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

ZIP 28501 · Kinston

In ZIP 28501, 1 in 4 homes listed didn't sell

In the last 12 months, 181 homes finished their time on the market in ZIP code 28501 (Kinston area): 131 sold and 50 did not — about 1 in 4. The ones that sold took a median of 33 days, counted from the first day listed, and closed at 92.2% of their first asking price.

14 sold
out of every 20 listed

6 didn't
expired, withdrawn or canceled

181
homes finished on the market

33
median days to sell
from the first day listed

131
sold

92.2%
sold vs. first asking price

50 (28%)
didn't sell

$140,000
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 Outlined houses expired, were withdrawn or were canceled.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 $140,000 home, per month	
Mortgage (principal + interest)	$747
Property taxes	$79
Homeowners insurance	$250
Upkeep	$117
Utilities	$250
Total	**$1,440**

About $1,440 every month the home sits.

Listings that didn't sell stayed on the market a median of 128 days — roughly $6,100 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); Lenoir County rate 0.675 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

13
median days to sell when priced right
38 homes that sold at 97%+ of first asking

60
median days when price cuts were needed
93 homes · sold for 86.3% of first asking

What this means if you're selling

- Homes priced right from day one sold in a median of 13 days. Homes that needed price cuts took 60 days and sold for 86.3% of their first price.
- Waiting costs money. A $140,000 home runs about $1,440 a month to hold — roughly $6,100 over the time a typical unsold listing sat.
- About 1 in 4 contracts fell apart before closing. Homes that went back on the market sold for 83.1% of first asking, versus 93.4% for homes that closed on the first contract.

When contracts fall apart

23%
of contracts fell apart before closing
39 of about 170

72%
of those homes later sold

23%
never sold

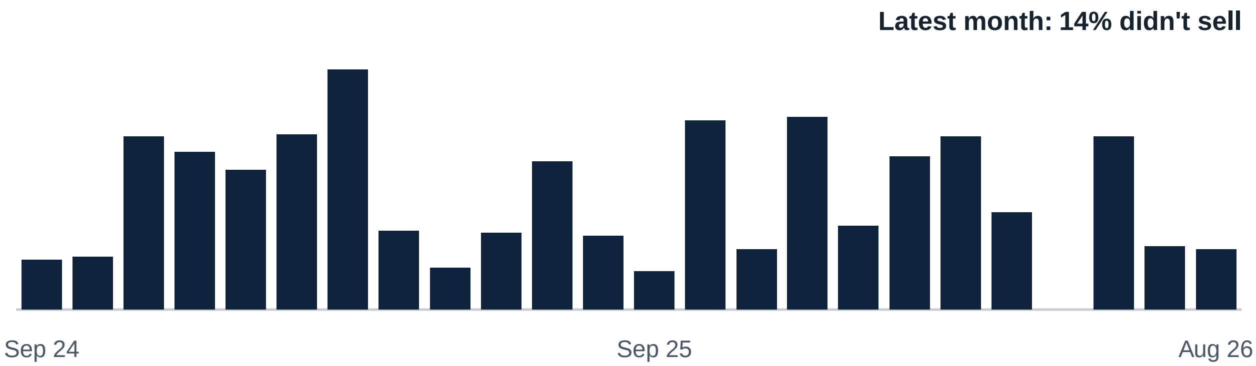
83.1%
sold vs. first ask after a fall-through
vs. 93.4% on the first contract

72
median days to sell after a fall-through
vs. 28 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 41% · VA 8% · FHA 17% · other 4%.

Share of listings that didn't sell, by month



What this means if you're buying

- 80% 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 128 days.

Did you know?

- 41% of buyers paid cash, and 8% used VA loans.
- A year earlier, 26% of listings didn't sell; now it's 28%.
- When a contract fell apart, 23% 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.