MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

Zebulon

Zebulon Homes Sell at 100.0% of Asking Price

Over the last 12 months, 60 of 65 Zebulon listings sold, and typical homes went for 100.0% of the first asking price in 57 days. Homes priced right from the start sold in 54 days, while the 7 that needed price cuts took 89 days and still landed at 95.6% of asking.

18 sold
out of every 20 listed

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expired, withdrawn or canceled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 Outlined houses expired, were withdrawn or were canceled.

65
homes finished on the market

57
median days to sell
from the first day listed

60
sold

100.0%
sold vs. first asking price

5 (8%)
didn't sell

$349,777
median sold price

What waiting costs

A typical $349,777 home, per month	
Mortgage (principal + interest)	$1,867
Property taxes	$152
Homeowners insurance	$250
Upkeep	$291
Utilities	$250
Total	**$2,810**

About $2,810 every month the home sits.

Listings that didn't sell stayed on the market a median of 130 days — roughly $12,000 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); Johnston County rate 0.52 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

54
median days to sell when priced right
53 homes that sold at 97%+ of first asking

89
median days when price cuts were needed
7 homes · sold for 95.6% of first asking

What this means if you're selling

- Price it right from day one — homes priced correctly sold in 54 days versus 89 days for those needing cuts.
- Listings that never sold sat a median of 130 days and still needed a 1.3% price cut.
- 9% of contracts fell apart, but 83% of those homes later sold, often within 38 more days.
- If your home doesn't sell in the first stretch, be ready to adjust — waiting costs time, not just money.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
$300–400K	50	46	**8%**	52	100.0%
$400–500K	12	12	**0%**	91	100.0%

When contracts fall apart

9%
of contracts fell apart before closing
6 of about 66

83%
of those homes later sold

17%
never sold

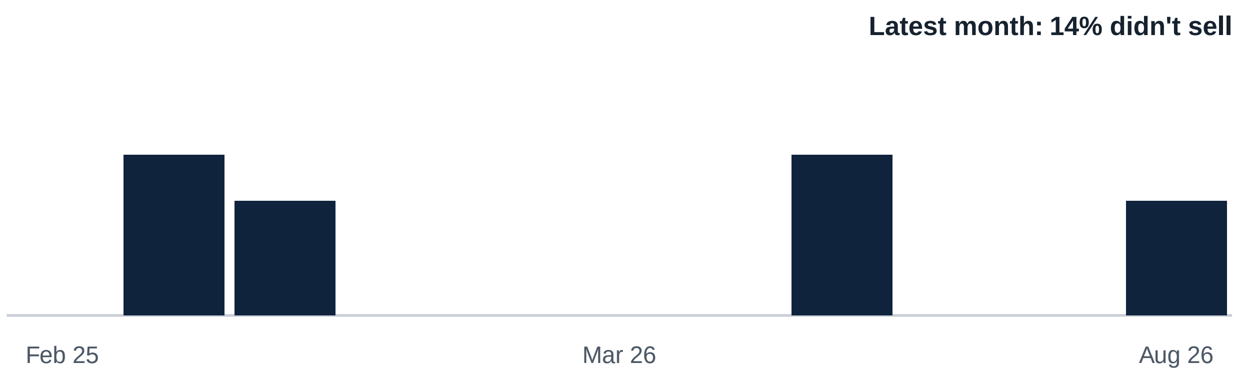
100.9%
sold vs. first ask after a fall-through
vs. 100.0% on the first contract

38
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 55% · cash 13% · VA 10% · FHA 20% · other 2%.

Share of listings that didn't sell, by month



What this means if you're buying

- 30% of Zebulon homes sold below the first asking price — there's room to negotiate.
- Homes that don't sell in the first 54 days often need a price cut to move.
- Most buyers here use conventional loans (55%), with FHA (20%) and cash (13%) also common.

Did you know?

- In Zebulon, 1 in 13 listings didn't sell in the last 12 months, down from 1 in 8 the year before.
- Homes where the first contract fell apart and later sold went for 100.9% of asking — even higher than first-time sales.
- An estimated typical mortgage payment on a $349,777 home at 7.03% runs about $2,810 a month.

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.