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MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 24, 2026

Carolina Shores, Carolina Shores

Carolina Shores: Price It Right, Sell In 45 Days

In the Carolina Shores neighborhood in Carolina Shores, homes that sold over the last 12 months typically took 45 days and brought 94.9% of asking. But 1 in 6 listings didn't sell at all, and the ones priced right from day one sold in 26 days versus 108 days for homes that needed cuts.

17 sold
out of every 20 listed

3 didn't
expired, withdrawn or canceled

62
homes finished on the market

45
median days to sell
from the first day listed

52
sold

94.9%
sold vs. first asking price

10 (16%)
didn't sell

$323,950
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 Outlined houses expired, were withdrawn or were canceled.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 $323,950 home, per month	
Mortgage (principal + interest)	$1,716
Property taxes	$92
Homeowners insurance	$250
Upkeep	$270
Utilities	$250
Total	**$2,580**

About $2,580 every month the home sits.

Listings that didn't sell stayed on the market a median of 140 days — roughly $11,800 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

26
median days to sell when priced right
21 homes that sold at 97%+ of first asking

108
median days when price cuts were needed
31 homes · sold for 91.6% of first asking

What this means if you're selling

- Homes priced right out of the gate sold in a median 26 days, needing cuts took 108 days
- Listings that never sold sat a median 140 days before their listing ended
- 18% of contracts fell apart after acceptance, most often inspection, appraisal or financing issues; those homes later sold at 93.2% of ask versus 95.5% for homes that held their first contract
- 83% of sold homes went for something below the first asking price, so start with a number buyers will actually meet

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	16	14	**13%**	40	95.9%
$300–400K	31	26	**16%**	49	95.8%
$400–500K	11	9	**18%**	48	93.9%

When contracts fall apart

18%
of contracts fell apart before closing
11 of about 63

82%
of those homes later sold

18%
never sold

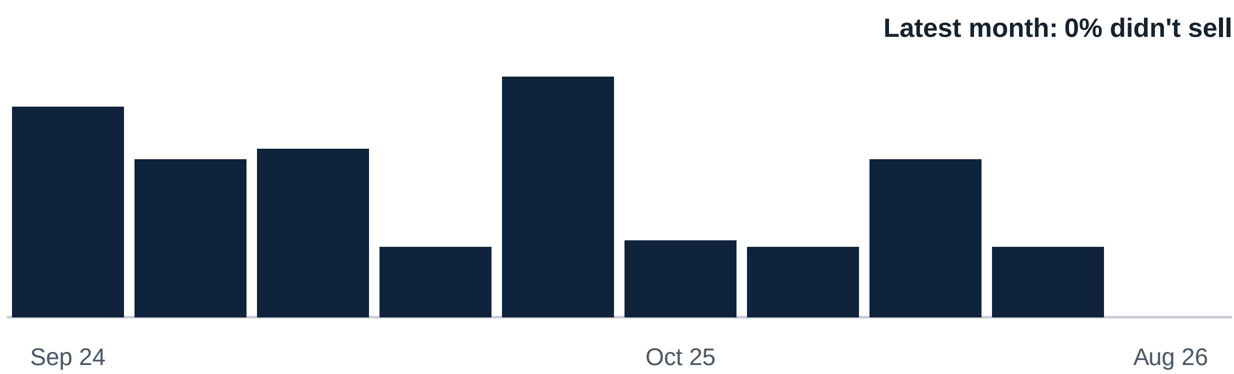
93.2%
sold vs. first ask after a fall-through
vs. 95.5% on the first contract

146
median days to sell after a fall-through
vs. 37 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 44% · cash 37% · VA 8% · FHA 6% · other 6%.

Share of listings that didn't sell, by month



What this means if you're buying

- 94.9% is the typical sold price versus first ask, so there's room to negotiate
- Homes that need a price cut sit a lot longer, median 108 days, before they sell
- 37% of buyers here paid cash, 44% used conventional financing

Did you know?

- The didn't-sell rate in Carolina Shores dropped from 31% the year before to 16% this year
- Carrying a typical $323,950 home here runs an estimated $2,580 a month at 6.95%, about $11,800 while it sits unsold
- When a contract falls apart, 82% of those homes go on to sell later anyway

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.