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MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

Kinston

Kinston: 1 in 4 Listings Didn't Sell This Year

Over the last 12 months, 375 homes in Kinston finished up, and 282 of them sold. The typical seller who priced it right from the start sold in 14 days, while homes that needed price cuts sat for 65 days before going under contract.

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expired, withdrawn or canceled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 Outlined houses expired, were withdrawn or were canceled.

375
homes finished on the market

282
sold

93 (25%)
didn't sell

35
median days to sell
from the first day listed

94.8%
sold vs. first asking price

$195,000
median sold price

What waiting costs

A typical $195,000 home, per month	
Mortgage (principal + interest)	$1,041
Property taxes	$110
Homeowners insurance	$250
Upkeep	$163
Utilities	$250
Total	**$1,810**

About $1,810 every month the home sits.

Listings that didn't sell stayed on the market a median of 133 days — roughly $7,900 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); Lenoir County rate 0.675 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

14
median days to sell when priced right
104 homes that sold at 97%+ of first asking

65
median days when price cuts were needed
178 homes · sold for 90.8% of first asking

What this means if you're selling

- Price it right from day one. Listings priced correctly sold in 14 days versus 65 days for ones that needed a cut.
- Homes under $300K didn't sell 25% of the time, the toughest range in Kinston. The $300–400K range did best, with only a 19% didn't-sell rate.
- Waiting has a cost. Listings that never sold sat a median of 133 days and still needed a 3.9% price cut.
- 23% of contracts fell apart before closing, most often inspection, appraisal or financing issues. Homes that went back on the market and later sold took 90 days and closed at 88.9% of asking, versus 95.7% for first-time contracts.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	316	236	**25%**	33	94.1%
$300–400K	36	29	**19%**	38	97.8%
$400–500K	14	10	**29%**	50	95.5%

When contracts fall apart

23%
of contracts fell apart before closing
84 of about 368

71%
of those homes later sold

26%
never sold

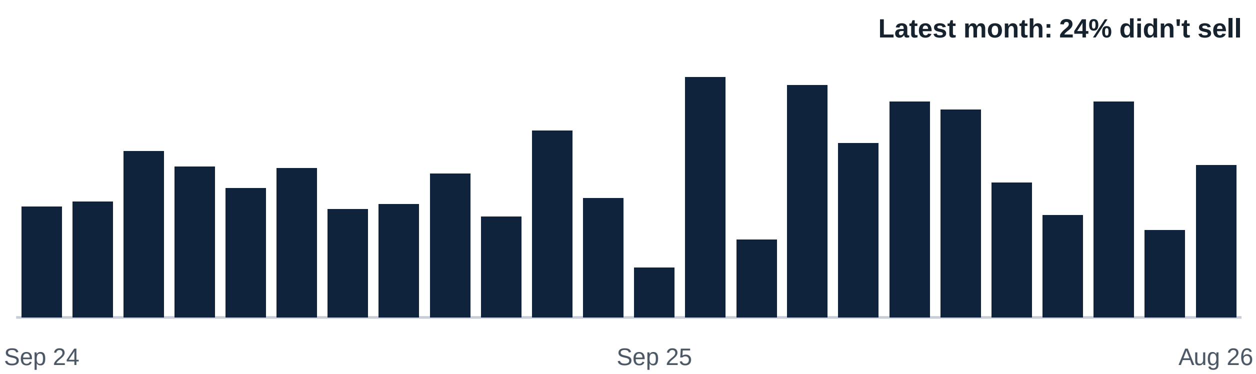
88.9%
sold vs. first ask after a fall-through
vs. 95.7% on the first contract

90
median days to sell after a fall-through
vs. 29 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 31% · cash 31% · VA 16% · FHA 18% · other 3%.

Share of listings that didn't sell, by month



What this means if you're buying

- There's room to negotiate. Typical sold price is 94.8% of first asking, and 75% of homes sold below that first ask.
- Homes that sat and needed a price cut still sold at 90.8% of asking, so a slower listing doesn't mean a big discount.
- Buyers are paying different ways: 31% cash, 31% conventional loans, 18% FHA, and 16% VA.

Did you know?

- The median sold price in Kinston is $195,000.
- At a 7.03% mortgage rate, carrying a $195,000 home runs about $1,810 a month, or an estimated $7,900 while it sits unsold.
- The didn't-sell rate crept up from 20% a year ago to 25% now.

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.