Buddy Blake Team
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MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

ZIP 28472 · Whiteville

Whiteville: 1 in 3 Listings Didn't Sell Last Year

In ZIP 28472, homes that sold took a typical 70 days and fetched 93.4% of first asking price. But 1 in 3 listings never sold at all, and homes priced right from day one moved in just 25 days, while ones that needed price cuts sat 88 days.

14 sold
out of every 20 listed

6 didn't
expired, withdrawn or canceled

168
homes finished on the market

70
median days to sell
from the first day listed

114
sold

93.4%
sold vs. first asking price

54 (32%)
didn't sell

$223,750
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 Outlined houses expired, were withdrawn or were canceled.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 $223,750 home, per month	
Mortgage (principal + interest)	$1,195
Property taxes	$150
Homeowners insurance	$250
Upkeep	$186
Utilities	$250
Total	**$2,030**

About $2,030 every month the home sits.

Listings that didn't sell stayed on the market a median of 176 days — roughly $11,700 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); Columbus County rate 0.805 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

25
median days to sell when priced right
37 homes that sold at 97%+ of first asking

88
median days when price cuts were needed
77 homes · sold for 89.3% of first asking

What this means if you're selling

- Price it right from day one: pricedright listings sold in 25 days, needed-cut ones took 88 days
- The $300–400K range struggled most, with a 42% didNotSellRate
- Listings that never sold sat a median 176 days and still needed a 5.6% price cut
- 1 in 4 contracts fell apart before closing, most often inspection, appraisal or financing issues

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	111	79	**29%**	54	94.6%
$300–400K	36	21	**42%**	69	89.0%
$400–500K	18	11	**39%**	77	89.4%

When contracts fall apart

27%
of contracts fell apart before closing
42 of about 157

64%
of those homes later sold

31%
never sold

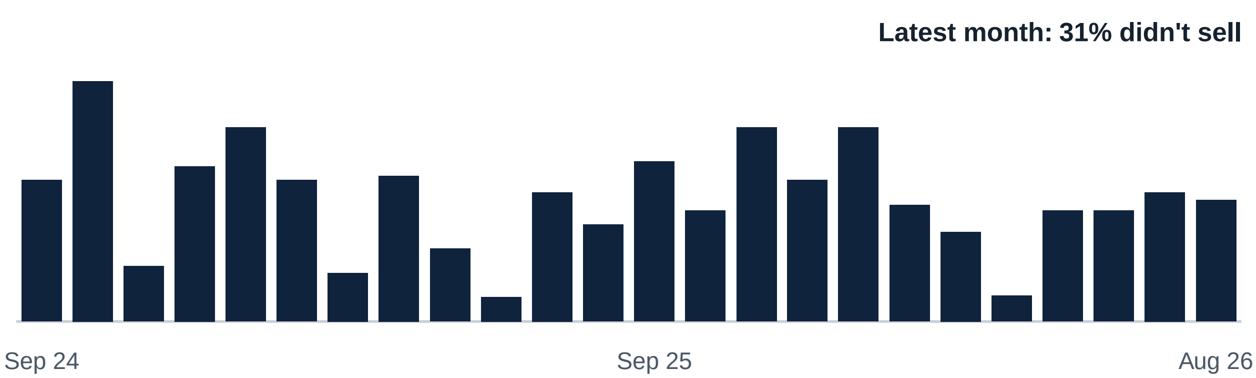
88.2%
sold vs. first ask after a fall-through
vs. 95.0% on the first contract

174
median days to sell after a fall-through
vs. 42 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 31% · cash 28% · VA 11% · FHA 22% · other 8%.

Share of listings that didn't sell, by month



What this means if you're buying

- 81% of homes sold below the first asking price, so there is room to negotiate
- Homes needing a price cut sold at 89.3% of ask, versus 93.4% overall, worth watching for value
- Financing mix: 28% cash, 31% conventional, 22% FHA, 11% VA

Did you know?

- Homes that had a contract fall apart and later sold anyway took a median 174 days to finally close
- At the median sold price of $223,750 with a 7.03% mortgage rate, estimated monthly carrying cost runs about $2,030
- Sitting unsold an extra stretch is estimated to cost about $11,700 in carrying 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.