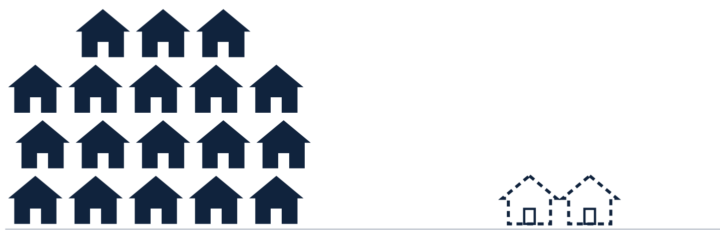
MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

Brook Hollow, Greenville

Brook Hollow: 1 in 11 Listings Didn't Sell Last Year

In Brook Hollow, homes typically sold in 78 days at a median price of $277,500, right at 100.0% of first asking price. But 9% of listings didn't sell at all, up from 3% the year before, and homes that never sold sat for a median of 159 days.



18 sold
out of every 20 listed

2 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expired, withdrawn or canceled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 Outlined houses expired, were withdrawn or were canceled.

68
homes finished on the market

62
sold

6 (9%)
didn't sell

78
median days to sell
from the first day listed

100.0%
sold vs. first asking price

$277,500
median sold price

What waiting costs

A typical $277,500 home, per month	
Mortgage (principal + interest)	$1,481
Property taxes	$131
Homeowners insurance	$250
Upkeep	$231
Utilities	$250
Total	**$2,340**

About $2,340 every month the home sits.

Listings that didn't sell stayed on the market a median of 159 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); Pitt County rate 0.5663 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

95
median days to sell when priced right
52 homes that sold at 97%+ of first asking

70
median days when price cuts were needed
10 homes · sold for 94.7% of first asking

What this means if you're selling

- Homes priced right sold in a median of 95 days. Homes that needed cuts took 70 days longer and still sold for 94.7% of ask.
- 1 in 7 contracts fell apart before closing, most often inspection, appraisal or financing issues.
- If a contract falls apart, 91% of those homes sold later anyway, but it added time. First-time contracts closed in 73 days versus 101 days after a fall-through.
- Waiting has a cost. Carrying a typical Brook Hollow home while it sits is estimated at about $2,340 a month, or about $12,300 total.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	57	51	**11%**	66	100.0%
$300–400K	11	11	**0%**	160	100.0%

When contracts fall apart

15%
of contracts fell apart before closing
11 of about 75

91%
of those homes later sold

9%
never sold

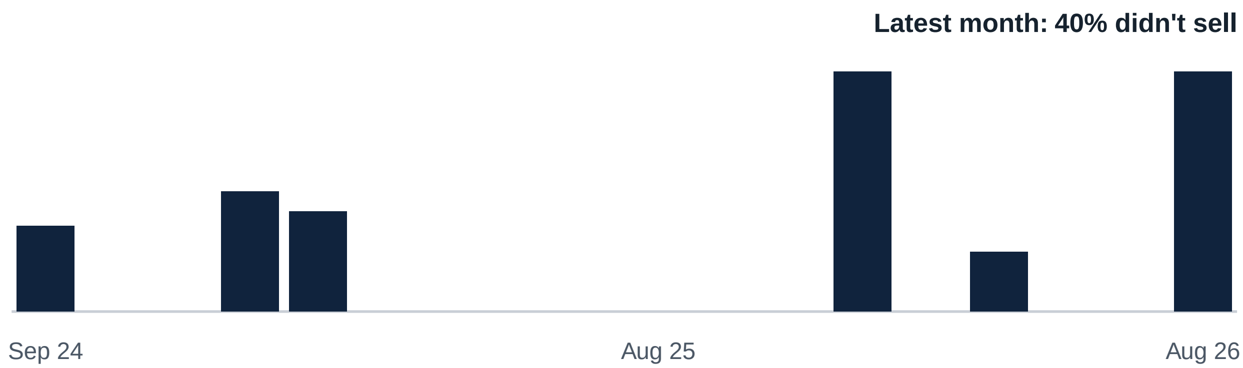
100.0%
sold vs. first ask after a fall-through
vs. 100.0% on the first contract

101
median days to sell after a fall-through
vs. 73 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 56% · cash 22% · VA 9% · FHA 9% · other 3%.

Share of listings that didn't sell, by month



What this means if you're buying

- 31% of Brook Hollow homes sold below the first asking price, so there's some room to negotiate.
- Homes that don't sell in this neighborhood sit a long time, a median of 159 days, before the listing ends.
- Most buyers here used conventional loans (56%), with 22% paying cash, 9% using VA, and 9% using FHA.

Did you know?

- In Brook Hollow, 15% of contracts fell apart before closing this past year.
- Even after a contract fell apart, 91% of those homes went on to sell, typically at 100.0% of asking price.
- At today's 7.03% rate, carrying a $277,500 Brook Hollow home is estimated at about $2,340 a month.

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.