Buddy Blake Team
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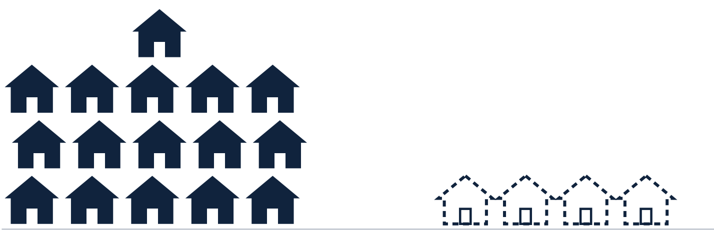
MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

ZIP 27534 · Goldsboro

1 in 5 Goldsboro Homes Didn't Sell This Year

In ZIP 27534, homes that sold typically took 37 days and brought 97.1% of asking price. But 71 listings, about 1 in 5, expired, got withdrawn or canceled instead of selling, and homes priced wrong from the start sat far longer than those priced right.



16 sold
out of every 20 listed

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expired, withdrawn or canceled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 Outlined houses expired, were withdrawn or were canceled.

345
homes finished on the market

37
median days to sell
from the first day listed

274
sold

97.1%
sold vs. first asking price

71 (21%)
didn't sell

$255,000
median sold price

What waiting costs

A typical $255,000 home, per month	
Mortgage (principal + interest)	$1,361
Property taxes	$133
Homeowners insurance	$250
Upkeep	$213
Utilities	$250
Total	**$2,210**

About $2,210 every month the home sits.

Listings that didn't sell stayed on the market a median of 128 days — roughly $9,300 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

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

67
median days when price cuts were needed
136 homes · sold for 92.7% of first asking

What this means if you're selling

- Homes priced right from day one sold in a typical 17 days. Homes that needed price cuts took 67 days and still sold for less, at 92.7% of asking.
- The $300–400K range struggled most, with a 29% rate of homes not selling. Under $300K did best, at 16%.
- 22% of contracts fell apart before closing, most often inspection, appraisal or financing issues. Most of those homes, 73%, went on to sell later, but it took a typical 76 more days and a lower price, 94.7% of asking versus 97.8% on a first contract.
- Listings that never sold sat a typical 128 days and still only cut price by a median of 1.7%. Waiting rarely fixes a pricing problem.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	229	192	**16%**	30	97.0%
$300–400K	68	48	**29%**	71	97.4%
$400–500K	20	12	**40%**	49	97.3%
$500–750K	17	16	**6%**	22	97.7%

When contracts fall apart

22%
of contracts fell apart before closing
78 of about 358

73%
of those homes later sold

23%
never sold

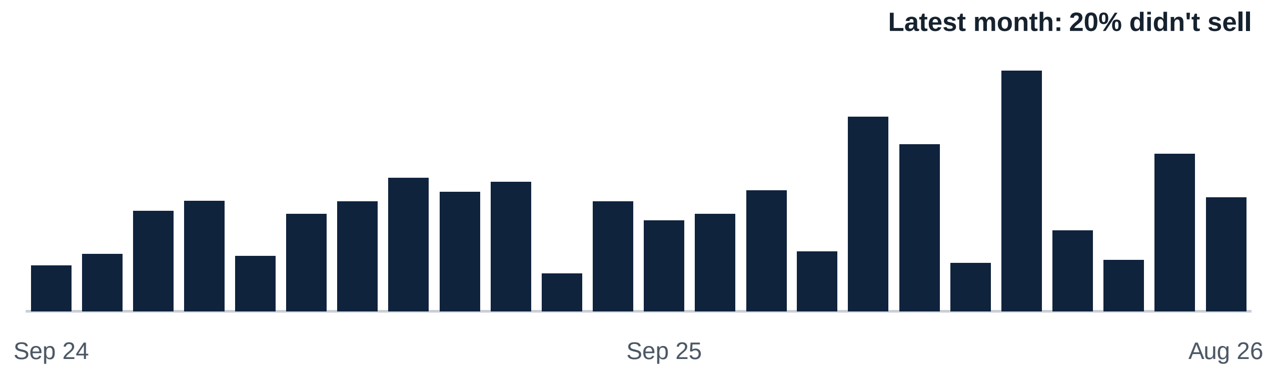
94.7%
sold vs. first ask after a fall-through
vs. 97.8% on the first contract

76
median days to sell after a fall-through
vs. 27 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 14% · VA 33% · FHA 18% · other 3%.

Share of listings that didn't sell, by month



What this means if you're buying

- Typical sale price is $255,000, and homes are going for 97.1% of asking. 65% of sales closed below the first asking price, so there's room to negotiate.
- If a home has sat close to 128 days, that's often a sign the price needs to move, not just the buyer.
- Buyers are paying in a mix of ways: 33% VA, 32% conventional, 18% FHA, and 14% cash.

Did you know?

- Carrying a typical $255,000 home in 27534 runs about an estimated $2,210 a month at a 7.03% mortgage rate.
- A home that sits unsold costs an estimated $9,300 in carrying costs while it waits.
- The rate of listings not selling rose from 15% a year ago to 21% now, about 1 in 5 today.

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.