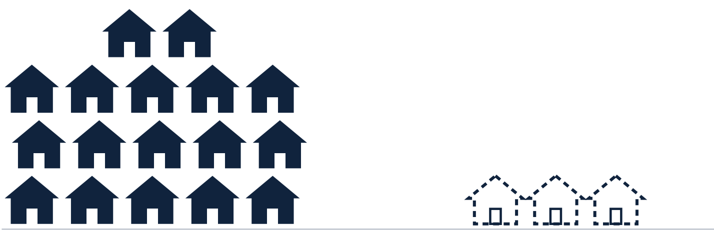
MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

ZIP 27576 · Selma

Selma (27576): 1 in 6 Listings Didn't Sell

In the last 12 months, 154 homes wrapped up in Selma's 27576 zip and 129 sold. The typical sold home took 95 days and fetched 97.6% of its first asking price, while homes priced right from the start sold in 64 days versus 136 days for ones that needed price cuts.



17 sold
out of every 20 listed

3 didn't
expired, withdrawn or canceled

154
homes finished on the market

95
median days to sell
from the first day listed

129
sold

97.6%
sold vs. first asking price

25 (16%)
didn't sell

$327,500
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 Outlined houses expired, were withdrawn or were canceled.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 $327,500 home, per month	
Mortgage (principal + interest)	$1,748
Property taxes	$142
Homeowners insurance	$250
Upkeep	$273
Utilities	$250
Total	**$2,660**

About $2,660 every month the home sits.

Listings that didn't sell stayed on the market a median of 260 days — roughly $22,800 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

64
median days to sell when priced right
74 homes that sold at 97%+ of first asking

136
median days when price cuts were needed
55 homes · sold for 94.8% of first asking

What this means if you're selling

- Price it right from day one: homes priced correctly sold in 64 days, ones that needed cuts took 136 days
- The $300-400K range struggled most, with a 16% did-not-sell rate, while under $300K did best at 9%
- Waiting has a cost: listings that never sold sat a median of 260 days, even with almost no price cut (0.1%)
- 7% of contracts fell apart (1 in 14) - most often inspection, appraisal or financing issues in general. Most of those homes (80%) went on to sell later, but only at 97.3% of asking versus 97.6% for a first contract

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	43	39	**9%**	43	96.7%
$300–400K	96	81	**16%**	160	98.6%
$400–500K	10	6	**40%**	71	97.1%

When contracts fall apart

7%
of contracts fell apart before closing
10 of about 139

80%
of those homes later sold

20%
never sold

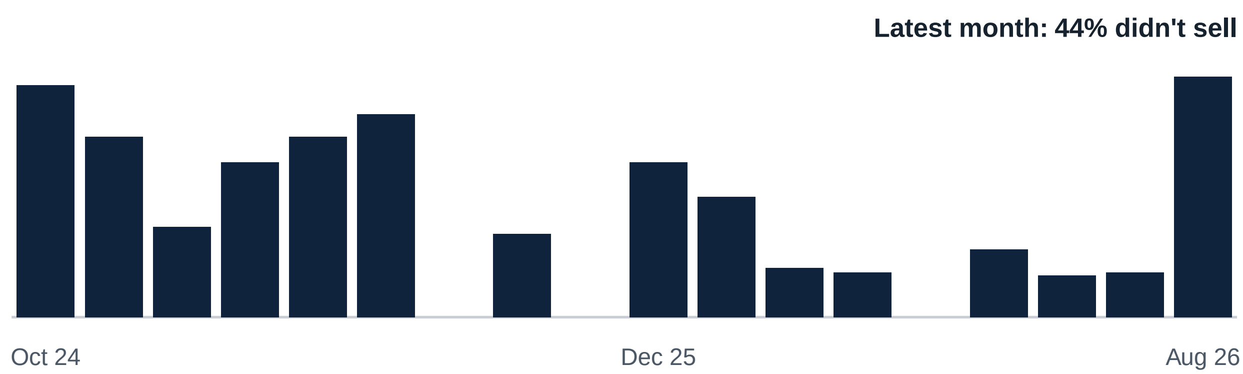
97.3%
sold vs. first ask after a fall-through
vs. 97.6% on the first contract

141
median days to sell after a fall-through
vs. 91 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 43% · cash 12% · VA 18% · FHA 21% · other 5%.

Share of listings that didn't sell, by month



What this means if you're buying

- 64% of homes sold below the first asking price, so there is room to negotiate
- Homes that sat and needed price cuts eventually sold at 94.8% of asking - worth watching for
- Buyers paid in a mix of ways: 43% conventional loans, 21% FHA, 18% VA, and 12% cash

Did you know?

- The did-not-sell rate dropped from 26% a year before to 16% now
- On a $327,500 home, the estimated monthly carrying cost is about $2,660 at a 7.03% mortgage rate
- Sitting unsold an extra stretch is estimated to cost about $22,800 in carrying costs

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.