MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 29, 2026

Carolina Shores

Carolina Shores: 1 in 4 Listings Didn't Sell This Year

In Carolina Shores, 156 listings ended in the last 12 months, and 113 sold while 43 didn't sell. Priced-right homes moved in 26 days, but ones that needed cuts sat 79 days and still sold for less. The $400-500K range struggled most, with a 47% didn't-sell rate, while $300-400K did best at 19%.

14 sold
out of every 20 listed

6 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expired, withdrawn or canceled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 Outlined houses expired, were withdrawn or were canceled.

155
homes finished on the market

52
median days to sell
from the first day listed

112
sold

94.6%
sold vs. first asking price

43 (28%)
didn't sell

$320,000
median sold price

What waiting costs

A typical $320,000 home, per month	
Mortgage (principal + interest)	$1,695
Property taxes	$91
Homeowners insurance	$250
Upkeep	$267
Utilities	$250
Total	**$2,550**

About $2,550 every month the home sits.

Listings that didn't sell stayed on the market a median of 138 days — roughly $11,600 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

25
median days to sell when priced right
42 homes that sold at 97%+ of first asking

79
median days when price cuts were needed
70 homes · sold for 91.1% of first asking

What this means if you're selling

- Price it right from day one. Homes priced right sold in 26 days. Ones that needed cuts took 79 days and sold at 90.8% of ask instead of 95.5%.
- The $400-500K range had a 47% didn't-sell rate. $300-400K did much better at 19%.
- Waiting costs money. Unsold homes sat a median of 138 days, with an estimated carrying cost of $11,600 while sitting.
- 18% of contracts fell apart, about 1 in 6. Most often it's inspection, appraisal or financing issues. Homes that later sold after a fall-through took 99 days and sold at 89.9%, versus 45 days and 95.5% on a first contract.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	46	33	**28%**	42	96.0%
$300–400K	73	59	**19%**	54	95.2%
$400–500K	30	16	**47%**	77	91.2%

When contracts fall apart

18%
of contracts fell apart before closing
24 of about 137

67%
of those homes later sold

33%
never sold

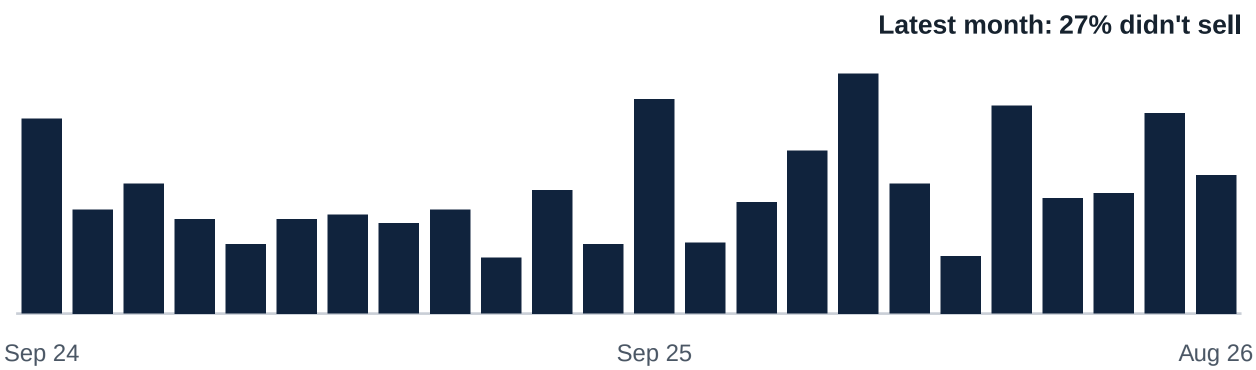
91.1%
sold vs. first ask after a fall-through
vs. 95.5% on the first contract

91
median days to sell after a fall-through
vs. 45 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 47% · cash 39% · VA 8% · FHA 4% · other 3%.

Share of listings that didn't sell, by month



What this means if you're buying

- 43 homes didn't sell in Carolina Shores over the last 12 months. That's room to negotiate, especially in the $400-500K range where 47% didn't sell.
- Homes that sat needed a 2.1% price cut on average before finding a buyer. Typical sold price was $320,000, at 94.6% of first asking price.
- Most buyers aren't paying all cash. 47% used conventional loans, 39% paid cash, 8% used VA, and 4% used FHA.

Did you know?

- The typical home in Carolina Shores sold for $320,000 in the last 12 months.
- 84% of homes that sold went for below the first asking price.
- At a $320,000 price with a 6.95% rate, estimated monthly carrying cost runs about $2,550.

Neighborhoods in Carolina Shores

Neighborhood	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Carolina Shores	60	50	**17%**	45	94.9%

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.