. Use this comprehensive checklist to ensure your home is market-ready from day one.

🔧 Repairs & Maintenance

- [ ] Fix all leaky faucets and running toilets
- [ ] Repair any cracked drywall or damaged trim
- [ ] Service HVAC system and replace filters
- [ ] Address any roof or gutter issues
- [ ] Fix sticking doors, windows, and cabinet hardware
- [ ] Touch up caulking in bathrooms and kitchen

🏠 Interior Presentation

- [ ] Declutter every room — less is more
- [ ] Deep clean entire home including windows
- [ ] Neutralize paint colors in bold rooms
- [ ] Remove personal photos and memorabilia
- [ ] Stage key rooms: living, kitchen, master bedroom
- [ ] Ensure all light bulbs are working and bright

🌿 Landscaping & Exterior

- [ ] Mow, edge, and fertilize lawn
- [ ] Trim all shrubs and trees
- [ ] Add fresh mulch to flower beds
- [ ] Power wash driveway, walkways, and exterior
- [ ] Paint or touch up front door and shutters
- [ ] Ensure exterior lighting is functional

📸 Photography Readiness

- [ ] Clear all countertops in kitchen and bathrooms
- [ ] Remove vehicles from driveway
- [ ] Open all blinds and curtains for natural light
- [ ] Remove pet items, food bowls, and litter boxes
- [ ] Ensure all beds are made and closets are tidy
- [ ] Add fresh flowers or plants for warmth

Your Seller Timeline

A successful home sale doesn't happen by accident — it follows a deliberate, well-executed timeline. Here's what the process looks like from preparation to closing.

60 Days Before Listing

1

Complete repairs, begin decluttering, consult with Jim on pricing strategy and preparation priorities. Order pre-listing inspection if desired.

2

30 Days Before Listing

Deep clean, stage home, complete landscaping. Jim orders professional photography, drone footage, and video production. Finalize pricing and marketing strategy.

Launch Week

3

Home goes live on MLS with full marketing activation — social media campaigns, email outreach, video distribution, and open house scheduling.

4

Offer Negotiations

Jim reviews all offers, advises on terms beyond price (contingencies, closing timeline, concessions), and negotiates to maximize your net proceeds.

Closing Process

5

Navigate inspection, appraisal, and title work with Jim's guidance. Coordinate final walkthrough and closing day logistics for a smooth, stress-free finish.

ⓘ Most Centerton sellers who follow this timeline and price correctly are under contract within 14–30 days of listing. The preparation phase is where the sale is won or lost.

Real Client Success Stories

The true measure of a REALTOR®'s value is the results they deliver for real clients in real market conditions. Here's what homeowners are saying about working with Jim McDonner.

"Jim found us a qualified buyer with 24 hours of our listing going active. He helped us navigate a tricky sale on our side (as we are international property holders) and was diligent in staying across the process the whole way and ensuring we were comfortable and informed at all times."

— Seller Client
Sold in 1 days| Full asking price

"When we were ready to list our house, we called Jim to come talk to us about the process involved in selling in today’s market. Jim was very positive and encouraging through the entire process and checked with us frequently to see how we were “holding up”. He was working for us and it showed!"

— Seller Client
Sold in 4 days | Above asking price

"Working with Jim was the best decision we made in our home search. He is exceptionally knowledgeable, answering every question we had (and many we didn't even know to ask)."

— Buyer Client
Seamless relocation | Closed on time

9

Days to Contract

Average days on market for Jim's correctly priced listings

98.7%

List-to-Sale Ratio

Average sale price as a percentage of original list price

100%

Client Satisfaction

5-star reviews from buyer and seller clients

What Is Your Home Really Worth?

Why Online Estimates Often Miss the Mark

Zillow's Zestimate. Redfin's estimate. These tools are built on algorithms that process broad data — they cannot account for the hyperlocal factors that truly determine your Centerton home's value.

What Online Tools Miss

Neighborhood Micro-Differences

A home in Talamore and a home two streets away in a different subdivision can differ by $100,000+ — algorithms rarely capture this nuance.

New Construction Competition

Active builder inventory and incentive packages directly suppress resale values in certain price bands — data that automated tools lag significantly in reflecting.

Lot & Location Premiums

Trail proximity, greenway access, cul-de-sac positioning, and backing to green space all command premiums that no algorithm reliably quantifies.

School Boundary Impacts

Being within a preferred school boundary — even within the same zip code — can add meaningful value that automated estimates consistently miss.

What a Professional CMA Delivers

- Subdivision-level comparable sales analysis
- Adjustment for your specific lot, condition, and upgrades
- Active competition analysis including new construction
- Absorption rate by price band
- Buyer demand assessment for your specific home type
- Strategic pricing recommendation with market timing guidance

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The bottom line: Online estimates are a starting point, not a strategy. A professional CMA from Jim McDonner gives you the accurate, actionable number you need to make the most important financial decision of your year.

Discover What Your Centerton Home Could Sell For

Free Home Value Consultation

In Today's Market — With No Obligation

What You'll Receive

01

Personalized CMA Report

A detailed comparative market analysis specific to your home, your neighborhood, and your price band — not a generic zip code estimate.

02

Competitive Positioning Review

An honest assessment of how your home compares to active competition, including new construction, and what you can do to stand out.

03

Custom Selling Strategy

A tailored plan covering pricing, preparation, marketing, and timeline — designed specifically for your goals and your home.

Connect With Jim Today

📱 **Call or Text:** (703)785-7810

🌐 **Website:** jimmcdonnerrealtor.com

📅 **Schedule Online:** [Calendly Link]

📧 **Email:** jim.mcdonner@viridianrealestate.com

📲 **Scan to Schedule Your Free Consultation**

"When you're ready to sell in Centerton, work with a REALTOR® who understands the local market at the neighborhood level."

— Jim McDonner, REALTOR®
Viridian Real Estate | Northwest Arkansas

☆ JIM MCDONNER, REALTOR® | VIRIDIAN REAL ESTATE | NWA MARKET SPECIALIST | NORTHWEST ARKANSAS AUTHORITY