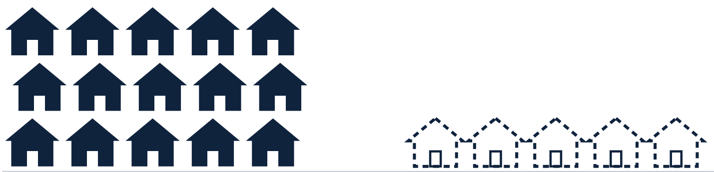
MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

ZIP 27577 · Smithfield

In Smithfield, 1 in 4 Listings Didn't Sell

Over the last 12 months in ZIP 27577, 137 homes ended and 105 sold. The typical home that sold took 64 days and brought 98.7% of its first asking price, but homes priced under $300K struggled most, with a 31% didn't-sell rate.



15 sold
out of every 20 listed

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expired, withdrawn or canceled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 Outlined houses expired, were withdrawn or were canceled.

137
homes finished on the market

64
median days to sell
from the first day listed

105
sold

98.7%
sold vs. first asking price

32 (23%)
didn't sell

$335,000
median sold price

What waiting costs

A typical $335,000 home, per month	
Mortgage (principal + interest)	$1,788
Property taxes	$145
Homeowners insurance	$250
Upkeep	$279
Utilities	$250
Total	**$2,710**

About $2,710 every month the home sits.

Listings that didn't sell stayed on the market a median of 135 days — roughly $12,000 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

60
median days to sell when priced right
68 homes that sold at 97%+ of first asking

64
median days when price cuts were needed
37 homes · sold for 93.2% of first asking

What this means if you're selling

- Price it right from day one: homes that started right sold in 60 days, while ones needing cuts took 64 days and still sold for less, at 93.2%.
- Under $300K is the toughest spot right now, with a 31% didn't-sell rate. $300-400K did best at 15%.
- Waiting has a cost. Listings that never sold sat a median of 135 days and still needed a 3.6% price cut.
- 12% of contracts fell apart before closing (1 in 8). Most often it's inspection, appraisal or financing issues. If yours falls through, most homes (87%) go on to sell, but it can take longer, a median of 139 days, and add to your carrying costs, estimated around $12,000.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	32	22	**31%**	50	94.6%
$300–400K	80	68	**15%**	84	98.9%
$400–500K	19	12	**37%**	37	97.5%

When contracts fall apart

12%
of contracts fell apart before closing
15 of about 122

87%
of those homes later sold

13%
never sold

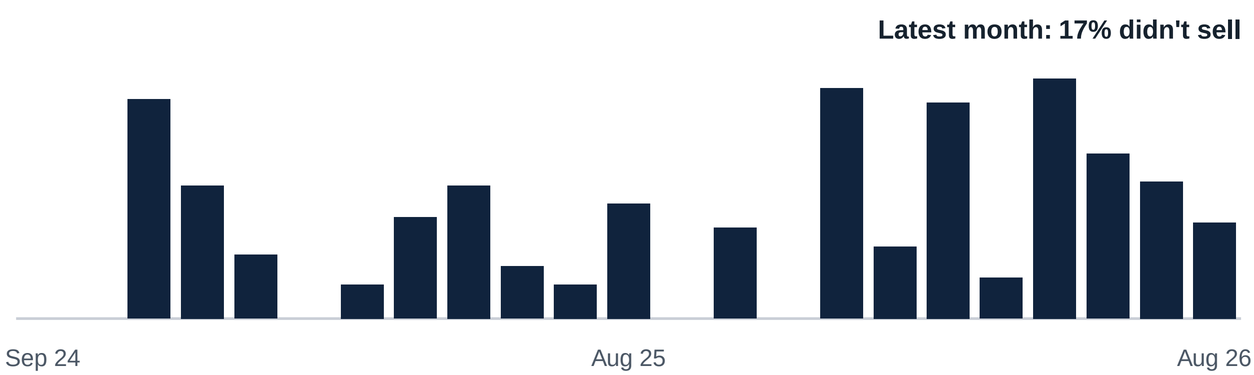
98.7%
sold vs. first ask after a fall-through
vs. 98.7% on the first contract

139
median days to sell after a fall-through
vs. 61 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 42% · cash 12% · VA 12% · FHA 23% · other 10%.

Share of listings that didn't sell, by month



What this means if you're buying

- Some sellers have room to negotiate. 63% of homes sold below the first asking price.
- Homes that sat a long time, a median of 135 days for ones that never sold, often signal a seller open to a deal.
- Financing varies: 42% of buyers used conventional loans, 23% FHA, 12% VA, and 12% paid cash.

Did you know?

- The typical home in ZIP 27577 sold for $335,000.
- The didn't-sell rate jumped from 14% a year before to 23% now.
- At a 7.03% rate, the estimated monthly carrying cost on a $335,000 home is about $2,710.

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.