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MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

Rocky Mount

Rocky Mount: 1 in 3 Listings Didn't Sell This Year

Over the last 12 months in Rocky Mount, 843 listings ended and 560 sold, but 283 didn't sell, a 34% rate, up from 24% the year before. Homes priced right from the start sold in a median 21 days, while ones that needed price cuts sat a median 84 days before selling at 90.3% of asking.

13 sold
out of every 20 listed

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expired, withdrawn or canceled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 Outlined houses expired, were withdrawn or were canceled.

843
homes finished on the market

560
sold

283 (34%)
didn't sell

52
median days to sell
from the first day listed

94.8%
sold vs. first asking price

$227,250
median sold price

What waiting costs

A typical $227,250 home, per month	
Mortgage (principal + interest)	$1,213
Property taxes	$119
Homeowners insurance	$250
Upkeep	$189
Utilities	$250
Total	**$2,020**

About $2,020 every month the home sits.

Listings that didn't sell stayed on the market a median of 130 days — roughly $8,600 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

21
median days to sell when priced right
217 homes that sold at 97%+ of first asking

84
median days when price cuts were needed
343 homes · sold for 90.3% of first asking

What this means if you're selling

- Price it right from day one. Listings priced correctly sold in 21 days. Ones that needed cuts took 84 days and sold for less, 90.3% of asking.
- The $400-500K range struggled most, with a 41% didn't-sell rate. The $500-750K range did better at 26%.
- Waiting costs real money. Listings that never sold still got cut a median 2.4% and sat 130 days before ending unsold.
- 24% of contracts fell apart, about 1 in 4. Most often that's inspection, appraisal or financing issues. Be ready with paperwork and realistic pricing to keep a deal together.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	589	390	**34%**	43	94.3%
$300–400K	177	121	**32%**	64	96.0%
$400–500K	37	22	**41%**	59	93.5%
$500–750K	27	20	**26%**	93	93.9%
$750K–1M	13	7	**46%**	61	96.8%

When contracts fall apart

24%
of contracts fell apart before closing
182 of about 748

56%
of those homes later sold

41%
never sold

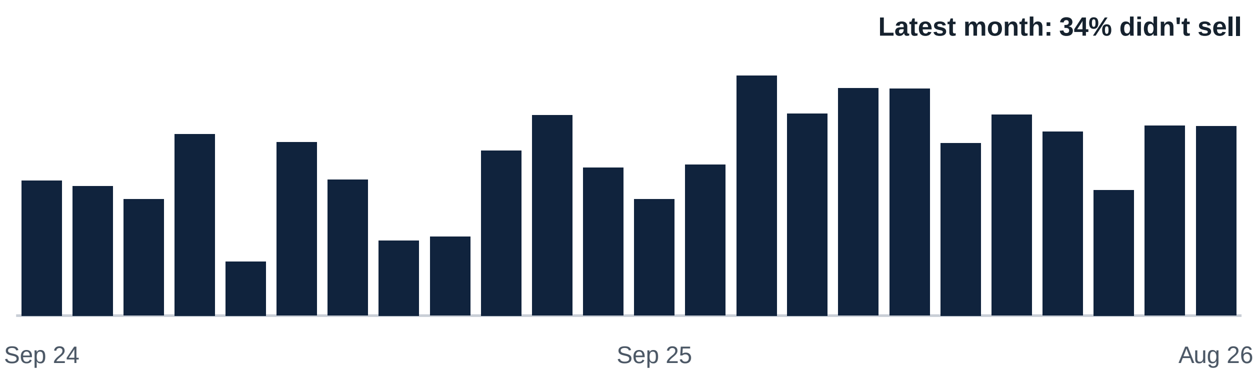
91.4%
sold vs. first ask after a fall-through
vs. 95.6% on the first contract

97
median days to sell after a fall-through
vs. 42 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 37% · cash 24% · VA 10% · FHA 24% · other 6%.

Share of listings that didn't sell, by month



What this means if you're buying

- With a 34% didn't-sell rate, there's real room to negotiate in Rocky Mount right now.
- Homes that don't sell quickly tend to sit a long time, a median 130 days, before coming off market. Patience can pay off.
- Financing varies. 24% of buyers paid cash, 37% used conventional loans, 24% used FHA, and 10% used VA.

Did you know?

- The typical sold home in Rocky Mount went for $227,250.
- Median time to sell was 52 days, but priced-right homes moved in just 21 days.
- If a contract falls apart, 56% of those homes later sold anyway, taking a median 97 days and landing at 91.4% of asking.

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.