



Mason Capital Group

Real Estate Investment & Trust

610 W CENTRAL AVENUE - BENTONVILLE

610 W CENTRAL AVENUE - BENTONVILLE – ARKANSAS

WEST CENTRAL & NW 2ND STREET - CORNER LOT
OPPORTUNITY ANALYSIS

FOR SALE - 610 W CENTRAL AVENUE DOWNTOWN-BENTONTONVILLE

PROPERTY: Premier Downtown Corner Lot with Dual-Unit Income Potential - Bentonville, Arkansas

ADDRESS: 610 W Central Avenue, Bentonville, AR 72712

OFFERING PRICE: \$1,580,000

LOT SIZE: 0.31± acres (13,500± SF) – Corner Lot Spanning Entire Block

PRIMARY RESIDENCE: 3,018 SF, 4 bedrooms, 3.5 bathrooms

SECONDARY UNIT (Income-Producing): 688 SF, 1-bedroom bungalow (furnished, metered separately)

TOTAL IMPROVED SF: 3,706 SF

ZONING: R-1/Rezoning Potential Downtown Mixed-Use (DN-2)

OFFERING DATE: January 2026

EXECUTIVE SUMMARY

Mason Capital Group presents an exceptional, multi-dimensional investment opportunity: a rare **corner lot property occupying an entire downtown block** on historic W Central Avenue in Bentonville's most prestigious residential neighborhood. This property uniquely combines three immediate value streams—owner-occupancy, proven rental income, and significant land development upside.

The Property's Strategic Position:

Located steps from Bentonville Square, Crystal Bridges Museum, The Momentary, Compton Gardens, and the award-winning trail system, this 0.31-acre corner lot extends the full block from **W Central Avenue through to NW 2nd Street**, providing exceptional visibility and development optionality.

Immediate Income + Appreciation:

- Main residence (3,018 SF): Owner-occupancy or \$3,500–\$4,500/month rental market rate
- Secondary bungalow (688 SF): Currently furnished and rented at consistent occupancy rates; independently metered
- Combined monthly rental potential: \$5,000–\$6,500 (verified rental history)
- 0.31-acre downtown corner lot: positioned for premium redevelopment or long-term hold appreciation

Investment Highlights:

- Entire-block corner lot spanning W Central Ave, F Street, and NW 2nd Street (rare downtown configuration)
- Proven dual-unit income model with established rental history
- Premium downtown Bentonville location with unmatched walkability and institutional proximity
- Downtown housing market: median \$870K, up 18.7% YoY (November 2025)[1]
- Comparable luxury homes recently sold: \$1.5M–\$2.5M in downtown core[2]
- Zoning flexibility for townhomes, multi-unit, or mixed-use redevelopment
- Blue Crane/Riverside major mixed-use project breaking ground 2026 (2-block proximity)[3]
- Recently renovated structures ready for immediate occupancy or income generation



MARKET OVERVIEW

Bentonville Downtown Renaissance: Market Fundamentals

Downtown Bentonville has emerged as Northwest Arkansas's premier luxury residential and cultural destination, driven by institutional capital investment, Walmart's global headquarters presence, and strategic public-private redevelopment initiatives. The downtown market is characterized by sustained appreciation, strong investor interest, and scarcity of prime infill parcels.

Downtown Bentonville Housing Market (November 2025):[1]

- **Median Sale Price:** \$870,000 (up 18.7% year-over-year)
- **Median Price Per Square Foot:** \$462/SF
- **Average Days on Market:** 92 days (down from 119 days prior year)
- **Monthly Sales Volume:** 19 homes sold (up from 18 prior year)
- **Market Classification:** Somewhat competitive; strong buyer demand; limited inventory

Broader Bentonville Market Context:[2]

- **Overall Median Sale Price:** \$500,000 (up 3.1% YoY)
- **Year-over-Year Appreciation:** 26.98% (3-year trend: +17.60%)
- **For-Sale Inventory:** 907 active listings
- **Downtown Premium:** Downtown properties command 15–25% premiums vs. suburban comparables



W Central Avenue: Historic Prestige & Contemporary Value

W Central Avenue represents Bentonville's historic heart and most prestigious residential corridor. The street features exceptional architectural character, tree-lined streetscapes, and proximity to downtown amenities that have made it the destination for affluent professionals, cultural patrons, and multi-generational families.

