

2026 - 2027 EDITION

THE

NORTHEAST ARKANSAS

RELOCATION GUIDE

A practical, local-first guide to buying a home and building a life in Jonesboro, Brookland, Paragould and the surrounding communities.



Presented by

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START HERE

Welcome to Northeast Arkansas

Moving is bigger than a house search. You are choosing your commute, your routines, your weekend spots, your utility providers and the kind of home you want to come back to every day.

I built this guide to give relocating buyers a real feel for Northeast Arkansas before they ever step into a showing. It is intentionally practical: what the main communities feel like from a housing and logistics standpoint, what homes are selling for right now, what to know about taxes and financing, and how to buy from out of town without making the process harder than it needs to be.

MY RELOCATION PROMISE

Clear answers. Fast communication. Honest tradeoffs. Local context without pressure. If a property is not the right fit, I would rather tell you why than talk you into it.

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Source: homeswithtalon.com/about

THE BIG PICTURE

Northeast Arkansas at a glance

JONESBORO

83,296

2025 population estimate

Regional hub for healthcare, education, shopping, employment and a wide mix of housing.

PARAGOULD

31,135

2025 population estimate

A growing Greene County city with historic downtown, newer subdivisions and nearby rural options.

BROOKLAND

4,064

city-reported population

A smaller Craighead County community positioned northeast of Jonesboro.

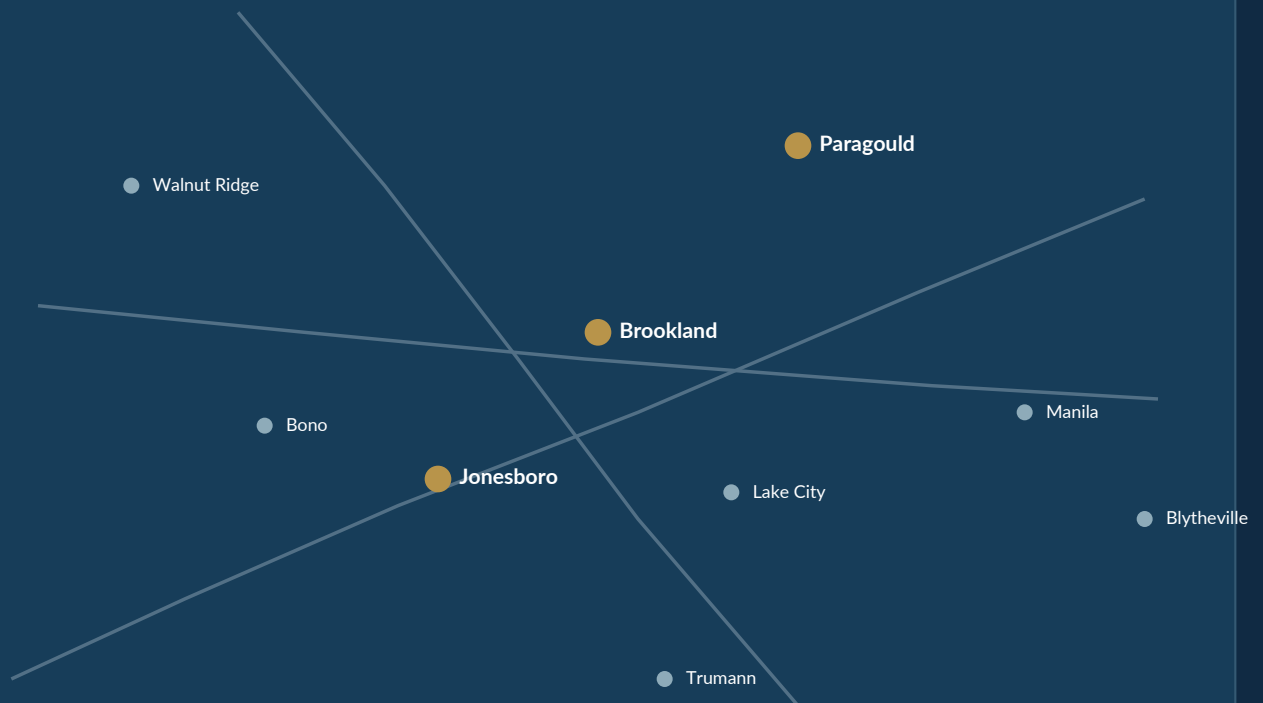
WHY BUYERS LOOK HERE

- **MORE HOUSE OPTIONS**
Entry-level homes, new construction, established neighborhoods, acreage and investment property can all exist within a short regional radius.
- **REGIONAL JOB BASE**
Healthcare, education, manufacturing, logistics, agriculture and professional services all play meaningful roles in the local economy.
- **CITY + RURAL ACCESS**
You can stay close to major services in Jonesboro while still looking at smaller communities or county-road properties nearby.

