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MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 23, 2026

ZIP 28466 · Wallace

In ZIP 28466, 1 in 3 homes listed didn't sell

In the last 12 months, 157 homes finished their time on the market in ZIP code 28466 (Wallace area): 101 sold and 56 did not — about 1 in 3. The ones that sold took a median of 62 days, counted from the first day listed, and closed at 96.2% of their first asking price.

13 sold
out of every 20 listed

7 didn't
expired, withdrawn or canceled

157
homes finished on the market

62
median days to sell
from the first day listed

101
sold

96.2%
sold vs. first asking price

56 (36%)
didn't sell

$373,000
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 Outlined houses expired, were withdrawn or were canceled.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 $373,000 home, per month	
Mortgage (principal + interest)	$1,975
Property taxes	$180
Homeowners insurance	$250
Upkeep	$311
Utilities	$250
Total	**$2,970**

About $2,970 every month the home sits.

Listings that didn't sell stayed on the market a median of 161 days — roughly $15,700 in holding costs, and the home still didn't sell.

An example, not a quote: 20% down, 30-year fixed at 6.95% (Freddie Mac average, 2026-09-17); Duplin County rate 0.58 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

43
median days to sell when priced right
40 homes that sold at 97%+ of first asking

88
median days when price cuts were needed
61 homes · sold for 92.8% of first asking

What this means if you're selling

- Homes priced right from day one sold in a median of 43 days. Homes that needed price cuts took 88 days and sold for 92.8% of their first price.
- Price range matters: 52% of homes starting at $500–750K didn't sell, compared with 16% at $300–400K.
- Waiting costs money. A $373,000 home runs about $2,970 a month to hold — roughly $15,700 over the time a typical unsold listing sat.
- About 1 in 5 contracts fell apart before closing. Homes that went back on the market sold for 91.9% of first asking, versus 96.2% for homes that closed on the first contract.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	31	20	**36%**	38	96.6%
$300–400K	44	37	**16%**	66	95.7%
$400–500K	26	19	**27%**	19	96.6%
$500–750K	46	22	**52%**	97	95.3%
$750K–1M	10	3	**70%**	51	95.5%

When contracts fall apart

21%
of contracts fell apart before closing
27 of about 130

63%
of those homes later sold

33%
never sold

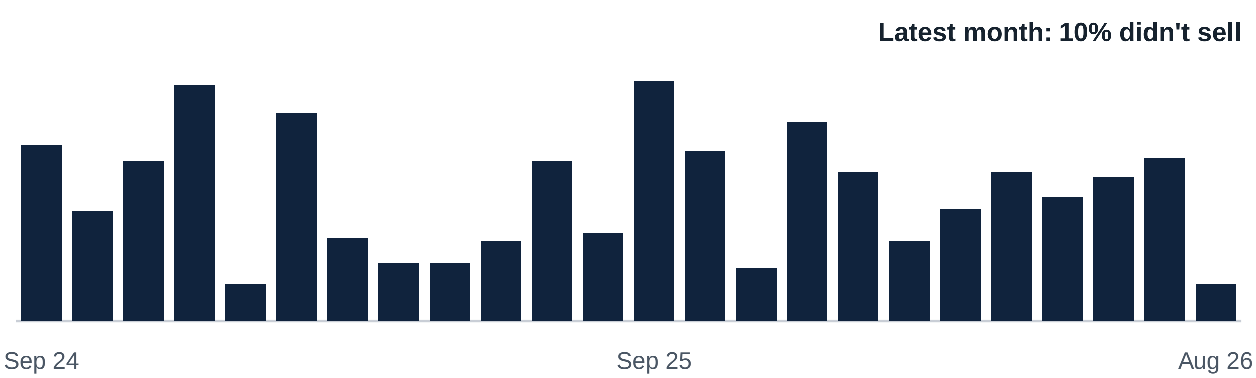
91.9%
sold vs. first ask after a fall-through
vs. 96.2% on the first contract

129
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 44% · cash 25% · VA 19% · FHA 10% · other 2%.

Share of listings that didn't sell, by month



What this means if you're buying

- 79% of homes sold below their first asking price — the first price is often a starting point.
- Homes that sit usually sit for a reason. Listings that didn't sell stayed on the market a median of 161 days.

Did you know?

- 25% of buyers paid cash, and 19% used VA loans.
- A year earlier, 35% of listings didn't sell; now it's 36%.
- When a contract fell apart, 33% of those homes never sold at all.

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.