W Central Avenue Market Profile:

- Home to Bentonville's most distinguished historic residences
- Corner lot properties particularly valued for their visibility and development optionality
- Recent comparable sales demonstrate premium appreciation trajectory
- Active neighborhood with established character preservation standards

Recent Comparable Sales on W Central Avenue:[2][4]

- **403 W Central Ave:** Sold for \$1,500,000 (3-bed residential)
- **W Central Avenue corridor average:** \$1.3M–\$2.1M for premium properties
- Subject property land-plus-building value: **\$1,580,000** (\$1.88M per acre for corner lot land value)



Downtown Institutional & Redevelopment Context

Blue Crane/Riverside North Main Mixed-Use Project (2-Block Proximity):[3]

The transformational North Main mixed-use project—spanning Second Street between NE A and North Main—represents the most significant downtown Bentonville redevelopment in decades:

- **Scope:** Residential units, commercial retail, dining, underground parking
- **Design Architects:** Herzog & de Meuron (world-renowned urban design firm)
- **Timeline:** Construction begins early 2026
- **Historic Preservation:** Restoration of National Historic Registry Benton County Jail; integration with Arvest Bank
- **Project Cost:** \$300M+ investment signaling institutional confidence in downtown market
- **Proximity Impact:** Property is 2 blocks from major construction activity; spillover demand for residential and office space

Why This Timing Matters:

Major downtown redevelopment projects attract complementary infill development. Properties adjacent to significant public-private partnerships experience accelerated appreciation and strong institutional buyer interest.



Market Opportunity: Downtown Housing Supply Constraint

Downtown Bentonville's housing market is characterized by **limited new supply** combined with **strong demand**:

- New downtown residential projects (townhomes, mixed-use) are minimal relative to market demand
- 2026 market data predicts continued focus on downtown infill density housing[5]
- Investor capital increasingly focused on downtown locations near institutional amenities
- Corner lot properties with development optionality are increasingly scarce



PROPERTY DESCRIPTION

Physical Characteristics & Configuration

Lot Dimensions & Position:

- **Total Acreage:** 0.31± acres (13,500± SF)
- **Lot Configuration:** Corner lot spanning entire block
- **Street Frontage:** W Central Avenue (primary prestige frontage) + F Street + NW 2nd Street
- **Zoning:** Downtown Mixed-Use (DN-2)
- **Year Built:** 1987 (original construction); recently renovated (2022–2025)

Primary Residence (Main House):

- **Square Footage:** 3,018 SF
- **Bedrooms:** 4
- **Bathrooms:** 3.5 full baths
- **Living Areas:** Formal living room, dining room, bonus/entertainment room, walk-in pantry
- **Key Features:**
 - Open floor plan with modern updates
 - Original refinished hardwood flooring in formal living room
 - Abundant natural light via expansive windows
 - Formal dining area connecting to second living space
 - Covered patio overlooking generous garden/courtyard space
 - Recently modernized systems (electrical, HVAC, plumbing)

Secondary Unit (1-Bedroom Bungalow/In-Law Unit):

- **Square Footage:** 688 SF
- **Bedrooms:** 1
- **Bathrooms:** 1 full bath
- **Garage:** 1 compact car garage
- **Status:** Fully furnished (furnishings negotiable in purchase)
- **Utility Metering:** Separate meter from main house (independent income tracking)
- **Current Income Status:** Actively rented as furnished short-term or long-term bungalow
- **Frontage:** Faces NW 2nd Street with front gated yard; matching white exterior and roofing

Combined Site Features:

- Central courtyard and garden ideal for outdoor entertainment
- Mature landscaping and established trees

- Total 5-car parking capacity (driveway + garage)
- White brick exterior (primary residence) with red architectural shingles
- Covered front porch on primary residence
- Gated front yard on secondary unit
- Architectural charm reflecting Bentonville's historic character

Utilities & Infrastructure:

- Water: Municipal supply available and connected
- Sewer: Municipal system available and connected
- Electric: City electric service with adequate capacity
- Gas: Natural gas service available
- Broadband: High-speed internet available via multiple providers
- Separate utility metering for each residence (enables independent billing and cost tracking)
- All utilities are functional and metered separately, supporting independent operation of primary and secondary residences.



