Buddy Blake Team
Coldwell Banker Sea Coast Advantage

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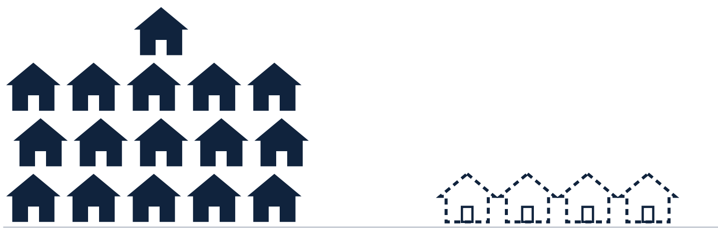
MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

ZIP 28504 · Kinston

In ZIP 28504, 1 in 5 homes listed didn't sell

In the last 12 months, 194 homes finished their time on the market in ZIP code 28504 (Kinston area): 151 sold and 43 did not — about 1 in 5. The ones that sold took a median of 38 days, counted from the first day listed, and closed at 96.2% of their first asking price.



16 sold
out of every 20 listed

4 didn't
expired, withdrawn or canceled

194
homes finished on the market

38
median days to sell
from the first day listed

151
sold

96.2%
sold vs. first asking price

43 (22%)
didn't sell

$235,000
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 Outlined houses expired, were withdrawn or were canceled.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 $235,000 home, per month	
Mortgage (principal + interest)	$1,255
Property taxes	$132
Homeowners insurance	$250
Upkeep	$196
Utilities	$250
Total	**$2,080**

About $2,080 every month the home sits.

Listings that didn't sell stayed on the market a median of 141 days — roughly $9,700 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); 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

15
median days to sell when priced right
66 homes that sold at 97%+ of first asking

74
median days when price cuts were needed
85 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 15 days. Homes that needed price cuts took 74 days and sold for 92.8% of their first price.
- Price range matters: 23% of homes starting at Under $300K didn't sell, compared with 15% at $300–400K.
- Waiting costs money. A $235,000 home runs about $2,080 a month to hold — roughly $9,700 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 93.1% of first asking, versus 96.8% 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	152	117	**23%**	33	96.4%
$300–400K	27	23	**15%**	61	97.1%

When contracts fall apart

23%
of contracts fell apart before closing
45 of about 198

71%
of those homes later sold

29%
never sold

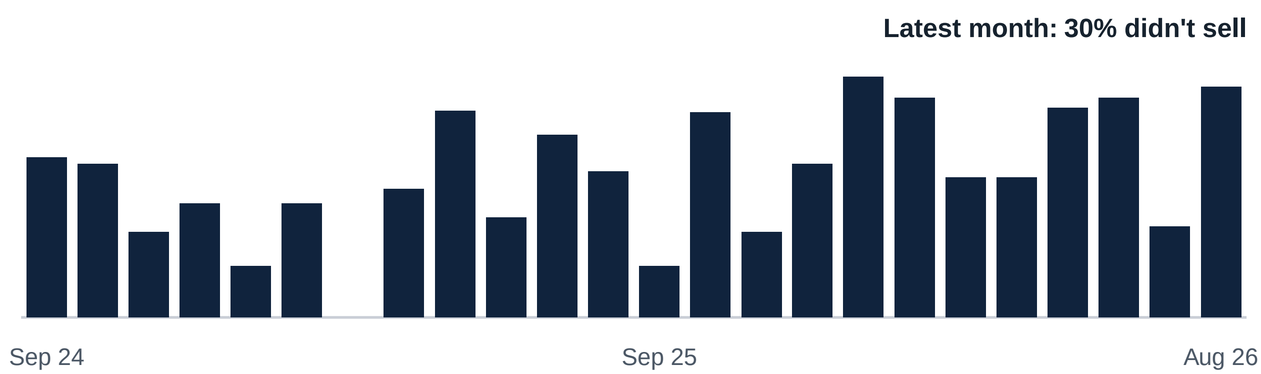
93.1%
sold vs. first ask after a fall-through
vs. 96.8% on the first contract

104
median days to sell after a fall-through
vs. 29 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 24% · VA 23% · FHA 20% · other 3%.

Share of listings that didn't sell, by month



What this means if you're buying

- 71% 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 141 days.

Did you know?

- 24% of buyers paid cash, and 23% used VA loans.
- A year earlier, 16% of listings didn't sell; now it's 22%.
- When a contract fell apart, 29% 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.