

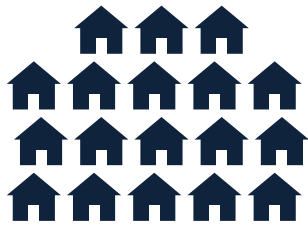


MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 23, 2026

ZIP 28574 · Richlands

In ZIP 28574, 1 in 11 homes listed didn't sell

In the last 12 months, 532 homes finished their time on the market in ZIP code 28574 (Richlands area): 483 sold and 49 did not — about 1 in 11. The ones that sold took a median of 31 days, counted from the first day listed, and closed at 99.6% of their first asking price.



18 sold

out of every 20 listed



2 didn't

expired, withdrawn or canceled

532

homes finished on the market

483

sold

49 (9%)

didn't sell

31

median days to sell
from the first day listed

99.6%

sold vs. first asking price

\$290,000

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 Outlined houses expired, were withdrawn or were canceled.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 \$290,000 home, per month

Mortgage (principal + interest)	\$1,536
Property taxes	\$158
Homeowners insurance	\$250
Upkeep	\$242
Utilities	\$250
Total	\$2,440

About \$2,440 every month the home sits.

Listings that didn't sell stayed on the market a median of 88 days — roughly \$7,100 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

18

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

76

median days when price cuts were needed
138 homes · sold for 94.4% of first asking



What this means if you're selling

- Homes priced right from day one sold in a median of 18 days. Homes that needed price cuts took 76 days and sold for 94.4% of their first price.
- Waiting costs money. A \$290,000 home runs about \$2,440 a month to hold — roughly \$7,100 over the time a typical unsold listing sat.
- About 1 in 7 contracts fell apart before closing. Homes that went back on the market sold for 98.2% 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	291	264	9%	20	100.0%
\$300–400K	223	206	8%	45	98.7%

When contracts fall apart

15%

of contracts fell apart before closing
84 of about 571

88%

of those homes later sold

10%

never sold

98.2%

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

76

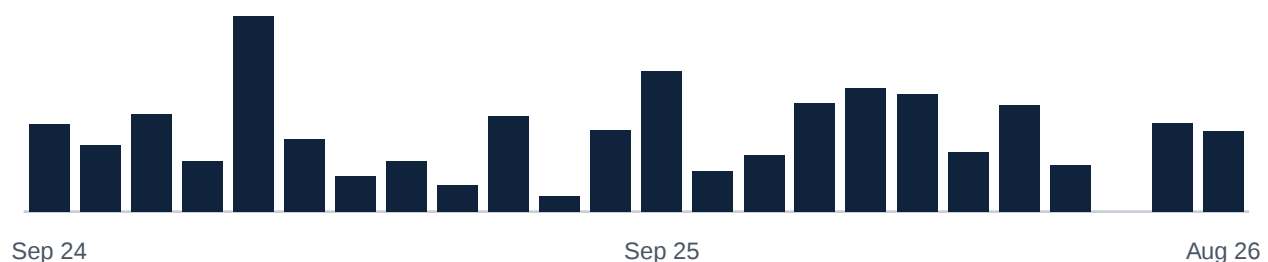
median days to sell after a fall-through
vs. 24 on the first contract

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 9% · cash 7% · VA 72% · FHA 9% · other 2%.

Share of listings that didn't sell, by month

Latest month: 10% didn't sell



What this means if you're buying

- 51% 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 88 days.

Did you know?

- 7% of buyers paid cash, and 72% used VA loans.
- A year earlier, 10% of listings didn't sell; now it's 9%.
- When a contract fell apart, 10% 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.