

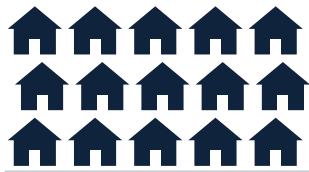


MARKET INSIGHTS · LAST 12 MONTHS THROUGH OCTOBER 1, 2026

Mid South Club, Southern Pines

1 in 4 Mid South Club Listings Didn't Sell

Over the last 12 months, 41 homes in Mid South Club finished up, and 30 of them sold. The typical sale took 47 days and closed at 97.3% of the first asking price, but homes priced right from the start sold in just 11 days versus 96 days for those that needed price cuts.



15 sold

out of every 20 listed



5 didn't

expired, withdrawn or canceled

41

homes finished on the market

30

sold

11 (27%)

didn't sell

47

median days to sell from the first day listed

97.3%

sold vs. first asking price

\$679,000

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 Outlined houses expired, were withdrawn or were canceled.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 \$679,000 home, per month

Mortgage (principal + interest)	\$3,625
Property taxes	\$167
Homeowners insurance	\$250
Upkeep	\$566
Utilities	\$250
Total	\$4,860

About \$4,860 every month the home sits.

Listings that didn't sell stayed on the market a median of 121 days — roughly \$19,300 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

11

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

96

median days when price cuts were needed
14 homes · sold for 90.1% of first asking



What this means if you're selling

- Price it right from day one. Homes priced correctly sold in 11 days; those that needed cuts sat 96 days and sold for 90.1% of asking.
- Waiting costs you. Listings that never sold carried a median price cut of 2.2% and still sat 121 days.
- Watch your contract. 19% of contracts here fell apart, about 1 in 5 — most often inspection, appraisal or financing issues in general industry experience.
- If a contract falls apart, 71% of those homes went on to sell later, but at a lower 89.3% of asking versus 97.9% for first-time contracts.

When contracts fall apart

19%

of contracts fell apart before closing
7 of about 37

71%

of those homes later sold

29%

never sold

89.3%

sold vs. first ask after a fall-through
vs. 97.9% on the first contract

130

median days to sell after a fall-through
vs. 17 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 47% · cash 37% · VA 17% · FHA 0% · other 0%.

What this means if you're buying

- With 27% of listings not selling, there's real room to negotiate on homes that have sat.
- Homes that need price cuts take much longer, 96 days versus 11 days for ones priced right from the start.
- Most buyers here aren't paying all cash. 47% used conventional financing, 37% paid cash, and 17% used VA loans.

Did you know?

- The typical sold home in Mid South Club went for \$679,000.
- Carrying a \$679,000 home at 7.03% runs about an estimated \$4,860 a month, or about \$19,300 while it sits unsold.
- Last year, only 16% of listings here didn't sell. This year that's up to 27%.

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.