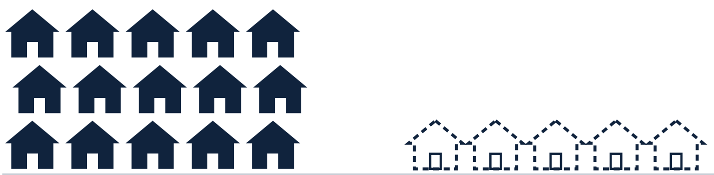
MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

ZIP 27527 · Clayton

27527: 1 in 4 Listings Didn't Sell This Year

In the Clayton area, 73 of the last 100 listings sold and 27 didn't. Homes priced right from the start sold in 20 days, but the ones that needed price cuts sat 82 days and still had to cut 2.8% to get done. Typical sale price was $404,500, and the median home sold in 35 days at 97.0% of asking.



15 sold
out of every 20 listed

5 didn't
expired, withdrawn or canceled

100
homes finished on the market

35
median days to sell
from the first day listed

73
sold

97.0%
sold vs. first asking price

27 (27%)
didn't sell

$404,500
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 Outlined houses expired, were withdrawn or were canceled.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 $404,500 home, per month	
Mortgage (principal + interest)	$2,159
Property taxes	$175
Homeowners insurance	$250
Upkeep	$337
Utilities	$250
Total	**$3,170**

About $3,170 every month the home sits.

Listings that didn't sell stayed on the market a median of 129 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

20
median days to sell when priced right
37 homes that sold at 97%+ of first asking

82
median days when price cuts were needed
36 homes · sold for 94.2% of first asking

What this means if you're selling

- Price it right from day one: homes priced correctly sold in 20 days versus 82 days for the ones that needed cuts.
- 27% of listings in the last 12 months didn't sell, up from 21% the year before.
- Waiting costs money: homes that never sold sat a median of 129 days, and carrying a typical home while unsold runs about an estimated $13,500.
- 8% of contracts fell apart before closing. That's most often inspection, appraisal or financing issues. Homes that went back on the market took a median of 109 days to sell the second time, versus 28 days for the first contract.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	10	7	**30%**	26	93.5%
$300–400K	36	26	**28%**	33	96.2%
$400–500K	28	20	**29%**	46	98.4%
$500–750K	20	16	**20%**	40	95.4%

When contracts fall apart

8%
of contracts fell apart before closing
6 of about 79

67%
of those homes later sold

33%
never sold

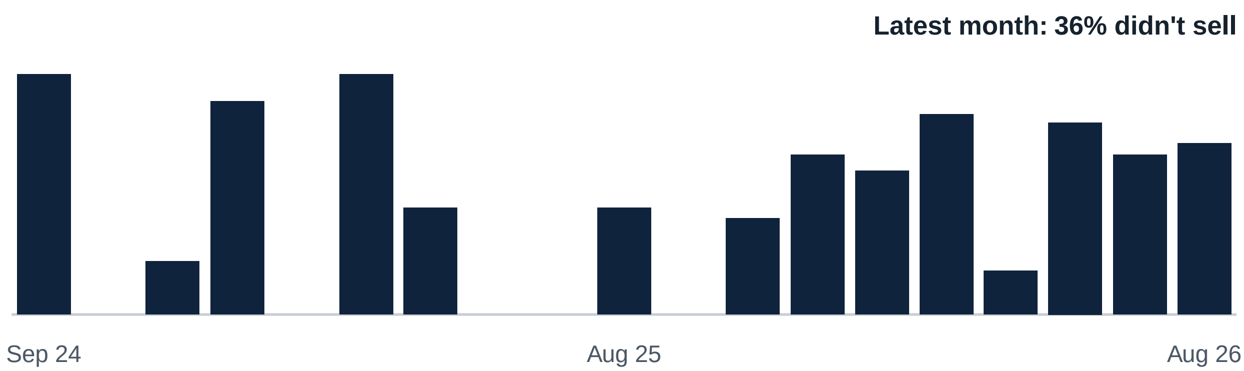
95.1%
sold vs. first ask after a fall-through
vs. 97.1% on the first contract

109
median days to sell after a fall-through
vs. 28 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 60% · cash 18% · VA 14% · FHA 7% · other 1%.

Share of listings that didn't sell, by month



What this means if you're buying

- 82% of homes that sold went for less than the first asking price, so there's room to negotiate.
- Homes that sat and needed price cuts still sold at 94.2% of asking, so a slower listing doesn't always mean a steep discount.
- Most buyers are using financing: 60% conventional, 14% VA, 7% FHA, and 18% paid cash.

Did you know?

- The typical home in ZIP 27527 sold for $404,500 in the last 12 months.
- At a 7.03% mortgage rate, monthly carrying costs on a home at that price run about an estimated $3,170.
- If a contract falls apart, 67% of those homes go on to sell later, while 33% never sell.

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.