



MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

ZIP 28513 · Ayden

In ZIP 28513, 1 in 6 homes listed didn't sell

In the last 12 months, 218 homes finished their time on the market in ZIP code 28513 (Ayden area): 179 sold and 39 did not — about 1 in 6. The ones that sold took a median of 45 days, counted from the first day listed, and closed at 98.5% of their first asking price.



218
homes finished on the market

45
median days to sell
from the first day listed

179
sold

98.5%
sold vs. first asking price

39 (18%)
didn't sell

\$297,990
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 Outlined houses expired, were withdrawn or were canceled.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 \$297,990 home, per month	
Mortgage (principal + interest)	\$1,591
Property taxes	\$141
Homeowners insurance	\$250
Upkeep	\$248
Utilities	\$250
Total	\$2,480

About \$2,480 every month the home sits.

Listings that didn't sell stayed on the market a median of 96 days — roughly \$7,800 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); Pitt County rate 0.5663 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

21

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

101

median days when price cuts were needed
67 homes · sold for 93.3% of first asking



What this means if you're selling

- Homes priced right from day one sold in a median of 21 days. Homes that needed price cuts took 101 days and sold for 93.3% of their first price.
- Price range matters: 19% of homes starting at Under \$300K didn't sell, compared with 13% at \$300–400K.
- Waiting costs money. A \$297,990 home runs about \$2,480 a month to hold — roughly \$7,800 over the time a typical unsold listing sat.
- About 1 in 6 contracts fell apart before closing. Homes that went back on the market sold for 96.1% of first asking, versus 99.1% 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	104	84	19%	24	97.6%
\$300–400K	94	82	13%	93	99.4%
\$400–500K	15	11	27%	63	100.0%

When contracts fall apart

16%

of contracts fell apart before closing
34 of about 215

65%

of those homes later sold

32%

never sold

96.1%

sold vs. first ask after a fall-through
vs. 99.1% on the first contract

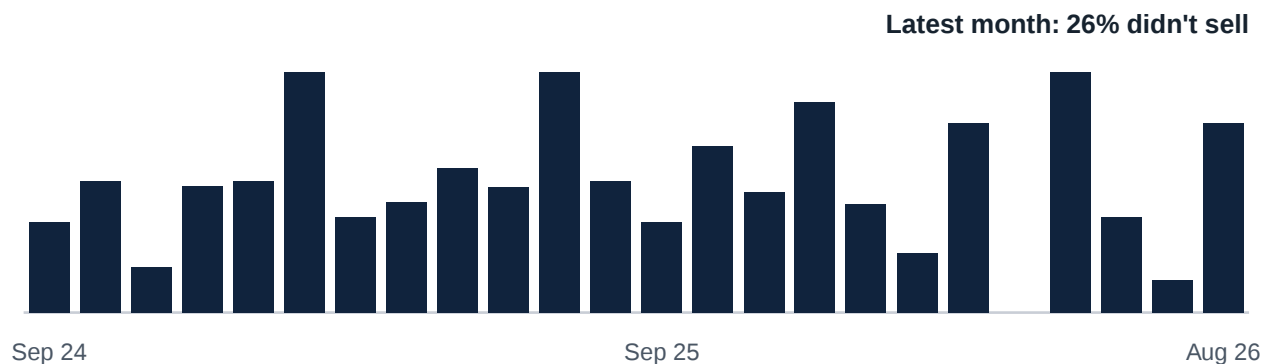
128

median days to sell after a fall-through
vs. 35 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 42% · cash 19% · VA 8% · FHA 25% · other 5%.

Share of listings that didn't sell, by month



What this means if you're buying

- 58% 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 96 days.



Did you know?

- 19% of buyers paid cash, and 8% used VA loans.
- A year earlier, 18% of listings didn't sell; now it's 18%.
- When a contract fell apart, 32% 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.