MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

ZIP 27803 · Rocky Mount

27803: 1 in 3 Listings Didn't Sell This Year

In ZIP 27803, 35% of listings ended without selling over the last 12 months, up from 18% the year before. Homes priced right from day one sold in a median of 25 days, while homes that needed price cuts took 75 days and still sold for less.

13 sold
out of every 20 listed

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expired, withdrawn or canceled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 Outlined houses expired, were withdrawn or were canceled.

256
homes finished on the market

55
median days to sell
from the first day listed

167
sold

94.0%
sold vs. first asking price

89 (35%)
didn't sell

$230,000
median sold price

What waiting costs

A typical $230,000 home, per month	
Mortgage (principal + interest)	$1,228
Property taxes	$121
Homeowners insurance	$250
Upkeep	$192
Utilities	$250
Total	**$2,040**

About $2,040 every month the home sits.

Listings that didn't sell stayed on the market a median of 135 days — roughly $9,100 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); Nash County rate 0.63 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

25
median days to sell when priced right
62 homes that sold at 97%+ of first asking

75
median days when price cuts were needed
105 homes · sold for 89.8% of first asking

What this means if you're selling

- Price it right from day one, listings that started right sold in 25 days on median, versus 75 days for ones that needed cuts
- Homes needing cuts sold at 89.8% of ask, versus 95.0% for first contracts that held
- 1 in 4 contracts fell apart before closing, most often inspection, appraisal or financing issues, in general industry experience
- If a contract falls apart, 61% of homes go on to sell later, but 37% never sell at all, so being ready to re-list quickly matters

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	176	116	**34%**	54	91.9%
$300–400K	60	40	**33%**	47	97.2%

When contracts fall apart

24%
of contracts fell apart before closing
54 of about 223

61%
of those homes later sold

37%
never sold

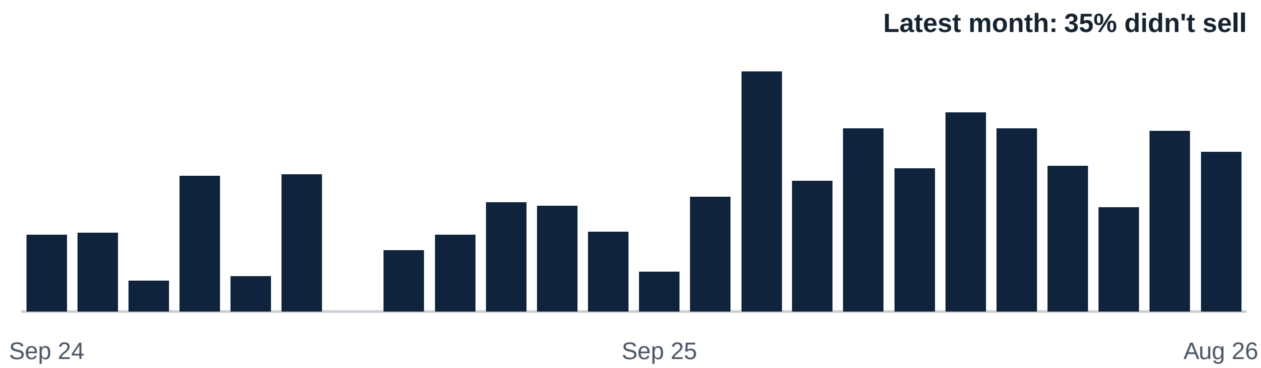
93.6%
sold vs. first ask after a fall-through
vs. 95.0% on the first contract

78
median days to sell after a fall-through
vs. 43 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 40% · cash 20% · VA 8% · FHA 23% · other 10%.

Share of listings that didn't sell, by month



What this means if you're buying

- Typical home in 27803 sold at 94.0% of first asking price, and 81% of homes sold below that first ask, so there is room to negotiate
- Listings that never sold sat a median of 135 days, a sign some sellers are holding out on price
- Financing mix varies: 40% conventional, 23% FHA, 20% cash, 8% VA, worth knowing what others are using

Did you know?

- Median sold price in 27803 over the last 12 months was $230,000
- At a 7.03% mortgage rate, estimated monthly carrying cost on a $230,000 home is about $2,040
- A home that sits unsold for 135 days carries an estimated $9,100 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.