



MARKET INSIGHTS · LAST 12 MONTHS THROUGH OCTOBER 1, 2026

# Mount Olive

## Mount Olive: 1 in 5 Listings Didn't Sell This Year

In Mount Olive, homes that sold typically took 39 days and brought 94.3% of the first asking price. But 1 in 5 listings didn't sell at all, and homes priced right from the start sold in 35 days versus 40 days for ones that needed price cuts.



**61**  
homes finished on the market

**39**  
median days to sell  
from the first day listed

**49**  
sold

**94.3%**  
sold vs. first asking price

**12 (20%)**  
didn't sell

**\$194,900**  
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 Outlined houses expired, were withdrawn or were canceled.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 \$194,900 home, per month

|                                 |                |
|---------------------------------|----------------|
| Mortgage (principal + interest) | \$1,040        |
| Property taxes                  | \$102          |
| Homeowners insurance            | \$250          |
| Upkeep                          | \$162          |
| Utilities                       | \$250          |
| <b>Total</b>                    | <b>\$1,800</b> |

## About \$1,800 every month the home sits.

Listings that didn't sell stayed on the market a median of 146 days — roughly \$8,600 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); Wayne County rate 0.6259 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

**35**

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

**40**

median days when price cuts were needed  
31 homes · sold for 87.1% of first asking



## What this means if you're selling

- Price it right from day one: homes priced correctly sold in 35 days, those needing cuts took 40 days and sold at 87.1% of asking
- 1 in 4 contracts fell apart before closing. Most often inspection, appraisal or financing issues are to blame, based on general industry experience
- If a contract does fall apart, homes that later sold took 108 days total and closed at 84.6% of asking, versus 94.8% on a first contract
- Listings that never sold sat for 146 days and still needed a 3.7% price cut before giving up

## Price range matters

| Starting price | Finished | Sold | Didn't sell | Days to sell | vs. first ask |
|----------------|----------|------|-------------|--------------|---------------|
| Under \$300K   | 43       | 39   | 9%          | 35           | 94.3%         |
| \$300–400K     | 13       | 9    | 31%         | 58           | 94.5%         |

## When contracts fall apart

**25%**

of contracts fell apart before closing  
16 of about 65

**63%**

of those homes later sold

**38%**

never sold

**84.6%**

sold vs. first ask after a fall-through  
vs. 94.8% on the first contract

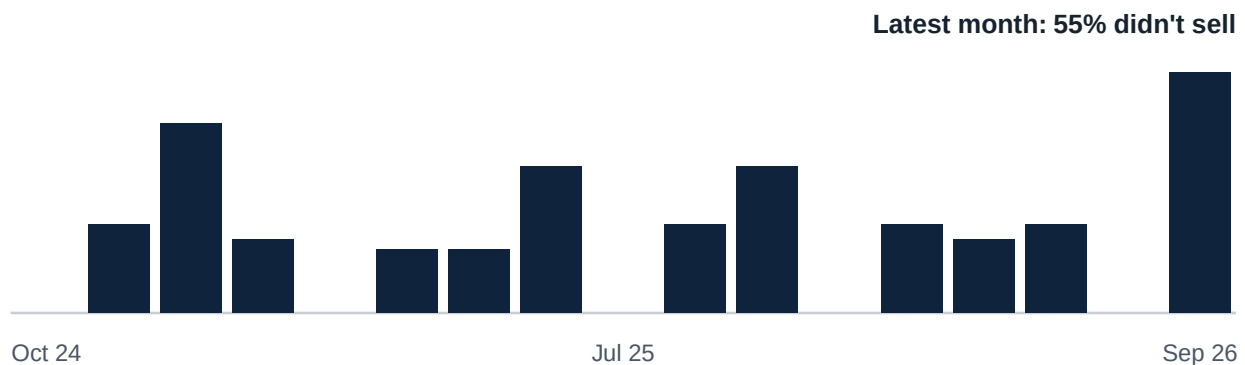
**108**

median days to sell after a fall-through  
vs. 30 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 18% · cash 41% · VA 14% · FHA 18% · other 8%.

## Share of listings that didn't sell, by month



## What this means if you're buying

- Typical home in Mount Olive sold for 94.3% of the first asking price, with 88% selling below that first ask
- Homes that sit too long often signal room to negotiate, listings that never sold lingered a median 146 days
- 41% of buyers paid cash, 18% used conventional loans, 18% used FHA and 14% used VA financing



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## Did you know?

- 25% of contracts in Mount Olive fell apart before closing, 1 in 4 deals
- At a 7.03% mortgage rate, the estimated monthly carrying cost on a \$194,900 home is about \$1,800
- A home sitting unsold for the typical 146 days could cost an estimated \$8,600 in carrying costs

## 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](https://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.