MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

# Benson

## In Benson, Almost Half of Listings Didn't Sell

Over the last 12 months in Benson, 1 in 2 homes that hit the market ended up not selling. The ones that did sell took a typical 56 days and closed at 97.5% of the first asking price. Homes priced right from the start sold in 36 days, while those that needed price cuts took 93 days and still only brought 93.6% of asking.

**11 sold**
out of every 20 listed

**9 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expired, withdrawn or canceled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 Outlined houses expired, were withdrawn or were canceled.

**60**
homes finished on the market

**56**
median days to sell
*from the first day listed*

**32**
sold

**97.5%**
sold vs. first asking price

**28 (47%)**
didn't sell

**$322,940**
median sold price

## What waiting costs

| A typical $322,940 home, per month | |
|---|---|
| Mortgage (principal + interest) | $1,724 |
| Property taxes | $140 |
| Homeowners insurance | $250 |
| Upkeep | $269 |
| Utilities | $250 |
| **Total** | **$2,630** |

### About $2,630 every month the home sits.

Listings that didn't sell stayed on the market a median of 156 days — roughly $13,500 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); Johnston County rate 0.52 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

**36**
median days to sell when priced right
*17 homes that sold at 97%+ of first asking*

**93**
median days when price cuts were needed
*15 homes · sold for 93.6% of first asking*

## What this means if you're selling

- Price it right on day one. Homes that started at the right price sold in 36 days.
- Homes that needed a price cut took 93 days to sell and closed at 93.6% of asking, not the full price.
- 1 in 2 listings in Benson didn't sell in the last 12 months. That's up from 19% the year before.
- 1 in 6 contracts fell apart before closing. Most often inspection, appraisal or financing issues cause that industry-wide. Homes that went back on the market after a fall-through took 245 days to sell versus 47 days on the first try.

## Price range matters

| Starting price | Finished | Sold | Didn't sell | Days to sell | vs. first ask |
|---|---|---|---|---|---|
| **Under $300K** | 13 | 11 | **15%** | 59 | 99.0% |
| **$300–400K** | 16 | 15 | **6%** | 40 | 99.0% |
| **$400–500K** | 19 | 6 | **68%** | 90 | 93.8% |
| **$500–750K** | 11 | 0 | **100%** | — | — |

## When contracts fall apart

**18%**
of contracts fell apart before closing
*7 of about 39*

**86%**
of those homes later sold

**14%**
never sold

**92.4%**
sold vs. first ask after a fall-through
*vs. 99.0% on the first contract*

**245**
median days to sell after a fall-through
*vs. 47 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 53% · cash 3% · VA 25% · FHA 19% · other 0%.

## What this means if you're buying

- Nearly half of listings in Benson didn't sell. That gives buyers room to negotiate on price and terms.
- Homes that sat needing a price cut still took 93 days to sell. Patience can pay off.
- 53% of buyers used conventional financing, 25% used VA loans, and 19% used FHA. Only 3% paid cash.

## Did you know?

- Homes that never sold in Benson sat on the market a typical 156 days before the listing ended.
- The typical sold home in Benson closed at $322,940.
- At a 7.03% mortgage rate, the estimated monthly carrying cost on a $322,940 home is about $2,630, and a home that sits unsold for the typical stretch can rack up about $13,500 in carrying costs.

## 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.