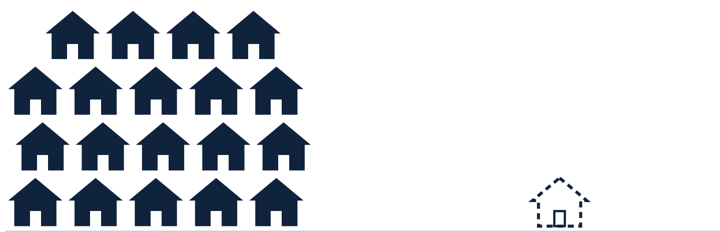
MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

Martin Farms, Aberdeen

Martin Farms: Pricing Right Cuts Sale Time Nearly In Half

In Martin Farms, homes typically took 146 days to sell over the last 12 months, but the ones priced right from the start sold in 52 days. Homes that needed price cuts sat for 188 days and still sold for less, and 2 listings didn't sell at all. Median sold price was $272,500, with typical sellers getting 96.3% of their first asking price.



19 sold
out of every 20 listed

1 didn't
expired, withdrawn or canceled

55
homes finished on the market

146
median days to sell
from the first day listed

53
sold

96.3%
sold vs. first asking price

2 (4%)
didn't sell

$272,500
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 Outlined houses expired, were withdrawn or were canceled.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 $272,500 home, per month	
Mortgage (principal + interest)	$1,455
Property taxes	$67
Homeowners insurance	$250
Upkeep	$227
Utilities	$250
Total	**$2,250**

About $2,250 every month the home sits.

Listings that didn't sell stayed on the market a median of 171 days — roughly $12,600 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); Moore County rate 0.295 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

52
median days to sell when priced right
24 homes that sold at 97%+ of first asking

188
median days when price cuts were needed
29 homes · sold for 92.3% of first asking

What this means if you're selling

- Homes priced right from day one sold in 52 days versus 188 days for ones that needed cuts
- 4% of listings didn't sell in the last 12 months, up from 0% the year before
- 29 listings needed price cuts and still only sold at 92.3% of asking
- 13% of contracts fell apart before closing, most often inspection, appraisal or financing issues, and relisting after that took a median 276 days to sell

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	30	28	**7%**	175	94.2%
$300–400K	19	19	**0%**	53	98.3%

When contracts fall apart

13%
of contracts fell apart before closing
8 of about 61

88%
of those homes later sold

13%
never sold

90.1%
sold vs. first ask after a fall-through
vs. 96.6% on the first contract

276
median days to sell after a fall-through
vs. 125 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 51% · cash 0% · VA 38% · FHA 9% · other 2%.

What this means if you're buying

- 77% of homes in Martin Farms sold below the first asking price, so there's room to negotiate
- Homes that sat needed a median price cut of 4.2% before they sold
- No buyers paid all cash: 51% used conventional loans, 38% VA, and 9% FHA

Did you know?

- A typical Martin Farms home near $272,500 with a 7.03% mortgage rate runs about $2,250 estimated monthly carrying cost
- Sellers whose listings never sold carried their homes an estimated $12,600 in extra costs over 171 days
- 1 in 8 contracts in Martin Farms fell apart before closing in the last 12 months

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.