Source: U.S. Census Bureau QuickFacts (Jonesboro and Paragould); City of Brookland

Where everything sits

This is a simplified orientation map - useful for understanding the relationship between the cities, not for navigation.



How to use this: Many relocating buyers start with Jonesboro, then widen the search based on commute, budget, lot size, new-construction inventory or a preference for a smaller community.

Jonesboro

If you want the broadest mix of shopping, healthcare, employers, higher education and housing styles in Northeast Arkansas, Jonesboro is usually the first search area to understand.

HOUSING MIX

Older central-city homes, established subdivisions, newer development, townhomes, luxury homes and county-road acreage can all show up in a Jonesboro search.

DAILY LIFE

Most everyday services are concentrated here: hospitals, major retail, restaurants, Arkansas State University and regional employers.

OUTDOORS

Craighead Forest Park is a 692-acre city park on Crowley's Ridge with trails, fishing, camping, playgrounds and more.

HOW I BREAK DOWN A JONESBORO SEARCH

CENTRAL / ESTABLISHED

Older housing stock, shorter routes to central services, more variation lot-to-lot.

SOUTH / SOUTHWEST GROWTH

A mix of established neighborhoods, newer subdivisions and ongoing residential development.

EAST / NORTHEAST CORRIDOR

Access toward NEA Baptist, A-State and routes toward Brookland and Paragould.

COUNTY-ROAD OPTIONS

More land or privacy can be possible outside the tighter city-grid pattern; utilities and internet deserve extra diligence.

SMALLER CITY, CLOSE TO THE HUB

Brookland

Brookland sits northeast of Jonesboro and is often part of the same relocation conversation for buyers who want to compare a smaller-city setting with quick regional access.

CITY SNAPSHOT

4,064

city-reported population

Brookland describes itself as a first-class city in Craighead County.

HOUSING SNAPSHOT

\$256K

median sale price • 3 mos ending Aug 2026

A smaller sample than Jonesboro, so monthly market numbers can move more sharply.

WHAT TO PAY ATTENTION TO

INVENTORY

Because the city is smaller, a tight set of must-haves can produce fewer choices at any one time.

NEWER DEVELOPMENT

Some buyers include Brookland because newer subdivisions and modern floor plans can appear in the search.

UTILITIES + PROPERTY LINE

For properties near city/county edges, verify utility providers, septic/sewer, internet and exact parcel boundaries early.

COMMUTE FIT

Map your actual destination - hospital, university, industrial employer or another city - rather than choosing by city name alone.

Source: City of Brookland; Redfin housing-market data

Paragould

Paragould is large enough to have its own strong day-to-day identity while remaining closely connected to the broader Northeast Arkansas region.

POPULATION

31,135

2025 Census estimate

The Census estimates Paragould grew 5.4% from the 2020 estimates base to July 2025.

HOUSING

\$200K

median sale price • 3 mos ending Aug 2026

Redfin reported a 47-day median market time for August 2026.

SEARCH CHARACTER

Established neighborhoods: a wide range of ages, lot sizes and price points.

Newer construction: modern plans and newer subdivisions can be part of the mix.

Land + shop searches: buyers who want county-road acreage, a shop or more separation from neighbors often widen beyond the city core.

Downtown + community amenities: Paragould has a historic downtown district and a city park system with facilities such as Reynolds, Labor and Harmon parks.

RELOCATION TIP: If your job is in Jonesboro but you are considering Paragould, test the route at the exact time you would normally commute. The right home can make a longer route worth it - or not.

Do not stop at the city limits

The right move may be 10, 20 or 40 minutes outside your original search box. These communities regularly come up when buyers expand for price, land, work location or a specific house type.

BONO

West/northwest of Jonesboro
Smaller-town search with nearby county-road options.

LAKE CITY

East of Jonesboro
A smaller community near the St. Francis River region.

TRUMANN

South of Jonesboro
Worth comparing for buyers whose daily routes run south.

HARRISBURG

Southwest of Jonesboro
County-seat setting with surrounding rural property.

MANILA

Mississippi County
Often relevant for buyers working farther east in NEA.

BLYTHEVILLE / GOSNELL

Mississippi County
A different employment and housing market; useful for eastern-NEA relocations.

