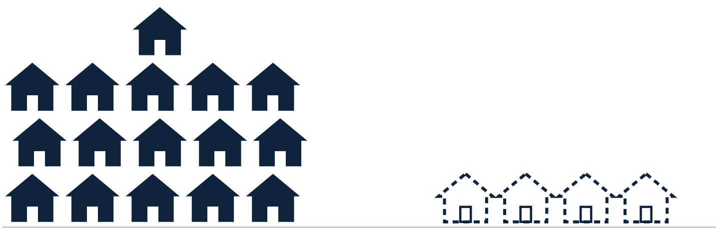
MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 24, 2026

Carolina Plantations, Jacksonville

Carolina Plantations: 1 In 5 Listings Didn't Sell

In the Carolina Plantations neighborhood in Jacksonville, homes that sold in the last 12 months typically took 23 days and closed at 98.7% of asking. But 1 in 5 listings didn't sell at all, up from 9% the year before, and homes that never sold typically sat for 89 days before the listing ended.



16 sold
out of every 20 listed

4 didn't
expired, withdrawn or canceled

81
homes finished on the market

23
median days to sell
from the first day listed

64
sold

98.7%
sold vs. first asking price

17 (21%)
didn't sell

$299,900
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 Outlined houses expired, were withdrawn or were canceled.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 $299,900 home, per month	
Mortgage (principal + interest)	$1,588
Property taxes	$164
Homeowners insurance	$250
Upkeep	$250
Utilities	$250
Total	**$2,500**

About $2,500 every month the home sits.

Listings that didn't sell stayed on the market a median of 89 days — roughly $7,300 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); Onslow County rate 0.655 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
50 homes that sold at 97%+ of first asking

68
median days when price cuts were needed
14 homes · sold for 95.4% of first asking

What this means if you're selling

- Price it right from day one: homes priced correctly sold in 22 days, homes that needed cuts took 68 days and still only got 95.4% of asking.
- 1 in 5 listings didn't sell this year, more than double last year's 9%, so getting the price right matters more now.
- 1 in 8 contracts fell apart before closing. Most often that's inspection, appraisal or financing issues industry-wide. Homes that went back on the market and sold again took 65 days and got 97.6% of asking, versus 23 days and 98.8% for a first contract that holds.
- 60% of homes that sold went for below the first asking price, so set expectations on the initial listing price.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	40	32	**20%**	23	98.7%
$300–400K	31	24	**23%**	22	99.0%
$400–500K	10	8	**20%**	30	98.5%

When contracts fall apart

12%
of contracts fell apart before closing
9 of about 74

44%
of those homes later sold

56%
never sold

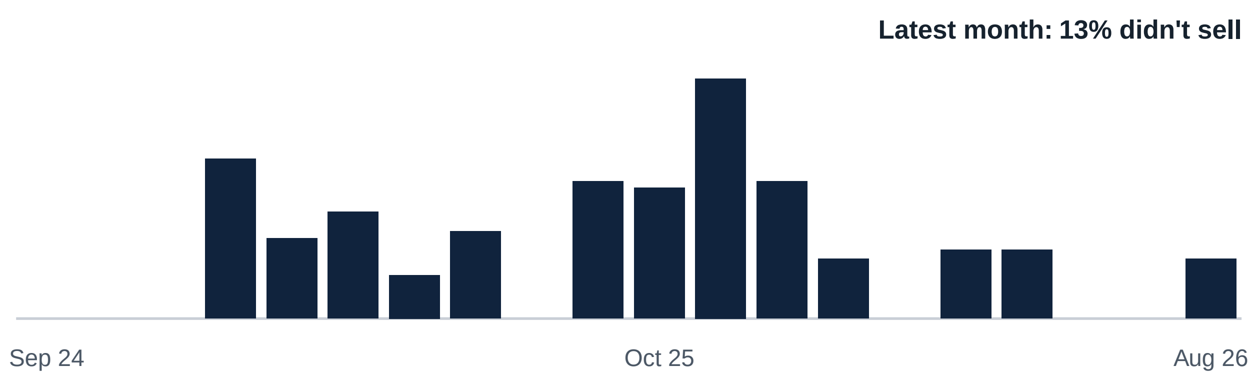
97.6%
sold vs. first ask after a fall-through
vs. 98.8% on the first contract

65
median days to sell after a fall-through
vs. 23 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 29% · cash 3% · VA 55% · FHA 11% · other 2%.

Share of listings that didn't sell, by month



What this means if you're buying

- Homes that sold moved fast, typical time to sell was 23 days, so be ready to act.
- 60% of sales closed below the original asking price, which gives buyers room to negotiate on some homes.
- Financing here leans heavily on VA loans at 55% of buyers, with 29% conventional, 11% FHA and 3% cash.

Did you know?

- In Carolina Plantations, the median sold price over the last 12 months was $299,900.
- At an example price of $299,900 with a 6.95% mortgage rate, the estimated monthly carrying cost for a typical home is about $2,500.
- A home that sits unsold carries an estimated $7,300 in costs, based on the typical time it takes to sell.

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.