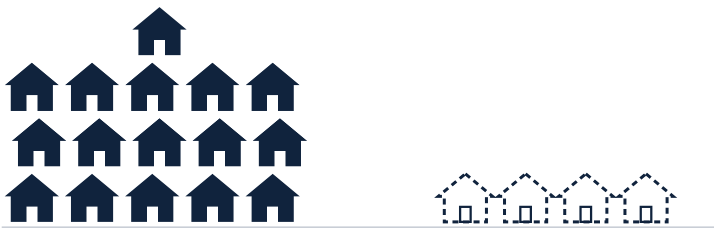
MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

ZIP 27557 · Middlesex

27557: 1 in 5 Listings Didn't Sell This Year

In the Middlesex area of ZIP 27557, homes typically sold in 47 days at a median price of $305,000. About 1 in 5 listings didn't sell at all, but that's actually better than the year before when it was 27%. Pricing right from the start made a big difference in how fast a home moved.



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expired, withdrawn or canceled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 Outlined houses expired, were withdrawn or were canceled.

64
homes finished on the market

47
median days to sell
from the first day listed

51
sold

100.0%
sold vs. first asking price

13 (20%)
didn't sell

$305,000
median sold price

What waiting costs

A typical $305,000 home, per month	
Mortgage (principal + interest)	$1,628
Property taxes	$132
Homeowners insurance	$250
Upkeep	$254
Utilities	$250
Total	**$2,510**

About $2,510 every month the home sits.

Listings that didn't sell stayed on the market a median of 153 days — roughly $12,700 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

25
median days to sell when priced right
31 homes that sold at 97%+ of first asking

122
median days when price cuts were needed
20 homes · sold for 93.0% of first asking

What this means if you're selling

- Homes priced right from day one sold in about 25 days. Ones that needed price cuts sat for 122 days before selling.
- 20% of listings didn't sell in the last 12 months. That's 1 in 5.
- Waiting has a cost. Carrying a typical home while it sits unsold runs about an estimated $12,700.
- 19% of contracts fell apart before closing, most often inspection, appraisal or financing issues. Homes that went back on the market and later sold still did well, at 96.4% of asking.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	20	20	**0%**	57	100.0%
$300–400K	29	22	**24%**	29	100.0%

When contracts fall apart

19%
of contracts fell apart before closing
12 of about 63

83%
of those homes later sold

17%
never sold

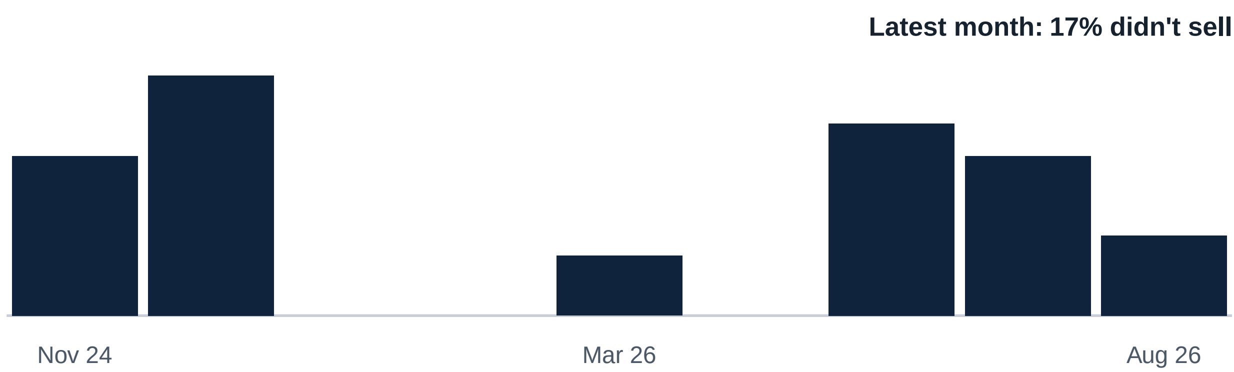
96.4%
sold vs. first ask after a fall-through
vs. 100.0% on the first contract

105
median days to sell after a fall-through
vs. 34 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 71% · cash 4% · VA 4% · FHA 16% · other 6%.

Share of listings that didn't sell, by month



What this means if you're buying

- Typical homes sold at 100.0% of first asking price, and 45% sold below that first ask. There's room to negotiate.
- Listings that never sold sat a median of 153 days. Watch for homes lingering that long.
- Most buyers here used conventional financing, 71%. FHA was 16%, cash 4%, VA 4%.

Did you know?

- Homes in ZIP 27557 typically sold in 47 days.
- If a contract fell apart, the home usually still sold later, 83% of the time.
- The typical seller who needed a price cut still sold at 93.0% of asking.

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.