MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

ZIP 27893 · Wilson

In Wilson's 27893, 1 in 4 Listings Didn't Sell

Over the last 12 months in ZIP 27893, 279 homes sold and 98 didn't. Homes priced right from the start sold in 13 days, while ones that needed a price cut sat for 54 days before selling, and homes that never sold sat for 116 days. Typical sale price was $219,500, at 96.1% of first asking price.

15 sold
out of every 20 listed

5 didn't
expired, withdrawn or canceled

377
homes finished on the market

32
median days to sell
from the first day listed

279
sold

96.1%
sold vs. first asking price

98 (26%)
didn't sell

$219,500
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 Outlined houses expired, were withdrawn or were canceled.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 $219,500 home, per month	
Mortgage (principal + interest)	$1,172
Property taxes	$109
Homeowners insurance	$250
Upkeep	$183
Utilities	$250
Total	**$1,960**

About $1,960 every month the home sits.

Listings that didn't sell stayed on the market a median of 116 days — roughly $7,500 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

13
median days to sell when priced right
121 homes that sold at 97%+ of first asking

54
median days when price cuts were needed
158 homes · sold for 92.2% of first asking

What this means if you're selling

- Price it right from day one: homes priced correctly sold in 13 days, needing cuts took 54 days.
- 98 listings didn't sell over the last 12 months, a 26% rate, up from 22% the year before.
- 24% of contracts fell apart before closing, most often inspection, appraisal or financing issues in general.
- If your contract falls apart, homes that later sold anyway still got 92.6% of asking, but it took 98 days.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	291	216	**26%**	30	95.8%
$300–400K	49	34	**31%**	61	96.2%
$400–500K	21	17	**19%**	36	98.9%
$500–750K	12	9	**25%**	10	100.0%

When contracts fall apart

24%
of contracts fell apart before closing
87 of about 368

60%
of those homes later sold

36%
never sold

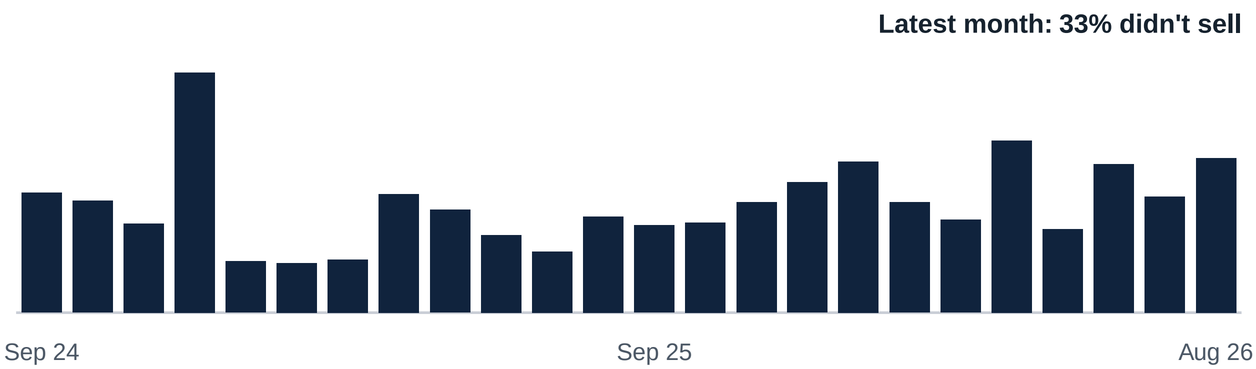
92.6%
sold vs. first ask after a fall-through
vs. 96.7% on the first contract

98
median days to sell after a fall-through
vs. 23 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 43% · cash 26% · VA 11% · FHA 16% · other 4%.

Share of listings that didn't sell, by month



What this means if you're buying

- Typical home sold at 96.1% of first asking price, and 71% sold below the first asking price.
- Homes that never sold sat a median 116 days, so a long time on market can mean room to negotiate.
- Buyers paid with a mix of methods: 26% cash, 43% conventional, 16% FHA, 11% VA.

Did you know?

- Typical time to sell in 27893 was 32 days.
- Listings that needed a price cut still sold at 92.2% of asking.
- At a 7.03% mortgage rate, the estimated monthly carrying cost on a $219,500 home is about $1,960.

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.