



MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 23, 2026

## ZIP 28555 · Maysville

### In ZIP 28555, 1 in 8 homes listed didn't sell

In the last 12 months, 136 homes finished their time on the market in ZIP code 28555 (Maysville area): 120 sold and 16 did not — about 1 in 8. The ones that sold took a median of 35 days, counted from the first day listed, and closed at 100.0% of their first asking price.



**136**  
homes finished on the market

**35**  
median days to sell  
from the first day listed

**120**  
sold

**100.0%**  
sold vs. first asking price

**16 (12%)**  
didn't sell

**\$311,000**  
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 Outlined houses expired, were withdrawn or were canceled.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 \$311,000 home, per month

|                                 |                |
|---------------------------------|----------------|
| Mortgage (principal + interest) | \$1,647        |
| Property taxes                  | \$170          |
| Homeowners insurance            | \$250          |
| Upkeep                          | \$259          |
| Utilities                       | \$250          |
| <b>Total</b>                    | <b>\$2,580</b> |

### About \$2,580 every month the home sits.

Listings that didn't sell stayed on the market a median of 62 days — roughly \$5,200 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); Onslow County rate 0.655 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

**28**

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

**63**

median days when price cuts were needed  
22 homes · sold for 95.4% of first asking



## What this means if you're selling

- Homes priced right from day one sold in a median of 28 days. Homes that needed price cuts took 63 days and sold for 95.4% of their first price.
- Price range matters: 15% of homes starting at Under \$300K didn't sell, compared with 9% at \$300–400K.
- Waiting costs money. A \$311,000 home runs about \$2,580 a month to hold — roughly \$5,200 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 99.2% of first asking, versus 100.0% 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   | 40       | 34   | 15%         | 10           | 100.0%        |
| \$300–400K     | 88       | 80   | 9%          | 48           | 100.0%        |

## When contracts fall apart

**15%**

of contracts fell apart before closing  
*22 of about 143*

**82%**

of those homes later sold

**14%**

never sold

**99.2%**

sold vs. first ask after a fall-through  
*vs. 100.0% on the first contract*

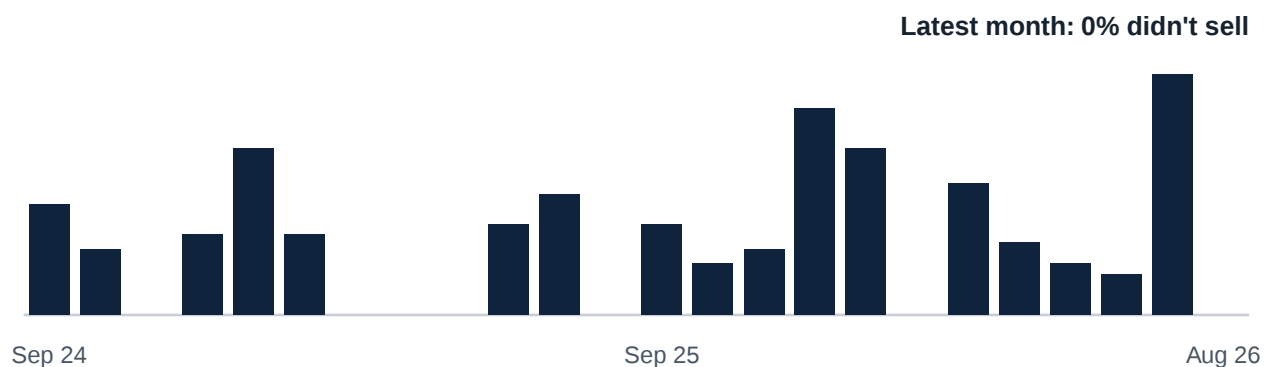
**50**

median days to sell after a fall-through  
*vs. 31 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 22% · cash 9% · VA 57% · FHA 12% · other 0%.

## Share of listings that didn't sell, by month



## What this means if you're buying

- 36% 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 62 days.



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## Did you know?

- 9% of buyers paid cash, and 57% used VA loans.
- A year earlier, 8% of listings didn't sell; now it's 12%.
- When a contract fell apart, 14% 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](https://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.