



MARKET INSIGHTS · LAST 12 MONTHS THROUGH OCTOBER 3, 2026

Carolina Beach

Carolina Beach: Nearly Half of Listings Didn't Sell

Over the last 12 months, 613 listings ended in Carolina Beach and 260 of them didn't sell, that's 1 in 2. Homes that were priced right from the start sold in a median of 17 days, while ones that needed price cuts sat a median of 96 days before selling. The median sold price was \$675,000, with typical sales landing at 96.0% of first asking price.



11 sold

out of every 20 listed



9 didn't

expired, withdrawn or canceled

615

homes finished on the market

351

sold

264 (43%)

didn't sell

58

median days to sell from the first day listed

96.0%

sold vs. first asking price

\$675,000

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 Outlined houses expired, were withdrawn or were canceled.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 \$675,000 home, per month

Mortgage (principal + interest)	\$3,604
Property taxes	\$172
Homeowners insurance	\$250
Upkeep	\$563
Utilities	\$250
Total	\$4,840

About \$4,840 every month the home sits.

Listings that didn't sell stayed on the market a median of 163 days — roughly \$25,900 in holding costs, and the home still didn't sell.

An example, not a quote: 20% down, 30-year fixed at 7.03% (Freddie Mac average, 2026-09-24); 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

17

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

93

median days when price cuts were needed
206 homes · sold for 93.1% of first asking



What this means if you're selling

- Price it right from day one, homes priced correctly sold in a median of 17 days versus 96 days for ones that needed cuts
- The \$400–500K range struggled most, with a 48% rate of not selling
- 83% of homes that did sell went for below the first asking price, so set expectations accordingly
- 18% of contracts fell apart, that's 1 in 6, most often inspection, appraisal or financing issues in general industry experience

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
\$300–400K	52	27	48%	93	94.5%
\$400–500K	64	33	48%	58	97.3%
\$500–750K	213	128	40%	64	96.2%
\$750K–1M	162	95	41%	63	96.1%
\$1M+	116	64	45%	37	95.1%

When contracts fall apart

19%

of contracts fell apart before closing
81 of about 434

44%

of those homes later sold

52%

never sold

93.8%

sold vs. first ask after a fall-through
vs. 96.3% on the first contract

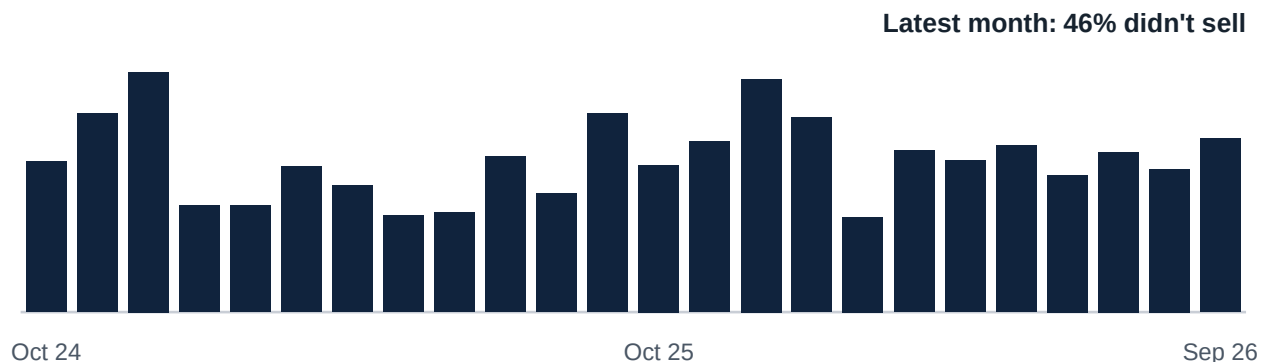
135

median days to sell after a fall-through
vs. 53 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 64% · cash 25% · VA 3% · FHA 0% · other 8%.

Share of listings that didn't sell, by month



What this means if you're buying

- Typical sales closed at 96.0% of first asking price, giving buyers some room to negotiate
- Homes that didn't sell sat a median of 163 days before coming off the market
- Most buyers used conventional financing at 64%, with 25% paying cash



Did you know?

- Carrying a typical \$675,000 home while unsold is estimated at about \$25,900
- Homes where the contract fell apart and later sold anyway closed at 93.8% of asking, versus 96.1% for homes that sold on the first contract
- Listings that never sold saw a median price cut of 3.0% before coming off the market

Neighborhoods in Carolina Beach

Neighborhood	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Wilmington Beach	58	42	28%	28	97.5%

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.