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MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

Southern Pines

Southern Pines: 1 in 4 Listings Didn't Sell Last Year

Over the last 12 months, 452 listings ended in Southern Pines and 342 sold. Typical days to sell was 37 days, but homes that never sold sat for 162 days before giving up. Priced-right listings sold in 17 days, while ones needing price cuts took 67 days.

15 sold
out of every 20 listed

5 didn't
expired, withdrawn or canceled

452
homes finished on the market

37
median days to sell
from the first day listed

342
sold

97.6%
sold vs. first asking price

110 (24%)
didn't sell

$495,000
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 Outlined houses expired, were withdrawn or were canceled.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 $495,000 home, per month	
Mortgage (principal + interest)	$2,643
Property taxes	$122
Homeowners insurance	$250
Upkeep	$413
Utilities	$250
Total	**$3,680**

About $3,680 every month the home sits.

Listings that didn't sell stayed on the market a median of 162 days — roughly $19,600 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); Moore County rate 0.295 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

17
median days to sell when priced right
186 homes that sold at 97%+ of first asking

67
median days when price cuts were needed
156 homes · sold for 91.9% of first asking

What this means if you're selling

- Price it right from day one, homes priced right sold in 17 days versus 67 days for the ones that needed cuts
- The $1M+ range struggled most, with a 35% didn't-sell rate, while $400-500K homes did best at 19%
- Waiting has a cost, an estimated $19,600 in carrying costs for a typical home while it sits unsold
- 16% of contracts fell apart, most often inspection, appraisal or financing issues, so have things ready before you go under contract

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	41	30	**27%**	39	94.0%
$300–400K	88	63	**28%**	31	98.6%
$400–500K	85	69	**19%**	56	97.7%
$500–750K	155	124	**20%**	27	98.5%
$750K–1M	35	25	**29%**	52	95.0%
$1M+	48	31	**35%**	30	95.0%

When contracts fall apart

16%
of contracts fell apart before closing
65 of about 407

69%
of those homes later sold

29%
never sold

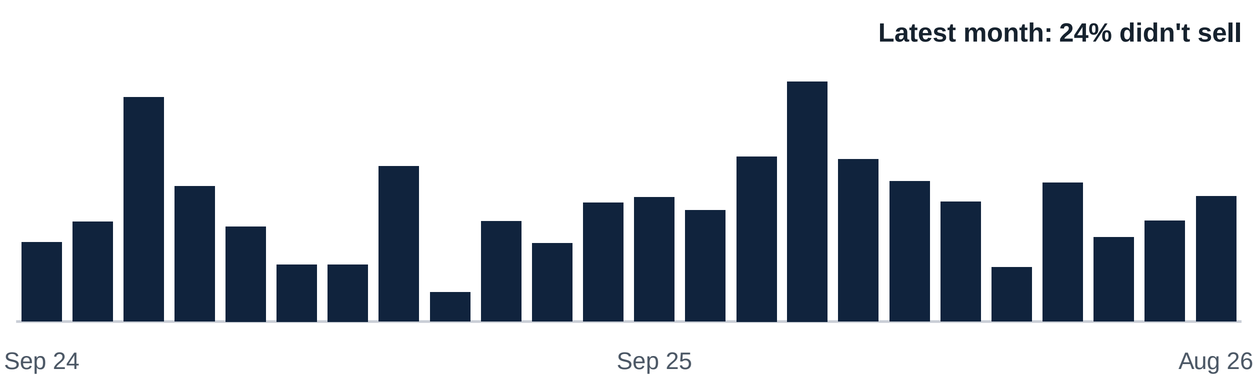
93.5%
sold vs. first ask after a fall-through
vs. 98.2% on the first contract

106
median days to sell after a fall-through
vs. 32 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 32% · cash 26% · VA 36% · FHA 1% · other 6%.

Share of listings that didn't sell, by month



What this means if you're buying

- 66% of homes sold below the first asking price, and the typical sale closed at 97.6% of that price, so there's room to negotiate
- Homes that never sold sat for 162 days, so a long time on market is normal for some listings, not a red flag on its own
- Buyers are paying in different ways, 36% VA, 32% conventional, 26% cash and 1% FHA

Did you know?

- 1 in 6 contracts in Southern Pines fell apart before closing
- When a contract fell apart, the home took 106 days to sell the second time, versus 32 days for the first contract
- Listings that never sold had cut their price a median of 2.5% along the way

Neighborhoods in Southern Pines

Neighborhood	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Downtown	57	39	**32%**	51	96.7%

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.