MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

West End

1 in 4 West End Listings Didn't Sell

Over the last 12 months in West End, 187 homes sold and 61 didn't, a 25% didn't-sell rate, up from 22% the year before. Typical time to sell was 64 days, and homes that sold went for 96.3% of asking. Homes priced right from the start sold in 36 days, while ones that needed price cuts took 99 days and still closed at 92.1% of asking.

15 sold
out of every 20 listed

5 didn't
expired, withdrawn or canceled

248
homes finished on the market

64
median days to sell
from the first day listed

187
sold

96.3%
sold vs. first asking price

61 (25%)
didn't sell

$450,000
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 Outlined houses expired, were withdrawn or were canceled.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 $450,000 home, per month	
Mortgage (principal + interest)	$2,402
Property taxes	$111
Homeowners insurance	$250
Upkeep	$375
Utilities	$250
Total	**$3,390**

About $3,390 every month the home sits.

Listings that didn't sell stayed on the market a median of 182 days — roughly $20,300 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

36
median days to sell when priced right
80 homes that sold at 97%+ of first asking

99
median days when price cuts were needed
107 homes · sold for 92.1% of first asking

What this means if you're selling

- Price it right from day one. Homes priced correctly sold in 36 days versus 99 days for ones that needed cuts.
- The $500-750K range struggles most, with a 35% didn't-sell rate. The $750K-1M range does best at 16%.
- Waiting costs money. Listings that never sold sat a median of 182 days and still needed a 2.2% price cut.
- 19% of contracts fell apart before closing, most often inspection, appraisal or financing issues. Homes that went back on the market and later sold took 137 days and closed at 90.4% of asking, so be ready to relist quickly if it happens.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	18	12	**33%**	62	89.4%
$300–400K	45	37	**18%**	74	95.0%
$400–500K	65	52	**20%**	75	96.0%
$500–750K	69	45	**35%**	55	97.4%
$750K–1M	31	26	**16%**	77	99.6%
$1M+	20	15	**25%**	47	91.3%

When contracts fall apart

19%
of contracts fell apart before closing
43 of about 231

70%
of those homes later sold

28%
never sold

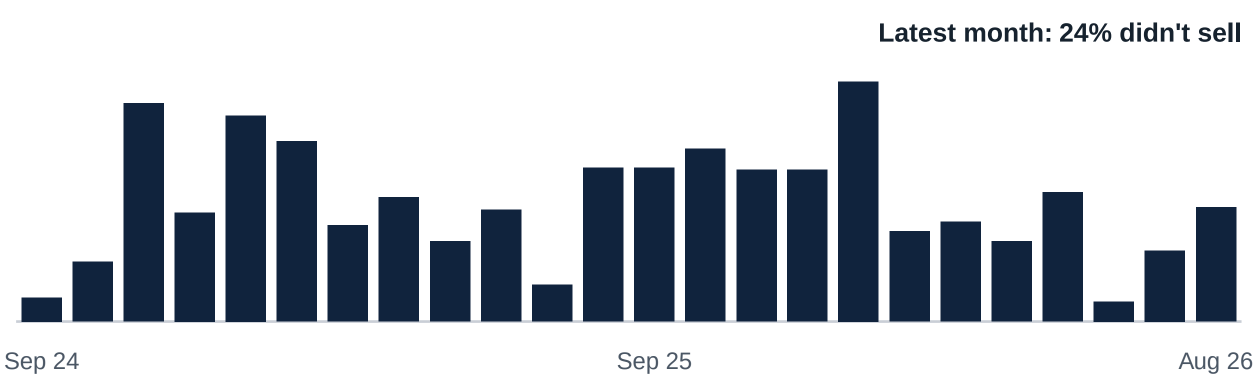
90.4%
sold vs. first ask after a fall-through
vs. 96.6% on the first contract

137
median days to sell after a fall-through
vs. 59 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 48% · cash 20% · VA 23% · FHA 7% · other 2%.

Share of listings that didn't sell, by month



What this means if you're buying

- 79% of sales in West End closed below the first asking price, so there's room to negotiate.
- Homes that sit past 36 days often see price cuts. Watch for listings that needed cuts, they closed at 92.1% of asking.
- Financing mix varies. 48% of buyers used conventional loans, 23% VA, 20% cash, and 7% FHA.

Did you know?

- The median sold price in West End over the last 12 months was $450,000.
- At today's 7.03% rate, carrying a $450,000 home runs about $3,390 a month, or an estimated $20,300 while it sits unsold.
- If a contract falls apart, 70% of those homes later sold, but 28% never did.

Neighborhoods in West End

Neighborhood	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Seven Lakes West	87	70	**20%**	55	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.