MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

Princeton

Princeton: 1 in 4 Listings Didn't Sell Last Year

In Princeton, 71 of 99 homes that ended found a buyer over the last 12 months, and 28 didn't sell. Priced-right homes sold in 17 days, while ones that needed cuts sat 102 days and still sold for less.

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expired, withdrawn or canceled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 Outlined houses expired, were withdrawn or were canceled.

99
homes finished on the market

46
median days to sell
from the first day listed

71
sold

97.7%
sold vs. first asking price

28 (28%)
didn't sell

$339,800
median sold price

What waiting costs

A typical $339,800 home, per month	
Mortgage (principal + interest)	$1,814
Property taxes	$147
Homeowners insurance	$250
Upkeep	$283
Utilities	$250
Total	**$2,740**

About $2,740 every month the home sits.

Listings that didn't sell stayed on the market a median of 202 days — roughly $18,200 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); Johnston County rate 0.52 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
37 homes that sold at 97%+ of first asking

102
median days when price cuts were needed
33 homes · sold for 93.7% of first asking

What this means if you're selling

- Price it right from day one. Homes priced correctly sold in 17 days. Ones that needed cuts took 102 days and sold at 93.7% of asking.
- Under $300K struggled most, with a 37% did-not-sell rate. $300-400K did better at 28%.
- Listings that never sold sat a median of 202 days and still had a 3.0% price cut along the way.
- If a contract falls apart, expect a longer road: homes that later sold after a fall-through took 102 days and sold at 88.7%, versus 44 days and 97.8% on a first contract.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	30	19	**37%**	42	94.4%
$300–400K	51	37	**28%**	50	97.8%
$400–500K	13	11	**15%**	21	99.8%

When contracts fall apart

5%
of contracts fell apart before closing
4 of about 75

25%
of those homes later sold

75%
never sold

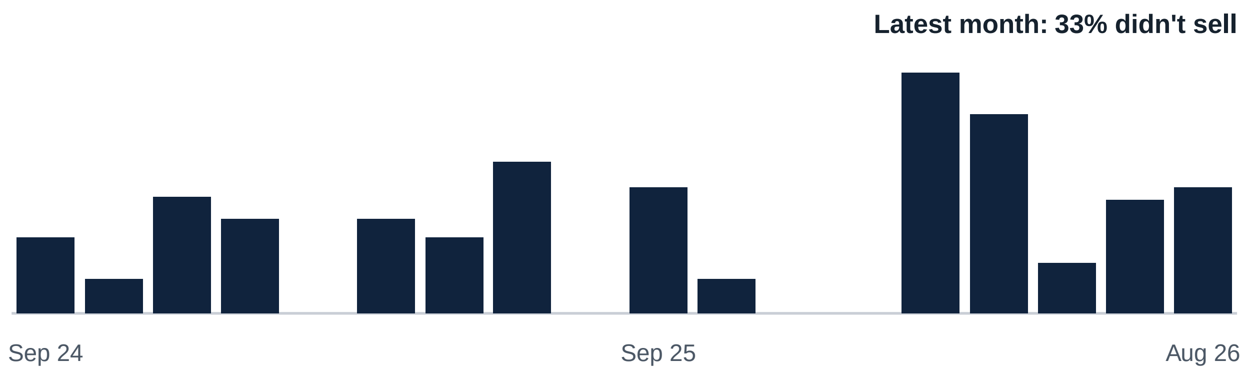
88.7%
sold vs. first ask after a fall-through
vs. 97.8% on the first contract

102
median days to sell after a fall-through
vs. 44 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 27% · cash 20% · VA 21% · FHA 28% · other 4%.

Share of listings that didn't sell, by month



What this means if you're buying

- Homes needing price cuts make up 33 of the recent sales, so there is room to negotiate on ones that have sat a while.
- Typical sold price is $339,800, with buyers paying a median 97.7% of first asking price.
- Financing varies: 28% FHA, 27% conventional, 21% VA, and 20% paid cash.

Did you know?

- 1 in 19 contracts in Princeton fell apart before closing.
- At a $339,800 price with a 7.03% rate, estimated monthly carrying cost runs about $2,740.
- A home that sits unsold for a while runs an estimated $18,200 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.

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.