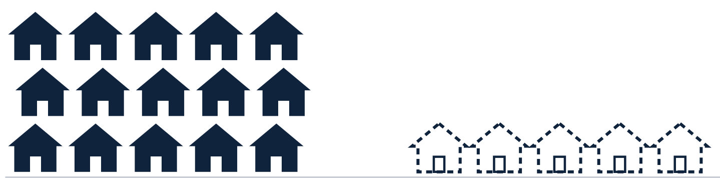
MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

# Newport

## In Newport, 1 in 4 Listings Didn't Sell This Year

Over the last 12 months in Newport, 351 homes ended and 269 sold, but 82 didn't sell, a 23% rate, up from 17% the year before. Homes priced right from the start sold in a median of 14 days, while ones that needed price cuts took 80 days and still sold at 92.3% 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expired, withdrawn or canceled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 Outlined houses expired, were withdrawn or were canceled.

**351**
homes finished on the market

**269**
sold

**82 (23%)**
didn't sell

**36**
median days to sell
*from the first day listed*

**97.4%**
sold vs. first asking price

**$380,000**
median sold price

## What waiting costs

| A typical $380,000 home, per month | |
|---|---|
| Mortgage (principal + interest) | $2,029 |
| Property taxes | $71 |
| Homeowners insurance | $250 |
| Upkeep | $317 |
| Utilities | $250 |
| **Total** | **$2,920** |

### About $2,920 every month the home sits.

Listings that didn't sell stayed on the market a median of 159 days — roughly $15,200 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); Carteret County rate 0.225 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

**14**
median days to sell when priced right
*140 homes that sold at 97%+ of first asking*

**80**
median days when price cuts were needed
*129 homes · sold for 92.3% of first asking*

## What this means if you're selling

- Price it right from day one: 14 days to sell versus 80 days for homes that needed a price cut
- The $1M+ range struggled most, with a 43% didn't-sell rate, while Under $300K homes did best at 10%
- Waiting has a cost: listings that never sold sat a median of 159 days and still cut price 2.8%
- 18% of contracts fell apart, about 1 in 5 — most often inspection, appraisal or financing issues, so be ready with paperwork and a realistic price

## Price range matters

| Starting price | Finished | Sold | Didn't sell | Days to sell | vs. first ask |
|---|---|---|---|---|---|
| **Under $300K** | 77 | 69 | **10%** | 49 | 97.4% |
| **$300–400K** | 95 | 76 | **20%** | 26 | 98.7% |
| **$400–500K** | 55 | 41 | **26%** | 42 | 96.2% |
| **$500–750K** | 63 | 47 | **25%** | 21 | 98.1% |
| **$750K–1M** | 33 | 20 | **39%** | 70 | 95.7% |
| **$1M+** | 28 | 16 | **43%** | 66 | 95.5% |

## When contracts fall apart

**18%**
of contracts fell apart before closing
*60 of about 330*

**60%**
of those homes later sold

**33%**
never sold

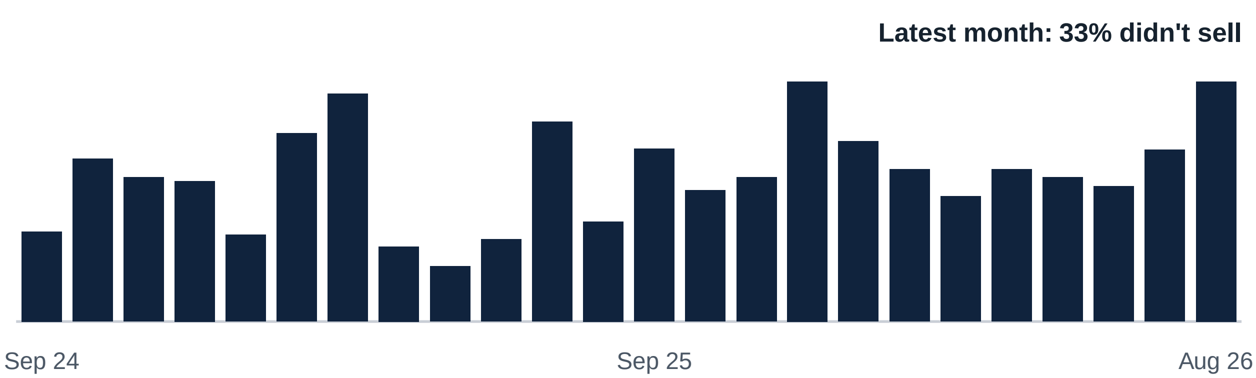
**93.4%**
sold vs. first ask after a fall-through
*vs. 97.8% on the first contract*

**110**
median days to sell after a fall-through
*vs. 29 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 38% · cash 26% · VA 21% · FHA 10% · other 5%.

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




## What this means if you're buying

- Typical home sold at 97.4% of first asking price, and 65% sold below that first ask, so there's room to negotiate
- Homes that sat needed price cuts and took 80 days to sell, a sign to watch for stale listings
- Buyers paid with a mix: 38% conventional, 26% cash, 21% VA, and 10% FHA

## Did you know?

- If a contract fell apart, 60% of those homes later sold anyway, typically at 93.4% of asking
- Estimated monthly carrying cost on a $380,000 home in Newport is about $2,920, based on a 7.03% mortgage rate
- Homes that sat unsold carried an estimated $15,200 in costs while waiting

## 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.