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MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

ZIP 27569 · Princeton

27569: 1 in 4 Listings Didn't Sell This Year

In the Princeton area of ZIP 27569, 99 homes finished up in the last 12 months, and 71 sold. That leaves 28 that didn't sell, a 28% rate, up from 21% the year before. Homes priced right from the start sold in a typical 17 days, while those that needed price cuts sat a median 102 days before selling.

14 sold
out of every 20 listed

6 didn't
expired, withdrawn or canceled

99
homes finished on the market

46
median days to sell
from the first day listed

71
sold

97.7%
sold vs. first asking price

28 (28%)
didn't sell

$339,800
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 Outlined houses expired, were withdrawn or were canceled.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 $339,800 home, per month	
Mortgage (principal + interest)	$1,814
Property taxes	$147
Homeowners insurance	$250
Upkeep	$283
Utilities	$250
Total	**$2,740**

About $2,740 every month the home sits.

Listings that didn't sell stayed on the market a median of 202 days — roughly $18,200 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

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

102
median days when price cuts were needed
33 homes · sold for 93.7% of first asking

What this means if you're selling

- Price it right at listing. Homes priced right in this data sold in 17 days versus 102 days for ones that needed cuts.
- Under $300K is the toughest range right now, with a 37% didn't-sell rate. $300-400K did better at 28%.
- Listings that never sold typically cut price 3.0% and still sat 202 days before ending unsold.
- If a contract falls apart, most often it's inspection, appraisal or financing issues. In this data, 75% of those homes never sold afterward, so be ready to re-list and reprice.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	30	19	**37%**	42	94.4%
$300–400K	51	37	**28%**	50	97.8%
$400–500K	13	11	**15%**	21	99.8%

When contracts fall apart

5%
of contracts fell apart before closing
4 of about 75

25%
of those homes later sold

75%
never sold

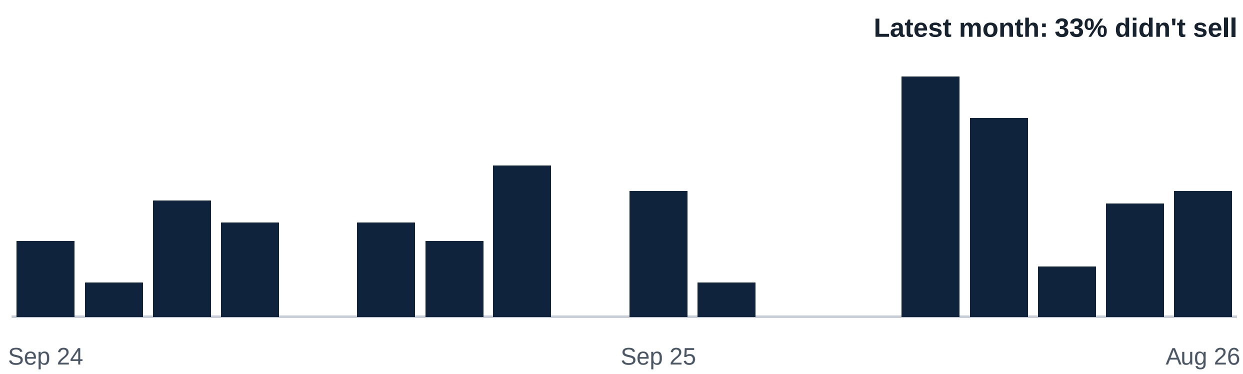
88.7%
sold vs. first ask after a fall-through
vs. 97.8% on the first contract

102
median days to sell after a fall-through
vs. 44 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 27% · cash 20% · VA 21% · FHA 28% · other 4%.

Share of listings that didn't sell, by month



What this means if you're buying

- The typical home here sold for $339,800, and 71% of sales closed below the first asking price.
- Homes that sit past the first stretch see real price cuts, a median 3.0% off, giving buyers room to negotiate.
- Financing mix varied: 20% cash, 27% conventional, 21% VA, 28% FHA. At today's 7.03% rate, carrying a $339,800 home runs an estimated $2,740 a month.

Did you know?

- Contracts fell apart 5% of the time here, about 1 in 19.
- When a contract did fall apart and the home later sold, it typically sold at 88.7% of asking, versus 97.8% for homes that sold on the first contract.
- Waiting on an unsold home costs an estimated $18,200 in carrying costs while it sits.

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.