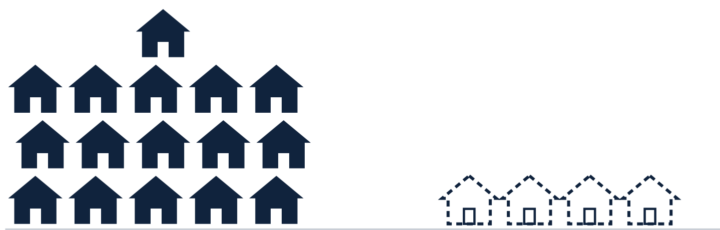
MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

ZIP 27822 · Elm City

Elm City: 1 in 5 Listings Didn't Sell Last Year

In ZIP 27822, homes that were priced right from day one sold in a median of 10 days. Homes that needed price cuts sat a median of 111 days and still sold for less. Typical time to sell was 42 days, with sellers getting a median 98.2% of first asking price.



16 sold
out of every 20 listed

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expired, withdrawn or canceled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 Outlined houses expired, were withdrawn or were canceled.

97
homes finished on the market

76
sold

21 (22%)
didn't sell

42
median days to sell
from the first day listed

98.2%
sold vs. first asking price

$271,700
median sold price

What waiting costs

A typical $271,700 home, per month	
Mortgage (principal + interest)	$1,450
Property taxes	$135
Homeowners insurance	$250
Upkeep	$226
Utilities	$250
Total	**$2,310**

About $2,310 every month the home sits.

Listings that didn't sell stayed on the market a median of 83 days — roughly $6,300 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); Wilson County rate 0.595 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

10
median days to sell when priced right
42 homes that sold at 97%+ of first asking

111
median days when price cuts were needed
34 homes · sold for 88.6% of first asking

What this means if you're selling

- Price it right from day one — pricedRight homes sold in 10 days versus 111 days for homes needing cuts
- The $300–400K range struggled most, with a 30% didn't-sell rate
- Waiting costs money — homes that never sold typically sat 83 days before giving up
- 1 in 7 contracts fell apart before closing, most often inspection, appraisal or financing issues

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	53	45	**15%**	34	98.3%
$300–400K	30	21	**30%**	98	93.8%

When contracts fall apart

15%
of contracts fell apart before closing
13 of about 89

85%
of those homes later sold

15%
never sold

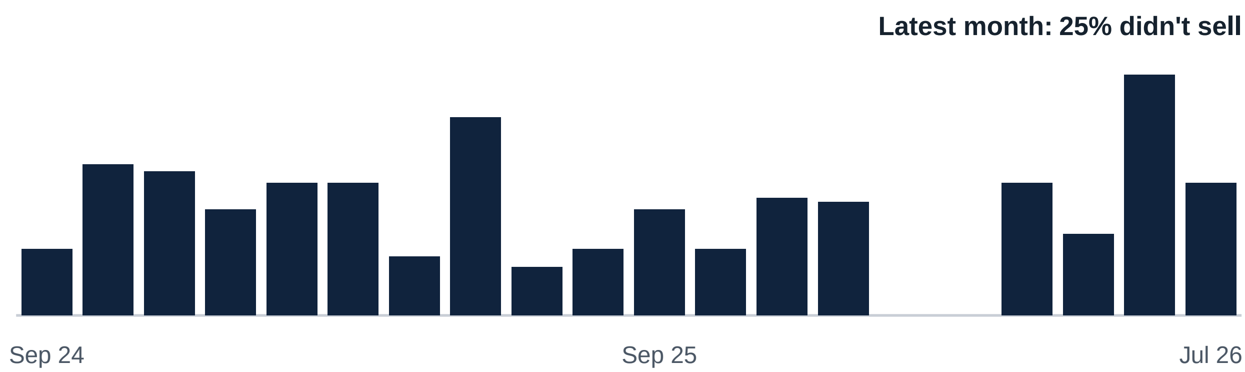
92.0%
sold vs. first ask after a fall-through
vs. 98.3% on the first contract

156
median days to sell after a fall-through
vs. 25 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 46% · cash 15% · VA 5% · FHA 29% · other 5%.

Share of listings that didn't sell, by month



What this means if you're buying

- 65% of sales in Elm City closed below the first asking price — there's room to negotiate
- Homes that needed a price cut still sold, just at 88.6% of ask instead of 98.2%
- Most buyers used financing — 46% conventional, 29% FHA, 5% VA, and 15% paid cash

Did you know?

- The typical sold price in Elm City was $271,700 over the last 12 months
- If a contract fell apart, 85% of those homes went on to sell anyway, typically at 92.0% of ask
- At a 7.03% mortgage rate, carrying a typical Elm City home runs about $2,310 a month, or an estimated $6,300 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.