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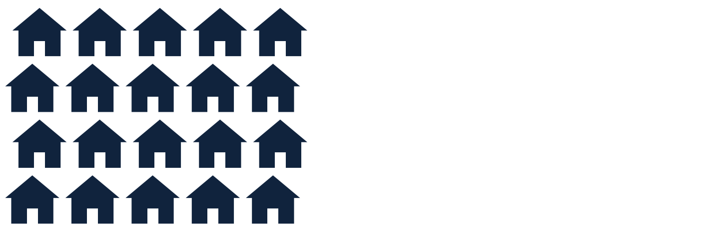
MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

East Ridge, Ayden

East Ridge: Every Listing Sold, Zero Fell Through Fully

In East Ridge in Ayden, every one of the 47 homes that came off the market in the last 12 months sold. Typical time to sell was 72 days, and the median sold price was $327,490. Price it right and it moves fast: homes priced right sold in 59 days, but ones that needed cuts took 122 days and still landed at 95.4% of asking.



20 sold
out of every 20 listed

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expired, withdrawn or canceled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 Outlined houses expired, were withdrawn or were canceled.

47
homes finished on the market

72
median days to sell
from the first day listed

47
sold

100.0%
sold vs. first asking price

0 (0%)
didn't sell

$327,490
median sold price

What waiting costs

A typical $327,490 home, per month	
Mortgage (principal + interest)	$1,748
Property taxes	$155
Homeowners insurance	$250
Upkeep	$273
Utilities	$250
Total	**$2,680**

About $2,680 every month the home sits.

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

59
median days to sell when priced right
39 homes that sold at 97%+ of first asking

122
median days when price cuts were needed
8 homes · sold for 95.4% of first asking

What this means if you're selling

- Price it right from day one. Right-priced homes sold in 59 days. Homes needing cuts took 122 days and sold for less, at 95.4% of asking.
- Contracts fell apart on 8% of homes, about 1 in 13. Most often that's inspection, appraisal or financing issues.
- If a contract falls apart, don't panic. 100% of those homes went on to sell later, at 98.4% of asking.
- 46% of buyers here used FHA financing. Know that going in when you're prepping the house.

When contracts fall apart

8%
of contracts fell apart before closing
4 of about 52

100%
of those homes later sold

0%
never sold

98.4%
sold vs. first ask after a fall-through
vs. 100.0% on the first contract

103
median days to sell after a fall-through
vs. 72 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 35% · cash 4% · VA 8% · FHA 46% · other 6%.

What this means if you're buying

- There's some room to negotiate. 34% of homes in East Ridge sold below the first asking price.
- Homes here don't sit long. Typical time to sell is 72 days.
- Most buyers aren't paying cash. 46% used FHA, 35% conventional, 8% VA, and only 4% paid cash.

Did you know?

- At a 7.03% mortgage rate, the estimated monthly carrying cost on a $327,490 home in East Ridge is about $2,680.
- In the last 12 months, all 47 homes that ended in East Ridge sold. None expired, were withdrawn, or canceled.
- When a contract fell apart, it took longer the second time around, 103 days versus 72 days for homes that sold on the first contract.

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.