**Buddy Blake Team**
Coldwell Banker Sea Coast Advantage

**(910) 395-1000**
buddyblake.ai

MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

# ZIP 27530 · Goldsboro

## Goldsboro's 27530: 1 in 3 Listings Didn't Sell

In ZIP 27530, 352 out of 493 homes sold over the last 12 months, and 141 didn't sell, a 29% rate, up from 23% the year before. Homes priced right from day one sold in a typical 19 days, while homes that needed price cuts sat a typical 63 days and still sold for less.

**14 sold**
out of every 20 listed

**6 didn't**
expired, withdrawn or canceled

**493**
homes finished on the market

**38**
median days to sell
*from the first day listed*

**352**
sold

**97.6%**
sold vs. first asking price

**141 (29%)**
didn't sell

**$252,600**
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 Outlined houses expired, were withdrawn or were canceled.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 $252,600 home, per month | |
|---|---|
| Mortgage (principal + interest) | $1,349 |
| Property taxes | $132 |
| Homeowners insurance | $250 |
| Upkeep | $211 |
| Utilities | $250 |
| **Total** | **$2,190** |

### About $2,190 every month the home sits.

Listings that didn't sell stayed on the market a median of 119 days — roughly $8,600 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); Wayne County rate 0.6259 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

**19**
median days to sell when priced right
*192 homes that sold at 97%+ of first asking*

**63**
median days when price cuts were needed
*160 homes · sold for 92.7% of first asking*

## What this means if you're selling

- Price it right from day one. Homes priced right sold in 19 days. Homes needing cuts took 63 days and sold at 92.7% of asking instead of 97.6%.
- Homes under $300K struggled most, with a 30% did-not-sell rate. Homes in the $400-500K range did best, at 20%.
- Waiting costs money. Listings that never sold still cut price a median 1.9% and sat a median 119 days before giving up.
- Contracts fall apart 1 in 4 times, most often over inspection, appraisal or financing issues. If it happens, homes that later re-sold took 70 days and sold at 94.4% of asking, versus 28 days and 98.0% for a home that sells on the first contract.

## Price range matters

| Starting price | Finished | Sold | Didn't sell | Days to sell | vs. first ask |
|---|---|---|---|---|---|
| **Under $300K** | 355 | 248 | **30%** | 36 | 97.3% |
| **$300–400K** | 88 | 67 | **24%** | 47 | 98.4% |
| **$400–500K** | 25 | 20 | **20%** | 37 | 97.9% |
| **$500–750K** | 18 | 15 | **17%** | 91 | 96.2% |

## When contracts fall apart

**23%**
of contracts fell apart before closing
*103 of about 456*

**60%**
of those homes later sold

**37%**
never sold

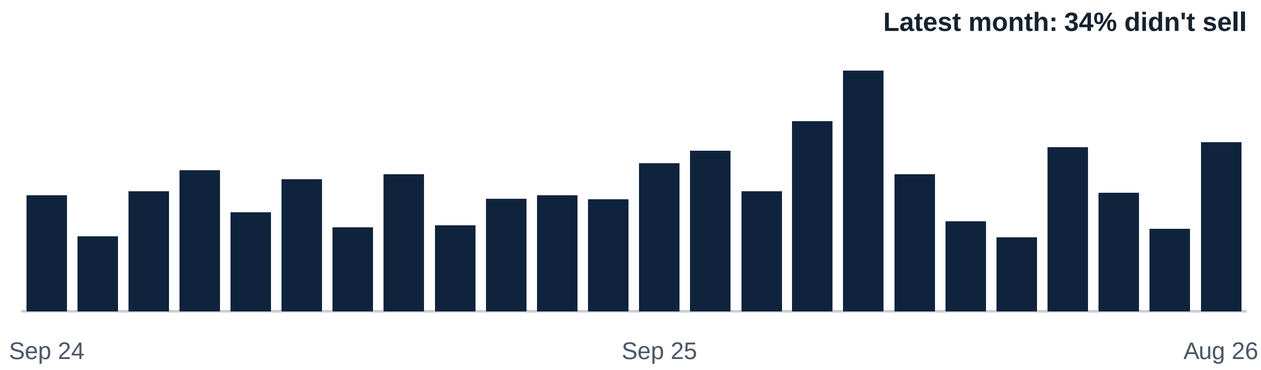
**94.4%**
sold vs. first ask after a fall-through
*vs. 98.0% on the first contract*

**70**
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 32% · cash 20% · VA 27% · FHA 18% · other 3%.

## Share of listings that didn't sell, by month



## What this means if you're buying

- Homes that need price cuts sell for less, 92.7% of asking versus 97.6% for homes priced right. There's room to negotiate on listings that have sat.
- 1 in 4 contracts fall apart in this ZIP. If yours does, most sellers still find a buyer, but it often takes longer.
- Financing varies here. 32% of buyers used conventional loans, 27% used VA, 20% paid cash, and 18% used FHA.

## Did you know?

- The typical home in ZIP 27530 sold for $252,600.
- At today's 7.03% rate, carrying a typical $252,600 home runs an estimated $2,190 a month.
- A home that sits unsold for a typical 63 days carries an estimated $8,600 in costs before it even sells.

## 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.