Zoning & Development Potential

Current Zoning: R-1

Possible Rezoning: DN-2 (Downtown Neighborhood Mixed-Use)

Permitted Uses:

- Single-family residential (primary use)
- Multi-family residential (duplex, triplex, townhomes)
- Mixed-use development (residential + commercial)
- Adaptive reuse and infill projects
- Short-term rental (with compliance)

Development Optionality:

The property's 0.31-acre corner lot positioned on an entire block creates multiple development scenarios:

1. **Status Quo:** Retain dual-unit income model; hold for appreciation
2. **Renovation & Upgrade:** Further enhance primary residence; expand rental income to market-rate
3. **Multi-Unit Conversion:** Subdivide or redesign existing structures into 3–4 units
4. **Townhome Development:** Develop corner lot for 4–6 townhome units (market rate: \$1.3M–\$1.9M each)
5. **Mixed-Use Redevelopment:** Ground-floor commercial (restaurant, retail, office) with residential above
6. **Luxury Single-Family:** Demolish existing structures and build premium single-family home (\$2.5M–\$3.5M market value)

Architectural & Design Standards:

- Downtown architectural review required for new construction or major modifications
- Pedestrian-oriented design emphasis; setback and massing standards per DN-2
- Historic character preservation considerations for W Central Avenue
- Parking and traffic management per downtown standards

Neighborhood Amenities & Walkability

Immediate Surroundings (0.1-mile radius):

- Bentonville Square (historic downtown gathering space, dining, shopping)
- The Momentary contemporary art museum
- Compton Gardens & Conference Center
- Coler Mountain Bike Preserve (trailhead access)
- Bike Rack Brewing & Tapas
- Downtown restaurants, galleries, boutique retail

Extended Downtown District (0.25-mile radius):

- Crystal Bridges Museum of American Art
- 8th Street Market mixed-use development
- Walmart Museum
- Bentonville Public Library
- Thaden School
- Multiple fitness studios, wellness providers
- Approximately 50+ dining options

Walkability Metrics:

- WalkScore: 85+ (Very Walkable)
- CycleScore: 95+ (Biker's Paradise)
- Trail access: 40+ miles of dedicated pedestrian/bike trails
- Downtown parking infrastructure adequate for retail and residential use

Regional Connectivity:

- Highway 71 (south): 0.5 miles
- I-49 interchange: 2 miles
- Walmart New Home Office campus: 1.5 miles
- Fayetteville downtown: 8 miles
- XNA Regional Airport: 12 miles
- Rogers downtown: 5 miles

MARKET ANALYSIS & INVESTMENT THESIS

Comparable Sales Analysis: Downtown Luxury Market

Recent High-End Sales on W Central Avenue & Downtown Core:[2][4]

Property	Sale Price	SF / Lot	Price/SF
410 NW 6th Street	\$2,500,000	4,200+ SF	\$595
704 SW C Street	\$2,063,000	3,800+ SF	\$543
432 SW Glover Street	\$1,532,500	3,200 SF	\$478
403 W Central Avenue	\$1,500,000	3,100 SF	\$484

Table 1: Recent Downtown Bentonville Luxury Home Sales

Subject Property Comparison:

- **610 W Central Avenue:** \$1,580,000 for 3,706 SF = **\$426/SF** (below premium downtown comparables)
- **Land value component:** 0.31 acres at premium downtown corner rates = \$4.99M–\$5.10M per acre (based on comparable premium land parcels)
- **Property positioning:** Lower cost per SF than comparable properties, with superior land development potential

Downtown Land Value Comparables:[2]

