Buddy Blake Team
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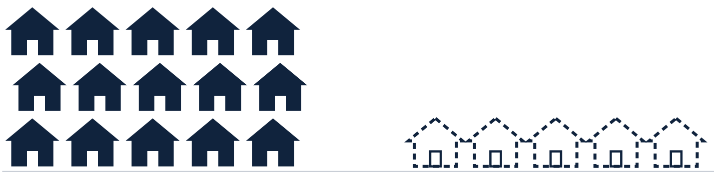
MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 29, 2026

Southeastern NC (five counties)

1 in 4 Listings Didn't Sell in Southeastern NC

Over the last 12 months across southeastern North Carolina's five coastal counties, 22,676 listings ended, and 5,221 of them didn't sell. Homes priced right sold in a typical 40 days at 97.4% of first asking price, while homes that needed price cuts sat a lot longer before finding a buyer.



15 sold
out of every 20 listed

5 didn't
expired, withdrawn or canceled

22,628
homes finished on the market

40
median days to sell
from the first day listed

17,409
sold

97.4%
sold vs. first asking price

5,219 (23%)
didn't sell

$373,190
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 Outlined houses expired, were withdrawn or were canceled.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 $374,000 home, per month	
Mortgage (principal + interest)	$1,981
Property taxes	$95
Homeowners insurance	$250
Upkeep	$312
Utilities	$250
Total	**$2,890**

About $2,890 every month the home sits.

Listings that didn't sell stayed on the market a median of 134 days — roughly $12,700 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); New Hanover County rate 0.306 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

16
median days to sell when priced right
9,300 homes that sold at 97%+ of first asking

81
median days when price cuts were needed
8,107 homes · sold for 92.8% of first asking

What this means if you're selling

- Homes priced right from day one went under contract in a typical 16 days. Homes that needed cuts sat a typical 81 days first.
- The $1M+ range struggled most, with a 36% rate of not selling. The $300-400K range did best, at 19%.
- 1 in 6 contracts fell apart before closing. Most often that's inspection, appraisal or financing issues, based on general industry experience.
- Sitting unsold costs money. An unsold home near the $374,000 median carries an estimated $12,700 in carrying costs while it waits.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	5,561	4,403	**21%**	29	98.0%
$300–400K	6,072	4,930	**19%**	42	97.9%
$400–500K	3,307	2,583	**22%**	40	97.6%
$500–750K	4,097	3,123	**24%**	46	97.1%
$750K–1M	1,677	1,144	**32%**	51	96.8%
$1M+	1,914	1,226	**36%**	57	94.5%

When contracts fall apart

17%
of contracts fell apart before closing
3,454 of about 20,936

70%
of those homes later sold

27%
never sold

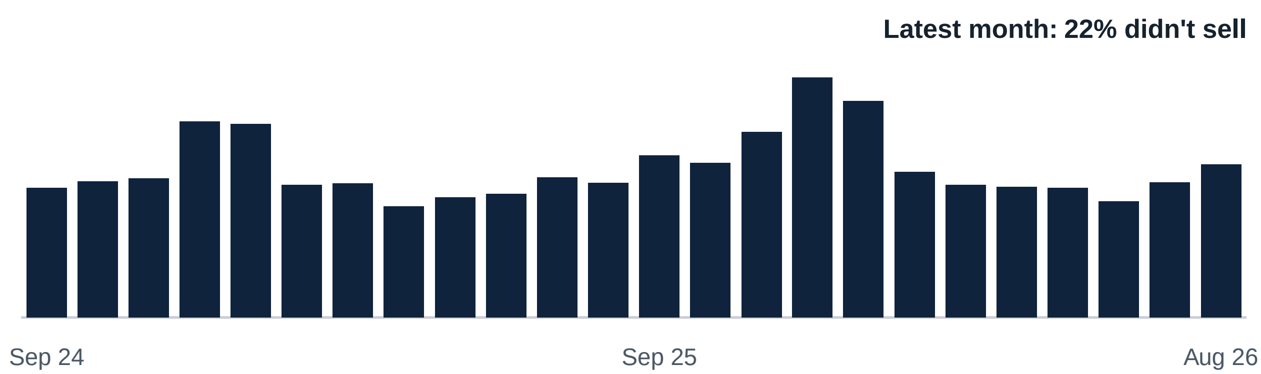
94.9%
sold vs. first ask after a fall-through
vs. 97.7% on the first contract

90
median days to sell after a fall-through
vs. 33 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 43% · cash 23% · VA 22% · FHA 9% · other 3%.

Share of listings that didn't sell, by month



What this means if you're buying

- Typical homes sold at 97.4% of first asking price, and 69% sold below that first ask. There's room to negotiate.
- Homes that don't sell right away can sit a long time, a typical 134 days for unsold listings.
- Buyers paid in different ways: 23% cash, 43% conventional loans, 22% VA, and 9% FHA.

Did you know?

- 1 in 6 contracts in this area fell apart before closing over the last 12 months.
- When a deal fell apart and the home later sold, it took a typical 92 days and sold at 94.8% of asking, compared to 33 days and 97.7% on a first contract.
- At a 6.95% mortgage rate, the estimated monthly carrying cost on a $374,000 home is about $2,890.

Largest towns

Town	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Wilmington	4,565	3,521	**23%**	28	97.4%
Jacksonville	2,564	2,217	**14%**	26	100.0%
Leland	1,811	1,428	**21%**	51	97.1%
Hampstead	1,110	821	**26%**	37	98.0%
Southport	1,008	750	**26%**	56	95.4%
Calabash	994	720	**28%**	50	96.0%
Ocean Isle Beach	829	609	**27%**	47	93.8%
Oak Island	796	580	**27%**	54	95.9%
Bolivia	699	533	**24%**	76	96.1%
Carolina Beach	619	353	**43%**	58	96.0%
Hubert	617	549	**11%**	32	100.0%
Supply	579	429	**26%**	70	95.0%
Sunset Beach	577	438	**24%**	57	96.5%
Sneads Ferry	563	443	**21%**	28	98.9%
Richlands	529	480	**9%**	31	99.4%
Shallotte	504	391	**22%**	68	94.8%
Holly Ridge	427	325	**24%**	39	98.3%
North Topsail Beach	350	165	**53%**	92	92.9%
Surf City	345	235	**32%**	65	96.5%
Castle Hayne	330	276	**16%**	28	98.4%

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.