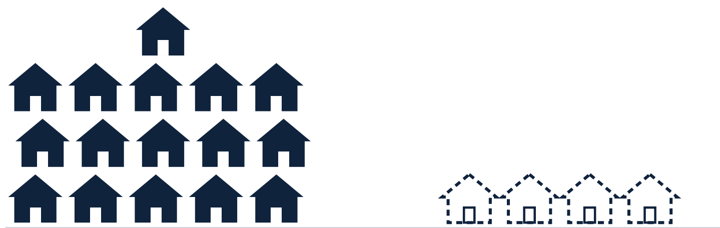
MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

ZIP 28560 · New Bern

New Bern's 28560: 1 in 5 listings didn't sell

In ZIP 28560, 639 homes sold in the last 12 months and 179 didn't sell, a 22% rate. Homes priced right sold in 21 days at close to full price, while homes that needed cuts sat 76 days and still closed lower.



16 sold
out of every 20 listed

4 didn't
expired, withdrawn or canceled

818
homes finished on the market

39
median days to sell
from the first day listed

639
sold

98.0%
sold vs. first asking price

179 (22%)
didn't sell

$325,000
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 Outlined houses expired, were withdrawn or were canceled.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 $325,000 home, per month	
Mortgage (principal + interest)	$1,735
Property taxes	$120
Homeowners insurance	$250
Upkeep	$271
Utilities	$250
Total	**$2,630**

About $2,630 every month the home sits.

Listings that didn't sell stayed on the market a median of 138 days — roughly $11,900 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); Craven County rate 0.4448 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
373 homes that sold at 97%+ of first asking

76
median days when price cuts were needed
266 homes · sold for 92.8% of first asking

What this means if you're selling

- Price it right from day one: 373 homes did this, sold in 21 days
- 266 homes needed price cuts, sat 76 days, and sold at 92.8% of asking
- $500-750K is the toughest range, with a 41% didn't-sell rate
- Contracts fall apart 19% of the time, most often inspection, appraisal or financing issues - be ready

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	277	229	**17%**	26	97.4%
$300–400K	360	294	**18%**	54	99.1%
$400–500K	97	63	**35%**	44	97.3%
$500–750K	54	32	**41%**	27	97.4%
$750K–1M	16	12	**25%**	178	92.5%
$1M+	14	9	**36%**	101	93.1%

When contracts fall apart

19%
of contracts fell apart before closing
151 of about 791

72%
of those homes later sold

27%
never sold

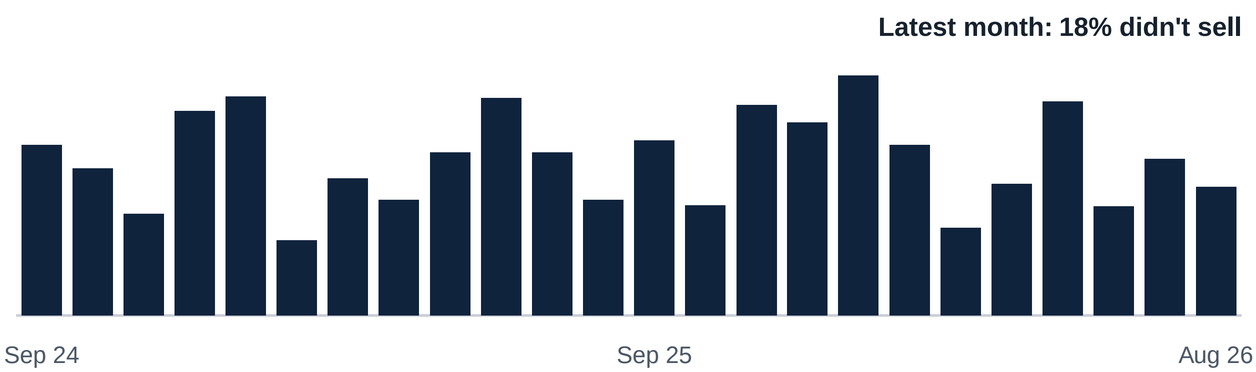
94.6%
sold vs. first ask after a fall-through
vs. 98.6% on the first contract

100
median days to sell after a fall-through
vs. 30 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 23% · VA 35% · FHA 9% · other 2%.

Share of listings that didn't sell, by month



What this means if you're buying

- Typical home sells at 98.0% of first asking price, and 65% sell below that first ask
- Homes that never sold sat a median of 138 days with only a 1.9% median price cut
- Financing mix here: 35% VA, 31% conventional, 23% cash, 9% FHA

Did you know?

- Typical time to sell in 28560 is 39 days
- Estimated carrying cost on a $325,000 home is about $2,630 a month, or about $11,900 while it sits unsold
- When a contract falls apart, 72% of those homes go on to sell later, typically in 100 more days

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.