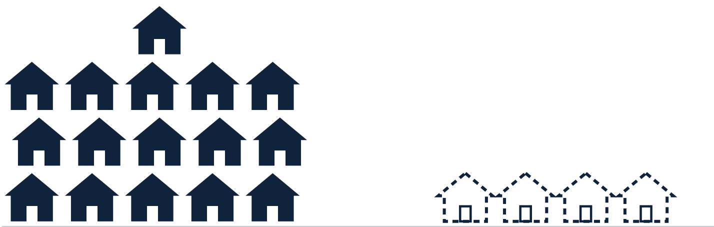
MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 24, 2026

BHI (Bald Head Island), Bald Head Island

Bald Head Island: Priced Right Homes Sell in 8 Days

In the BHI neighborhood on Bald Head Island, homes that were priced right from the start sold in a median of 8 days. Homes that needed price cuts took a median of 121 days and still sold for less, 89.0% of asking. Over the last 12 months, 1 in 5 listings didn't sell at all.



16 sold
out of every 20 listed

4 didn't
expired, withdrawn or canceled

54
homes finished on the market

88
median days to sell
from the first day listed

44
sold

92.5%
sold vs. first asking price

10 (19%)
didn't sell

$1,570,000
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 Outlined houses expired, were withdrawn or were canceled.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 $1,570,000 home, per month	
Mortgage (principal + interest)	$8,314
Property taxes	$447
Homeowners insurance	$250
Upkeep	$1,308
Utilities	$250
Total	**$10,570**

About $10,570 every month the home sits.

Listings that didn't sell stayed on the market a median of 191 days — roughly $66,200 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

8
median days to sell when priced right
13 homes that sold at 97%+ of first asking

124
median days when price cuts were needed
31 homes · sold for 89.4% of first asking

What this means if you're selling

- Homes priced right out of the gate sold in a median of 8 days and there were 13 of them
- 32 listings needed price cuts, sat a median of 121 days, and sold at 89.0% of asking instead of the 92.3% typical figure
- 10 listings didn't sell in the last 12 months, that's 18%, down from 33% the year before
- 8% of contracts fell apart before closing, most often inspection, appraisal or financing issues is the general industry experience for why that happens

When contracts fall apart

8%
of contracts fell apart before closing
4 of about 49

100%
of those homes later sold

0%
never sold

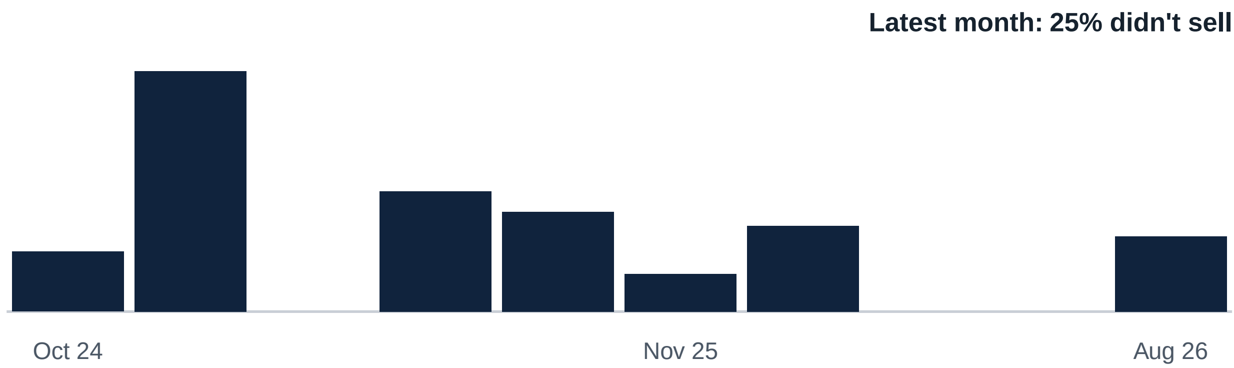
89.5%
sold vs. first ask after a fall-through
vs. 93.6% on the first contract

181
median days to sell after a fall-through
vs. 55 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 56% · cash 42% · VA 0% · FHA 0% · other 2%.

Share of listings that didn't sell, by month



What this means if you're buying

- Homes here typically sold at 92.3% of first asking price, so there is room to negotiate
- Listings that never sold sat a median of 191 days before coming off market, a sign some sellers start too high
- 42% of buyers paid cash and 56% used conventional financing, VA and FHA were not used

Did you know?

- The median sold price in BHI over the last 12 months was $1,540,000
- If a contract fell apart, every one of those homes went on to sell later, 100%, though it took a median of 181 days total
- Carrying a typical $1,540,000 home at today's 6.95% rate runs an estimated $10,380 a month, so sitting unsold adds up to about $65,000 in estimated carrying cost

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.