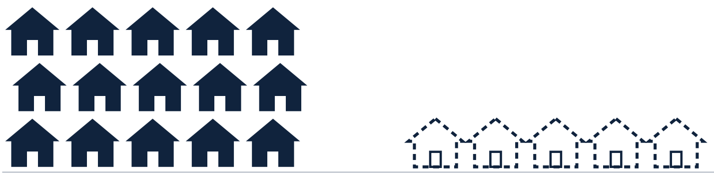
MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

Wayne County

1 in 4 Wayne County Listings Didn't Sell Last Year

In Wayne County, 1,121 of 1,505 listings sold over the last 12 months, and 384 didn't sell, a 26% rate, up from 19% the year before. Homes priced right from the start sold in a median of 27 days, while ones that needed price cuts sat a median of 73 days before selling at 92.9% of asking.



15 sold
out of every 20 listed

5 didn't
expired, withdrawn or canceled

Which pile do you want to be in?
Solid houses sold. Outlined houses expired, were withdrawn or were canceled.

1,505
homes finished on the market

50
median days to sell
from the first day listed

1,121
sold

98.1%
sold vs. first asking price

384 (26%)
didn't sell

$273,000
median sold price

What waiting costs

A typical $273,000 home, per month	
Mortgage (principal + interest)	$1,457
Property taxes	$142
Homeowners insurance	$250
Upkeep	$228
Utilities	$250
Total	**$2,330**

About $2,330 every month the home sits.

Listings that didn't sell stayed on the market a median of 127 days — roughly $9,700 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); Wayne County rate 0.6259 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

27
median days to sell when priced right
658 homes that sold at 97%+ of first asking

73
median days when price cuts were needed
462 homes · sold for 92.9% of first asking

What this means if you're selling

- Homes priced right from day one sold in a median of 27 days. Ones that needed cuts took 73 days and sold for less, 92.9% of asking versus full price on the pricier side.
- The $300-400K range struggled most, with a 29% didn't-sell rate. The $500-750K range did best at 17%.
- Listings that never sold sat a median of 127 days and still saw a median 2.0% price cut before ending.
- 19% of contracts fell apart, most often inspection, appraisal or financing issues in general. Homes that got back under contract took a median 81 days and sold at 96.2% of asking, versus 98.4% for first-time contracts.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	912	698	**24%**	39	98.2%
$300–400K	440	313	**29%**	86	98.1%
$400–500K	90	65	**28%**	51	98.0%
$500–750K	42	35	**17%**	30	97.5%
$750K–1M	13	6	**54%**	61	98.8%

When contracts fall apart

19%
of contracts fell apart before closing
271 of about 1,400

68%
of those homes later sold

29%
never sold

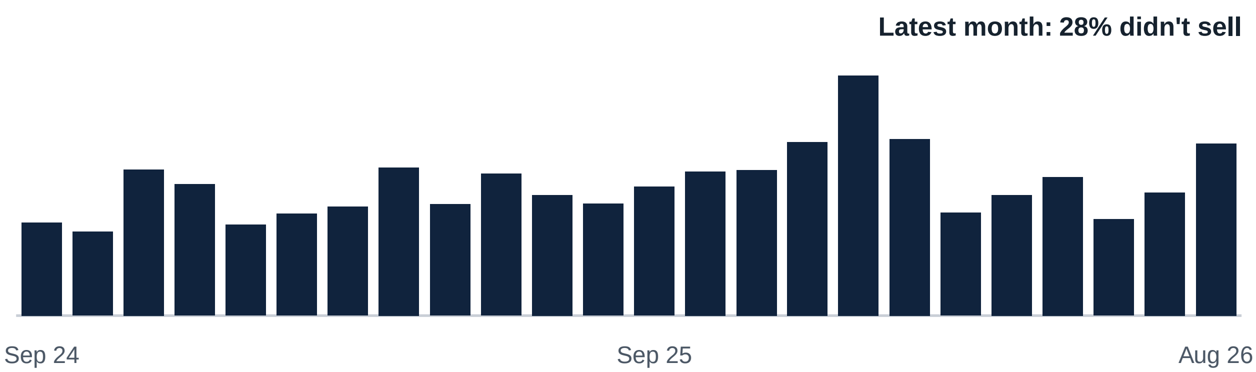
96.2%
sold vs. first ask after a fall-through
vs. 98.4% on the first contract

81
median days to sell after a fall-through
vs. 41 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 29% · cash 15% · VA 33% · FHA 21% · other 3%.

Share of listings that didn't sell, by month



What this means if you're buying

- With 26% of listings not selling, there's room to negotiate, especially in the $300-400K range where 29% didn't sell.
- Homes that needed a price cut took a median 73 days to sell, so patience can pay off if a home has sat a while.
- Financing varies. 33% of buyers used VA loans, 29% conventional, 21% FHA, and 15% paid cash.

Did you know?

- The typical Wayne County home sold for $273,000, at 98.1% of first asking price.
- 63% of homes sold for less than the original asking price.
- At today's 7.03% rate, carrying a $273,000 home runs about $2,330 a month, or an estimated $9,700 while it sits unsold.

Towns in Wayne County

Town	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Goldsboro	843	628	**26%**	38	97.3%
Pikeville	270	199	**26%**	63	98.9%
Fremont	116	70	**40%**	109	98.8%
Dudley	63	48	**24%**	47	98.3%

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.