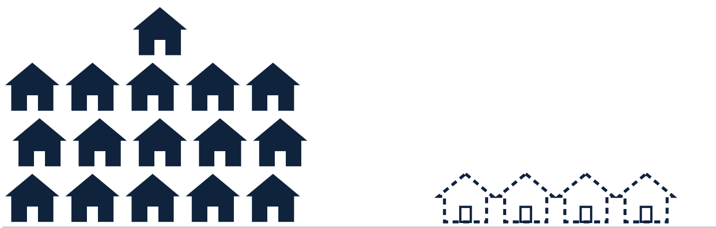
MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

Brookwood, Carthage

Brookwood Homes Are Selling Fast, at Full Price

In Brookwood, homes that are priced right sell in 4 days. Over the last 12 months, 32 of 40 listings sold, and the typical home fetched 100.0% of its first asking price. The ones that didn't sell sat a median of 62 days before the listing ended.



16 sold
out of every 20 listed

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expired, withdrawn or canceled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 Outlined houses expired, were withdrawn or were canceled.

40
homes finished on the market

4
median days to sell
from the first day listed

32
sold

100.0%
sold vs. first asking price

8 (20%)
didn't sell

$453,325
median sold price

What waiting costs

A typical $453,325 home, per month	
Mortgage (principal + interest)	$2,420
Property taxes	$111
Homeowners insurance	$250
Upkeep	$378
Utilities	$250
Total	**$3,410**

About $3,410 every month the home sits.

Listings that didn't sell stayed on the market a median of 62 days — roughly $6,900 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.

What this means if you're selling

- Price it right from day one, homes priced correctly sold in 4 days
- 1 in 5 listings didn't sell this year, down from 4 in 10 the year before
- 41% of sold homes went below first asking price, so know your number going in
- 6% of contracts fell apart, most often inspection, appraisal or financing issues, and none of those homes sold later

When contracts fall apart

6%
of contracts fell apart before closing
2 of about 34

0%
of those homes later sold

100%
never sold

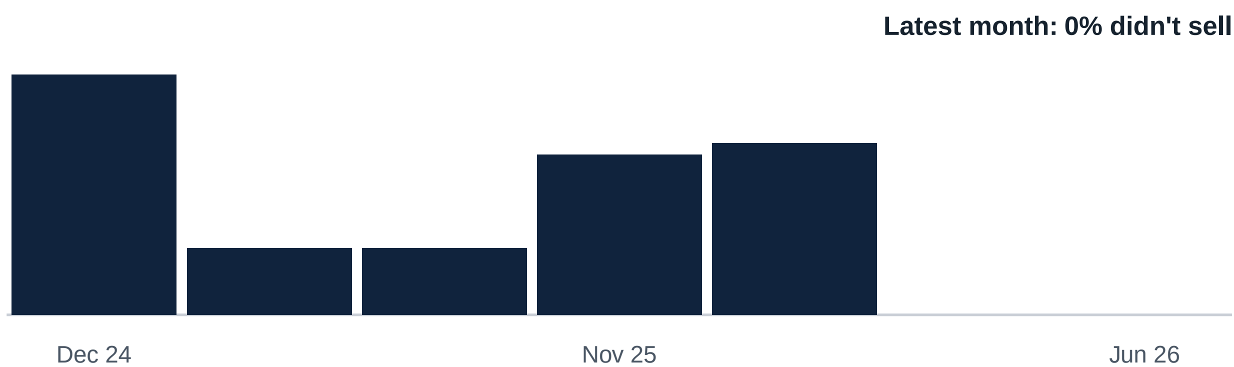
—
sold vs. first ask after a fall-through
vs. 100.0% on the first contract

—
median days to sell after a fall-through
vs. 4 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 75% · cash 3% · VA 22% · FHA 0% · other 0%.

Share of listings that didn't sell, by month



What this means if you're buying

- Homes priced right move in 4 days, so be ready to act
- Most buyers are using conventional loans (75%), some VA (22%), few paying cash (3%)
- 41% of homes sold below the first asking price, so there is room to negotiate

Did you know?

- Typical carrying cost for a home at $453,325 is estimated about $3,410 a month at 7.03%
- Homes that sat unsold carried an estimated $6,900 in costs
- 100.0% of homes that got a first contract went on to sell at 4 days

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.