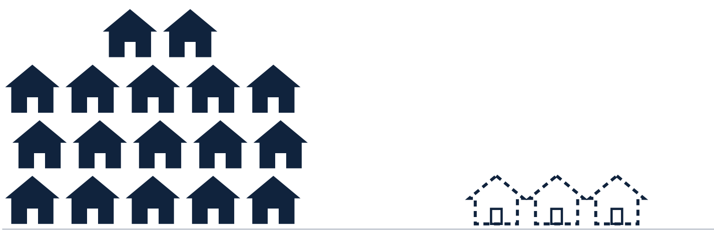
MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

ZIP 27520 · Clayton

Clayton's 27520: Fewer Listings Failing, Priced-Right Homes Sell Fast

In ZIP 27520, homes that sold typically took 64 days and fetched 99.2% of the asking price. Only 13% of listings didn't sell this year, down from 30% the year before — that's about 1 in 7. Homes priced right from the start sold in a median of 48 days, while ones that needed price cuts took 95 days and still sold for less.



17 sold
out of every 20 listed

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expired, withdrawn or canceled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 Outlined houses expired, were withdrawn or were canceled.

127
homes finished on the market

64
median days to sell
from the first day listed

110
sold

99.2%
sold vs. first asking price

17 (13%)
didn't sell

$326,250
median sold price

What waiting costs

A typical $326,250 home, per month	
Mortgage (principal + interest)	$1,742
Property taxes	$141
Homeowners insurance	$250
Upkeep	$272
Utilities	$250
Total	**$2,650**

About $2,650 every month the home sits.

Listings that didn't sell stayed on the market a median of 150 days — roughly $13,100 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

48
median days to sell when priced right
80 homes that sold at 97%+ of first asking

95
median days when price cuts were needed
30 homes · sold for 95.2% of first asking

What this means if you're selling

- Price it right from day one — homes priced correctly sold in 48 days versus 95 days for ones that needed cuts.
- Waiting has a cost — an unsold home carries an estimated $13,100 in costs at the current $2,650-a-month estimate.
- 11% of contracts fell apart this year, about 1 in 9 — most often inspection, appraisal or financing issues cause that, based on general industry experience.
- If your contract falls through, don't panic — 79% of those homes sold later, some at 100.0% of asking.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	18	14	**22%**	89	97.1%
$300–400K	82	74	**10%**	77	99.7%
$400–500K	17	15	**12%**	40	98.0%
$500–750K	10	7	**30%**	46	99.0%

When contracts fall apart

11%
of contracts fell apart before closing
14 of about 124

79%
of those homes later sold

21%
never sold

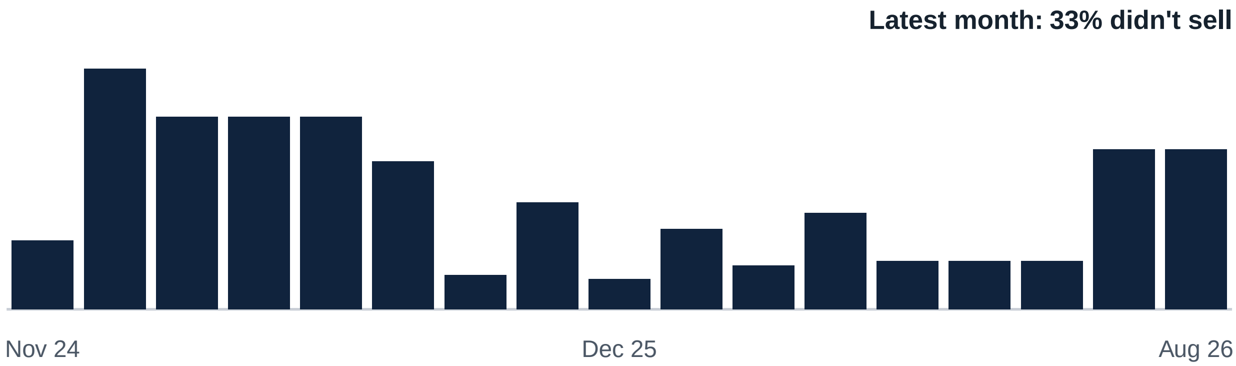
100.0%
sold vs. first ask after a fall-through
vs. 99.1% on the first contract

50
median days to sell after a fall-through
vs. 67 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 47% · cash 16% · VA 13% · FHA 18% · other 6%.

Share of listings that didn't sell, by month



What this means if you're buying

- Most sellers aren't holding firm on price — 57% of homes sold below the first asking price.
- Watch for stale listings — homes that never sold sat a median of 150 days before coming off market.
- Financing varies here — 47% of buyers used conventional loans, 18% FHA, 16% cash, and 13% VA.

Did you know?

- Homes that sold in 27520 typically took just 64 days to go under contract.
- If a contract fell apart and the home later sold, it still fetched 100.0% of the asking price.
- 80 homes sold at a median 48 days when priced right from the start, versus only 30 that needed price cuts.

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.