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MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

ZIP 28374 · Pinehurst

In Pinehurst's 28374, 1 in 4 Listings Didn't Sell

Over the last 12 months in ZIP 28374, 573 homes sold and 189 didn't, a 25% didn't-sell rate, up from 16% the year before. Homes priced right from the start sold in a median of 10 days, while ones that needed price cuts took 71 days. The typical sold home fetched 96.3% of its first asking price.

15 sold
out of every 20 listed

5 didn't
expired, withdrawn or canceled

762
homes finished on the market

36
median days to sell
from the first day listed

573
sold

96.3%
sold vs. first asking price

189 (25%)
didn't sell

$595,000
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 Outlined houses expired, were withdrawn or were canceled.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 $595,000 home, per month	
Mortgage (principal + interest)	$3,176
Property taxes	$146
Homeowners insurance	$250
Upkeep	$496
Utilities	$250
Total	**$4,320**

About $4,320 every month the home sits.

Listings that didn't sell stayed on the market a median of 139 days — roughly $19,700 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

10
median days to sell when priced right
261 homes that sold at 97%+ of first asking

71
median days when price cuts were needed
312 homes · sold for 92.3% of first asking

What this means if you're selling

- Price it right from day one. Homes priced correctly sold in a median of 10 days. Homes that needed cuts took 71 days and still only got 92.3% of asking.
- The $300-400K range struggled most, with a 32% didn't-sell rate. The $750K-1M range did best, at 20%.
- Listings that never sold sat a median of 139 days and still saw a 1.7% median price cut.
- 17% of contracts fell apart, about 1 in 6. That's most often inspection, appraisal or financing issues. Homes that fell apart and later sold took a median of 92 days and closed at 92.4% of asking, versus 32 days and 96.9% for a first contract that holds.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	25	17	**32%**	55	94.2%
$300–400K	87	59	**32%**	44	95.4%
$400–500K	143	105	**27%**	38	96.0%
$500–750K	210	166	**21%**	35	96.5%
$750K–1M	120	96	**20%**	28	97.1%
$1M+	177	130	**27%**	37	96.5%

When contracts fall apart

17%
of contracts fell apart before closing
113 of about 686

62%
of those homes later sold

35%
never sold

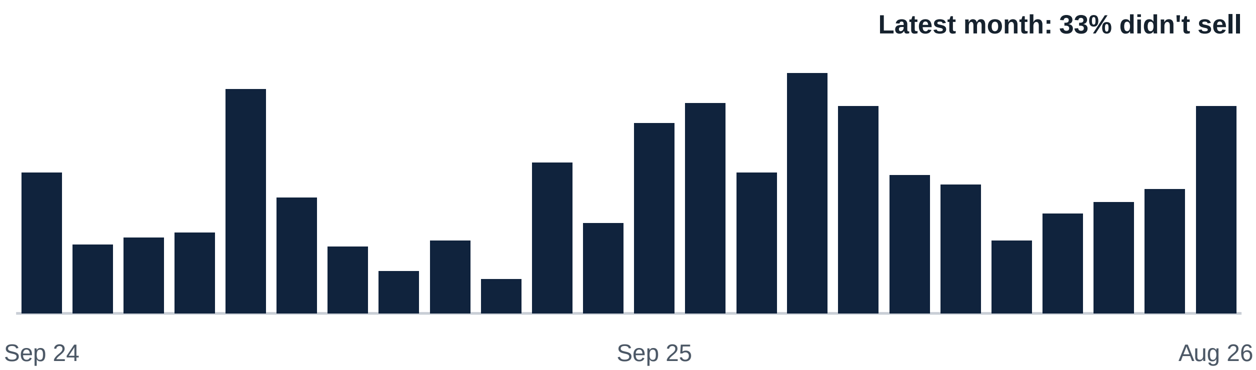
92.4%
sold vs. first ask after a fall-through
vs. 96.9% on the first contract

92
median days to sell after a fall-through
vs. 32 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 41% · cash 44% · VA 12% · FHA 1% · other 2%.

Share of listings that didn't sell, by month



What this means if you're buying

- There's room to negotiate. The typical home sold for 96.3% of first asking price, and 72% sold below that first ask.
- Some homes sit a long time. Listings that never sold sat a median of 139 days before ending.
- Cash is common. 44% of buyers paid cash, 41% used conventional financing, 12% used VA, and 1% used FHA.

Did you know?

- The median sold price in ZIP 28374 was $595,000 over the last 12 months.
- On a $595,000 home at 7.03%, the estimated monthly carrying cost is about $4,320.
- A home that sits unsold for the median 139 days carries an estimated $19,700 in holding costs.

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.