MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 29, 2026

Ash

In Ash, 1 in 4 Listings Didn't Sell Last Year

In Ash, 93 homes sold and 31 didn't over the last 12 months, that's a didNotSellRate of 25%, up from 19% the year before. Homes priced right from day one sold in 1 days, while the 57 that needed price cuts sat 153 days and still sold for less, at 89.5% of ask.

15 sold
out of every 20 listed

5 didn't
expired, withdrawn or canceled

Which pile do you want to be in?
Solid houses sold. Outlined houses expired, were withdrawn or were canceled.

134
homes finished on the market

74
median days to sell
from the first day listed

102
sold

96.6%
sold vs. first asking price

32 (24%)
didn't sell

$316,638
median sold price

What waiting costs

A typical $315,020 home, per month	
Mortgage (principal + interest)	$1,668
Property taxes	$90
Homeowners insurance	$250
Upkeep	$263
Utilities	$250
Total	**$2,520**

About $2,520 every month the home sits.

Listings that didn't sell stayed on the market a median of 108 days — roughly $9,000 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

1
median days to sell when priced right
47 homes that sold at 97%+ of first asking

179
median days when price cuts were needed
55 homes · sold for 89.6% of first asking

What this means if you're selling

- Price it right on day one. Homes priced correctly sold in just 1 days.
- Wait too long and you'll likely need a price cut. 57 homes needed cuts, sat 153 days, and sold at 89.5% of asking.
- 1 in 7 contracts fell apart before closing. Industry experience says that's most often inspection, appraisal or financing issues, so get your home ready to withstand those steps.
- If your contract does fall apart, most homes (75%) go on to sell later, often at 92.4% of asking, but it takes another 109 days on average.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	54	41	**24%**	73	93.0%
$300–400K	57	44	**23%**	85	97.2%
$400–500K	16	14	**13%**	92	96.9%

When contracts fall apart

14%
of contracts fell apart before closing
17 of about 122

77%
of those homes later sold

24%
never sold

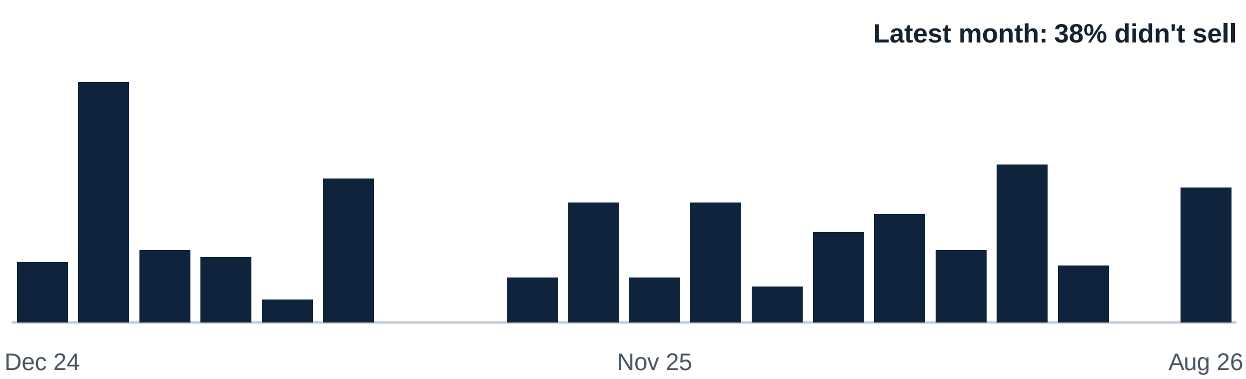
92.7%
sold vs. first ask after a fall-through
vs. 95.9% on the first contract

103
median days to sell after a fall-through
vs. 54 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 70% · cash 8% · VA 11% · FHA 11% · other 1%.

Share of listings that didn't sell, by month



What this means if you're buying

- Homes that sit unsold average 108 days on the market. That's room to negotiate if a home has been listed a while.
- Typical sale price in Ash is $315,020, and the typical home sells for 92.7% of the first asking price.
- Most buyers here use financing. 71% went conventional, 11% FHA, 10% VA, and 8% paid cash.

Did you know?

- 77% of homes in Ash sold for less than the original asking price.
- At a mortgage rate of 6.95%, the estimated monthly carrying cost on a $315,020 home is about $2,520.
- Homes that sat unsold cost their sellers an estimated $9,000 in carrying costs before selling.

Neighborhoods in Ash

Neighborhood	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Brunswick Plantation	67	60	**10%**	142	92.1%
Sterling Oaks	41	26	**37%**	1	100.0%

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.