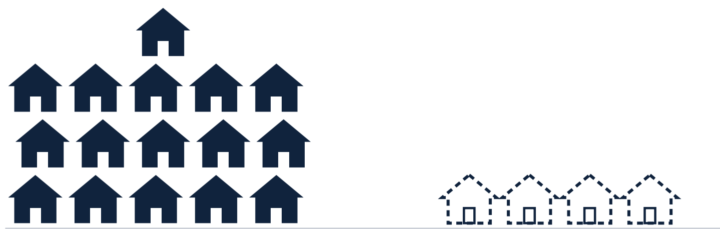
MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

ZIP 28315 · Aberdeen

Aberdeen's 28315: 1 in 5 Listings Didn't Sell This Year

In ZIP 28315, 402 homes wrapped up over the last 12 months and 323 of them sold. The rest, 79 homes, didn't sell, and that didn't-sell rate climbed to 20% from 14% the year before. Price it right and homes moved in 26 days. Price it wrong and sellers waited 128 days before cutting, often needing a 1.4% cut, and still landed at 92.5% of asking.



16 sold
out of every 20 listed

4 didn't
expired, withdrawn or canceled

402
homes finished on the market

53
median days to sell
from the first day listed

323
sold

98.5%
sold vs. first asking price

79 (20%)
didn't sell

$390,240
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 Outlined houses expired, were withdrawn or were canceled.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 $390,240 home, per month	
Mortgage (principal + interest)	$2,083
Property taxes	$96
Homeowners insurance	$250
Upkeep	$325
Utilities	$250
Total	**$3,000**

About $3,000 every month the home sits.

Listings that didn't sell stayed on the market a median of 124 days — roughly $12,300 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); Moore County rate 0.295 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

26
median days to sell when priced right
200 homes that sold at 97%+ of first asking

128
median days when price cuts were needed
123 homes · sold for 92.5% of first asking

What this means if you're selling

- Price it right from day one. Homes priced correctly sold in 26 days at 98.5% of asking.
- Homes that needed a price cut sat 128 days and still sold for less, 92.5% of asking.
- The $400-500K range is the toughest right now, with 25% not selling. $300-400K is the strongest, at just 11%.
- If your listing doesn't sell, it's likely averaging around 124 days on market before it comes off.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	66	54	**18%**	114	95.1%
$300–400K	116	103	**11%**	53	97.7%
$400–500K	143	107	**25%**	60	99.1%
$500–750K	67	53	**21%**	29	100.0%

When contracts fall apart

11%
of contracts fell apart before closing
38 of about 362

63%
of those homes later sold

37%
never sold

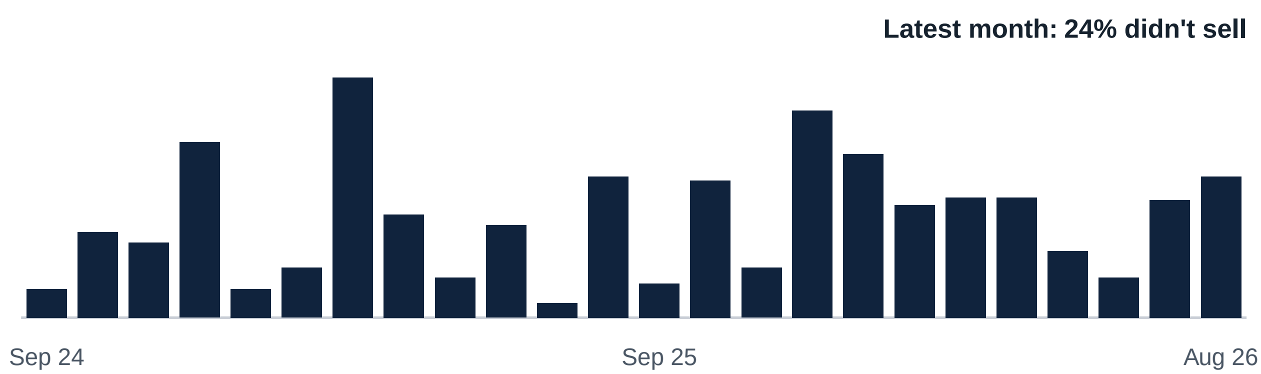
96.7%
sold vs. first ask after a fall-through
vs. 98.6% on the first contract

170
median days to sell after a fall-through
vs. 52 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 34% · cash 10% · VA 46% · FHA 9% · other 2%.

Share of listings that didn't sell, by month



What this means if you're buying

- 1 in 10 contracts in 28315 fall apart before closing, most often over inspection, appraisal or financing issues.
- Homes that come back after a fallen-through contract sell for 96.7% of asking versus 98.6% on the first try. There may be room to negotiate.
- Most buyers here are using VA loans (46%) or conventional financing (34%). Cash buyers make up 10%.

Did you know?

- The typical home in 28315 sold for $390,240 over the last 12 months.
- 64% of homes in the area sold below the first asking price.
- At today's estimated 7.03% rate, carrying a typical $390,240 home runs about $3,000 a month, or about $12,300 if 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.