



MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 23, 2026

Historic District, Wilmington

In Historic District, 1 in 3 homes listed didn't sell

In the last 12 months, 62 homes finished their time on the market in the Historic District neighborhood in Wilmington: 38 sold and 24 did not — about 1 in 3. The ones that sold took a median of 31 days, counted from the first day listed, and closed at 95.4% of their first asking price.



12 sold

out of every 20 listed



8 didn't

expired, withdrawn or canceled

62

homes finished on the market

38

sold

24 (39%)

didn't sell

31

median days to sell
from the first day listed

95.4%

sold vs. first asking price

\$604,500

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 Outlined houses expired, were withdrawn or were canceled.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 \$604,500 home, per month

Mortgage (principal + interest)	\$3,201
Property taxes	\$154
Homeowners insurance	\$250
Upkeep	\$504
Utilities	\$250
Total	\$4,360

About \$4,360 every month the home sits.

Listings that didn't sell stayed on the market a median of 162 days — roughly \$23,200 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); 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

18

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

104

median days when price cuts were needed
23 homes · sold for 89.5% of first asking



What this means if you're selling

- Homes priced right from day one sold in a median of 18 days. Homes that needed price cuts took 104 days and sold for 89.5% of their first price.
- Waiting costs money. A \$604,500 home runs about \$4,360 a month to hold — roughly \$23,200 over the time a typical unsold listing sat.
- About 1 in 4 contracts fell apart before closing. Homes that went back on the market sold for 96.2% of first asking, versus 95.3% for homes that closed on the first contract.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
\$500–750K	26	15	42%	26	95.3%
\$1M+	14	9	36%	126	87.0%

When contracts fall apart

24%

of contracts fell apart before closing
12 of about 50

67%

of those homes later sold

33%

never sold

96.2%

sold vs. first ask after a fall-through
vs. 95.3% on the first contract

31

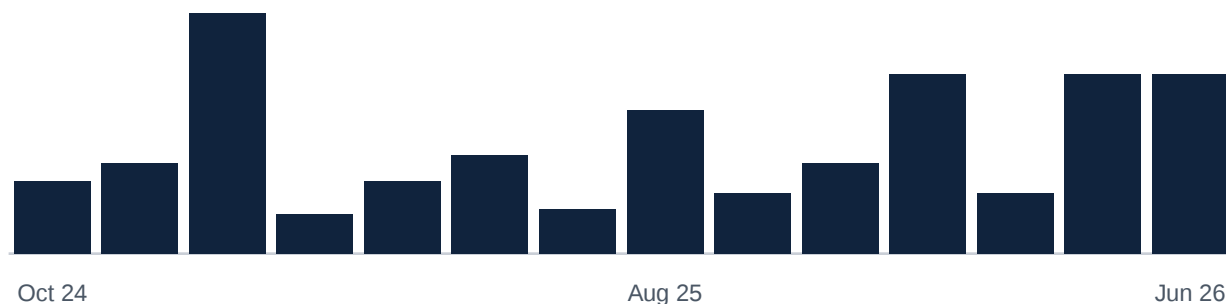
median days to sell after a fall-through
vs. 34 on the first contract

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 42% · cash 42% · VA 5% · FHA 3% · other 8%.

Share of listings that didn't sell, by month

Latest month: 50% didn't sell



What this means if you're buying

- 84% of homes sold below their first asking price — the first price is often a starting point.
- Homes that sit usually sit for a reason. Listings that didn't sell stayed on the market a median of 162 days.

Did you know?

- 42% of buyers paid cash, and 5% used VA loans.
- A year earlier, 28% of listings didn't sell; now it's 39%.
- When a contract fell apart, 33% of those homes never sold at all.



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.