Buddy Blake Team
Coldwell Banker Sea Coast Advantage

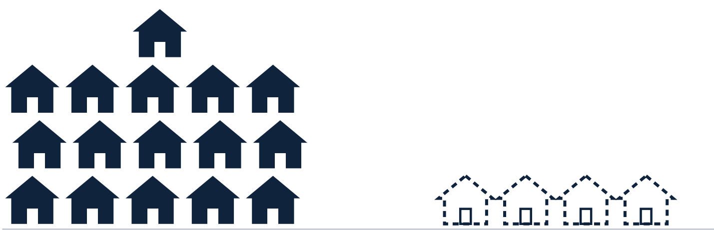
(910) 395-1000
buddyblake.ai

MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

ZIP 27896 · Wilson

In Wilson's 27896, 1 in 5 Homes Didn't Sell

Over the last 12 months, 337 homes in ZIP 27896 wrapped up, and 264 of them sold. Typical sale took 29 days and closed at 97.5% of the first asking price, but homes priced wrong sat a lot longer and often got cut before they finally moved.



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expired, withdrawn or canceled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 Outlined houses expired, were withdrawn or were canceled.

337
homes finished on the market

29
median days to sell
from the first day listed

264
sold

97.5%
sold vs. first asking price

73 (22%)
didn't sell

$277,520
median sold price

What waiting costs

A typical $277,520 home, per month	
Mortgage (principal + interest)	$1,482
Property taxes	$138
Homeowners insurance	$250
Upkeep	$231
Utilities	$250
Total	**$2,350**

About $2,350 every month the home sits.

Listings that didn't sell stayed on the market a median of 176 days — roughly $13,600 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); 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

11
median days to sell when priced right
145 homes that sold at 97%+ of first asking

81
median days when price cuts were needed
119 homes · sold for 93.0% of first asking

What this means if you're selling

- Price it right from day one: homes priced right sold in a typical 11 days, needing-a-cut homes took 81 days
- The $500-750K range struggled most, with a 36% didn't-sell rate, while Under $300K did best at 16%
- Waiting has a cost: listings that never sold sat a median 176 days and still got a 2.8% price cut
- 16% of contracts fell apart before closing, most often inspection, appraisal or financing issues in general industry experience - be ready with paperwork and repairs upfront

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	180	152	**16%**	33	97.5%
$300–400K	88	60	**32%**	23	97.9%
$400–500K	34	27	**21%**	31	97.1%
$500–750K	28	18	**36%**	31	97.7%

When contracts fall apart

16%
of contracts fell apart before closing
49 of about 315

65%
of those homes later sold

29%
never sold

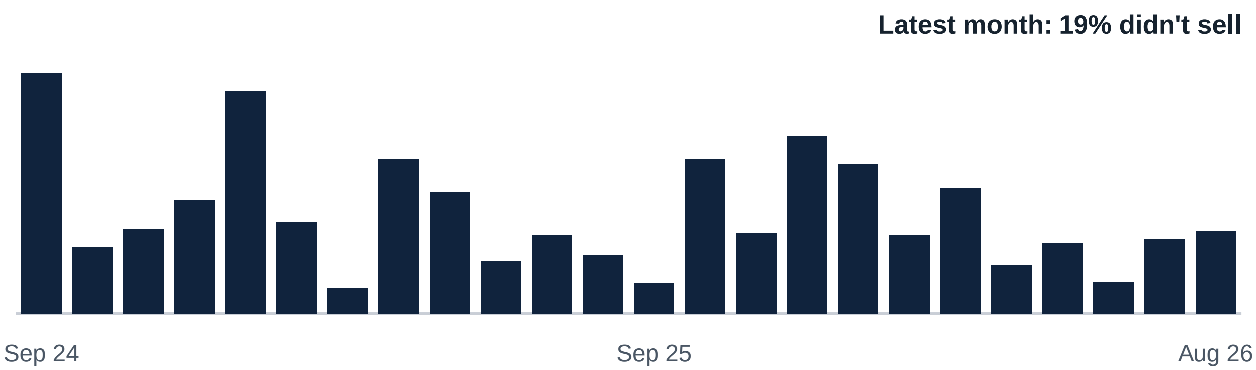
93.8%
sold vs. first ask after a fall-through
vs. 97.8% on the first contract

76
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 49% · cash 20% · VA 11% · FHA 16% · other 4%.

Share of listings that didn't sell, by month



What this means if you're buying

- 67% of homes in 27896 sold below the first asking price, so there's room to negotiate
- Contracts that fall apart aren't the end: 65% of those homes sold later, though it took a median 76 days
- Financing mix: 49% of buyers used conventional loans, 20% paid cash, 16% used FHA, and 11% used VA

Did you know?

- Homes priced right from the start sold in a typical 11 days versus 81 days for ones needing a price cut
- At a 7.03% mortgage rate, carrying a typical $277,520 home runs about $2,350 a month, or an estimated $13,600 while it sits unsold
- When a first contract fell apart, homes that eventually sold still closed at 93.8% of asking, close to the 97.8% first-contract homes get

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.