

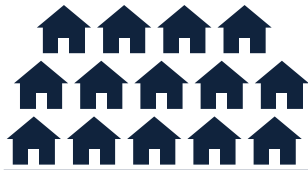


MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

Whiteville

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

In Whiteville, 168 homes wrapped up in the last 12 months, and 114 sold while 54 didn't. Typical sale took 70 days and went for 93.4% of the first asking price, with the median sold price at \$223,750.



14 sold

out of every 20 listed



6 didn't

expired, withdrawn or canceled

168

homes finished on the market

114

sold

54 (32%)

didn't sell

70

median days to sell from the first day listed

93.4%

sold vs. first asking price

\$223,750

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 Outlined houses expired, were withdrawn or were canceled.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 \$223,750 home, per month

Mortgage (principal + interest)	\$1,195
Property taxes	\$150
Homeowners insurance	\$250
Upkeep	\$186
Utilities	\$250
Total	\$2,030

About \$2,030 every month the home sits.

Listings that didn't sell stayed on the market a median of 176 days — roughly \$11,700 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); Columbus County rate 0.805 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

25

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

88

median days when price cuts were needed
77 homes · sold for 89.3% of first asking



What this means if you're selling

- Homes priced right from day one sold in a median of 25 days. Those that needed cuts took a median of 88 days and still sold for less, 89.3%.
- Listings that never sold sat a median of 176 days and still carried a median price cut of 5.6%.
- The \$300–400K range struggled most, with a 42% rate of not selling. Under \$300K did best at 29%.
- 27% of contracts fell apart, most often inspection, appraisal or financing issues. Homes that fell apart and later sold took a median of 174 days and sold for less, 88.2%, versus 95.0% and 42 days for homes that got it right the first time.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under \$300K	111	79	29%	54	94.6%
\$300–400K	36	21	42%	69	89.0%
\$400–500K	18	11	39%	77	89.4%

When contracts fall apart

27%

of contracts fell apart before closing
42 of about 157

64%

of those homes later sold

31%

never sold

88.2%

sold vs. first ask after a fall-through
vs. 95.0% on the first contract

174

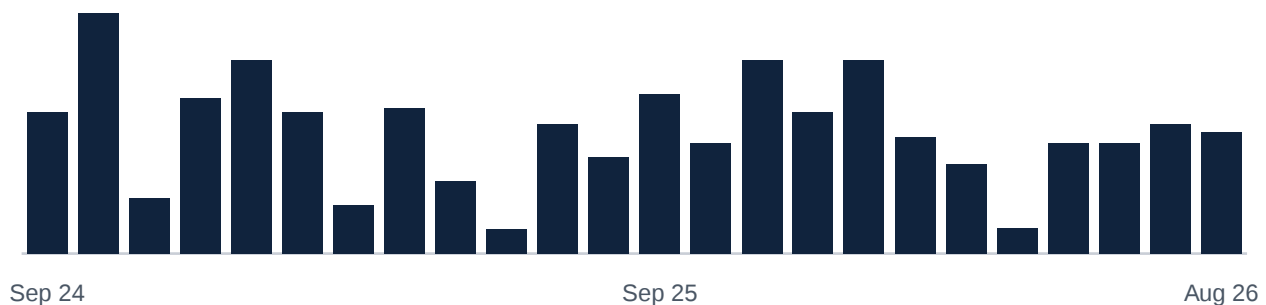
median days to sell after a fall-through
vs. 42 on the first contract

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 31% · cash 28% · VA 11% · FHA 22% · other 8%.

Share of listings that didn't sell, by month

Latest month: 31% didn't sell



What this means if you're buying

- 1 in 3 Whiteville listings didn't sell, and homes that eventually did sell after a price cut went for 89.3%. There's room to negotiate.
- Typical sale took 70 days, but homes that needed a price cut sat a median of 88 days. Patience can pay off.
- Buyers are financing in different ways: 28% cash, 31% conventional, 22% FHA, 11% VA.



Did you know?

- The median sold price in Whiteville was \$223,750 over the last 12 months.
- On a typical home there, estimated monthly carrying costs run about \$2,030 at a 7.03% mortgage rate.
- A home that sits unsold can cost an estimated \$11,700 in carrying costs while it waits.

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.