

# Blowing Rock 28605

ZIP code · NC · North Carolina > Watauga County > Blowing Rock

SELLER'S MARKET

**\$691K**

MEDIAN SALE PRICE

**-10.7%**

1-YR CHANGE

**215**

SALES (12 MO)

**\$760K**

MEDIAN VALUE (AVM)

Market temperature

Seller's market · 63 / 100

Buyer's market

Balanced

Seller's market

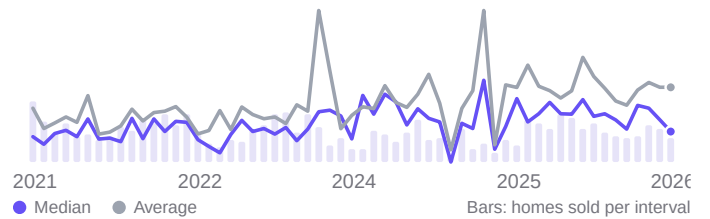
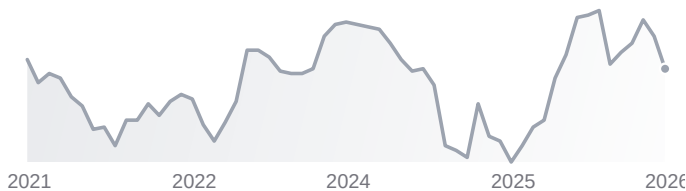
## MARKET TRENDS (5 YEARS)

Market temperature (0–100)

63 / 100

Sale prices

Median \$575K · Average \$1M

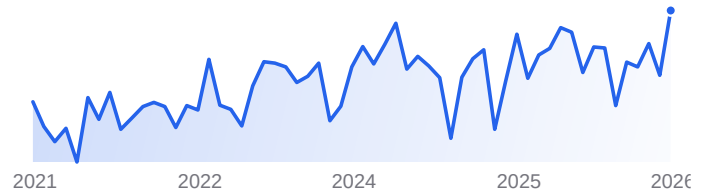
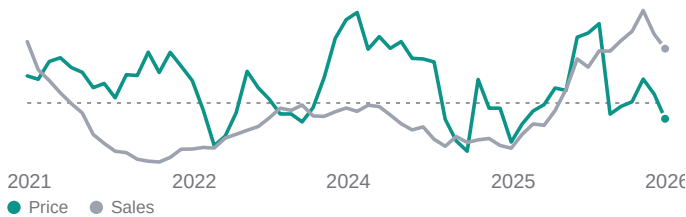


Growth (year over year)

Price -10.7% · Sales +36.9%

Price per square foot

\$516/ft²

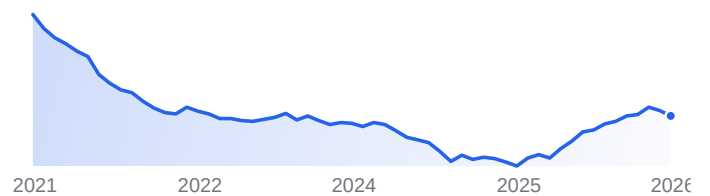
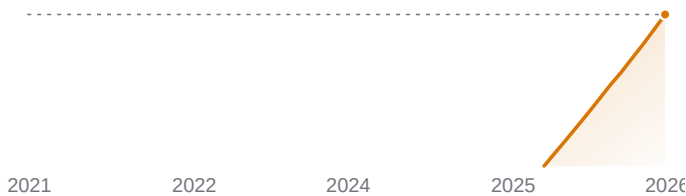


Sale premium vs estimated value

+0.0%

Annual turnover (share of homes sold)