OSCEOLA

Mississippi County
Another eastern-NEA option tied to regional industry.

WALNUT RIDGE

Lawrence County
A northwestern option with its own small-city market.

A relocation search gets better when we start with your daily destinations + budget + house non-negotiables, then let the map expand from there.

What homes are selling for

These figures are directional snapshots, not promises about what a specific home should sell for. Each city also has a different sample size and housing mix.

JONESBORO



\$235K

54 days median market time

BROOKLAND



\$256K

125 days median market time

PARAGOULD



\$200K

47 days median market time

WHAT THIS MEANS FOR A RELOCATING BUYER

- Do not compare city medians as if the homes are identical. Brookland has a much smaller number of sales, and its mix of newer homes can move the median.
- There is room for strategy. The local market is not a single-speed market; property condition, price band and days on market matter.
- Your best comp set is hyper-local. Before you offer, we should look at recent comparable sales, current competition and seller motivation - not a national headline.

Build the search around your budget

A good relocation search does not ask only “What can I buy for \$X?” It asks what tradeoffs that budget creates in each location.

\$150K - \$250K

STARTER / VALUE SEARCH

Expect the biggest variation in age, updates, size and location. Condition and inspection diligence matter a lot.

\$250K - \$400K

MOVE-UP SWEET SPOT

A broader mix of newer construction, larger established homes, 3-4 bedrooms and stronger amenity choices.

\$400K+

SPACE / LAND / PREMIUM

Larger homes, premium subdivisions, custom construction, acreage, shops and specialty features enter the conversation.

Also budget for: inspection(s), appraisal, earnest money, lender-required reserves if applicable, prepaid taxes/insurance, moving costs and the first round of “we just moved in” purchases. Your lender should give you a true cash-to-close estimate early.

Financing can change the map

Your loan type can expand or shrink the list of homes that make sense. Get the financing conversation started before we fall in love with a property.

CONVENTIONAL

Flexible option for many buyers. Down payment, mortgage insurance and pricing depend on credit/profile.

FHA

Lower minimum down-payment structure can help some buyers; property condition and appraisal requirements matter.

VA

For eligible veterans/service members; strong financing structure with specific entitlement and property requirements.

USDA

Eligible borrowers can receive 100% financing on qualifying homes in eligible rural areas. Address and income eligibility must both be checked.

Important: "No down payment" does not always mean "no cash needed." Closing costs, prepaid items, inspections and program-specific fees can still apply. Always underwrite the exact scenario with a licensed lender.

New construction, shops + acreage

NEW CONSTRUCTION

Do not treat “new” as “nothing to inspect.” I still want us to think about lot drainage, grading, HVAC performance, attic insulation, punch-list items, warranty coverage, HOA/POA rules if any, and future development around the property.

LAND + SHOP PROPERTY

Acreage adds a different diligence list: survey and boundaries, access/easements, septic or sewer, well or rural water, propane/natural gas, internet, floodplain, fencing, outbuildings, road maintenance and any restrictions.

MY RULE FOR RELOCATION BUYERS

The farther a property moves away from a standard in-town subdivision, the more questions we should ask before the inspection period starts. Beautiful land is great; surprises about access, utilities or drainage are not.

☐ Confirm utility providers

☐ Ask for survey if available

☐ Verify internet at exact address

☐ Check property restrictions

☐ Understand road access / maintenance

☐ Quote insurance before final commitment

Schools + education

School decisions are personal, and third-party ratings rarely tell the whole story. I can help you identify which district a property is believed to be in, then you should verify enrollment, boundaries and programs directly with the district.

Jonesboro School District

jonesboroschools.net

Valley View School District

valleyviewschools.net

Nettleton Public Schools

nettletonps.info

Brookland Public Schools

brooklandbearcats.org

Paragould School District

paragould.k12.ar.us

Greene County Tech

gctsd.k12.ar.us

ARKANSAS STATE UNIVERSITY

A-State reported a record fall 2026 enrollment of 18,775 students, with both on-campus and online enrollment contributing to growth.

Fair Housing note: I will not steer you toward or away from an area based on protected-class demographics or subjective labels. I can give you objective property, location and public-resource information so you can make your own decision.

Healthcare access

Jonesboro functions as the healthcare hub for much of Northeast Arkansas, with two major systems and a wide network of clinics and specialty providers.

