



MARKET INSIGHTS · LAST 12 MONTHS THROUGH OCTOBER 1, 2026

ZIP 28365 · Mount Olive

Mount Olive: 1 in 4 Contracts Fell Apart Last Year

In ZIP 28365, homes that sold took a typical 39 days and brought 94.3% of first asking price. But 1 in 5 listings didn't sell at all, and 1 in 4 contracts that did get signed fell apart before closing.



61
homes finished on the market

39
median days to sell
from the first day listed

49
sold

94.3%
sold vs. first asking price

12 (20%)
didn't sell

\$194,900
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 Outlined houses expired, were withdrawn or were canceled.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 \$194,900 home, per month

Mortgage (principal + interest)	\$1,040
Property taxes	\$102
Homeowners insurance	\$250
Upkeep	\$162
Utilities	\$250
Total	\$1,800

About \$1,800 every month the home sits.

Listings that didn't sell stayed on the market a median of 146 days — roughly \$8,600 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); Wayne County rate 0.6259 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

35

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

40

median days when price cuts were needed
31 homes · sold for 87.1% of first asking



What this means if you're selling

- Homes priced right from the start sold in a typical 35 days. Homes that needed price cuts took 40 days and still sold for only 87.1% of asking.
- Listings that never sold sat for a typical 146 days and still carried a median price cut of 3.7%.
- Waiting costs money. Carrying a typical home here runs about an estimated \$1,800 a month, or about \$8,600 while it sits unsold.
- 1 in 4 contracts fell apart before closing, most often inspection, appraisal or financing issues. Being ready for those steps up front helps keep a contract together.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under \$300K	43	39	9%	35	94.3%
\$300–400K	13	9	31%	58	94.5%

When contracts fall apart

25%

of contracts fell apart before closing
16 of about 65

63%

of those homes later sold

38%

never sold

84.6%

sold vs. first ask after a fall-through
vs. 94.8% on the first contract

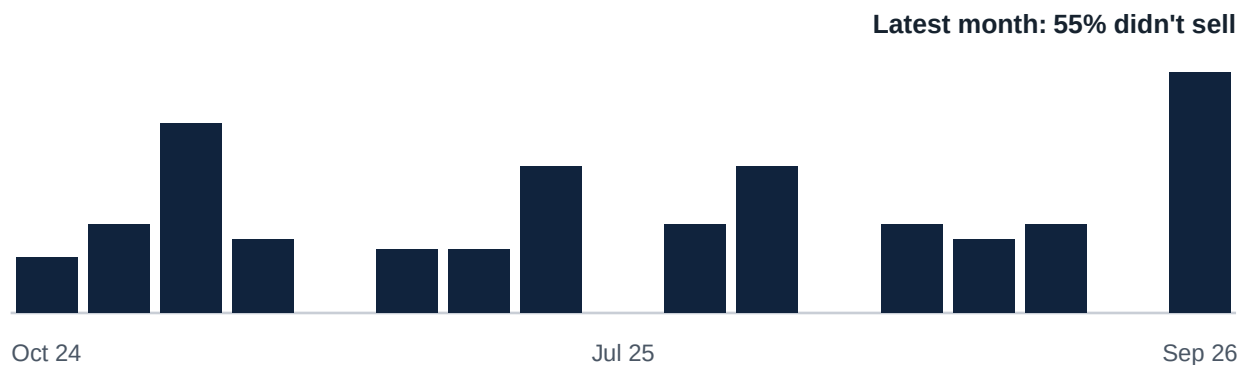
108

median days to sell after a fall-through
vs. 30 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 18% · cash 41% · VA 14% · FHA 18% · other 8%.

Share of listings that didn't sell, by month



What this means if you're buying

- 88% of homes in this ZIP sold below the first asking price, so there's room to negotiate.
- If a contract falls apart, homes that go back on the market take a typical 108 days to sell the second time, and sell for 84.6% of asking versus 94.8% on a first contract.
- Buyers here are paying in different ways: 41% cash, 18% conventional, 18% FHA, and 14% VA.



Did you know?

- The median sold price in ZIP 28365 over the last 12 months was \$194,900.
- Of 61 homes that finished out their listing, 49 sold and 12 didn't sell.
- The rate of listings that didn't sell was 20% this year, the same as the year before.

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.