



MARKET INSIGHTS · LAST 12 MONTHS THROUGH OCTOBER 9, 2026

Wallace

Wallace: 1 in 3 Listings Didn't Sell Last Year

In Wallace, 98 homes sold over the last 12 months and 55 didn't, a 36% rate. Homes priced right from day one sold in 40 days, while ones that needed price cuts took 86 days and still sold for less.



13 sold

out of every 20 listed



7 didn't

expired, withdrawn or canceled

154

homes finished on the market

99

sold

55 (36%)

didn't sell

60

median days to sell from the first day listed

96.4%

sold vs. first asking price

\$373,000

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 Outlined houses expired, were withdrawn or were canceled.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 \$373,950 home, per month

Property taxes	\$181
Homeowners insurance	\$250
Upkeep	\$312
Utilities	\$250
Your mortgage payment	if any
Total	\$993 + mortgage

About \$993 every month the home sits — plus your mortgage payment.

Listings that didn't sell stayed on the market a median of 171 days — roughly \$5,586 in taxes, insurance, upkeep and utilities alone, and the home still didn't sell.

An example, not a quote: Duplin County rate 0.58 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.

Priced right from day one vs. chasing the market

41

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

86

median days when price cuts were needed
58 homes · sold for 92.6% of first asking



What this means if you're selling

- Price it right from day one, pricing right meant selling in 40 days instead of 86
- Homes in the \$500–750K range struggled most, 52% didn't sell
- The \$300–400K range did best, only 16% didn't sell
- If a contract falls apart, re-selling takes about 108 days instead of 50, so prepare for that delay

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under \$300K	29	20	31%	31	97.7%
\$300–400K	43	36	16%	75	96.3%
\$400–500K	25	18	28%	17	96.5%
\$500–750K	46	22	52%	97	95.0%
\$750K–1M	10	3	70%	51	95.5%

When contracts fall apart

19%

of contracts fell apart before closing
23 of about 122

57%

of those homes later sold

44%

never sold

91.9%

sold vs. first ask after a fall-through
vs. 96.4% on the first contract

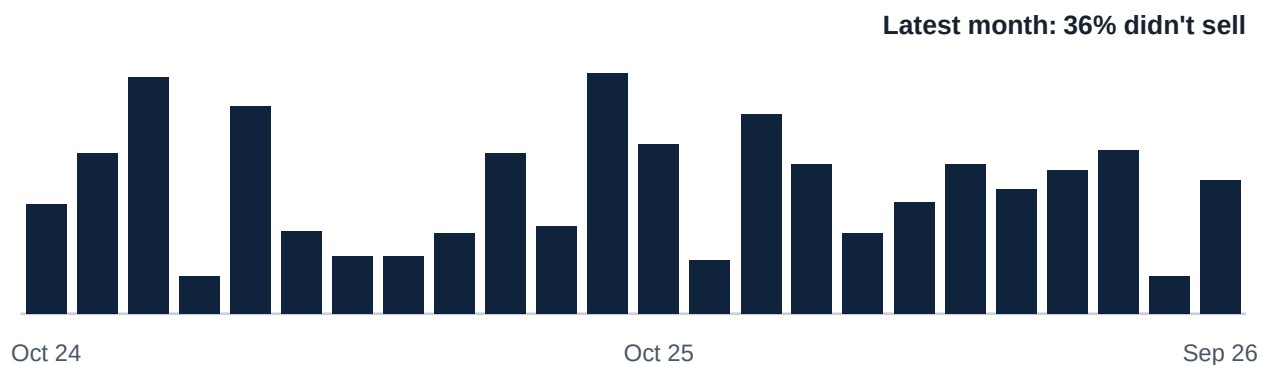
108

median days to sell after a fall-through
vs. 51 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 24% · VA 19% · FHA 12% · other 2%.

Share of listings that didn't sell, by month



What this means if you're buying

- About 1 in 3 Wallace listings didn't sell, so there's room to negotiate on price
- Homes that sat priced too high eventually sold at 92.6% of asking, below the typical 96.3%
- Most buyers used conventional loans (43%), but cash buyers made up 25%



Did you know?

- Typical days to sell in Wallace is 57 days
- 78% of homes that sold went for below the first asking price
- Carrying a typical \$373,950 home while unsold runs about \$5,586, versus an estimated \$993 a month after it sells

Neighborhoods in Wallace

Neighborhood	Finished	Sold	Didn't sell	Days to sell	vs. first ask
River Landing	85	46	46%	88	94.4%

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.