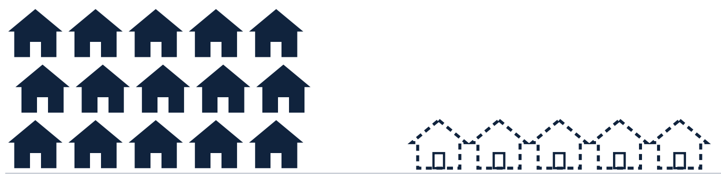
MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

ZIP 28394 · Vass

Vass Area: 1 In 4 Listings Didn't Sell Last Year

In ZIP 28394, 176 homes sold over the last 12 months while 53 didn't sell, a 23% didNotSellRate. Homes priced right from the start typically sold in 39 days, while the ones that needed price cuts sat for 119 days before selling. Median sold price came in at $390,000, with typical sales landing at 98.5% of first asking price.



15 sold
out of every 20 listed

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expired, withdrawn or canceled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 Outlined houses expired, were withdrawn or were canceled.

229
homes finished on the market

81
median days to sell
from the first day listed

176
sold

98.5%
sold vs. first asking price

53 (23%)
didn't sell

$390,000
median sold price

What waiting costs

A typical $390,000 home, per month	
Mortgage (principal + interest)	$2,082
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 129 days — roughly $12,700 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

39
median days to sell when priced right
109 homes that sold at 97%+ of first asking

119
median days when price cuts were needed
67 homes · sold for 93.8% of first asking

What this means if you're selling

- Price it right from day one. Homes priced right sold in 39 days. Homes that needed a cut took 119 days and still sold for less, 93.8% of ask.
- The $400-500K range struggled most, with a 23% didNotSellRate. Under $300K was the strongest spot, at 7%.
- Listings that never sold sat a median of 129 days and still needed a 2.3% price cut before giving up.
- Contracts fall apart 11% of the time here, about 1 in 9. Most often that's inspection, appraisal or financing issues. If it happens, homes that go back on the market and later sell take a median of 204 days versus 80 days the first time around.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	27	25	**7%**	13	100.0%
$300–400K	79	63	**20%**	80	98.1%
$400–500K	83	64	**23%**	108	98.6%
$500–750K	17	14	**18%**	28	98.6%
$1M+	14	7	**50%**	99	92.4%

When contracts fall apart

11%
of contracts fell apart before closing
22 of about 198

64%
of those homes later sold

27%
never sold

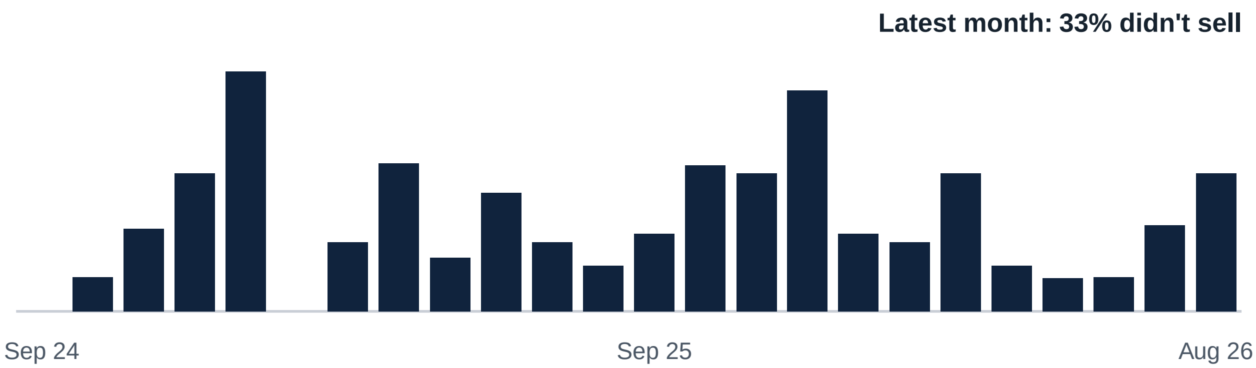
96.0%
sold vs. first ask after a fall-through
vs. 98.7% on the first contract

204
median days to sell after a fall-through
vs. 80 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 22% · cash 11% · VA 60% · FHA 5% · other 2%.

Share of listings that didn't sell, by month



What this means if you're buying

- Typical homes in Vass sell for 98.5% of asking price, and 67% of sales close below the first asking price. There's room to negotiate.
- Homes that sit tend to need a price cut eventually, median 2.3%, and can take 129 days before coming off the market unsold.
- Most buyers here are using VA financing, 60%. Conventional loans make up 22%, cash 11%, FHA 5%.

Did you know?

- The typical home in ZIP 28394 took 81 days to sell over the last 12 months.
- 60% of buyers in this area used VA financing.
- Carrying an unsold $390,000 home here runs about an estimated $3,000 a month, or roughly $12,700 while it sits on the market.

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.