MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

Nash County

Nash County: 1 in 3 Listings Didn't Sell

In Nash County, over the last 12 months, 1 in 3 homes that hit the market didn't sell, up from 20% the year before. Homes priced right from the start sold in a median of 26 days, while the ones that needed price cuts took a median of 92 days and still sold for less. The typical home that did sell went for 96.7% of its first asking price.

14 sold
out of every 20 listed

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expired, withdrawn or canceled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 Outlined houses expired, were withdrawn or were canceled.

1,200
homes finished on the market

59
median days to sell
from the first day listed

848
sold

96.7%
sold vs. first asking price

352 (29%)
didn't sell

$285,000
median sold price

What waiting costs

A typical $285,000 home, per month	
Mortgage (principal + interest)	$1,521
Property taxes	$150
Homeowners insurance	$250
Upkeep	$238
Utilities	$250
Total	**$2,410**

About $2,410 every month the home sits.

Listings that didn't sell stayed on the market a median of 120 days — roughly $9,500 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); Nash County rate 0.63 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

26
median days to sell when priced right
404 homes that sold at 97%+ of first asking

92
median days when price cuts were needed
444 homes · sold for 92.1% of first asking

What this means if you're selling

- Price it right from day one. Listings priced correctly sold in 26 days. Ones that needed cuts took 92 days and sold at 92.1% of ask instead of 97.1%.
- The $500-750K range struggled most, with a 38% didn't-sell rate. $400-500K did best at 27%.
- Waiting costs money. Homes that never sold sat a median of 120 days and still saw a 2.0% price cut.
- About 1 in 5 contracts fell apart before closing. Most often it's inspection, appraisal or financing issues. Homes that had a contract fall through and later sold took 101 days versus 49 days for a first contract that stuck.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	603	428	**29%**	36	96.0%
$300–400K	387	278	**28%**	83	97.9%
$400–500K	129	94	**27%**	113	96.7%
$500–750K	61	38	**38%**	71	94.5%
$750K–1M	18	9	**50%**	54	97.2%

When contracts fall apart

21%
of contracts fell apart before closing
228 of about 1,080

63%
of those homes later sold

35%
never sold

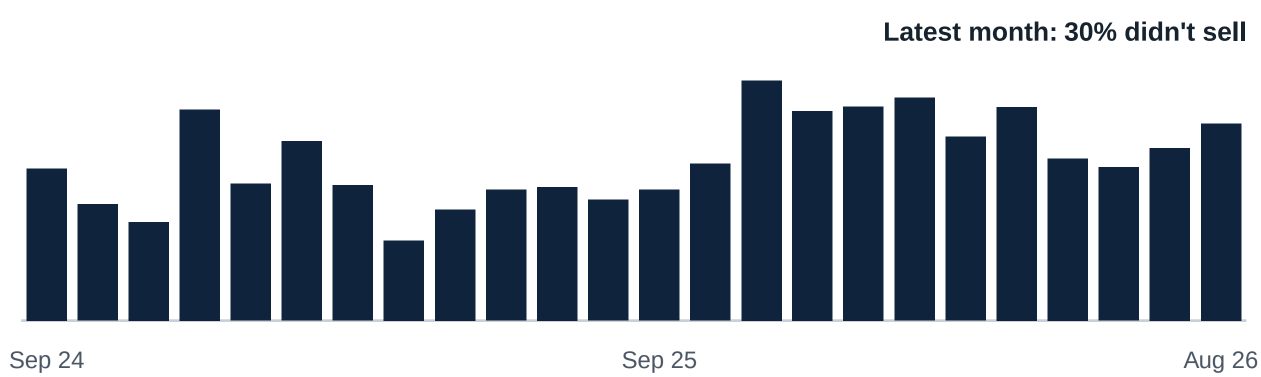
94.1%
sold vs. first ask after a fall-through
vs. 97.1% on the first contract

101
median days to sell after a fall-through
vs. 49 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 41% · cash 17% · VA 11% · FHA 27% · other 4%.

Share of listings that didn't sell, by month



What this means if you're buying

- 71% of sales in Nash County closed below the first asking price, so there's room to negotiate.
- Homes that sit tend to come with price cuts. Listings that never sold saw a median 2.0% cut before pulling off market.
- Buyers are financing in different ways: 41% conventional, 27% FHA, 17% cash, and 11% VA.

Did you know?

- On a $285,000 home at a 7.03% mortgage rate, the estimated monthly carrying cost is about $2,410.
- A home that sits unsold for a typical stretch can rack up an estimated $9,500 in carrying costs.
- Of homes where the first contract fell apart, 63% went on to sell later, while 35% never sold at all.

Towns in Nash County

Town	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Rocky Mount	843	560	**34%**	52	94.8%
Nashville	157	120	**24%**	47	98.2%
Bailey	152	111	**27%**	67	98.7%
Spring Hope	89	56	**37%**	74	97.6%

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.