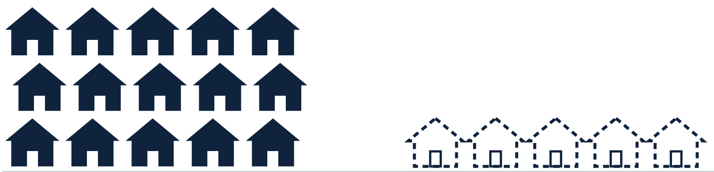
MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

Smithfield

Smithfield: 1 in 4 Listings Didn't Sell This Year

In Smithfield, 105 homes sold over the last 12 months and 32 didn't sell, a 23% didn't-sell rate, up from 14% the year before. Typical sold price was $335,000, and homes that were priced right from the start sold in 60 days versus 64 days for ones that needed price cuts.



15 sold
out of every 20 listed

5 didn't
expired, withdrawn or canceled

137
homes finished on the market

64
median days to sell
from the first day listed

105
sold

98.7%
sold vs. first asking price

32 (23%)
didn't sell

$335,000
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 Outlined houses expired, were withdrawn or were canceled.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 $335,000 home, per month	
Mortgage (principal + interest)	$1,788
Property taxes	$145
Homeowners insurance	$250
Upkeep	$279
Utilities	$250
Total	**$2,710**

About $2,710 every month the home sits.

Listings that didn't sell stayed on the market a median of 135 days — roughly $12,000 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

60
median days to sell when priced right
68 homes that sold at 97%+ of first asking

64
median days when price cuts were needed
37 homes · sold for 93.2% of first asking

What this means if you're selling

- Homes under $300K struggled most, with a 31% didn't-sell rate. Price it right from day one
- Listings that never sold sat a median of 135 days and still needed a 3.6% price cut
- Waiting costs money. Carrying an unsold home about $335,000 runs an estimated $12,000 while it sits
- Contracts fell apart 12% of the time, about 1 in 8. Most often it's inspection, appraisal or financing issues. Be ready for the home inspection and have your financing lined up

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	32	22	**31%**	50	94.6%
$300–400K	80	68	**15%**	84	98.9%
$400–500K	19	12	**37%**	37	97.5%

When contracts fall apart

12%
of contracts fell apart before closing
15 of about 122

87%
of those homes later sold

13%
never sold

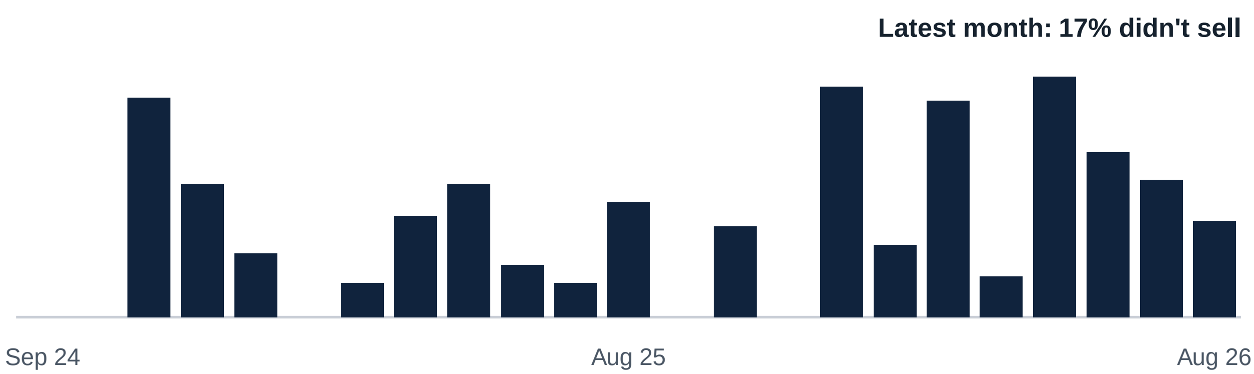
98.7%
sold vs. first ask after a fall-through
vs. 98.7% on the first contract

139
median days to sell after a fall-through
vs. 61 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 42% · cash 12% · VA 12% · FHA 23% · other 10%.

Share of listings that didn't sell, by month



What this means if you're buying

- Homes typically sold at 98.7% of first asking price, and 63% sold below that first ask. There's room to negotiate
- Homes that needed a price cut took 64 days to sell versus 60 days for correctly priced ones. Watch for listings that have been sitting
- Financing splits: 42% conventional, 23% FHA, 12% VA, 12% cash. Know how others are paying

Did you know?

- If a contract fell apart, 87% of those homes went on to sell later anyway, typically at 98.7% of asking
- Homes in the $300-400K range had the lowest didn't-sell rate, at 15%
- At a 7.03% mortgage rate, the estimated monthly carrying cost on a $335,000 home is $2,710

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.