



MARKET INSIGHTS · LAST 12 MONTHS THROUGH OCTOBER 9, 2026

Richlands

In Richlands, 72% of Buyers Use VA Loans

Richlands homes typically sell in 31 days at 99.5% of asking price. Most buyers here use VA financing, and sellers who price right from day one sell in 19 days versus 80 days for those who need price cuts. About 9% of listings didn't sell in the last 12 months, roughly 1 in 11.



537
homes finished on the market

31
median days to sell
from the first day listed

488
sold

99.5%
sold vs. first asking price

49 (9%)
didn't sell

\$291,995
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 Outlined houses expired, were withdrawn or were canceled.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 \$292,000 home, per month	
Property taxes	\$159
Homeowners insurance	\$250
Upkeep	\$243
Utilities	\$250
Your mortgage payment	if any
Total	\$902 + mortgage

About \$902 every month the home sits — plus your mortgage payment.

Listings that didn't sell stayed on the market a median of 83 days — roughly \$2,453 in taxes, insurance, upkeep and utilities alone, and the home still didn't sell.

An example, not a quote: Onslow County rate 0.655 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.

Priced right from day one vs. chasing the market

19
median days to sell when priced right
349 homes that sold at 97%+ of first asking

80
median days when price cuts were needed
139 homes · sold for 94.4% of first asking



What this means if you're selling

- Price it right from day one. Homes priced right sold in 19 days. Homes that needed cuts took 80 days and still only brought 94.4% of asking.
- Waiting has a cost. Carrying an unsold home runs about \$2,453 a month before the mortgage, versus an estimated \$902 once it's sold.
- 15% of contracts fall apart here, about 1 in 7. Most often inspection, appraisal or financing issues cause this, based on general industry experience.
- If your contract falls apart, don't panic. 89% of those homes sold later, just at a slower pace, about 74 more days.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under \$300K	286	259	9%	20	100.0%
\$300–400K	232	215	7%	47	98.7%
\$400–500K	10	8	20%	230	97.1%

When contracts fall apart

15%

of contracts fell apart before closing
86 of about 576

90%

of those homes later sold

9%

never sold

98.7%

sold vs. first ask after a fall-through
vs. 99.8% on the first contract

75

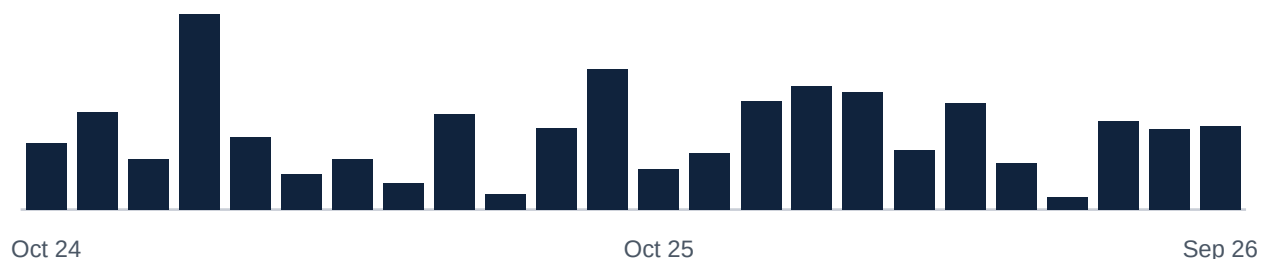
median days to sell after a fall-through
vs. 24 on the first contract

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 10% · cash 8% · VA 72% · FHA 9% · other 2%.

Share of listings that didn't sell, by month

Latest month: 10% didn't sell



What this means if you're buying

- There's room to negotiate. Half of Richlands homes sold below the first asking price, and the typical home sells at 99.5% of asking.
- Homes that sit too long usually have a pricing problem. Listings that never sold sat a median of 83 days before coming off market.
- Most buyers here use VA loans, 72% of them. Conventional, cash and FHA make up the rest.



Did you know?

- 72% of buyers in Richlands used VA loans in the last 12 months.
- The typical home in Richlands sells in 31 days.
- 15% of contracts fell apart in the last 12 months, about 1 in 7, but 89% of those homes sold later anyway.

Neighborhoods in Richlands

Neighborhood	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Driftwood	45	44	2%	40	100.0%
Squires Run Village	43	42	2%	153	98.6%

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.