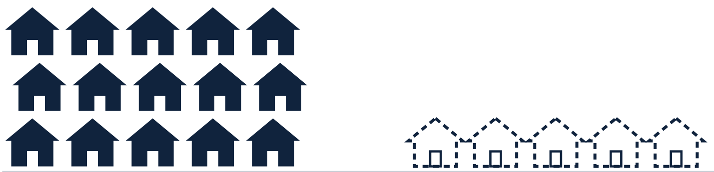
MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

Johnston County

Johnston County: 1 in 4 Listings Didn't Sell

Over the last 12 months in Johnston County, 924 listings ended and 714 sold, but 210 didn't sell, a rate of 23%, up from 21% the year before. Homes priced right sold in a median of 41 days, while homes that needed price cuts took 90 days and typically sold at 93.9% of asking, so pricing matters from day one.



15 sold
out of every 20 listed

5 didn't
expired, withdrawn or canceled

924
homes finished on the market

57
median days to sell
from the first day listed

714
sold

98.5%
sold vs. first asking price

210 (23%)
didn't sell

$334,900
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 Outlined houses expired, were withdrawn or were canceled.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 $334,900 home, per month	
Mortgage (principal + interest)	$1,788
Property taxes	$145
Homeowners insurance	$250
Upkeep	$279
Utilities	$250
Total	**$2,710**

About $2,710 every month the home sits.

Listings that didn't sell stayed on the market a median of 156 days — roughly $13,900 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); Johnston County rate 0.52 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

41
median days to sell when priced right
452 homes that sold at 97%+ of first asking

90
median days when price cuts were needed
262 homes · sold for 93.9% of first asking

What this means if you're selling

- Price it right from the start: listings priced correctly sold in 41 days, but ones needing a cut took 90 days and settled for less, 93.9% of asking versus a higher return for priced-right homes.
- Homes in the $500–750K range struggled most, with 43% not selling. The $300–400K range did best, with only 15% not selling.
- Listings that never sold sat a median of 156 days and still saw a 1.3% price cut before giving up. Waiting doesn't pay off.
- 11% of contracts fell apart, about 1 in 9. Most often this comes down to inspection, appraisal or financing issues. Homes that went back on the market after a fall-through took a median of 84 days to sell again, but 82% did sell, typically at 98.4% of asking.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	215	164	**24%**	48	96.4%
$300–400K	450	381	**15%**	64	99.4%
$400–500K	161	112	**30%**	58	98.3%
$500–750K	75	43	**43%**	46	96.4%
$750K–1M	17	11	**35%**	67	98.7%

When contracts fall apart

11%
of contracts fell apart before closing
87 of about 804

82%
of those homes later sold

17%
never sold

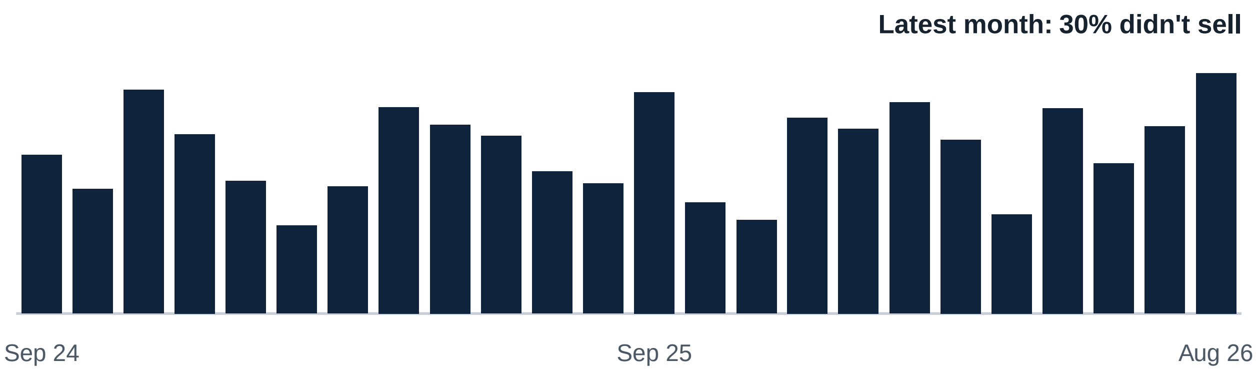
98.4%
sold vs. first ask after a fall-through
vs. 98.7% on the first contract

84
median days to sell after a fall-through
vs. 55 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 48% · cash 14% · VA 14% · FHA 19% · other 5%.

Share of listings that didn't sell, by month



What this means if you're buying

- The typical home in Johnston County sold at 98.5% of the first asking price, and 61% of homes sold below that first ask, so there's often room to negotiate.
- Homes that don't get priced right sit a lot longer, a median of 156 days for ones that never sold at all. That's leverage for a patient buyer.
- Financing varies here: 48% of buyers used conventional loans, 19% FHA, 14% VA, and 14% paid cash.

Did you know?

- The median sold price in Johnston County over the last 12 months was $334,900.
- For a home at that price, with a 7.03% mortgage rate, estimated monthly carrying costs run about $2,710.
- A home that sits unsold for the median 156 days carries an estimated $13,900 in carrying costs.

Towns in Johnston County

Town	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Clayton	225	181	**20%**	53	98.4%
Selma	154	129	**16%**	95	97.6%
Smithfield	137	105	**23%**	64	98.7%
Princeton	99	71	**28%**	46	97.7%
Kenly	80	64	**20%**	44	97.5%
Zebulon	65	60	**8%**	57	100.0%
Middlesex	64	51	**20%**	47	100.0%
Benson	60	32	**47%**	56	97.5%

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.