MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 29, 2026

Hampstead

Hampstead: 1 in 4 Listings Didn't Sell This Year

Over the last 12 months, 820 of 1,108 Hampstead listings sold, but 288 didn't sell, a 26% rate, up from 19% the year before. Homes priced right sold in a typical 18 days, while ones that needed price cuts sat a typical 80 days before finding a buyer. Typical sale price landed at $480,000, with sellers typically getting 97.9% of their first asking price.

15 sold
out of every 20 listed

5 didn't
expired, withdrawn or canceled

1,110
homes finished on the market

37
median days to sell
from the first day listed

821
sold

98.0%
sold vs. first asking price

289 (26%)
didn't sell

$480,000
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 Outlined houses expired, were withdrawn or were canceled.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 $480,000 home, per month	
Mortgage (principal + interest)	$2,542
Property taxes	$295
Homeowners insurance	$250
Upkeep	$400
Utilities	$250
Total	**$3,740**

About $3,740 every month the home sits.

Listings that didn't sell stayed on the market a median of 117 days — roughly $14,300 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); Pender County rate 0.7375 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
485 homes that sold at 97%+ of first asking

80
median days when price cuts were needed
336 homes · sold for 93.0% of first asking

What this means if you're selling

- Price it right from day one: homes priced correctly sold in a typical 18 days, versus 80 days for ones that needed cuts.
- The $1M+ range struggled most, with a 44% rate of not selling. The $500-750K range did best at 21%.
- Waiting has a cost. Listings that never sold sat a typical 117 days and still needed a median 1.4% price cut.
- 17% of contracts fell apart, most often due to inspection, appraisal or financing issues in general industry experience. Homes that went back on the market and sold later took a typical 96 days and sold at 94.5% of asking, versus 98.3% on the first try.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	123	91	**26%**	31	96.4%
$300–400K	206	156	**24%**	26	100.0%
$400–500K	236	175	**26%**	34	97.9%
$500–750K	342	271	**21%**	50	98.1%
$750K–1M	97	69	**29%**	43	97.3%
$1M+	106	59	**44%**	45	96.2%

When contracts fall apart

17%
of contracts fell apart before closing
165 of about 988

66%
of those homes later sold

32%
never sold

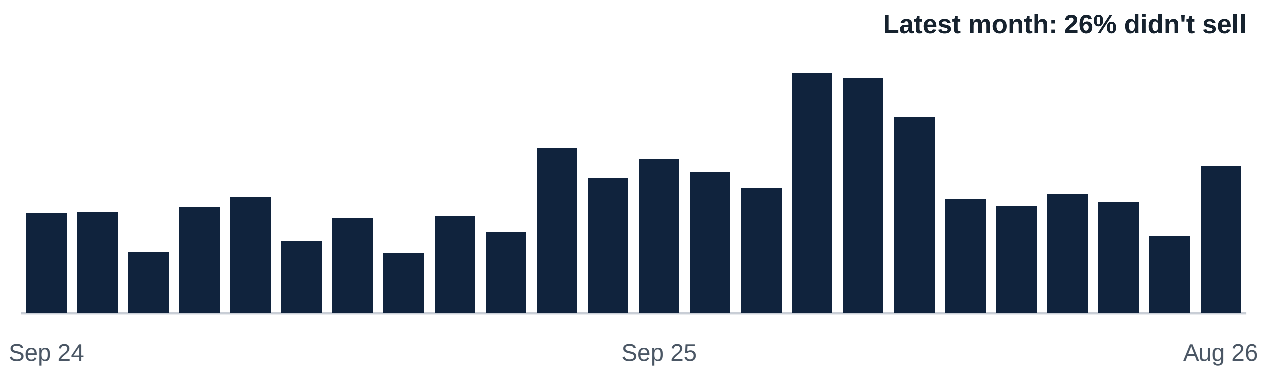
94.5%
sold vs. first ask after a fall-through
vs. 98.3% on the first contract

98
median days to sell after a fall-through
vs. 33 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 46% · cash 21% · VA 23% · FHA 7% · other 3%.

Share of listings that didn't sell, by month



What this means if you're buying

- 66% of Hampstead homes sold below the first asking price, so there's room to negotiate.
- Homes that sit past the typical 18-day mark often mean the seller is more open to a lower offer.
- Buyers are financing in different ways: 46% conventional, 23% VA, 21% cash, and 7% FHA.

Did you know?

- At today's 6.95% rate, carrying a typical $480,000 Hampstead home runs about an estimated $3,740 a month.
- A home that sits unsold for the typical 117 days can cost an estimated $14,300 in carrying costs.
- 1 in 6 Hampstead contracts fell apart before closing over the last 12 months.

Neighborhoods in Hampstead

Neighborhood	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Brookfield Branch	91	86	**6%**	20	100.0%
Southwater Village	75	20	**73%**	18	100.0%
Wyndwater	65	41	**37%**	53	99.4%
Olde Point	45	36	**20%**	44	94.5%

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.