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MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

# Bailey

## In Bailey, 1 in 4 Listings Didn't Sell Last Year

Bailey saw 152 homes wrap up over the last 12 months, and 111 sold while 41 didn't. That's a 27% didn't-sell rate, up from 12% the year before. Homes priced right from the start sold in 33 days, while ones that needed price cuts sat for 102 days before finally moving.

**15 sold**
out of every 20 listed

**5 didn't**
expired, withdrawn or canceled

### Which pile do you want to be in?

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 Outlined houses expired, were withdrawn or were canceled.

**152**
homes finished on the market

**67**
median days to sell
*from the first day listed*

**111**
sold

**98.7%**
sold vs. first asking price

**41 (27%)**
didn't sell

**$328,490**
median sold price

## What waiting costs

| A typical $328,490 home, per month | |
|---|---|
| Mortgage (principal + interest) | $1,754 |
| Property taxes | $172 |
| Homeowners insurance | $250 |
| Upkeep | $274 |
| Utilities | $250 |
| **Total** | **$2,700** |

### About $2,700 every month the home sits.

Listings that didn't sell stayed on the market a median of 138 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); Nash County rate 0.63 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

**33**
median days to sell when priced right
*71 homes that sold at 97%+ of first asking*

**102**
median days when price cuts were needed
*40 homes · sold for 93.6% of first asking*

## What this means if you're selling

- Price it right from day one. Homes priced correctly sold in 33 days. Homes that needed cuts sat 102 days and still only got 93.6% of asking.
- Waiting has a real cost. A typical home here runs about $2,700 a month to carry, and sitting unsold is estimated to cost around $12,300.
- 15% of contracts fall apart before closing, about 1 in 7. Most often that's inspection, appraisal or financing issues, so get your home and paperwork ready before you list.
- If a contract does fall through, 80% of those homes go on to sell later, often at a strong 97.0% of asking.

## Price range matters

| Starting price | Finished | Sold | Didn't sell | Days to sell | vs. first ask |
|---|---|---|---|---|---|
| **Under $300K** | 44 | 31 | **30%** | 30 | 97.5% |
| **$300–400K** | 88 | 66 | **25%** | 82 | 99.0% |
| **$400–500K** | 15 | 12 | **20%** | 115 | 98.5% |

## When contracts fall apart

**15%**
of contracts fell apart before closing
*20 of about 132*

**80%**
of those homes later sold

**20%**
never sold

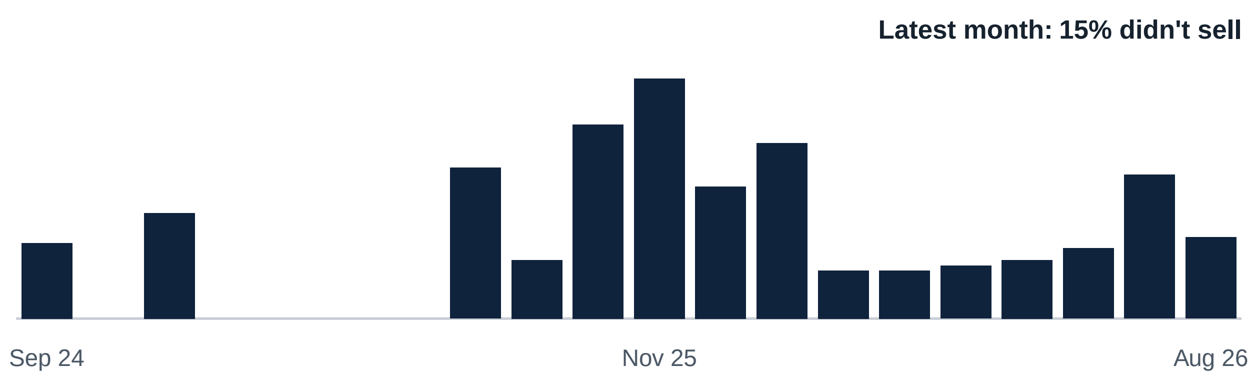
**97.0%**
sold vs. first ask after a fall-through
*vs. 99.2% on the first contract*

**68**
median days to sell after a fall-through
*vs. 68 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 38% · cash 9% · VA 13% · FHA 37% · other 3%.

## Share of listings that didn't sell, by month




## What this means if you're buying

- Homes in Bailey are selling at a typical 98.7% of first asking price, and 58% sold below that first ask, so there's room to negotiate.
- Listings that never sold sat a median 138 days, a sign to watch for stale listings and use that as leverage.
- Buyers here are paying a mix of ways. 38% conventional, 37% FHA, 13% VA, and 9% cash.

## Did you know?

- Contracts fall apart 15% of the time in Bailey, about 1 in 7.
- When a contract falls apart, 80% of those homes go on to sell later, often at 97.0% of asking.
- Median sold price in Bailey is $328,490, with mortgage rates running about 7.03%.

## 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.