



MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

ZIP 27542 · Kenly

Kenly Area: 1 in 5 Homes Didn't Sell This Year

In ZIP 27542, 80 listings wrapped up in the last 12 months, and 64 sold while 16 didn't. Typical seller got 97.5% of asking price in 44 days, but homes priced wrong sat 92 days and still needed cuts before selling.



80
homes finished on the market

44
median days to sell
from the first day listed

64
sold

97.5%
sold vs. first asking price

16 (20%)
didn't sell

\$298,370
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 Outlined houses expired, were withdrawn or were canceled.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 \$298,370 home, per month

Mortgage (principal + interest)	\$1,593
Property taxes	\$129
Homeowners insurance	\$250
Upkeep	\$249
Utilities	\$250
Total	\$2,470

About \$2,470 every month the home sits.

Listings that didn't sell stayed on the market a median of 145 days — roughly \$11,800 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

33

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

92

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



What this means if you're selling

- Price it right from day one: homes priced correctly sold in 33 days, the ones that needed cuts took 92 days
- The \$300-400K range struggled most, with a 24% didn't-sell rate, while under \$300K did better at 16%
- Waiting costs real money: listings that never sold still averaged a 1.6% price cut and sat 145 days
- 1 in 6 contracts fell apart before closing, most often inspection, appraisal or financing issues in general; homes that got back under contract later sold at 98.3% of asking, even a bit better than the 97.5% first-timers got

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under \$300K	37	31	16%	25	97.2%
\$300-400K	29	22	24%	99	97.4%

When contracts fall apart

16%

of contracts fell apart before closing
12 of about 77

83%

of those homes later sold

17%

never sold

98.3%

sold vs. first ask after a fall-through
vs. 97.5% on the first contract

66

median days to sell after a fall-through
vs. 43 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 45% · cash 8% · VA 15% · FHA 28% · other 5%.

Share of listings that didn't sell, by month





Did you know?

- Median sold price in ZIP 27542 was \$298,370 over the last 12 months
- At today's 7.03% rate, carrying a typical home here runs about \$2,470 a month
- Homes that sat unsold typically racked up an estimated \$11,800 in carrying costs before coming off market

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.