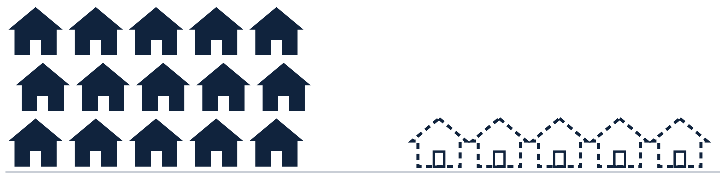
MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

ZIP 27376 · West End

West End (27376): 1 in 4 Listings Didn't Sell

In ZIP 27376, 230 of 297 homes that finished up over the last 12 months actually sold, and 67 didn't. Homes priced right from the start sold in 32 days, while ones that needed price cuts sat 96 days before finally selling at 92.2% of asking. Typical sale price is $454,000, with the typical home taking 58 days to sell.



15 sold
out of every 20 listed

5 didn't
expired, withdrawn or canceled

297
homes finished on the market

58
median days to sell
from the first day listed

230
sold

96.5%
sold vs. first asking price

67 (23%)
didn't sell

$454,000
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 Outlined houses expired, were withdrawn or were canceled.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 $454,000 home, per month	
Mortgage (principal + interest)	$2,424
Property taxes	$112
Homeowners insurance	$250
Upkeep	$378
Utilities	$250
Total	**$3,410**

About $3,410 every month the home sits.

Listings that didn't sell stayed on the market a median of 176 days — roughly $19,800 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

32
median days to sell when priced right
102 homes that sold at 97%+ of first asking

96
median days when price cuts were needed
128 homes · sold for 92.2% of first asking

What this means if you're selling

- Homes priced right from day one sold in 32 days. Homes that needed cuts took 96 days and sold for less, at 92.2% of asking.
- The $500-750K range struggled most, with 30% not selling. The $300-400K range did best, with only 15% not selling.
- 1 in 6 contracts fell apart before closing. Most often this comes down to inspection, appraisal or financing issues.
- Listings that never sold sat a median 176 days and still saw a 1.6% price cut along the way. Waiting costs money: carrying a typical home here runs about $19,800 while it sits unsold.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	23	16	**30%**	45	91.7%
$300–400K	52	44	**15%**	62	95.2%
$400–500K	77	62	**20%**	74	96.0%
$500–750K	90	63	**30%**	40	98.0%
$750K–1M	32	27	**16%**	69	99.8%
$1M+	23	18	**22%**	44	91.8%

When contracts fall apart

17%
of contracts fell apart before closing
48 of about 279

69%
of those homes later sold

25%
never sold

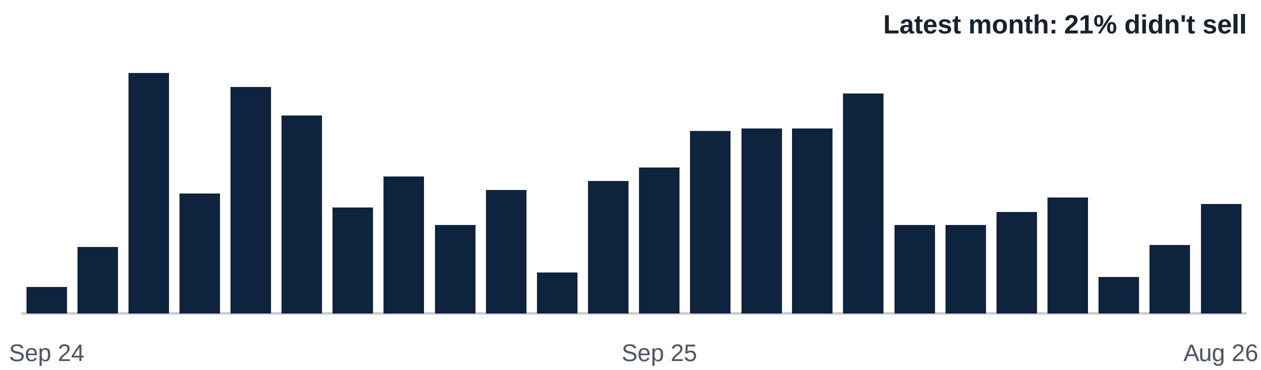
94.2%
sold vs. first ask after a fall-through
vs. 96.7% on the first contract

132
median days to sell after a fall-through
vs. 51 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 22% · VA 21% · FHA 7% · other 2%.

Share of listings that didn't sell, by month



What this means if you're buying

- Most sellers are settling below asking. Typical sale price is 96.5% of first list price, and 77% of homes sold under that first ask.
- If a contract falls apart, the home often resells lower and slower: 94.2% of asking after 132 days, versus 96.7% of asking after 51 days on a first contract.
- Financing varies. In this ZIP, 48% used conventional loans, 22% paid cash, 21% used VA, and 7% used FHA.

Did you know?

- In ZIP 27376, the typical home takes 58 days to sell.
- 67 listings ended without selling over the last 12 months, a 23% rate, up slightly from 22% the year before.
- At a 7.03% rate, the estimated monthly carrying cost on a $454,000 home is about $3,410.

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.