MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

ZIP 27504 · Benson

In 27504, Half of Listings Didn't Sell This Year

In the Benson area, 60 homes wrapped up their listings in the last 12 months, and 1 in 2 of them didn't sell. That's a jump from 19% a year before, and it now takes a typical 56 days to get a home sold. The ones that never sold sat for a median of 156 days before the listing ended.

11 sold
out of every 20 listed

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expired, withdrawn or canceled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 Outlined houses expired, were withdrawn or were canceled.

60
homes finished on the market

56
median days to sell
from the first day listed

32
sold

97.5%
sold vs. first asking price

28 (47%)
didn't sell

$322,940
median sold price

What waiting costs

A typical $322,940 home, per month	
Mortgage (principal + interest)	$1,724
Property taxes	$140
Homeowners insurance	$250
Upkeep	$269
Utilities	$250
Total	**$2,630**

About $2,630 every month the home sits.

Listings that didn't sell stayed on the market a median of 156 days — roughly $13,500 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

36
median days to sell when priced right
17 homes that sold at 97%+ of first asking

93
median days when price cuts were needed
15 homes · sold for 93.6% of first asking

What this means if you're selling

- Price it right from day one: homes priced correctly sold in a typical 36 days, but those needing cuts took 93 days and still sold for 93.6% of asking.
- Waiting costs you: homes that never sold sat a median of 156 days before the listing ended.
- Contracts fall apart 18% of the time here (1 in 6), most often inspection, appraisal or financing issues in general industry experience.
- If a contract does fall through, most homes still sell later (86%), but it takes a median of 245 days and the price drops to 92.4% of asking versus 99.0% on a first contract.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	13	11	**15%**	59	99.0%
$300–400K	16	15	**6%**	40	99.0%
$400–500K	19	6	**68%**	90	93.8%
$500–750K	11	0	**100%**	—	—

When contracts fall apart

18%
of contracts fell apart before closing
7 of about 39

86%
of those homes later sold

14%
never sold

92.4%
sold vs. first ask after a fall-through
vs. 99.0% on the first contract

245
median days to sell after a fall-through
vs. 47 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 53% · cash 3% · VA 25% · FHA 19% · other 0%.

What this means if you're buying

- With 47% of listings not selling, there's real room to negotiate in 27504 right now.
- Homes that sit past 36 days often need a price cut before they sell, so patience can pay off.
- Most buyers here use conventional financing (53%), with VA (25%) and FHA (19%) also common, and only 3% pay cash.

Did you know?

- The median sold price in 27504 is $322,940.
- Sold homes typically go for 97.5% of first asking price, and 72% sell below that first ask.
- At today's 7.03% mortgage rate, carrying a $322,940 home runs an estimated $2,630 a month, or about $13,500 while it sits unsold.

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.