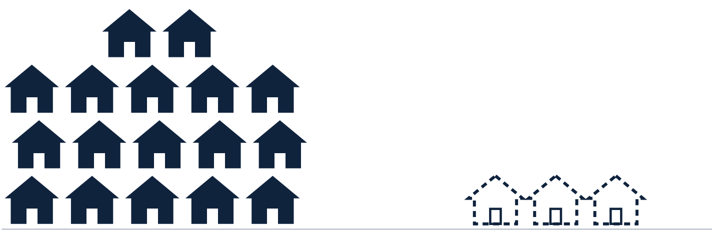
MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

Sims

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

In Sims, homes typically sold in 47 days at 97.4% of asking price over the last 12 months. Priced-right listings moved in 29 days, but the 26 that needed price cuts sat 58 days and still landed near 93.2% of asking. About 1 in 6 listings never sold at all, though that's down from 23% the year before.



17 sold
out of every 20 listed

3 didn't
expired, withdrawn or canceled

68
homes finished on the market

47
median days to sell
from the first day listed

57
sold

97.4%
sold vs. first asking price

11 (16%)
didn't sell

$321,950
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 Outlined houses expired, were withdrawn or were canceled.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 $321,950 home, per month	
Mortgage (principal + interest)	$1,719
Property taxes	$160
Homeowners insurance	$250
Upkeep	$268
Utilities	$250
Total	**$2,650**

About $2,650 every month the home sits.

Listings that didn't sell stayed on the market a median of 148 days — roughly $12,900 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); Wilson County rate 0.595 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

29
median days to sell when priced right
31 homes that sold at 97%+ of first asking

58
median days when price cuts were needed
26 homes · sold for 93.2% of first asking

What this means if you're selling

- Homes priced right from day one sold in 29 days. Those that needed cuts took 58 days and closed lower, around 93.2% of asking.
- 11 listings, or 16%, didn't sell in the last 12 months. Median price cut on those was 2.2%, and they still sat 148 days before giving up.
- 17% of contracts fell apart, most often inspection, appraisal or financing issues in general industry experience. Homes that went back on the market after a fall-through took 53 days and sold at 95.5% of asking, versus 98.0% and 47 days on the first try.
- Waiting has a cost. Estimated carrying costs on a typical $321,950 home run about $2,650 a month, or about $12,900 if it sits unsold.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	19	17	**11%**	21	99.6%
$300–400K	28	24	**14%**	56	96.5%
$400–500K	17	13	**24%**	60	95.4%

When contracts fall apart

17%
of contracts fell apart before closing
12 of about 69

67%
of those homes later sold

25%
never sold

95.5%
sold vs. first ask after a fall-through
vs. 98.0% on the first contract

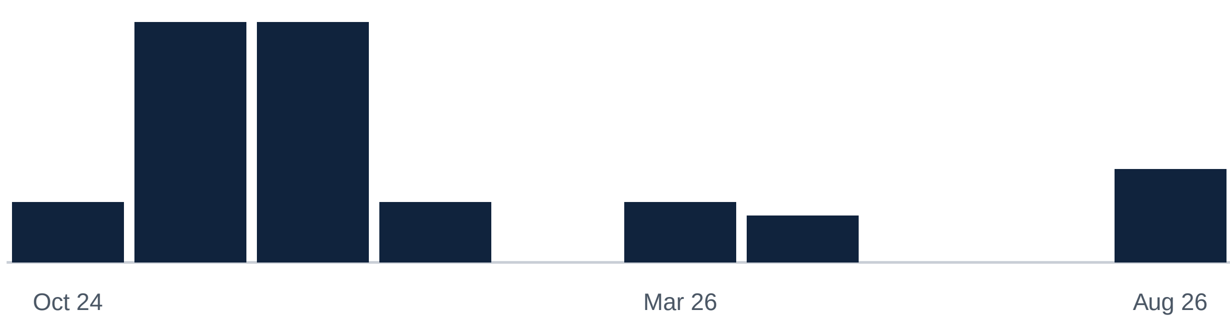
53
median days to sell after a fall-through
vs. 47 on the first contract

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 54% · cash 7% · VA 7% · FHA 28% · other 4%.

Share of listings that didn't sell, by month

Latest month: 22% didn't sell



What this means if you're buying

- Typical sold price in Sims is $321,950, with homes going for 97.4% of asking price, and 72% of sales closing below the first asking price.
- Homes that need a price cut sit twice as long, 58 days versus 29 days for ones priced right from the start. Patience can mean room to negotiate.
- Most buyers are financing: 54% conventional, 28% FHA, 7% VA, and 7% paying cash.

Did you know?

- 1 in 6 listings in Sims didn't sell in the last 12 months, down from 23% the year before.
- 67% of homes that had a contract fall apart went on to sell later anyway, while 25% never sold at all.
- Mortgage rate used for the carrying cost estimate on a $321,950 home is 7.03%.

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.