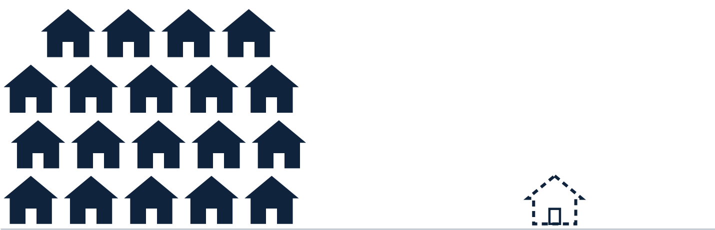
MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 23, 2026

Allston Park, Calabash

Allston Park: Price It Right, Sell in 22 Days

In Allston Park, homes priced right from the start sold in a typical 22 days. Homes that needed price cuts took 143 days and still sold for 94.7% of asking. Over the last 12 months, 40 homes sold and 3 didn't, and the typical sale price was $369,444.



19 sold
out of every 20 listed

1 didn't
expired, withdrawn or canceled

43
homes finished on the market

40
sold

3 (7%)
didn't sell

48
median days to sell
from the first day listed

98.7%
sold vs. first asking price

$369,444
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 Outlined houses expired, were withdrawn or were canceled.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 $369,444 home, per month	
Mortgage (principal + interest)	$1,956
Property taxes	$105
Homeowners insurance	$250
Upkeep	$308
Utilities	$250
Total	**$2,870**

About $2,870 every month the home sits.

Listings that didn't sell stayed on the market a median of 192 days — roughly $18,100 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); Brunswick County rate 0.342 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

22
median days to sell when priced right
29 homes that sold at 97%+ of first asking

143
median days when price cuts were needed
11 homes · sold for 94.7% of first asking

What this means if you're selling

- Price it right from day one: right-priced homes sold in 22 days versus 143 days for homes that needed cuts
- Waiting has a cost: an unsold home in Allston Park runs about $18,100 in estimated carrying costs
- 1 in 14 listings didn't sell in the last 12 months, so pricing and condition matter from the start
- Contracts fell apart 17% of the time (1 in 6). Most often this comes down to inspection, appraisal or financing issues, so be ready with paperwork and a realistic price

When contracts fall apart

17%
of contracts fell apart before closing
8 of about 48

100%
of those homes later sold

0%
never sold

95.5%
sold vs. first ask after a fall-through
vs. 99.4% on the first contract

88
median days to sell after a fall-through
vs. 46 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 60% · cash 30% · VA 0% · FHA 8% · other 3%.

What this means if you're buying

- Typical homes sold at 98.7% of first asking price, and 60% sold below that first asking price, so there's room to negotiate
- Homes that sat needed a 3.5% price cut and still took a median 192 days to sell
- Most buyers here used financing: 60% conventional, 8% FHA, and 30% paid cash

Did you know?

- A year before, the didn't-sell rate in Allston Park was 0%, now it's 7%
- Homes that had a contract fall through and later sold went on to sell at 95.5% of asking, taking a median 88 days
- At today's 6.95% rate, a home priced at $369,444 runs about $2,870 a month in estimated carrying costs

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.