Buddy Blake Team
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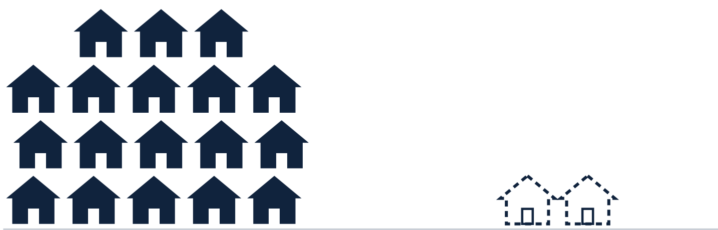
MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

ZIP 27597 · Zebulon

Zebulon: Priced Right Homes Sell at Full Ask in 54 Days

In ZIP 27597, 60 of 65 homes that finished up in the last 12 months actually sold, and the median sale price was $349,777. Homes priced right from the start sold in 54 days at closer to full price, while the ones that needed a cut took 89 days and still landed at 95.6%.



18 sold
out of every 20 listed

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expired, withdrawn or canceled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 Outlined houses expired, were withdrawn or were canceled.

65
homes finished on the market

57
median days to sell
from the first day listed

60
sold

100.0%
sold vs. first asking price

5 (8%)
didn't sell

$349,777
median sold price

What waiting costs

A typical $349,777 home, per month	
Mortgage (principal + interest)	$1,867
Property taxes	$152
Homeowners insurance	$250
Upkeep	$291
Utilities	$250
Total	**$2,810**

About $2,810 every month the home sits.

Listings that didn't sell stayed on the market a median of 130 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

54
median days to sell when priced right
53 homes that sold at 97%+ of first asking

89
median days when price cuts were needed
7 homes · sold for 95.6% of first asking

What this means if you're selling

- Price it right from day one: 53 homes did this and sold in a median of 54 days
- Needing a cut cost time: 7 homes took 89 days and still only reached 95.6% of ask
- Listings that never sold sat a median of 130 days and still had a 1.3% price cut on them
- 9% of contracts fell apart, most often inspection, appraisal or financing issues; homes that went back on the market and later sold took just 38 days and closed at 100.9%

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
$300–400K	50	46	**8%**	52	100.0%
$400–500K	12	12	**0%**	91	100.0%

When contracts fall apart

9%
of contracts fell apart before closing
6 of about 66

83%
of those homes later sold

17%
never sold

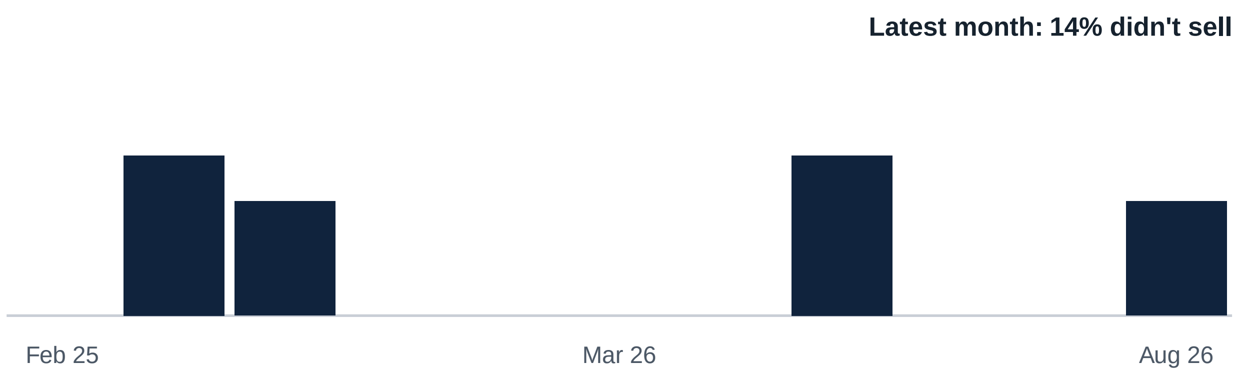
100.9%
sold vs. first ask after a fall-through
vs. 100.0% on the first contract

38
median days to sell after a fall-through
vs. 59 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 55% · cash 13% · VA 10% · FHA 20% · other 2%.

Share of listings that didn't sell, by month



What this means if you're buying

- 30% of homes sold below the first asking price, so there is some room to negotiate
- Homes that sat without selling went a median of 130 days, a sign to watch for stale listings
- Most buyers used financing: 55% conventional, 20% FHA, 10% VA, and 13% paid cash

Did you know?

- Only 1 in 13 listings in Zebulon didn't sell in the last 12 months, down from 1 in 8 the year before
- Homes that went back on the market after a contract fell apart sold faster the second time, in a median of 38 days versus 59 days for a first contract
- Carrying a typical $349,777 home at a 7.03% rate runs about $2,810 a month, or an estimated $12,000 while it sits unsold

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.