NEA BAPTIST HEALTH SYSTEM

228-bed hospital

The Jonesboro campus brings together NEA Baptist Memorial Hospital, NEA Baptist Clinic and the Fowler Family Center for Cancer Care. Baptist lists 24/7 emergency care, Level III trauma care, heart and vascular services, maternity, pediatrics, neurology, surgery and rehabilitation among its services.

ST. BERNARDS HEALTHCARE

St. Bernards is another major Jonesboro-based healthcare system and is consistently listed among the region's major employers. For a relocation, I recommend checking the exact provider network and distance to the specific clinic or facility you expect to use.

Relocation tip: If healthcare access is a major factor, send me the exact facility or physician location. We can build drive-time and home-search decisions around that address.

Jobs + the regional economy

Jonesboro's economy is not tied to one employer or one industry. The regional chamber highlights manufacturing, healthcare, education, agriculture, logistics, service and professional work.

St. Bernards Healthcare

NEA Baptist Health System

Arkansas State University

Nestlé Prepared Foods

Frito-Lay

Hytrol Conveyor

Nice-Pak

MOVE FOR WORK?

Send me the workplace address - not just the company name. A 10-mile difference can change which side of Jonesboro, Brookland, Paragould or a county-road search makes the most sense.

What your weekends can look like

CRAIGHEAD FOREST PARK

692 acres

The city park sits on Crowley's Ridge and includes fishing, camping, playgrounds, disc golf, sports facilities and trail systems. Jonesboro lists approximately 13 miles of updated mountain-bike trails, a 2.4-mile trail around the lake and a 3.2-mile paved road loop.

ALSO WORTH EXPLORING

- **DOWNTOWN JONESBORO**
Local restaurants, events and a walkable historic core.
- **ARKANSAS STATE UNIVERSITY**
College athletics, campus events, performances and the A-State museum.
- **PARAGOULD PARKS + DOWNTOWN**
Historic downtown plus city parks and community facilities.
- **CROWLEY'S RIDGE**
The region's elevated ridge creates a different landscape from the Delta to the east.

Arkansas property taxes

Property tax is local, so the final bill depends on the property's assessed value and the millage where it sits. Here is the framework you should understand.

MARKET VALUE

× 20%

= ASSESSED VALUE

Arkansas defines full assessed value as 20% of appraised value. The local millage is then applied to that assessed value.

EXAMPLE

\$250,000

illustrative market value

$\$250,000 \times 20\% = \$50,000$ assessed value. The final tax depends on the applicable millage.

HOMESTEAD CREDIT

Up to \$675

2026 Arkansas credit

For an eligible principal residence, homeowners apply through the county assessor.

One Arkansas newcomer surprise: vehicles and certain other personal property are assessed annually too. Craighead County says personal property is assessed at 20% of current market value and should be assessed between Jan. 1 and May 31 to avoid a late penalty.

COST OF OWNERSHIP

A few state-level money notes

STATE SALES TAX

6.5%

plus applicable city/county tax

Arkansas DFA states the statewide sales/use tax rate is 6.500%.

INDIVIDUAL INCOME TAX

3.9%

maximum rate under current law

Arkansas reduced the maximum individual rate to 3.9% for tax years beginning in 2024.

HOMEOWNERSHIP COSTS TO QUOTE EARLY

HOMEOWNERS INSURANCE Price the actual address - roof age, claims history, construction type and location can move the number.

UTILITIES Provider and cost can change between city limits, rural water systems, electric providers and gas/propane.

INTERNET Never assume the service shown for a nearby road reaches the exact house.

MAINTENANCE New construction still needs upkeep; older homes may need more immediate capital planning.

I can help you collect the property-specific numbers. Your lender, insurance agent, tax professional and utility provider are the final sources for exact costs.

Your first-week setup list

Utility providers are address-specific. Start setup as soon as your closing date is firm enough to avoid a gap in service.

ELECTRIC + WATER

Verify the provider for the exact address. Jonesboro properties may be served by City Water & Light, but surrounding areas can differ.

NATURAL GAS / PROPANE

Determine whether the property has natural gas, propane or all-electric systems.

INTERNET

Check the exact service address and desired speed before closing if remote work or streaming is critical.

TRASH

City collection, private service or rural arrangements vary by location.

MAIL + ADDRESS

USPS forwarding, employer records, banks, insurance, licenses and voter registration if applicable.

HOME SERVICES

Change locks/codes, verify smoke/CO alarms, locate shutoffs, HVAC filters, breaker panel and septic/well components if present.

Buying from out of state

You can buy confidently without being physically present for every step - but the process needs a tighter communication system.

