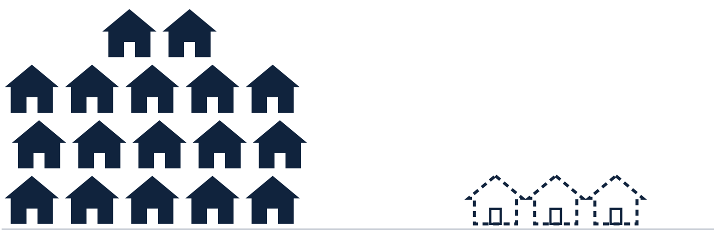
MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

ZIP 27880 · Sims

Sims: 1 in 6 Homes Didn't Sell Last Year

In ZIP 27880, 57 of 68 homes that finished listing in the last 12 months sold, and the typical one sold in 47 days at 97.4% of asking price. Price it right and it moves fast. Price it wrong and it can sit for 148 days before coming off the market unsold.



17 sold
out of every 20 listed

3 didn't
expired, withdrawn or canceled

68
homes finished on the market

47
median days to sell
from the first day listed

57
sold

97.4%
sold vs. first asking price

11 (16%)
didn't sell

$321,950
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 Outlined houses expired, were withdrawn or were canceled.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 $321,950 home, per month	
Mortgage (principal + interest)	$1,719
Property taxes	$160
Homeowners insurance	$250
Upkeep	$268
Utilities	$250
Total	**$2,650**

About $2,650 every month the home sits.

Listings that didn't sell stayed on the market a median of 148 days — roughly $12,900 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

29
median days to sell when priced right
31 homes that sold at 97%+ of first asking

58
median days when price cuts were needed
26 homes · sold for 93.2% of first asking

What this means if you're selling

- Homes priced right from day one sold in a typical 29 days, 31 homes did this
- Homes that needed price cuts took a typical 58 days and still sold at 93.2% of asking
- Listings that never sold sat a typical 148 days before coming off market, even after a typical 2.2% price cut
- 17% of contracts fell apart before closing, 1 in 6 — most often inspection, appraisal or financing issues. Homes that later got a second contract sold at 95.5% of asking, a bit below the 98.0% first-contract homes get

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	19	17	**11%**	21	99.6%
$300–400K	28	24	**14%**	56	96.5%
$400–500K	17	13	**24%**	60	95.4%

When contracts fall apart

17%
of contracts fell apart before closing
12 of about 69

67%
of those homes later sold

25%
never sold

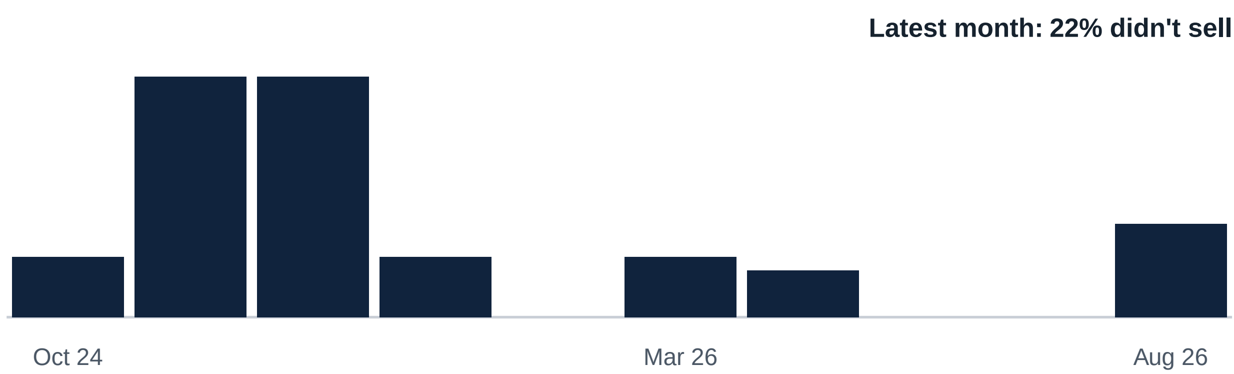
95.5%
sold vs. first ask after a fall-through
vs. 98.0% on the first contract

53
median days to sell after a fall-through
vs. 47 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 54% · cash 7% · VA 7% · FHA 28% · other 4%.

Share of listings that didn't sell, by month



What this means if you're buying

- 72% of homes in Sims sold below the first asking price, so there is room to negotiate
- If a home has sat close to 148 days, that is a sign it may have started too high
- Most buyers here used conventional loans (54%), with 28% FHA, 7% VA and 7% cash

Did you know?

- A typical home in Sims sells for $321,950
- At today's 7.03% rate, estimated monthly carrying cost on a typical home is about $2,650
- A home that sits unsold costs an estimated $12,900 in carrying costs over that time

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.