



DEAL KILLER REPORT · LAST 12 MONTHS · THROUGH OCTOBER 3, 2026

ZIP 28480

Resale homes (new construction and land left out)

When a deal dies in ZIP 28480, it costs the seller about \$332,600

16 of about 111 contracts for resale homes in ZIP 28480 fell apart over the last 12 months — about 1 in 7. The ones that sold later took 116 more days and sold for 17.4 points less of their first asking price than homes that closed on the first contract. And 30% of the homes whose deal died never sold at all.

14%

of contracts fell apart
16 of about 111

116

extra days on the market
161 days vs. 45 on the first contract

\$332,600

estimated cost of a dead deal
with a mortgage

30%

never sold at all
of the homes whose deal died

17.4

lower price (points of first ask)
77.6% vs. 95.0% of first asking

\$301,600

if the home is paid off

What a dead deal costs, line by line

A typical \$1,675,000 home	Per day	116 days
Mortgage interest	\$267.27	\$31,003
Property taxes	\$14.04	\$1,629
Insurance	\$8.22	\$954
HOA dues	\$11.51	\$1,335
Upkeep	\$45.89	\$5,323
Utilities	\$8.22	\$954
Holding costs	\$355.14	\$41,200
Lower sale price (the scar)		\$291,500
Estimated total		\$332,600

Most resale deals die over the home inspection, the appraisal or the buyer's loan.

A pre-market inspection finds the big items before a buyer does. Fix them or disclose them up front, and a buyer has no surprise to renegotiate over or walk away from. It's part of the Buddy Blake Team's home selling system.

An estimate, not a quote: 20% down at 7.28% (Freddie Mac 30-year average, 2026-10-01), interest only; median property tax bill on these homes (MLS); insurance \$250/month, upkeep 1% of value a year, utilities \$250/month, HOA = median dues.



By age of the home

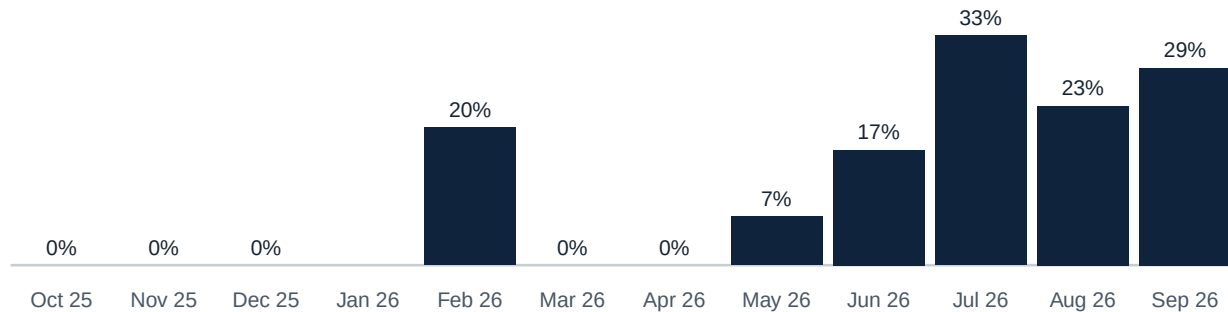
	Contracts	Fell apart	Extra days	Price scar	Est. cost
20–29 yrs	23	22%	—	—	—
30–49 yrs	44	14%	—	—	—
50+ yrs	32	9%	—	—	—

By first asking price

	Contracts	Fell apart	Extra days	Price scar	Est. cost
\$500–750K	14	14%	—	—	—
\$1M+	88	16%	120	15.5 pts	\$331,900

Month by month

Share of contracts that fell apart, by month





Homes behind the numbers

Recent deals in this report that fell apart, with what happened next. Dates are when the contract fell apart.

Address	Town	Now	Fell apart
2509 N Lumina Avenue N	Wrightsville Beach	Back on the market	Sep 30, 2026
4 Heron Street A	Wrightsville Beach	Back on the market	Sep 15, 2026
603 N Lumina Avenue	Wrightsville Beach	Back on the market	Aug 10, 2026
9 Island Drive	Wrightsville Beach	Under contract again	Sep 1, 2026
2700 N Lumina Avenue Unit 619	Wrightsville Beach	Under contract again	Aug 24, 2026
2319 N Lumina Avenue Unit B	Wrightsville Beach	Under contract again	Jun 24, 2026
19 E Charlotte Street	Wrightsville Beach	Sold	Aug 7, 2026
711 S Lumina Avenue 103	Wrightsville Beach	Sold	Jul 16, 2026
8 E Columbia Street B	Wrightsville Beach	Sold	Jul 4, 2026
306 Coral Drive	Wrightsville Beach	Sold	Jul 2, 2026
10 W Columbia Street W A	Wrightsville Beach	Sold	Jun 23, 2026
14 Palmetto Drive	Wrightsville Beach	Sold	Feb 9, 2026
12 Nathan Street	Wrightsville Beach	Sold	Jan 1, 2026

How these numbers are counted

Resale homes only — new construction and land are left out. A deal "fell apart" when a home went under contract and then came back on the market, or was canceled, withdrawn or expired after a contract was written, however long the contract lasted. Each one is followed to what happened next. Extra days and the price scar compare homes that sold after a deal fell apart with homes that sold on their first contract in the same area and slice. The MLS doesn't record why a contract ended. Source: Hive MLS data compiled by the Buddy Blake Team. Information deemed reliable but not guaranteed.

Want the numbers for your home? Call or text Buddy at (910) 395-1000.