Buddy Blake Team
Coldwell Banker Sea Coast Advantage

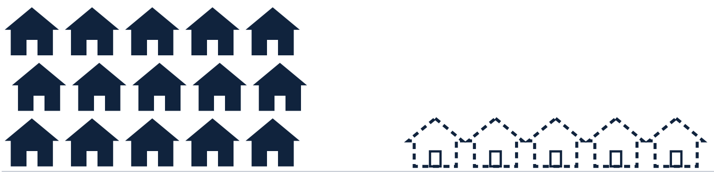
(910) 395-1000
buddyblake.ai

MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

Wilson

Wilson: 1 in 4 Listings Didn't Sell Last Year

In Wilson, 543 homes sold over the last 12 months and 171 didn't sell, a 24% rate, up from 22% the year before. Homes priced right from day one sold in 12 days, while ones that needed price cuts sat 67 days and still sold for less.



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expired, withdrawn or canceled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 Outlined houses expired, were withdrawn or were canceled.

714
homes finished on the market

31
median days to sell
from the first day listed

543
sold

96.7%
sold vs. first asking price

171 (24%)
didn't sell

$259,000
median sold price

What waiting costs

A typical $259,000 home, per month	
Mortgage (principal + interest)	$1,383
Property taxes	$128
Homeowners insurance	$250
Upkeep	$216
Utilities	$250
Total	**$2,230**

About $2,230 every month the home sits.

Listings that didn't sell stayed on the market a median of 139 days — roughly $10,200 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); Wilson County rate 0.595 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

12
median days to sell when priced right
266 homes that sold at 97%+ of first asking

67
median days when price cuts were needed
277 homes · sold for 92.5% of first asking

What this means if you're selling

- Price it right from day one. Homes priced correctly sold in 12 days versus 67 days for ones needing cuts.
- The $500-750K range struggled most, with a 33% rate of not selling. The $400-500K range did best at 20%.
- Waiting costs money. Listings that never sold still cut price a median 2.3% and sat 139 days.
- 20% of contracts fell apart, most often inspection, appraisal or financing issues. Homes that later sold after a fall-through took 87 days versus 23 days for a clean first contract.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	471	368	**22%**	32	96.5%
$300–400K	137	94	**31%**	37	97.3%
$400–500K	55	44	**20%**	34	97.7%
$500–750K	40	27	**33%**	26	98.4%

When contracts fall apart

20%
of contracts fell apart before closing
136 of about 683

62%
of those homes later sold

33%
never sold

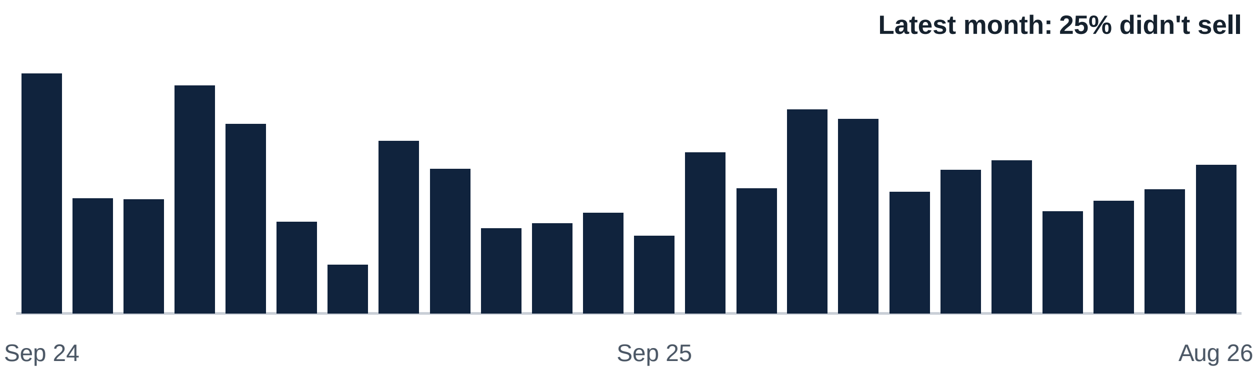
93.3%
sold vs. first ask after a fall-through
vs. 97.3% on the first contract

87
median days to sell after a fall-through
vs. 23 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 46% · cash 23% · VA 11% · FHA 16% · other 4%.

Share of listings that didn't sell, by month



What this means if you're buying

- Typical home sold at 96.7% of first asking price, and 69% of homes sold below that first ask. There's room to negotiate.
- Homes that needed price cuts eventually sold at 92.5% of asking. Patience can pay off.
- Buyers paid a mix: 46% conventional, 23% cash, 16% FHA, 11% VA.

Did you know?

- At the median sold price of $259,000 with a 7.03% rate, estimated monthly carrying cost runs about $2,230.
- A home that sits unsold costs an estimated $10,200 in carrying costs while it waits.
- After a contract falls apart, 62% of homes go on to sell later, but 33% never sell at all.

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.