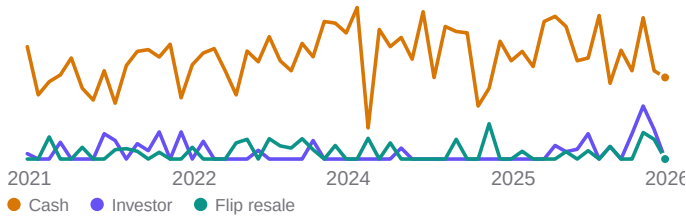
4.9%



## BUYERS & OUTCOMES

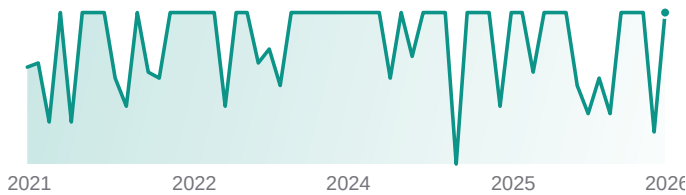
### Buyer mix

Cash 46% · Investor 0% · Flip resale 0%



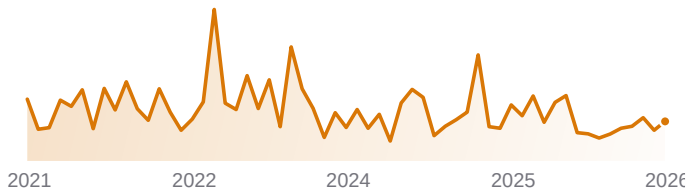
### Sellers who sold at a gain

100%

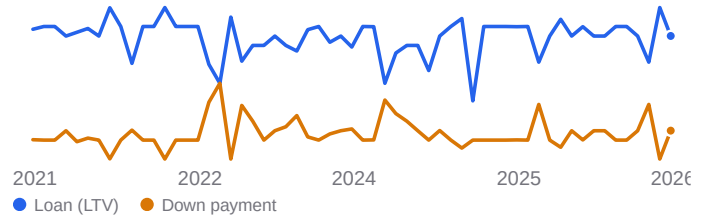


### Median annualized return at resale

+9.2%

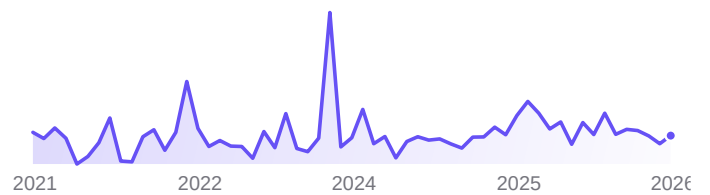


### Financing (share of purchase price) Loan (LTV) 75% · Down payment 25%



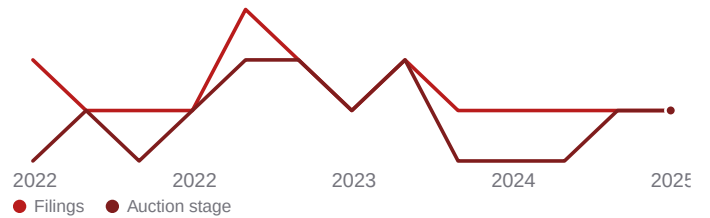
### Typical hold before selling

4.6 yrs



### Preforeclosure filings

Filings 1 · Auction stage 1



## HOUSING STOCK

|                    |           |
|--------------------|-----------|
| Homes              | 4,396     |
| Median value (AVM) | \$760K    |
| Median size        | 2,024 ft² |
| Median bedrooms    | 3         |
| Median year built  | 1987      |
| Single family      | 78%       |
| Condos             | 15%       |

## EQUITY & OWNERSHIP

|                               |      |
|-------------------------------|------|
| Equity rich (LTV 50% or less) | 81%  |
| Underwater (LTV 125% or more) | 1.1% |
| Owner occupied                | 15%  |
| Company owned                 | 25%  |
| Median loan-to-value          | 14%  |

Typical ownership tenure

**14.0 yrs**

## COMMUNITY

|                                  |                             |
|----------------------------------|-----------------------------|
| Population                       | <b>4,720</b>                |
| Density                          | <b>157 / mi<sup>2</sup></b> |
| Median household income          | <b>\$69K</b>                |
| Average household income         | <b>\$95K</b>                |
| Crime index (US avg 100)         | <b>134</b>                  |
| Air pollution index (US avg 100) | <b>100</b>                  |
| Earthquake index (US avg 100)    | <b>95</b>                   |
| Homes occupied                   | <b>48%</b>                  |
| Bachelor's or higher             | <b>26%</b>                  |
| Poverty rate                     | <b>17.5%</b>                |
| Unemployment                     | <b>1.1%</b>                 |
| Average temp                     | <b>52°F</b>                 |
| Annual precip                    | <b>54 in</b>                |
| Sunshine                         | <b>59%</b>                  |

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.