1

DEFINE THE SEARCH

Budget, financing, commute, house type, lot, “must have” and “absolutely not.”

2

VIDEO BEFORE TRAVEL

I can walk the property live or record a detailed tour - street, neighbors, yard, mechanicals and the things photos hide.

3

OFFER WITH CONTEXT

We review comps, days on market, current competition, seller signals and inspection strategy.

4

INSPECT + INVESTIGATE

General inspection plus specialty inspections when warranted. I help coordinate access; you receive reports directly.

5

CLOSE + HANDOFF

Confirm utilities, insurance, lender figures, final walkthrough and key/possession logistics.

My goal: by the time you travel to Arkansas, we should already know what is worth seeing in person - not spend your entire trip learning the market from scratch.

The home-buying roadmap

01

STRATEGY CALL

Timeline, employment/commute, budget, financing, cities, must-haves.

02

PRE-APPROVAL

Know your payment, cash-to-close and loan constraints.

03

SEARCH + TOURS

Listing alerts, remote video, in-person tours and fast filtering.

04

OFFER

Price, terms, contingencies, possession and negotiation.

05

DUE DILIGENCE

Inspection, repair strategy, title, survey if needed, insurance and lender items.

06

APPRAISAL + FINAL LOAN

Lender clears conditions and confirms final closing figures.

07

FINAL WALKTHROUGH

Confirm agreed condition and repairs before signing.

08

CLOSING + MOVE

Sign, fund, receive keys and start the next chapter.

Your 60-day moving checklist

60-45 DAYS OUT

- ☐ Get pre-approved / update pre-approval
- ☐ Set target closing + move window
- ☐ Collect moving quotes
- ☐ Declutter / sell / donate
- ☐ Start school / childcare research if relevant
- ☐ Build property-search non-negotiables

30-14 DAYS OUT

- ☐ Book movers / truck
- ☐ Get homeowners insurance quotes
- ☐ Confirm inspection + repair items
- ☐ Schedule utility transfers
- ☐ Update address list
- ☐ Plan pets / travel / lodging

FINAL WEEK

- ☐ Confirm cash-to-close
- ☐ Complete final walkthrough
- ☐ Keep IDs + closing docs accessible
- ☐ Do not open new credit without lender approval
- ☐ Pack first-night essentials separately
- ☐ Confirm keys / possession time

FIRST WEEK IN NEA

- ☐ Change locks / codes
- ☐ Locate water shutoff + breaker panel
- ☐ Test smoke/CO alarms
- ☐ Replace HVAC filters if needed
- ☐ Confirm trash / mail / internet
- ☐ Save local service contacts

READY WHEN YOU ARE.

Let's build your Northeast Arkansas move around the life you actually want.

Send me the city you are moving from, your target move date, budget range, work location and your top three home non-negotiables. I'll help you turn that into a real search.



SCAN TO SEARCH HOMES

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REFERENCE

Sources + important notes

Market, tax and program information can change. This guide is designed as a relocation starting point, not a substitute for property-specific due diligence, lender underwriting, legal advice, tax advice, school-boundary verification or insurance quotes.

PRIMARY SOURCES USED

- **U.S. Census Bureau QuickFacts - Jonesboro / Paragould**
census.gov/quickfacts
- **City of Brookland - city facts**
cityofbrookland.com
- **Redfin housing-market data - Jonesboro / Brookland / Paragould**
redfin.com
- **City of Jonesboro Parks & Recreation - Craighead Forest Park / trails**
jonesboro.org
- **Arkansas State University - Fall 2026 enrollment release**
astate.edu
- **NEA Baptist Memorial Hospital - hospital overview**
baptistonline.org
- **Jonesboro Regional Chamber of Commerce - major employers / industries**
jonesborochamber.com
- **Arkansas Assessment Coordination Division - property tax / homestead credit**
arkleg.state.ar.us / [Arkansas ACD](https://arkansasacd.com)
- **Craighead County Assessor / Greene County Assessor - assessment framework**
craigheadassessor.com / greenecounty.arkansas.gov
- **Arkansas Department of Finance & Administration - state tax information**
dfa.arkansas.gov
- **USDA Rural Development - Single Family Housing Guaranteed Loan Program**

Fair Housing: Housing choices should be made by the buyer. This guide focuses on objective housing, location, services and public-resource information and does not rank communities based on protected-class characteristics.

Housing data date: Redfin figures shown are from pages current on Sept. 17, 2026 and describe the three-month period ending August 2026.