



MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

Selma

Selma: 1 in 6 Listings Didn't Sell This Year

In Selma, 129 of 154 listings sold over the last 12 months, and the typical home found a buyer in 95 days at 97.6% of the first asking price. Homes priced right from the start sold in 64 days, while those that needed price cuts sat for 136 days and still sold for less.



154
homes finished on the market

95
median days to sell
from the first day listed

129
sold

97.6%
sold vs. first asking price

25 (16%)
didn't sell

\$327,500
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 Outlined houses expired, were withdrawn or were canceled.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 \$327,500 home, per month	
Mortgage (principal + interest)	\$1,748
Property taxes	\$142
Homeowners insurance	\$250
Upkeep	\$273
Utilities	\$250
Total	\$2,660

About \$2,660 every month the home sits.

Listings that didn't sell stayed on the market a median of 260 days — roughly \$22,800 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

64

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

136

median days when price cuts were needed
55 homes · sold for 94.8% of first asking



What this means if you're selling

- Price it right from day one. Listings priced correctly sold in 64 days versus 136 days for ones that needed cuts.
- The \$300–400K range struggled most, with a 16% did-not-sell rate. Homes under \$300K did best at 9%.
- Listings that never sold sat a median of 260 days, even with only a 0.1% median price cut. Sitting too long costs more than cutting early.
- If a contract falls apart, most often it's inspection, appraisal or financing issues. 80% of these homes sold later, but it took 141 more days and buyers still paid 97.3% of asking.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under \$300K	43	39	9%	43	96.7%
\$300–400K	96	81	16%	160	98.6%
\$400–500K	10	6	40%	71	97.1%

When contracts fall apart

7%

of contracts fell apart before closing
10 of about 139

80%

of those homes later sold

20%

never sold

97.3%

sold vs. first ask after a fall-through
vs. 97.6% on the first contract

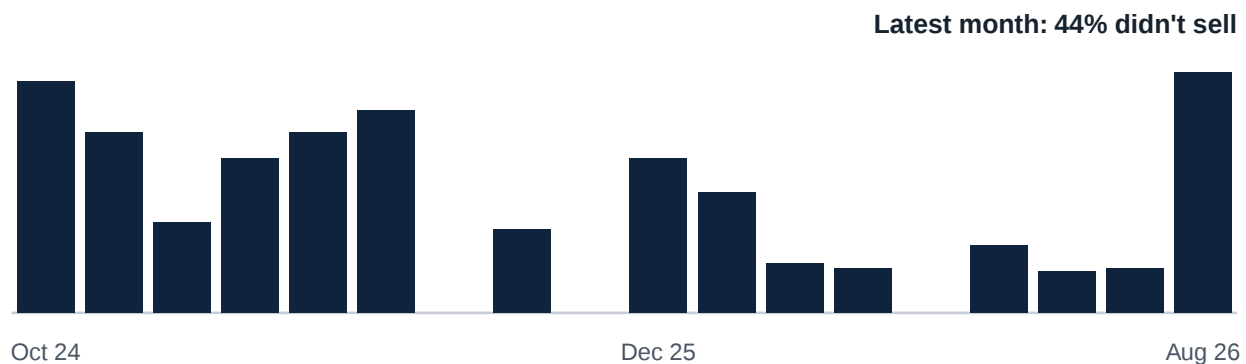
141

median days to sell after a fall-through
vs. 91 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 43% · cash 12% · VA 18% · FHA 21% · other 5%.

Share of listings that didn't sell, by month



What this means if you're buying

- 25 of 154 listings in Selma didn't sell over the last 12 months, so there's room to negotiate, especially in the \$300–400K range where 16% didn't sell.
- Homes that need price cuts sit a lot longer, 136 days versus 64 days for priced-right listings. Patience can pay off.
- Most buyers are financing: 43% conventional, 21% FHA, 18% VA, and 12% pay cash.



Did you know?

- The typical sold home in Selma went for \$327,500.
- At today's 7.03% rate, carrying a \$327,500 home runs about \$2,660 a month, estimated.
- A home that sits unsold for the median 260 days could rack up an estimated \$22,800 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.