Buddy Blake Team
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MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

Columbus County

In Columbus County, 1 in 3 Listings Didn't Sell

Over the last 12 months in Columbus County, 288 homes sold and 148 didn't. Homes priced right from the start sold in 27 days, while ones that needed price cuts took 85 days and still closed at a lower percent of asking. Typical sale price was $220,000, with buyers paying a median 92.8% of first asking price.

13 sold
out of every 20 listed

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expired, withdrawn or canceled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 Outlined houses expired, were withdrawn or were canceled.

436
homes finished on the market

70
median days to sell
from the first day listed

288
sold

92.8%
sold vs. first asking price

148 (34%)
didn't sell

$220,000
median sold price

What waiting costs

A typical $220,000 home, per month	
Mortgage (principal + interest)	$1,174
Property taxes	$148
Homeowners insurance	$250
Upkeep	$183
Utilities	$250
Total	**$2,010**

About $2,010 every month the home sits.

Listings that didn't sell stayed on the market a median of 180 days — roughly $11,900 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); Columbus County rate 0.805 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

27
median days to sell when priced right
81 homes that sold at 97%+ of first asking

85
median days when price cuts were needed
207 homes · sold for 88.9% of first asking

What this means if you're selling

- Price it right from day one: homes priced correctly sold in 27 days, homes that needed cuts took 85 days.
- The $400-500K range struggled most, with a 41% did-not-sell rate. Under $300K did best at 31%.
- 28% of contracts fell apart before closing, most often inspection, appraisal or financing issues in general industry experience.
- If your contract falls through, most homes that later sold still got 88.5% of asking, but it took 156 days instead of 45.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	292	202	**31%**	54	93.0%
$300–400K	75	45	**40%**	86	93.4%
$400–500K	39	23	**41%**	88	92.5%
$500–750K	24	16	**33%**	82	90.7%

When contracts fall apart

28%
of contracts fell apart before closing
111 of about 401

63%
of those homes later sold

32%
never sold

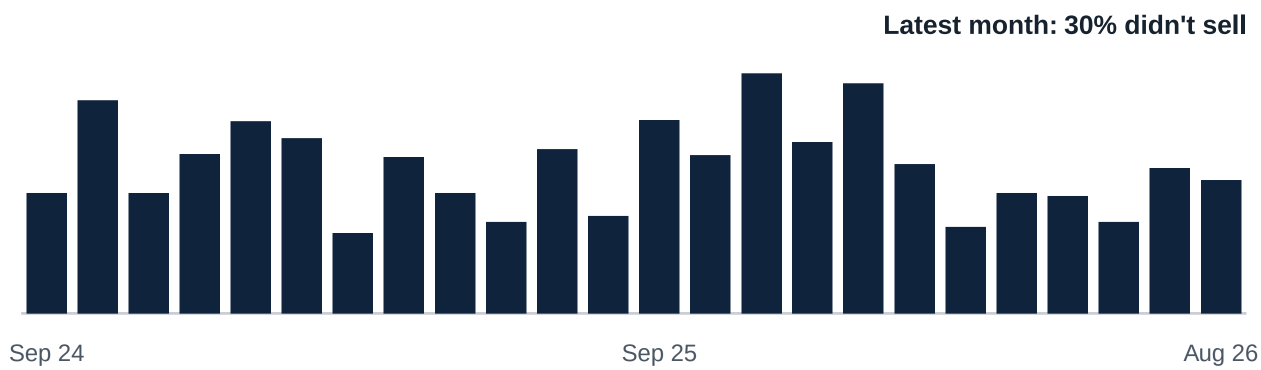
88.5%
sold vs. first ask after a fall-through
vs. 93.5% on the first contract

156
median days to sell after a fall-through
vs. 45 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 33% · cash 29% · VA 11% · FHA 20% · other 7%.

Share of listings that didn't sell, by month



What this means if you're buying

- Typical buyers paid 92.8% of first asking price, and 84% of sales closed below the original ask.
- Homes that never sold sat a median of 180 days before coming off the market, so slow movers are out there to watch for.
- Financing splits: 33% conventional, 29% cash, 20% FHA, 11% VA. Cash and conventional buyers led the pack.

Did you know?

- 1 in 4 contracts in Columbus County fell apart before closing.
- Homes that had a contract fall apart but later sold anyway still closed at 88.5% of asking price.
- Carrying an unsold $220,000 home for the median 180 days that never sold runs about an estimated $11,900.

Towns in Columbus County

Town	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Whiteville	168	114	**32%**	70	93.4%
Tabor City	85	59	**31%**	57	92.9%

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.