

Cleveland 27013

ZIP code · NC · North Carolina > Rowan County > Cleveland

BUYER'S MARKET

\$222K

MEDIAN SALE PRICE

-33.0%

1-YR CHANGE

86

SALES (12 MO)

\$256K

MEDIAN VALUE (AVM)

Market temperature

Buyer's market · 25 / 100



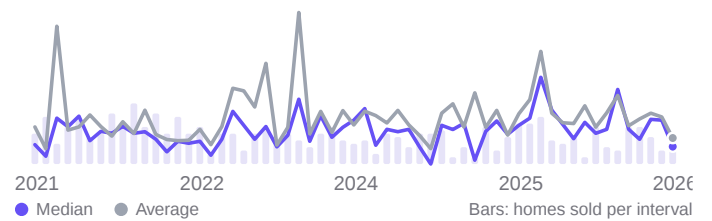
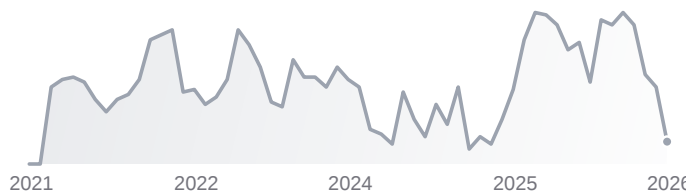
MARKET TRENDS (5 YEARS)

Market temperature (0–100)

25 / 100

Sale prices

Median \$133K · Average \$176K

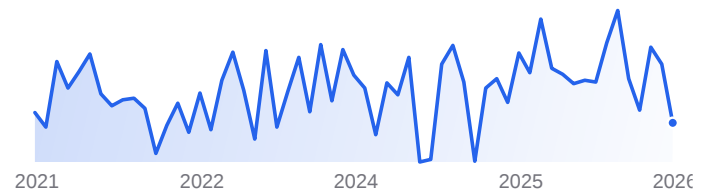
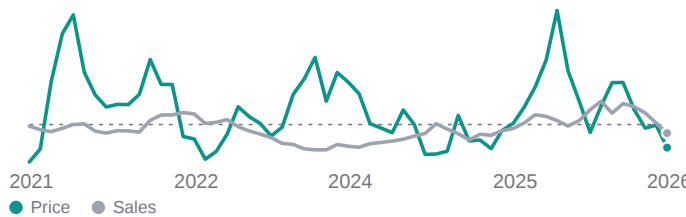


Growth (year over year)

Price -33.0% · Sales -12.2%

Price per square foot

\$93/ft²



Sale premium vs estimated value

+19.8%

Annual turnover (share of homes sold)

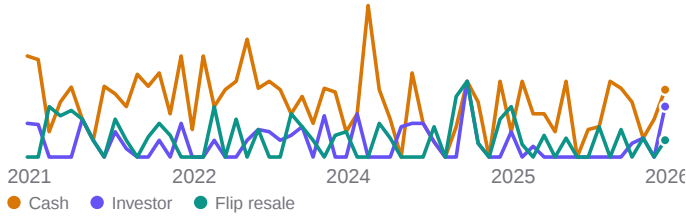
3.1%



BUYERS & OUTCOMES

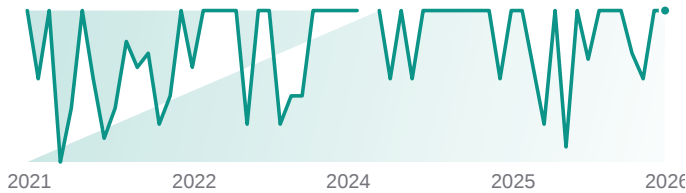
Buyer mix

Cash 44% · Investor 33% · Flip resale 11%



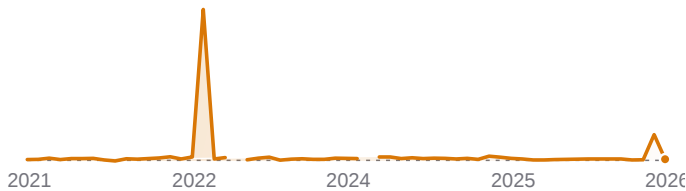
Sellers who sold at a gain

100%

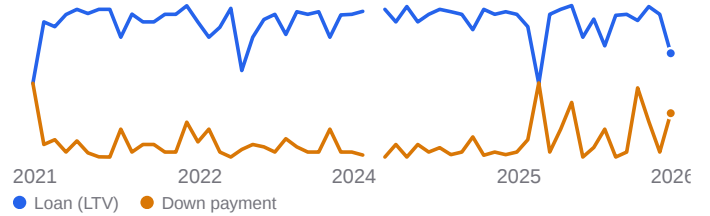


Median annualized return at resale

+6.9%

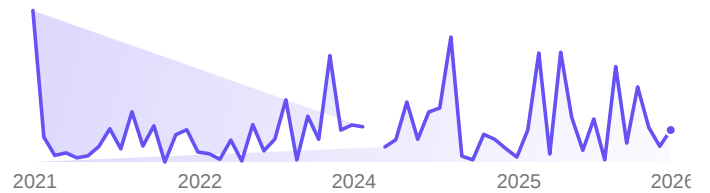


Financing (share of purchase price) Loan (LTV) 70% · Down payment 30%



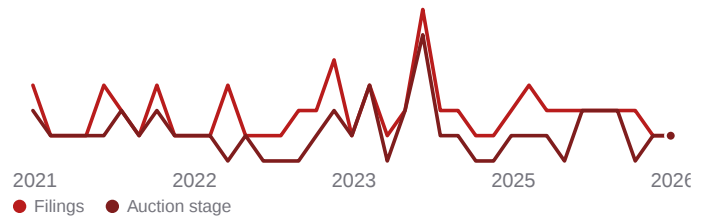
Typical hold before selling

3.9 yrs



Preforeclosure filings

Filings 1 · Auction stage 1



HOUSING STOCK

Homes	2,752
Median value (AVM)	\$256K
Median size	1,650 ft²
Median bedrooms	3
Median year built	1993
Single family	66%

EQUITY & OWNERSHIP

Equity rich (LTV 50% or less)	65%
Underwater (LTV 125% or more)	3.9%
Owner occupied	69%
Company owned	4.7%
Median loan-to-value	29%
Typical ownership tenure	11.9 yrs

COMMUNITY

Population	7,953
Density	104 / mi²
Median household income	\$72K
Average household income	\$82K
Crime index (US avg 100)	132
Air pollution index (US avg 100)	86
Earthquake index (US avg 100)	67
Homes occupied	92%
Bachelor's or higher	16%
Poverty rate	12.0%
Unemployment	1.1%
Average temp	59°F
Annual precip	46 in
Sunshine	60%

Market metrics are derived from recorded arms-length deeds through July 2026. Temperature blends price momentum, sales velocity, turnover and resale outcomes, ranked nationally against geographies of the same type.