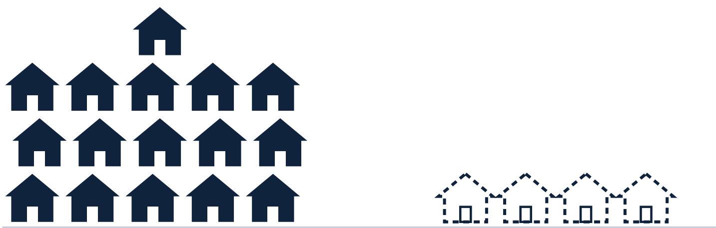
MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

Wilson County

Wilson County: 1 in 5 Listings Didn't Sell

Over the last 12 months, 929 listings ended in Wilson County, and 723 sold. Typical seller got 96.9% of asking price, and homes priced right from day one sold in 13 days flat. Wait too long and price cuts come, but those listings still took 66 days and closed at 92.3%.



16 sold
out of every 20 listed

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expired, withdrawn or canceled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 Outlined houses expired, were withdrawn or were canceled.

929
homes finished on the market

33
median days to sell
from the first day listed

723
sold

96.9%
sold vs. first asking price

206 (22%)
didn't sell

$259,350
median sold price

What waiting costs

A typical $259,350 home, per month	
Mortgage (principal + interest)	$1,385
Property taxes	$129
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 141 days — roughly $10,300 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); 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

13
median days to sell when priced right
359 homes that sold at 97%+ of first asking

66
median days when price cuts were needed
364 homes · sold for 92.3% of first asking

What this means if you're selling

- Price it right from day one. Homes priced right sold in 13 days. Homes that needed cuts took 66 days and still sold for less, 92.3% of asking.
- The $500–750K range struggled most, 33% didn't sell. Under $300K did best, only 20% didn't sell.
- Waiting costs real money. Listings that never sold sat a median 141 days before pulling out, with a 2.6% price cut along the way.
- Contracts fall apart 18% of the time here, 1 in 5. Most often it's inspection, appraisal or financing issues. Homes that go back on the market after a fallen contract take a median 90 days to resell, and 31% never sell at all. Be ready with your paperwork and pricing tight the first time.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	604	483	**20%**	32	96.7%
$300–400K	189	137	**28%**	41	97.1%
$400–500K	75	60	**20%**	47	96.9%
$500–750K	45	30	**33%**	24	98.4%
$750K–1M	10	8	**20%**	16	95.1%

When contracts fall apart

18%
of contracts fell apart before closing
163 of about 890

64%
of those homes later sold

31%
never sold

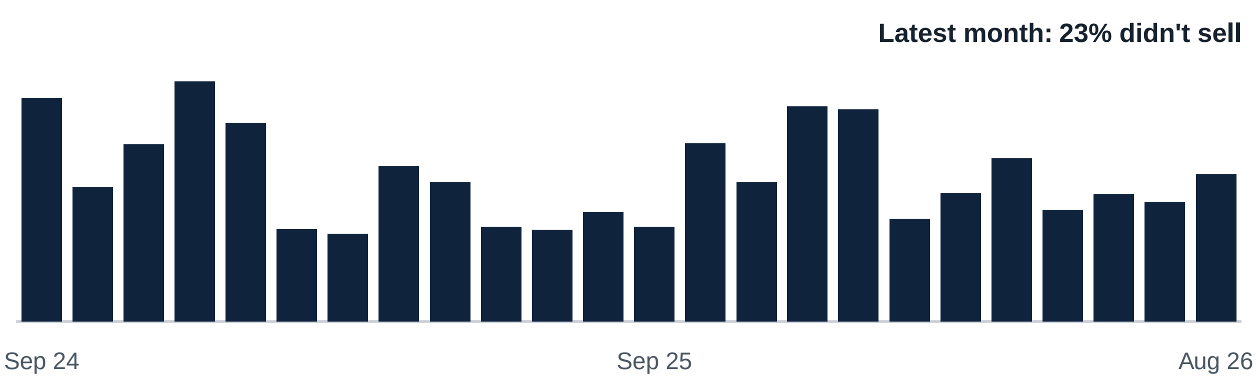
93.3%
sold vs. first ask after a fall-through
vs. 97.4% on the first contract

90
median days to sell after a fall-through
vs. 27 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 21% · VA 10% · FHA 19% · other 4%.

Share of listings that didn't sell, by month



What this means if you're buying

- 69% of homes in Wilson County sold below the first asking price. There's room to negotiate.
- Homes that sit tend to have needed a price cut, median 66 days on market versus 13 days for the ones priced right.
- Cash isn't king here. 46% of buyers used conventional loans, 21% paid cash, 19% used FHA, and 10% used VA.

Did you know?

- At $259,350 and a 7.03% rate, the estimated monthly carrying cost for a typical home here runs about $2,230.
- A home that sits unsold costs an estimated $10,300 in carrying costs while it waits.
- If a contract falls apart, the home still sells 64% of the time, just later and often for less, 93.3% of asking versus 97.4% for homes that sell on the first contract.

Towns in Wilson County

Town	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Wilson	714	543	**24%**	31	96.7%
Elm City	97	76	**22%**	42	98.2%
Sims	68	57	**16%**	47	97.4%

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.