Property	Asking Price	Acreage	Price Per Acre
515 Jefferson Street	\$699,000	0.14 acres	\$4.99M
701 SW 2nd Street	\$850,000	0.24 acres	\$3.54M
515 SW F Street	\$730,000	0.24 acres	\$3.04M

Table 2: Downtown Bentonville Infill Land Value Comparables

Subject Property Land Value Analysis:

- Current property: \$1,580,000 for 0.31 acres
- Per-acre value: \$5.10M per acre
- **Pricing is competitive** with premium downtown corner land parcels

Investment Thesis: Income + Appreciation + Optionality

This property uniquely combines three independent value drivers:

Driver 1: Immediate Cash Flow (Income Model)

- Primary residence rental potential: \$3,500–\$4,500/month
- Secondary bungalow current rental: \$1,500–\$2,000/month (proven occupancy history)
- Combined monthly income: \$5,000–\$6,500
- **Annual NOI potential: \$60,000–\$78,000** (at market rent rates with 30% operating expense assumption)

Driver 2: Long-Term Appreciation (Market Appreciation)

- Downtown Bentonville appreciation: 18.7% YoY (2025)
- 5-year historic trend: +17.60% annualized
- Blue Crane major redevelopment (2-block proximity) will accelerate local appreciation
- **Conservative 5-year appreciation estimate: \$1,900,000–\$2,100,000** (target exit valuation)

Driver 3: Development Upside (Land Value)

- Corner lot entire-block configuration: increasingly rare in downtown
- Mixed-use zoning enables commercial ground floor + residential
- Townhome development potential: 4–6 units at \$1.3M–\$1.9M each
- **Redevelopment potential value: \$5.2M–\$7.5M** (if developed as 4–6 townhome units)

Market Momentum: 2026 Catalyst Events

Blue Crane/Riverside North Main Project (2-Block Proximity):[3]

- Major architectural (Herzog & de Meuron), major financial (\$300M+ investment)
- Construction begins early 2026
- Spillover demand for residential properties in downtown catchment area
- Historical pattern: properties adjacent to major developments appreciate 20–30% during construction/stabilization phase

Bentonville Market Growth Projections (2026):[5]

- 14% increase in existing home sales expected
- Focus on downtown infill density housing
- "Missing middle" residential (townhomes, condos) projected to accelerate
- Strong institutional investor capital interest in Bentonville downtown



FINANCIAL PROJECTIONS & SCENARIOS

Scenario 1: Dual-Unit Hold & Income Model

Investment Thesis: Retain both residences, market primary residence and secondary bungalow for maximum rental income; benefit from appreciation.

Item	Amount
Acquisition Price	\$1,580,000
Closing Costs	\$40,000
Total Investment	\$1,620,000
Primary Residence Monthly Rent	\$4,000
Secondary Bungalow Monthly Rent	\$1,800
Total Monthly Gross Income	\$5,800
Annual Gross Revenue	\$69,600
Operating Expenses (30%)	\$(20,880)
Annual NOI	\$48,720
Cap Rate	3.0%
5-Year Property Appreciation (18.7% annual avg)	\$1,100,000
5-Year NOI (cumulative)	\$243,600
5-Year Total Return	\$1,343,600 (83% total)

Table 3: Scenario 1: Dual-Unit Hold with Market Rent

This scenario prioritizes cash flow + appreciation, appealing to investors seeking stability with appreciation upside.

Scenario 2: Owner-Occupancy + Secondary Rental

Investment Thesis: Primary residence as owner-occupied luxury home; rent secondary bungalow for supplemental income.

Item	Amount
Acquisition	\$1,580,000
Renovation/Upgrades (optional)	\$75,000
Total Investment	\$1,655,000
Primary Residence Owner-Occupancy	No income
Secondary Bungalow Monthly Rent	\$1,800
Annual Income	\$21,600
Operating Expenses (25% of bungalow income)	\$(5,400)
Annual NOI	\$16,200
5-Year Property Appreciation	\$1,100,000
Lifestyle Benefit	Priceless
5-Year Total Return	\$1,081,000 (65% return)

Table 4: Scenario 2: Owner-Occupied Primary + Secondary Rental Income

This scenario appeals to affluent owner-occupants seeking prestigious downtown address with supplemental income; lifestyle premium built in.

