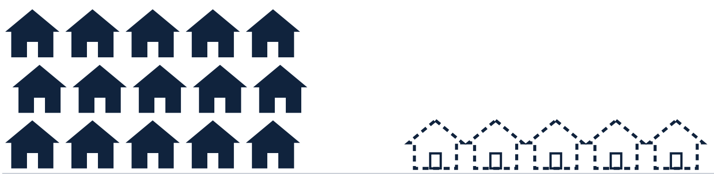
MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

ZIP 28570 · Newport

In ZIP 28570, 1 in 4 homes listed didn't sell

In the last 12 months, 354 homes finished their time on the market in ZIP code 28570 (Newport area): 271 sold and 83 did not — about 1 in 4. The ones that sold took a median of 37 days, counted from the first day listed, and closed at 97.4% of their first asking price.



15 sold
out of every 20 listed

5 didn't
expired, withdrawn or canceled

354
homes finished on the market

37
median days to sell
from the first day listed

271
sold

97.4%
sold vs. first asking price

83 (23%)
didn't sell

$380,000
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 Outlined houses expired, were withdrawn or were canceled.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 $380,000 home, per month	
Mortgage (principal + interest)	$2,029
Property taxes	$71
Homeowners insurance	$250
Upkeep	$317
Utilities	$250
Total	**$2,920**

About $2,920 every month the home sits.

Listings that didn't sell stayed on the market a median of 155 days — roughly $14,900 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); Carteret County rate 0.225 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

14
median days to sell when priced right
140 homes that sold at 97%+ of first asking

80
median days when price cuts were needed
131 homes · sold for 92.3% of first asking

What this means if you're selling

- Homes priced right from day one sold in a median of 14 days. Homes that needed price cuts took 80 days and sold for 92.3% of their first price.
- Price range matters: 43% of homes starting at $1M+ didn't sell, compared with 10% at Under $300K.
- Waiting costs money. A $380,000 home runs about $2,920 a month to hold — roughly $14,900 over the time a typical unsold listing sat.
- About 1 in 5 contracts fell apart before closing. Homes that went back on the market sold for 93.3% of first asking, versus 97.8% 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	78	70	**10%**	51	97.3%
$300–400K	96	76	**21%**	26	98.7%
$400–500K	56	42	**25%**	41	96.1%
$500–750K	63	47	**25%**	21	98.1%
$750K–1M	33	20	**39%**	70	95.7%
$1M+	28	16	**43%**	66	95.5%

When contracts fall apart

18%
of contracts fell apart before closing
61 of about 333

61%
of those homes later sold

33%
never sold

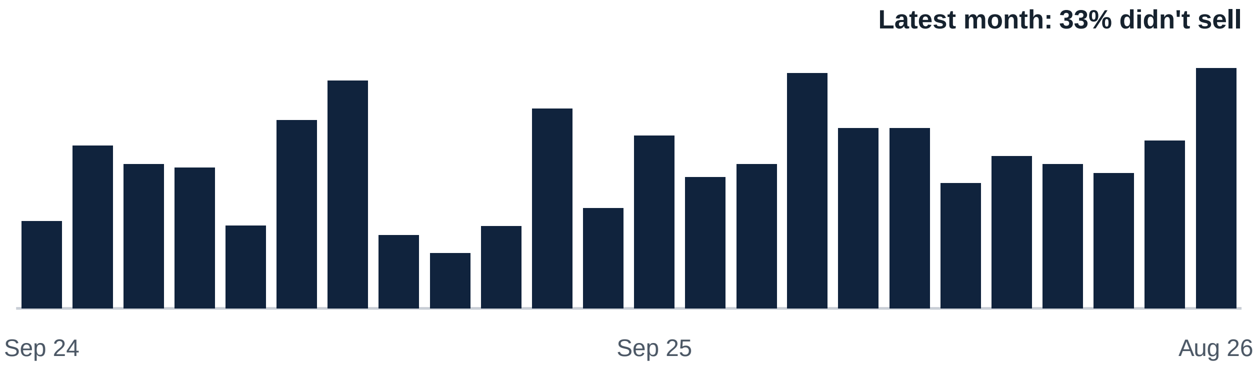
93.3%
sold vs. first ask after a fall-through
vs. 97.8% on the first contract

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 38% · cash 26% · VA 21% · FHA 10% · other 5%.

Share of listings that didn't sell, by month



What this means if you're buying

- 65% 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 155 days.

Did you know?

- 26% of buyers paid cash, and 21% used VA loans.
- A year earlier, 17% of listings didn't sell; now it's 23%.
- When a contract fell apart, 33% 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.