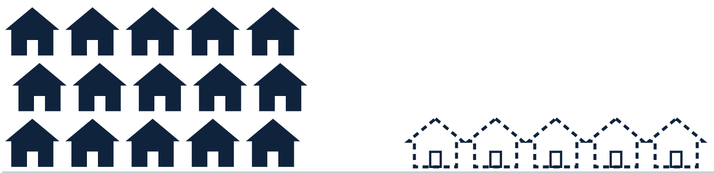
MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

Moore County

1 in 4 Moore County Listings Didn't Sell Last Year

In Moore County, 2,118 homes sold over the last 12 months out of 2,766 that ended, and 648 didn't sell — that's 1 in 4. Homes priced right sold in a median of 17 days, while those that needed price cuts sat a median of 85 days. Typical sold price is $459,538, with sellers typically getting 97.6% of asking.



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expired, withdrawn or canceled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 Outlined houses expired, were withdrawn or were canceled.

2,766
homes finished on the market

44
median days to sell
from the first day listed

2,118
sold

97.6%
sold vs. first asking price

648 (23%)
didn't sell

$459,538
median sold price

What waiting costs

A typical $459,538 home, per month	
Mortgage (principal + interest)	$2,453
Property taxes	$113
Homeowners insurance	$250
Upkeep	$383
Utilities	$250
Total	**$3,450**

About $3,450 every month the home sits.

Listings that didn't sell stayed on the market a median of 137 days — roughly $15,500 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

17
median days to sell when priced right
1,158 homes that sold at 97%+ of first asking

85
median days when price cuts were needed
960 homes · sold for 92.4% of first asking

What this means if you're selling

- Homes priced right from day one sold in a median of just 17 days at strong prices. Wait too long and you're looking at a median of 85 days, plus a lower payoff, only 92.4% of asking.
- The $1M+ range is the toughest right now, with a 30% rate of not selling. The $300-400K range is the strongest, only 20% don't sell.
- Listings that never sold typically sat 137 days and still had a 1.9% price cut before ending. If it's not moving, the market is telling you something.
- 14% of contracts fall apart before closing, about 1 in 7. Most often it's inspection, appraisal or financing issues. Homes that go back on the market after a fallen contract take a median of 117 days to sell again, versus 37 days for a first contract, so being prepared upfront matters.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	291	226	**22%**	51	96.1%
$300–400K	529	422	**20%**	50	97.5%
$400–500K	700	526	**25%**	54	97.8%
$500–750K	729	567	**22%**	33	98.5%
$750K–1M	231	177	**23%**	35	97.1%
$1M+	286	200	**30%**	41	95.1%

When contracts fall apart

14%
of contracts fell apart before closing
351 of about 2,472

65%
of those homes later sold

33%
never sold

94.2%
sold vs. first ask after a fall-through
vs. 97.9% on the first contract

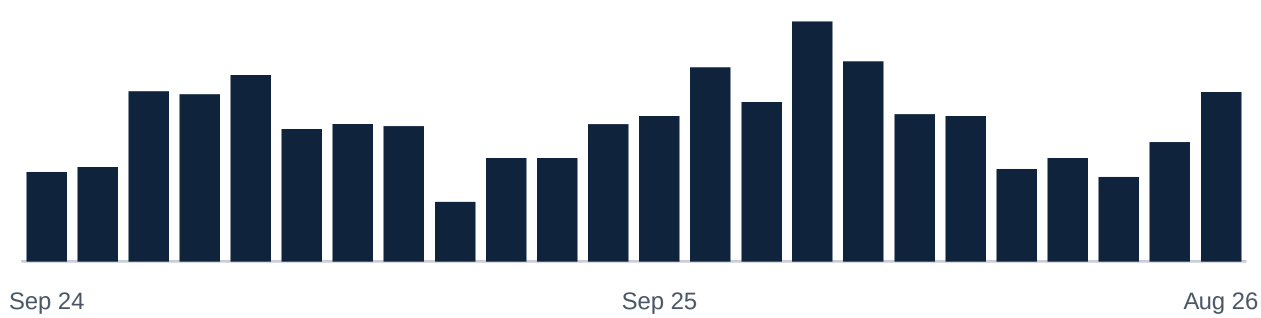
117
median days to sell after a fall-through
vs. 37 on the first contract

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 35% · cash 26% · VA 32% · FHA 5% · other 3%.

Share of listings that didn't sell, by month

Latest month: 27% didn't sell



What this means if you're buying

- 23% of listings in Moore County didn't sell at all, and homes needing price cuts sold at 92.4% of asking, so there's room to negotiate on homes that have been sitting.
- Homes that sit past 85 days are often open to a lower offer. Fresh, well-priced listings sell in a median of 17 days, so move fast on those.
- Financing varies here. 32% of buyers used VA loans, 35% conventional, 26% paid cash, and 5% used FHA.

Did you know?

- A typical home in Moore County carries an estimated $3,450 a month at a 7.03% mortgage rate on a $459,538 home.
- Sitting unsold an extra month costs an estimated $15,500 in carrying costs on a typical home.
- 67% of homes in Moore County sold below their first asking price.

Towns in Moore County

Town	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Pinehurst	762	573	**25%**	36	96.3%
Southern Pines	452	342	**24%**	37	97.6%
Aberdeen	402	323	**20%**	53	98.5%
Carthage	296	234	**21%**	37	99.6%
West End	248	187	**25%**	64	96.3%
Vass	229	176	**23%**	81	98.5%
Whispering Pines	117	90	**23%**	21	98.1%
Cameron	77	54	**30%**	38	98.4%

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.