MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

ZIP 27801 · Rocky Mount

In 27801, 1 in 2 Homes Didn't Sell Last Year

Over the last 12 months in Rocky Mount's 27801, 108 homes sold and 78 didn't sell, a 42% did-not-sell rate, up from 32% the year before. Homes priced right from the start sold in 16 days, while those needing price cuts sat 70 days and still only fetched 84.5% of asking.

12 sold
out of every 20 listed

8 didn't
expired, withdrawn or canceled

186
homes finished on the market

39
median days to sell
from the first day listed

108
sold

92.8%
sold vs. first asking price

78 (42%)
didn't sell

$147,250
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 Outlined houses expired, were withdrawn or were canceled.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 $147,250 home, per month	
Mortgage (principal + interest)	$786
Property taxes	$109
Homeowners insurance	$250
Upkeep	$123
Utilities	$250
Total	**$1,520**

About $1,520 every month the home sits.

Listings that didn't sell stayed on the market a median of 140 days — roughly $7,000 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); Edgecombe County rate 0.89 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

16
median days to sell when priced right
42 homes that sold at 97%+ of first asking

70
median days when price cuts were needed
66 homes · sold for 84.5% of first asking

What this means if you're selling

- Price it right from day one, homes priced correctly sold in 16 days versus 70 days for those needing cuts
- 42% of listings didn't sell this year, up from 32% the year before, so overpricing is a real risk right now
- Waiting costs money, estimated carrying costs on a typical home run about $1,520 a month, or about $7,000 while a home sits unsold
- 34% of contracts fell apart before closing, most often inspection, appraisal or financing issues, so being prepared with paperwork and repairs upfront helps

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	174	100	**43%**	39	92.3%
$300–400K	10	6	**40%**	33	97.9%

When contracts fall apart

34%
of contracts fell apart before closing
58 of about 169

45%
of those homes later sold

50%
never sold

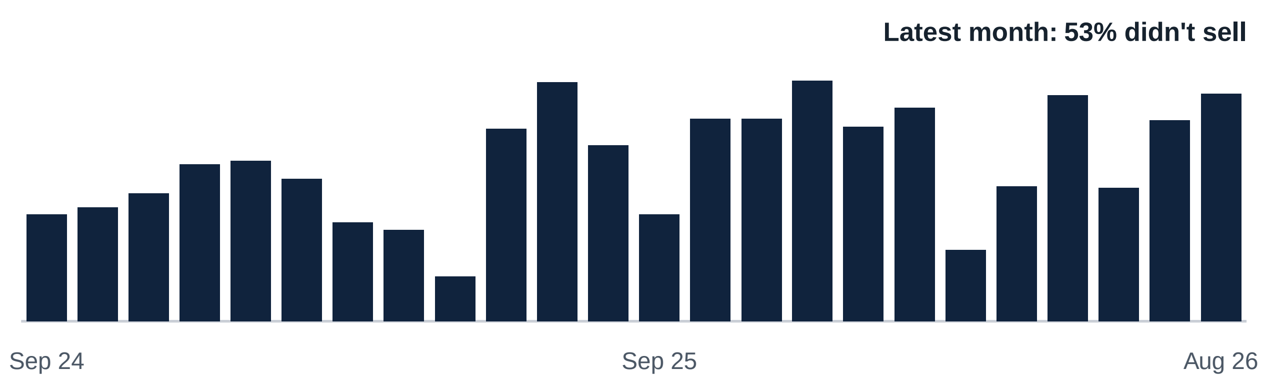
83.0%
sold vs. first ask after a fall-through
vs. 93.9% on the first contract

98
median days to sell after a fall-through
vs. 28 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 23% · cash 32% · VA 9% · FHA 25% · other 10%.

Share of listings that didn't sell, by month



What this means if you're buying

- Typical homes sold at 92.8% of first asking price, and 75% sold below that first price, so there's room to negotiate
- Listings that never sold sat a median of 140 days, a sign some homes are priced too high, worth watching before you offer
- Buyers are paying a mix of ways: 32% cash, 23% conventional, 25% FHA, and 9% VA

Did you know?

- The median sold price in 27801 over the last 12 months was $147,250
- The current mortgage rate used in this report is 7.03%
- Estimated monthly carrying costs on a typical home here run about $1,520

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.