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MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

ZIP 27804 · Rocky Mount

27804: 1 in 3 Listings Didn't Sell This Year

In the Rocky Mount area, 403 listings ended in the last 12 months, and 285 sold while 118 didn't sell. That's a 29% didn't-sell rate, up from 23% the year before, with typical sold homes taking 59 days and fetching 95.4% of first asking price.

14 sold
out of every 20 listed

6 didn't
expired, withdrawn or canceled

403
homes finished on the market

59
median days to sell
from the first day listed

285
sold

95.4%
sold vs. first asking price

118 (29%)
didn't sell

$260,000
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 Outlined houses expired, were withdrawn or were canceled.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 $260,000 home, per month	
Mortgage (principal + interest)	$1,388
Property taxes	$137
Homeowners insurance	$250
Upkeep	$217
Utilities	$250
Total	**$2,240**

About $2,240 every month the home sits.

Listings that didn't sell stayed on the market a median of 125 days — roughly $9,200 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

20
median days to sell when priced right
113 homes that sold at 97%+ of first asking

94
median days when price cuts were needed
172 homes · sold for 91.7% of first asking

What this means if you're selling

- Homes priced right from day one sold in 20 days, on average, with 113 selling that way. Listings that needed cuts took 94 days and still sold at 91.7% of ask.
- The $400–500K range struggled most, with a 39% didn't-sell rate. Under $300K did best, with a 28% didn't-sell rate.
- Listings that never sold sat a median 125 days and typically saw a 3.0% price cut before giving up.
- 1 in 5 contracts fell apart (most often inspection, appraisal or financing issues, based on general industry experience). Homes that fell apart and later re-sold took a median 142 days versus 50 days for a first contract, and sold at 91.7% versus 96.0%.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	241	174	**28%**	41	96.1%
$300–400K	107	75	**30%**	95	95.4%
$400–500K	28	17	**39%**	83	92.9%
$500–750K	21	15	**29%**	98	94.0%

When contracts fall apart

20%
of contracts fell apart before closing
71 of about 357

61%
of those homes later sold

38%
never sold

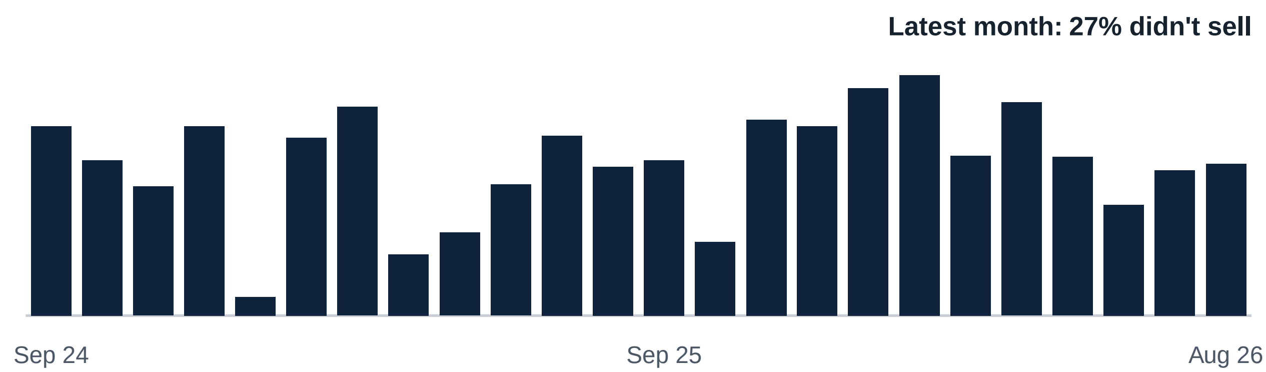
91.7%
sold vs. first ask after a fall-through
vs. 96.0% on the first contract

142
median days to sell after a fall-through
vs. 50 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 41% · cash 22% · VA 11% · FHA 24% · other 2%.

Share of listings that didn't sell, by month



What this means if you're buying

- 77% of sold homes in 27804 went for below the first asking price, so there's room to negotiate.
- Homes that needed a price cut took 94 days to sell versus 20 days for those priced right from the start. That's a sign of where the negotiating room is.
- Financing splits: 22% paid cash, 41% used conventional loans, 24% FHA, and 11% VA.

Did you know?

- The median sold price in ZIP 27804 was $260,000 over the last 12 months.
- On a $260,000 home at a 7.03% mortgage rate, the estimated monthly carrying cost is about $2,240.
- A listing that sits unsold for 125 days carries an estimated $9,200 in carrying costs for a typical home.

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.