MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 24, 2026

Brunswick Plantation, Calabash

Brunswick Plantation: 1 in 4 Listings Didn't Sell

In Brunswick Plantation, 234 listings ended over the last 12 months, and 169 sold while 65 didn't sell, a didNotSellRate of 28%, up from 17% the year before. Homes priced right from the start sold in a median of 14 days, while those needing price cuts took 60 days and still closed at 90.5% of asking.

14 sold
out of every 20 listed

6 didn't
expired, withdrawn or canceled

233
homes finished on the market

41
median days to sell
from the first day listed

168
sold

94.4%
sold vs. first asking price

65 (28%)
didn't sell

$369,923
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 Outlined houses expired, were withdrawn or were canceled.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 $369,923 home, per month	
Mortgage (principal + interest)	$1,959
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 181 days — roughly $17,100 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

14
median days to sell when priced right
57 homes that sold at 97%+ of first asking

60
median days when price cuts were needed
111 homes · sold for 90.6% of first asking

What this means if you're selling

- Homes priced right from day one sold in 14 days on average; those needing cuts took 60 days.
- Under $300K listings had the toughest run, with a 42% didNotSellRate.
- The $400-500K range fared best, with only 12% not selling.
- 17% of contracts fell apart before closing, most often due to inspection, appraisal or financing issues; homes that later re-sold took a median of 63 days and closed at 91.7% of asking.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	79	46	**42%**	61	90.0%
$300–400K	49	40	**18%**	22	96.9%
$400–500K	59	52	**12%**	36	91.5%
$500–750K	39	27	**31%**	52	96.6%

When contracts fall apart

17%
of contracts fell apart before closing
34 of about 203

65%
of those homes later sold

35%
never sold

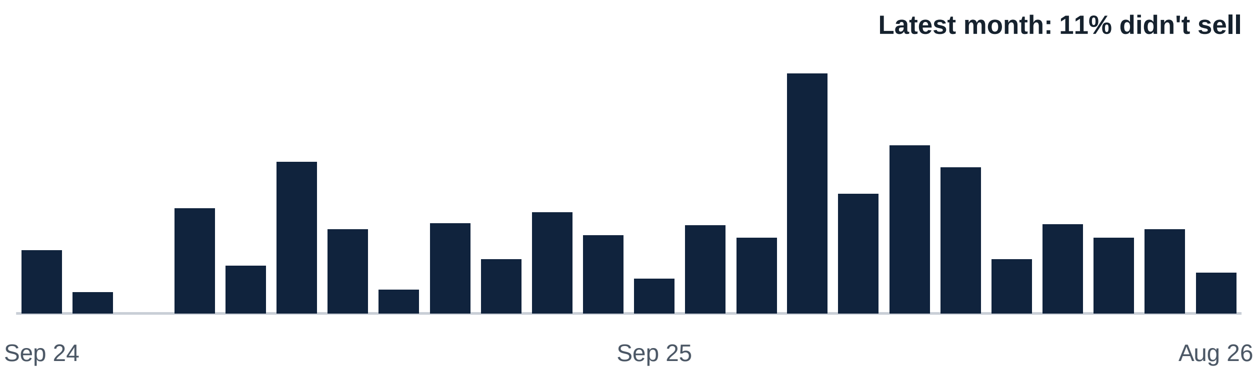
91.7%
sold vs. first ask after a fall-through
vs. 94.6% on the first contract

63
median days to sell after a fall-through
vs. 34 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 52% · cash 43% · VA 4% · FHA 1% · other 1%.

Share of listings that didn't sell, by month



What this means if you're buying

- Homes that didn't sell sat a median of 181 days, so there's room to negotiate on listings that have been up a while.
- Median sold price was $370,000, with buyers typically paying 94.3% of the first asking price.
- 42% of buyers paid cash, 52% used conventional financing, showing most deals aren't contingent on a mortgage.

Did you know?

- 88% of homes in Brunswick Plantation sold for less than the original asking price.
- Listings that eventually sold after a contract fell apart still closed at a median of 91.7% of asking.
- At the median sold price of $370,000 with a 6.95% rate, estimated monthly carrying costs run about $2,870, or about $17,100 if a home sits unsold.

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.