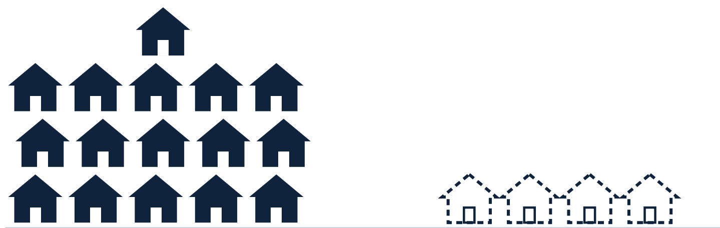
MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

Greenville

Greenville: 1 in 6 Listings Didn't Sell This Year

Greenville homes that are priced right sell in 13 days at 97.7% of asking. Wait too long and add price cuts, and it stretches to 59 days with a lower payoff, or worse, joins the 18% that never sold at all.



16 sold
out of every 20 listed

4 didn't
expired, withdrawn or canceled

1,357
homes finished on the market

31
median days to sell
from the first day listed

1,118
sold

97.7%
sold vs. first asking price

239 (18%)
didn't sell

$265,850
median sold price

Which pile do you want to be in?

Solid houses sold. Outlined houses expired, were withdrawn or were canceled.

What waiting costs

A typical $265,850 home, per month	
Mortgage (principal + interest)	$1,419
Property taxes	$125
Homeowners insurance	$250
Upkeep	$222
Utilities	$250
Total	**$2,270**

About $2,270 every month the home sits.

Listings that didn't sell stayed on the market a median of 116 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); 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

13
median days to sell when priced right
617 homes that sold at 97%+ of first asking

59
median days when price cuts were needed
501 homes · sold for 92.8% of first asking

What this means if you're selling

- Price it right from day one: pricedright homes sold in 13 days, ones needing cuts took 59 days and closed at 92.8% of asking
- Listings that never sold sat a median of 116 days and still averaged a 1.7% price cut before giving up
- 1 in 6 contracts fell apart before closing, most often inspection, appraisal or financing issues, and it took another 91 days to try again
- If a contract does fall through, 65% of homes still sold later, but at 94.7% of asking versus 98.3% on the first try

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	843	691	**18%**	29	97.5%
$300–400K	255	211	**17%**	36	98.6%
$400–500K	114	93	**18%**	34	97.8%
$500–750K	110	94	**15%**	30	99.0%
$750K–1M	20	18	**10%**	49	98.2%
$1M+	15	11	**27%**	70	93.6%

When contracts fall apart

17%
of contracts fell apart before closing
232 of about 1,365

65%
of those homes later sold

27%
never sold

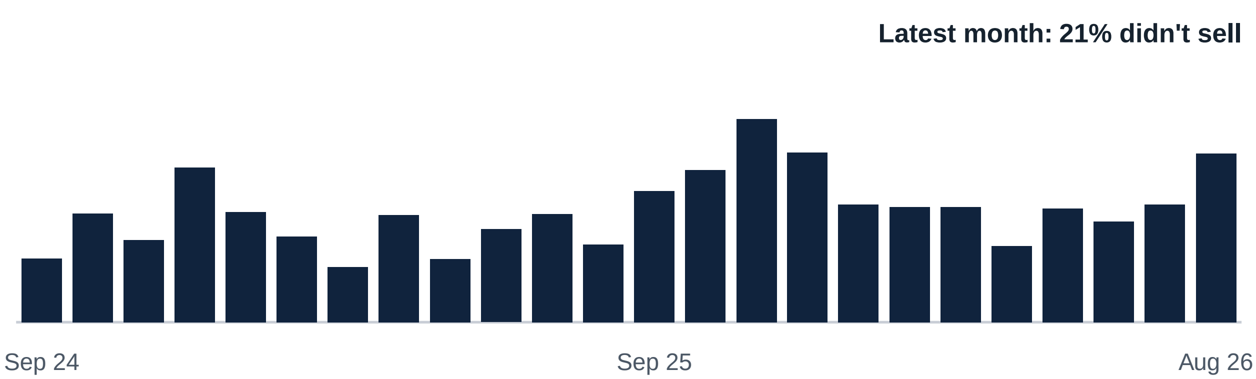
94.7%
sold vs. first ask after a fall-through
vs. 98.3% on the first contract

91
median days to sell after a fall-through
vs. 25 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 52% · cash 27% · VA 7% · FHA 11% · other 3%.

Share of listings that didn't sell, by month



What this means if you're buying

- With 18% of listings not selling and homes taking a median 31 days, there's room to negotiate on the ones sitting longer
- 27% of buyers paid cash, 52% used conventional loans, so financing terms are competitive but not exclusive
- At today's 7.03% rate, carrying a typical $265,850 Greenville home runs about $2,270 a month, estimated

Did you know?

- Did you know 63% of Greenville homes sold below their first asking price this year
- Did you know sellers who had to cut their price still sold at 92.8% of asking, only slightly below the 97.7% typical
- Did you know a home sitting unsold for a stretch carries an estimated $8,600 in holding costs while it waits

Neighborhoods in Greenville

Neighborhood	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Cobblestone	92	72	**22%**	39	97.3%
Brook Hollow	68	62	**9%**	78	100.0%

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.