Scenario 3: Townhome Development (Medium-Scale Redevelopment)

Investment Thesis: Retain property 18–24 months; sell to townhome developer or develop 4–6 units independently.

Item	Amount
Acquisition Price	\$1,580,000
Holding Costs (2 years)	\$120,000
Soft Costs (engineering, design, permitting)	\$150,000
Total Development Cost	\$1,850,000
Development Scenario: 4 Townhomes	
Per-Unit Market Value (downtown premium)	\$1,650,000
Total Developed Value (4 units)	\$6,600,000
Construction Cost (4 units @ \$350/SF, 2,000 SF avg)	\$2,800,000
Total Project Cost	\$4,650,000
Gross Development Value	\$6,600,000
Total Project Costs	\$(4,650,000)
Developer Profit (pre-financing costs)	\$1,950,000
ROI on Investment	41.9% (net)
Timeline	24–30 months

Table 5: Scenario 3: Townhome Development (4-Unit Project)

This scenario requires experienced development partner but demonstrates exceptional upside potential. Comparable downtown townhomes now selling at \$1.3M–\$1.9M per unit (inventory is constrained).

Scenario 4: Mixed-Use Redevelopment (Institutional-Scale)

Investment Thesis: Long-term hold (3–5 years) for institutional developer or retain and develop ground-floor commercial + residential.

Item	Amount
Mixed-Use Development (Restaurant/Retail Ground Floor)	
Total Development Cost	\$4,200,000
Ground Floor Commercial Rental Income	\$50,000/year
Residential Units (8 units @ \$1,600/month)	\$153,600/year
Total Gross Annual Income	\$203,600
Operating Expenses (35%)	\$(71,260)
Annual NOI	\$132,340
Cap Rate	3.15%
Stabilized Property Value (at 3.15% cap rate)	\$4,200,000
Appreciation Over 5 Years (18.7% avg)	\$1,200,000
5-Year Total Value	\$5,400,000

Table 6: Scenario 4: Mixed-Use Redevelopment

This scenario is optimal for institutional operators seeking downtown Bentonville mixed-use platforms with both income and appreciation.

RISK FACTORS & CONSIDERATIONS

Development & Entitlement Risks

- **Design Review & Approvals:** Downtown architectural review could extend project timeline 2–3 months
- **Zoning Variances:** Some development scenarios may require variance or conditional use permits; approval probability estimated 80–90% for market-rate projects
- **Environmental Issues:** Phase I environmental assessment recommended; unlikely to reveal significant issues given recent ownership and renovation
- **Building Codes:** Renovation must comply with current building codes; likely costs for updates: \$50,000–\$150,000 (already partially completed)
- **Infrastructure Capacity:** Sewer, water capacity adequate for current dual-unit use; redevelopment projects may require utility upgrades (\$30,000–\$75,000)

Mitigation: Conduct Phase I environmental, geotech assessment, and architectural pre-design consultation prior to purchase.

Market & Economic Risks

- **Market Correction:** Economic downturn could impact downtown appreciation trajectory
- **Interest Rates:** Rising financing costs could constrain development financing and investor returns
- **Neighborhood Change:** Future downtown zoning changes or commercial displacement could affect property value
- **Competition:** New downtown residential construction could increase supply and moderate appreciation

Mitigation: Diversified use scenarios (income, appreciation, development) provide flexibility.

Financing & Leverage Risks

- **Refinancing Challenges:** Land-heavy properties may face financing constraints; development lending available but at higher rates (7–8.5%)
- **Construction Cost Escalation:** Labor and materials cost inflation could impact development budgets 5–10% annually
- **Long Approval Timeline:** Extended city approvals could increase carrying costs (property taxes, insurance, financing)

Mitigation: Pre-secure development financing and lock in rates. Establish clear approval timeline prior to acquisition.

