

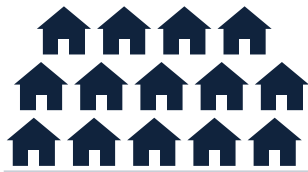


MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

ZIP 28326 · Cameron

In Cameron's 28326, 1 in 3 Listings Didn't Sell

Over the last 12 months in ZIP 28326, 77 homes wrapped up and 54 of them sold. Typical time to sell was 38 days at 98.4% of first asking price, but homes priced wrong sat a lot longer and often still had to cut price before selling.



14 sold

out of every 20 listed



6 didn't

expired, withdrawn or canceled

77

homes finished on the market

54

sold

23 (30%)

didn't sell

38

median days to sell
from the first day listed

98.4%

sold vs. first asking price

\$404,500

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 Outlined houses expired, were withdrawn or were canceled.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 \$404,500 home, per month

Mortgage (principal + interest)	\$2,159
Property taxes	\$99
Homeowners insurance	\$250
Upkeep	\$337
Utilities	\$250
Total	\$3,100

About \$3,100 every month the home sits.

Listings that didn't sell stayed on the market a median of 132 days — roughly \$13,400 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

21

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

77

median days when price cuts were needed
23 homes · sold for 92.3% of first asking



What this means if you're selling

- Homes priced right from day one sold in a median of 21 days, and there were 31 of them.
- Homes that needed a price cut took a median of 77 days and still only sold at 92.3% of asking.
- 14% of contracts fell apart, most often inspection, appraisal or financing issues, so be ready before you accept an offer.
- Listings that never sold sat a median of 132 days and still carried a 1.6% median price cut. Waiting costs money — an estimated \$13,400 in carrying costs for a typical home in this price range.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
\$300–400K	21	17	19%	48	96.9%
\$400–500K	20	13	35%	57	98.0%
\$500–750K	17	13	24%	15	100.0%

When contracts fall apart

14%

of contracts fell apart before closing
9 of about 63

56%

of those homes later sold

44%

never sold

98.1%

sold vs. first ask after a fall-through
vs. 98.8% on the first contract

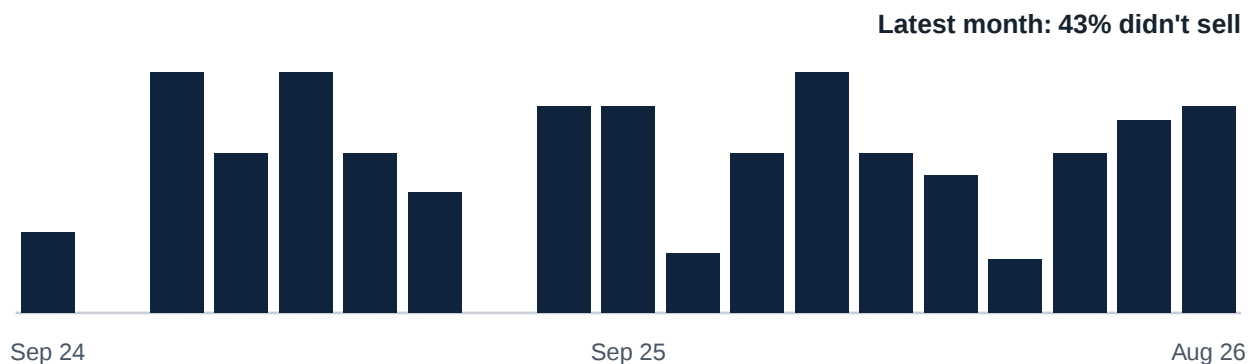
51

median days to sell after a fall-through
vs. 34 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 9% · cash 9% · VA 63% · FHA 13% · other 6%.

Share of listings that didn't sell, by month



What this means if you're buying

- 61% of homes here sold below the first asking price, so there is room to negotiate.
- If a contract falls apart, most of those homes do sell later, but it adds a median of 51 more days.
- 63% of buyers here used VA financing, so that's a common path in this market.



Did you know?

- 1 in 3 listings in 28326 didn't sell in the last 12 months.
- 1 in 7 contracts here fell apart before closing.
- The median sold price in 28326 was \$404,500, with mortgage rates around 7.03%.

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.