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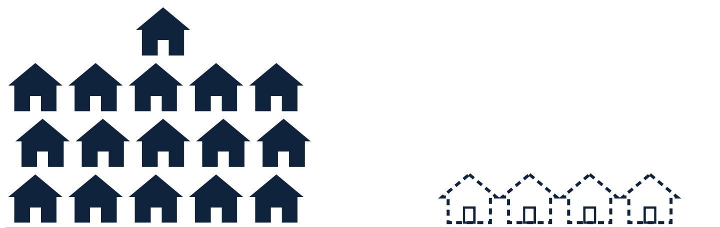
MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

Kenly

In Kenly, 1 in 5 Listings Didn't Sell Last Year

Kenly homes that sold typically took 44 days and brought 97.5% of the asking price. But 1 in 5 listings didn't sell at all, and homes in the $300-400K range struggled the most.



16 sold
out of every 20 listed

4 didn't
expired, withdrawn or canceled

80
homes finished on the market

44
median days to sell
from the first day listed

64
sold

97.5%
sold vs. first asking price

16 (20%)
didn't sell

$298,370
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 Outlined houses expired, were withdrawn or were canceled.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 $298,370 home, per month	
Mortgage (principal + interest)	$1,593
Property taxes	$129
Homeowners insurance	$250
Upkeep	$249
Utilities	$250
Total	**$2,470**

About $2,470 every month the home sits.

Listings that didn't sell stayed on the market a median of 145 days — roughly $11,800 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

33
median days to sell when priced right
38 homes that sold at 97%+ of first asking

92
median days when price cuts were needed
26 homes · sold for 92.7% of first asking

What this means if you're selling

- Price it right from day one: homes priced correctly sold in 33 days, but those that needed cuts sat 92 days and still only got 92.7% of asking.
- The $300-400K range is the toughest spot right now, with a 24% did-not-sell rate. Under $300K homes did best at 16%.
- Waiting costs money. An unsold home in Kenly runs about an estimated $11,800 in carrying costs before it ever sells.
- 1 in 6 contracts fell apart before closing. Most often that's inspection, appraisal or financing issues. Homes that had this happen and later resold took 66 days and still sold at 98.3% of asking.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	37	31	**16%**	25	97.2%
$300–400K	29	22	**24%**	99	97.4%

When contracts fall apart

16%
of contracts fell apart before closing
12 of about 77

83%
of those homes later sold

17%
never sold

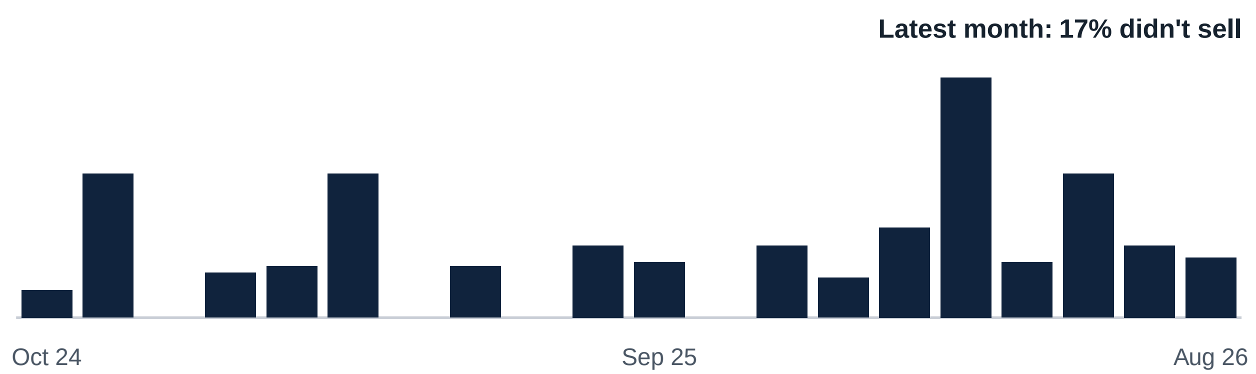
98.3%
sold vs. first ask after a fall-through
vs. 97.5% on the first contract

66
median days to sell after a fall-through
vs. 43 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 45% · cash 8% · VA 15% · FHA 28% · other 5%.

Share of listings that didn't sell, by month



What this means if you're buying

- Homes are selling at a median 97.5% of the first asking price, and 67% sold below that first ask. There's room to negotiate.
- If a home has sat for a while, look closer. Listings that never sold typically sat 145 days before the seller gave up.
- Most buyers here aren't paying cash. 45% used conventional loans, 28% FHA, 15% VA, and only 8% paid cash.

Did you know?

- The did-not-sell rate in Kenly jumped from 12% a year ago to 20% now.
- At a 7.03% mortgage rate, a typical Kenly home priced at $298,370 runs about $2,470 a month.
- Sellers who had to cut their price still needed a median 1.6% reduction just to get a 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.