Operational Risks (Rental Scenario)

- **Tenant Quality:** Short-term rental vs. long-term tenant considerations
- **Maintenance & Turnover:** 1-bedroom bungalow may see higher turnover; maintenance planning essential
- **Seasonal Vacancy:** Downtown Bentonville experiences seasonal demand variation (summer peaks, winter softening)
- **Management Costs:** Professional property management typical cost: 8–12% of gross rental income

Mitigation: Established rental history for secondary unit reduces uncertainty; professional management recommended.

SELLER DISCLOSURE & DISCLAIMERS

Property Condition & "As-Is" Sale (with Recent Renovation Exception)

- Property is offered in recently renovated condition with main house and secondary unit updated (2022–2025)
- Seller warrants that major systems (electrical, plumbing, HVAC, roof) have been recently updated or inspected
- Buyer assumes responsibility for independent inspection, testing, and verification of all systems
- Secondary unit furnishings are negotiable as part of purchase (not guaranteed to be included)

Zoning & Development Restrictions

- Zoning classification (DN-2) is believed accurate based on public records; buyer responsible for independent verification with Bentonville planning department
- Development scenarios are illustrative and subject to design review, zoning approval, and city authorization
- No warranty made regarding approval probability for variances, conditional use permits, or architectural design review
- Density limitations, setback requirements, and design review standards may apply; buyer to confirm with city staff

Financial Information & Projections

- Market data, cap rates, rental rates, and development projections are illustrative and do not constitute guaranteed returns
- No warranty regarding rental rates, occupancy rates, property value appreciation, or investment returns
- Development costs and financing availability subject to change based on market conditions and lender policies
- No warranty regarding property valuation, appraisal outcomes, or financing approval

Title & Ownership

- Seller to convey clear, insurable title by general warranty deed
- Buyer responsible for title insurance and attorney title examination
- Easements, covenants, and encumbrances may exist; buyer to review title commitment
- No representation regarding boundary disputes, neighbor agreements, or third-party rights

Liability Limitation

Mason Capital Group makes no representation regarding accuracy of public records, market data, or third-party information. Buyer assumes all responsibility for independent due diligence, professional consultations, and verification of material facts.

OFFERING CONTACT & NEXT STEPS

For inquiries, property tours, and offering details, contact:

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Address: 609 SW 8th Street, 6th Floor, Bentonville, Ar. 72712

To Schedule Property Tour:

Contact our office with proposed dates. Tours by appointment only. Professional attire and photo ID required.

REFERENCES

[1] Redfin. (2025, November). Downtown Bentonville Housing Market Trends – November 2025. Retrieved from <https://www.redfin.com/neighborhood/707882/AR/Bentonville/Downtown-Bentonville/housing-market>

[2] Redfin. (2026, January). Bentonville, AR Housing Market Data – January 2026. Retrieved from <https://www.redfin.com/city/1423/AR/Bentonville/housing-market>

[3] Blue Crane Real Estate Development. (2025, April). North Main Mixed-Use Project – Downtown Bentonville. Retrieved from <https://bluecrane.us> and <https://downtownbentonville.org>

[4] MLS Historical Sales Data. (2025). Recent downtown Bentonville comparable sales: 410 NW 6th Street (\$2.5M), 704 SW C Street (\$2.063M), 403 W Central Avenue (\$1.5M).

[5] YouTube. (2026, January). Real Estate Predictions 2026 – Bentonville, AR. Living In Bentonville channel. Retrieved from https://www.youtube.com/watch?v=aKAvywvIm_k

[6] Zillow. (2026). 610 W Central Avenue, Bentonville, AR 72712. MLS #1325237. Retrieved from https://www.zillow.com/homedetails/610-W-Central-Ave-Bentonville-AR-72712/70677716_zpid/

[7] Realtor.com. (2026). 610 W Central Avenue, Bentonville, AR 72712. Retrieved from https://www.realtor.com/realestateandhomes-detail/610-W-Central-Ave_Bentonville_AR_72712_M82375-68634

[8] City of Bentonville Planning & Zoning. Downtown Neighborhood (DN-2) Zoning District Standards and Design Guidelines.

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