Buddy Blake Team
Coldwell Banker Sea Coast Advantage

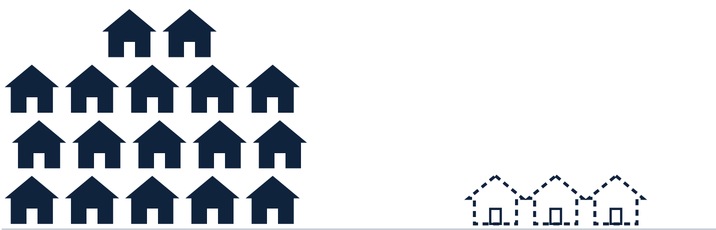
(910) 395-1000
buddyblake.ai

MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

Pitt County

Pitt County: 1 in 6 Listings Didn't Sell This Year

Over the last 12 months, 2,659 listings ended in Pitt County, and 2,215 of them sold. Homes priced right from the start sold in 17 days, but those that needed price cuts sat 68 days and still closed lower. The typical home sold in 34 days at 98.2% of asking price, with a median price of $283,000.



17 sold
out of every 20 listed

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expired, withdrawn or canceled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 Outlined houses expired, were withdrawn or were canceled.

2,659
homes finished on the market

34
median days to sell
from the first day listed

2,215
sold

98.2%
sold vs. first asking price

444 (17%)
didn't sell

$283,000
median sold price

What waiting costs

A typical $283,000 home, per month	
Mortgage (principal + interest)	$1,511
Property taxes	$134
Homeowners insurance	$250
Upkeep	$236
Utilities	$250
Total	**$2,380**

About $2,380 every month the home sits.

Listings that didn't sell stayed on the market a median of 115 days — roughly $9,000 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); Pitt County rate 0.5663 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
1,328 homes that sold at 97%+ of first asking

68
median days when price cuts were needed
887 homes · sold for 92.8% of first asking

What this means if you're selling

- Price it right from day one: homes priced correctly sold in 17 days, versus 68 days for those needing cuts.
- The $1M+ range struggled most, with a 43% rate of not selling. The $300-400K range did best, at 14%.
- Waiting costs money. Listings that never sold sat a median 115 days and still needed a 1.6% price cut.
- 1 in 6 contracts fell apart before closing, most often from inspection, appraisal or financing issues. Homes that later sold after a fall-through took 95 days and closed at 95.5% of asking, versus 98.7% for homes that sold on the first contract.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	1,436	1,177	**18%**	28	97.9%
$300–400K	687	593	**14%**	48	98.7%
$400–500K	275	234	**15%**	47	98.8%
$500–750K	204	171	**16%**	32	99.2%
$750K–1M	27	23	**15%**	41	98.4%
$1M+	30	17	**43%**	89	93.6%

When contracts fall apart

16%
of contracts fell apart before closing
437 of about 2,676

68%
of those homes later sold

26%
never sold

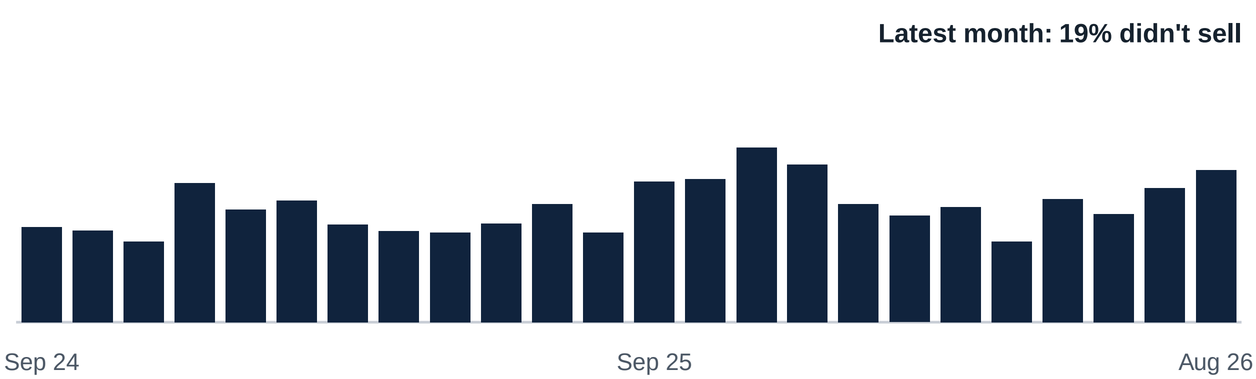
95.5%
sold vs. first ask after a fall-through
vs. 98.7% on the first contract

95
median days to sell after a fall-through
vs. 28 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 49% · cash 23% · VA 8% · FHA 16% · other 3%.

Share of listings that didn't sell, by month



What this means if you're buying

- 17% of listings in Pitt County didn't sell at all, and 62% of homes that did sold below the first asking price, so there's room to negotiate.
- Homes that sat needing price cuts took 68 days to sell versus 17 days for the ones priced right. Watch for listings sitting longer.
- Financing varies. 49% of buyers used conventional loans, 23% paid cash, 16% used FHA, and 8% used VA.

Did you know?

- In Pitt County, contracts fell apart on 1 in 6 deals in the last 12 months.
- The estimated monthly carrying cost on a $283,000 home is about $2,380, based on a 7.03% mortgage rate.
- A home that sits unsold for a while costs an estimated $9,000 in carrying costs while waiting.

Towns in Pitt County

Town	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Greenville	1,357	1,118	**18%**	31	97.7%
Winterville	618	556	**10%**	29	98.8%
Ayden	218	179	**18%**	45	98.5%
Grimesland	173	152	**12%**	64	98.9%
Farmville	127	84	**34%**	67	96.8%
Grifton	112	94	**16%**	40	98.7%

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.