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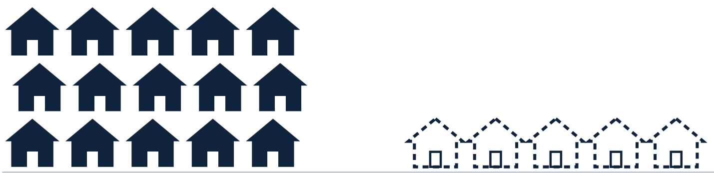
MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

Goldsboro

Goldsboro: 1 in 4 Listings Didn't Sell Last Year

In Goldsboro, 843 homes wrapped up over the last 12 months, and 628 of them sold. But 215 didn't sell, and that's 1 in 4 — up from 20% the year before. Price it right from the start and you're looking at 17 days to sell. Price it wrong, and you're looking at 65 days and a bigger cut to get it done.



15 sold
out of every 20 listed

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expired, withdrawn or canceled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 Outlined houses expired, were withdrawn or were canceled.

843
homes finished on the market

38
median days to sell
from the first day listed

628
sold

97.3%
sold vs. first asking price

215 (26%)
didn't sell

$255,000
median sold price

What waiting costs

A typical $255,000 home, per month	
Mortgage (principal + interest)	$1,361
Property taxes	$133
Homeowners insurance	$250
Upkeep	$213
Utilities	$250
Total	**$2,210**

About $2,210 every month the home sits.

Listings that didn't sell stayed on the market a median of 119 days — roughly $8,600 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); Wayne County rate 0.6259 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

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

65
median days when price cuts were needed
299 homes · sold for 92.6% of first asking

What this means if you're selling

- Homes priced right sold in 17 days. Homes that needed cuts took 65 days and still sold for less, 92.6% of first ask.
- The $400–500K range struggled most, with 29% not selling. $500–750K did best, at 11%.
- 22% of contracts fell apart before closing, most often inspection, appraisal or financing issues. Homes that fell through and later sold took 71 days total and closed at 94.6% of ask, versus 97.8% for first-time contracts.
- Listings that never sold sat a median of 119 days and still needed a 1.8% price cut.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	588	441	**25%**	35	97.1%
$300–400K	157	116	**26%**	57	97.6%
$400–500K	45	32	**29%**	39	97.8%
$500–750K	35	31	**11%**	31	96.7%
$750K–1M	10	4	**60%**	131	94.4%

When contracts fall apart

22%
of contracts fell apart before closing
181 of about 816

66%
of those homes later sold

31%
never sold

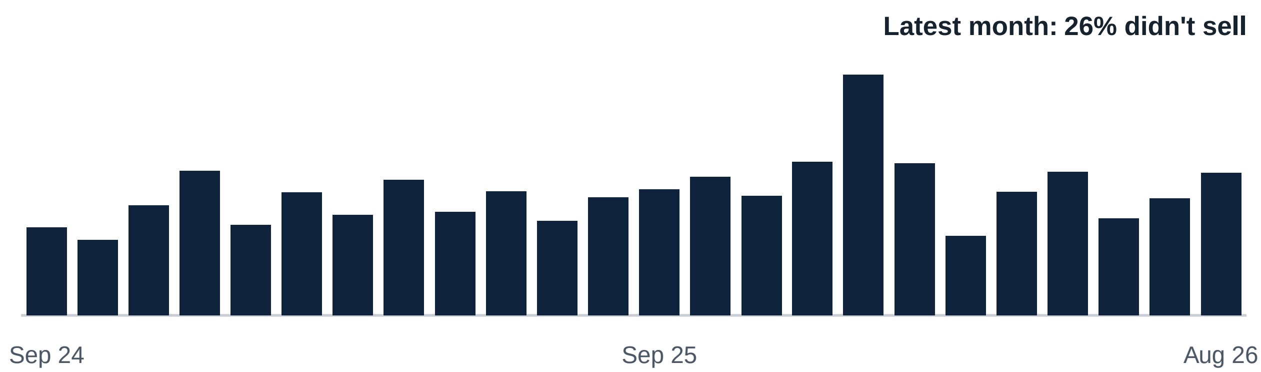
94.6%
sold vs. first ask after a fall-through
vs. 97.8% on the first contract

71
median days to sell after a fall-through
vs. 28 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 32% · cash 18% · VA 29% · FHA 18% · other 3%.

Share of listings that didn't sell, by month



What this means if you're buying

- 66% of homes in Goldsboro sold below the first asking price, so there's room to negotiate.
- Typical sale price is $255,000, closing at 97.3% of first ask.
- Financing mix: 32% conventional, 29% VA, 18% FHA, 18% cash. On a $255,000 home at 7.03%, estimated monthly carry is about $2,210.

Did you know?

- Sellers who had to cut price sold at 92.6% of asking, versus 97.8% for those priced right from day one.
- A typical unsold home in Goldsboro is estimated to cost about $8,600 in carrying costs while it sits.
- After a contract falls apart, 66% of Goldsboro homes go on to sell, but it takes a median of 71 days more.

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.