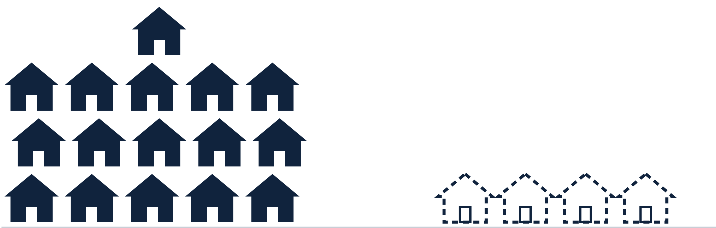
MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

ZIP 27834 · Greenville

27834: 1 in 5 Listings Didn't Sell Last Year

In the Greenville area, most homes that sold went in 37 days at 97.8% of asking price. But 146 listings didn't sell at all, and that's up from 12% the year before to 21% now. Pricing right from the start makes the difference.



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expired, withdrawn or canceled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 Outlined houses expired, were withdrawn or were canceled.

705
homes finished on the market

37
median days to sell
from the first day listed

559
sold

97.8%
sold vs. first asking price

146 (21%)
didn't sell

$247,650
median sold price

What waiting costs

A typical $247,650 home, per month	
Mortgage (principal + interest)	$1,322
Property taxes	$117
Homeowners insurance	$250
Upkeep	$206
Utilities	$250
Total	**$2,150**

About $2,150 every month the home sits.

Listings that didn't sell stayed on the market a median of 123 days — roughly $8,600 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); Pitt County rate 0.5663 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

21
median days to sell when priced right
314 homes that sold at 97%+ of first asking

59
median days when price cuts were needed
245 homes · sold for 92.7% of first asking

What this means if you're selling

- Homes priced right from day one sold in 21 days, 314 of them.
- Listings that needed price cuts took 59 days and still sold at 92.7% of ask.
- The $400–500K range struggled most, with a 24% rate of not selling.
- If your contract falls apart, most relist and sell later, but it adds about 93 days and a lower 95.6% of ask versus 98.5% on a first contract.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	522	416	**20%**	36	97.4%
$300–400K	109	85	**22%**	39	99.0%
$400–500K	34	26	**24%**	30	98.2%
$500–750K	26	22	**15%**	45	97.9%

When contracts fall apart

20%
of contracts fell apart before closing
137 of about 703

63%
of those homes later sold

29%
never sold

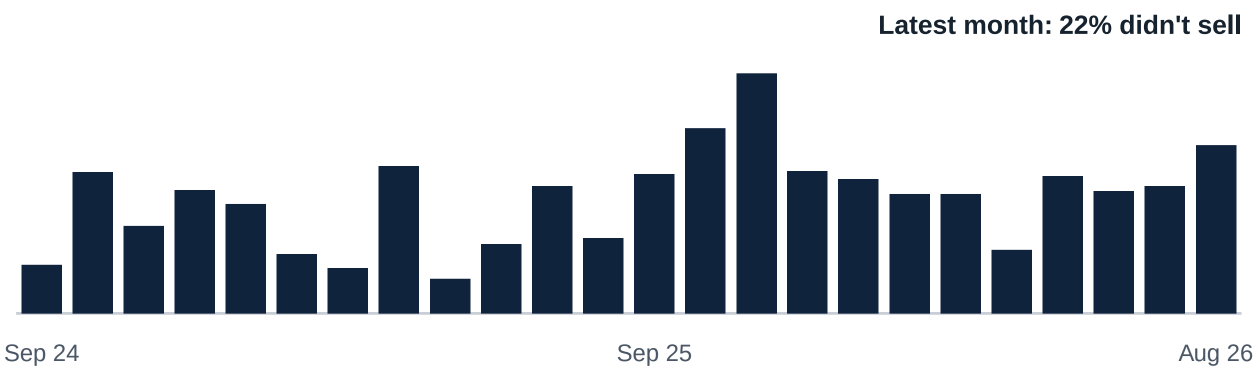
95.6%
sold vs. first ask after a fall-through
vs. 98.5% on the first contract

93
median days to sell after a fall-through
vs. 30 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 50% · cash 26% · VA 7% · FHA 13% · other 4%.

Share of listings that didn't sell, by month



What this means if you're buying

- 146 listings didn't sell in the last 12 months, so there's room to negotiate on the right home.
- 1 in 5 contracts fall apart before closing, most often over inspection, appraisal or financing issues.
- Half of buyers used conventional financing, 26% paid cash, 13% used FHA, 7% used VA.

Did you know?

- Listings that never sold sat for a median of 123 days before coming off the market.
- Carrying a typical $247,650 home for an extra month while it sits runs about $2,150, or about $8,600 over the stretch a stale listing typically sits.
- The $500–750K range had the best odds, with only a 15% rate of not selling.

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.