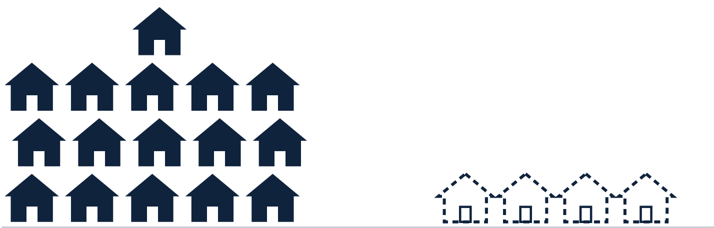
MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

Aberdeen

Aberdeen: 1 In 5 Listings Didn't Sell This Year

In Aberdeen, 323 of 402 homes that finished up sold, but 79 didn't sell at all, a rate of 20%, up from 14% the year before. Homes priced right sold in a median of 26 days, while ones that needed price cuts sat a median of 128 days before finding a buyer.



16 sold
out of every 20 listed

4 didn't
expired, withdrawn or canceled

402
homes finished on the market

53
median days to sell
from the first day listed

323
sold

98.5%
sold vs. first asking price

79 (20%)
didn't sell

$390,240
median sold price

Which pile do you want to be in?

Solid houses sold. Outlined houses expired, were withdrawn or were canceled.

What waiting costs

A typical $390,240 home, per month	
Mortgage (principal + interest)	$2,083
Property taxes	$96
Homeowners insurance	$250
Upkeep	$325
Utilities	$250
Total	**$3,000**

About $3,000 every month the home sits.

Listings that didn't sell stayed on the market a median of 124 days — roughly $12,300 in holding costs, and the home still didn't sell.

An example, not a quote: 20% down, 30-year fixed at 7.03% (Freddie Mac average, 2026-09-24); Moore County rate 0.295 per $100 (NC Department of Revenue, 2025-26 county rates); town taxes add more inside town limits; insurance, upkeep (1% of value a year) and utilities are typical estimates. If your home is paid off, the mortgage line drops out — the rest still adds up.

Priced right from day one vs. chasing the market

26
median days to sell when priced right
200 homes that sold at 97%+ of first asking

128
median days when price cuts were needed
123 homes · sold for 92.5% of first asking

What this means if you're selling

- Price it right from day one. Homes priced correctly sold in a median of 26 days. Ones that needed cuts sat 128 days.
- The $400-500K range struggled most, with a 25% didn't-sell rate. The $300-400K range did best at 11%.
- Waiting has a cost. Listings that never sold carried a median price cut of 1.4% and still sat 124 days.
- 11% of contracts fell apart before closing, most often inspection, appraisal or financing issues. Homes that got a second contract still sold at 96.7% of ask, so it's worth preparing the home well up front.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	66	54	**18%**	114	95.1%
$300–400K	116	103	**11%**	53	97.7%
$400–500K	143	107	**25%**	60	99.1%
$500–750K	67	53	**21%**	29	100.0%

When contracts fall apart

11%
of contracts fell apart before closing
38 of about 362

63%
of those homes later sold

37%
never sold

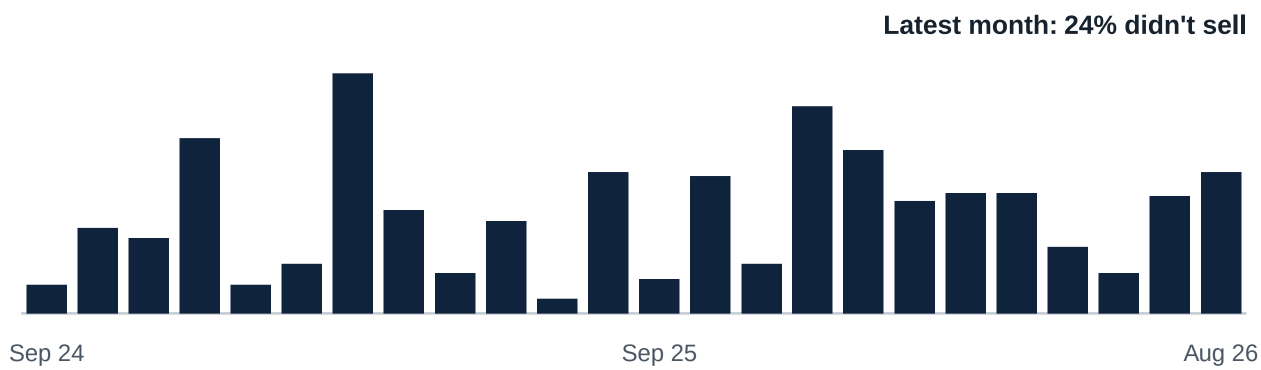
96.7%
sold vs. first ask after a fall-through
vs. 98.6% on the first contract

170
median days to sell after a fall-through
vs. 52 on the first contract

The MLS doesn't record why a contract ends. In our experience the most common reasons are home inspection findings, appraisals that come in below the price, and buyer financing — which is why preparing the home and pricing it to appraise matter before it goes on the market.

How buyers paid on closed sales: conventional loans 34% · cash 10% · VA 46% · FHA 9% · other 2%.

Share of listings that didn't sell, by month



What this means if you're buying

- Sellers are cutting prices. Homes that needed a cut still sold at 92.5% of asking, so there's room to negotiate.
- Median days to sell is 53 days. Homes that sat longer than that are usually ones needing a price adjustment.
- Most buyers here used VA loans, 46%, followed by conventional at 34%. Only 10% paid cash.

Did you know?

- The typical Aberdeen home sold for $390,240.
- 64% of homes that sold went for less than the first asking price.
- At a 7.03% rate, the estimated monthly carrying cost on a typical home here is about $3,000.

Neighborhoods in Aberdeen

Neighborhood	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Martin Farms	55	53	**4%**	146	96.3%
Legacy Lakes	55	43	**22%**	30	100.0%
Collinswood	41	41	**0%**	90	93.4%

Want this for your street?

Every home is different. Buddy Blake will walk you through the numbers for your neighborhood and your price range — no pressure. Call or text (910) 395-1000, or visit buddyblake.ai.

How these numbers are counted
Homes only (single-family, townhomes and condos) in the last 12 months. "Didn't sell" means the listing expired, was withdrawn or was canceled; some owners take a home off the market for reasons that have nothing to do with the market. Days to sell count from the first day a home was listed, including relistings. "First asking" is the first list price. Contract fall-throughs are listings that came back on the market after going under contract. Source: Hive MLS data, compiled by the Buddy Blake Team. Information deemed reliable but not guaranteed.