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MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 29, 2026

Holden Beach

Holden Beach: 1 in 3 Listings Didn't Sell This Year

Over the last 12 months, 160 homes wrapped up in Holden Beach and 111 sold. The other 49 didn't sell, a 31% rate, up from 23% the year before. Homes priced right from day one sold in 9 days, while homes that needed cuts sat 63 days before going under contract.

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expired, withdrawn or canceled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 Outlined houses expired, were withdrawn or were canceled.

160
homes finished on the market

111
sold

49 (31%)
didn't sell

37
median days to sell
from the first day listed

94.4%
sold vs. first asking price

$975,000
median sold price

What waiting costs

A typical $975,000 home, per month	
Mortgage (principal + interest)	$5,163
Property taxes	$278
Homeowners insurance	$250
Upkeep	$813
Utilities	$250
Total	**$6,750**

About $6,750 every month the home sits.

Listings that didn't sell stayed on the market a median of 152 days — roughly $33,800 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

9
median days to sell when priced right
38 homes that sold at 97%+ of first asking

63
median days when price cuts were needed
73 homes · sold for 92.0% of first asking

What this means if you're selling

- Price it right from day one. Homes priced correctly sold in 9 days at a median 38 out of 160. Homes that needed price cuts took 63 days and sold at 92.0% of asking, versus 94.4% overall.
- Waiting costs money. Listings that never sold sat a median 152 days and still only cut price by 0.7%.
- 18% of contracts fell apart, about 1 in 6. Most often that's inspection, appraisal or financing issues. Homes that fell apart and later sold took 160 days total and sold at 93.5% of asking, versus 33 days and 94.7% for homes that got it right the first time.
- 38% of homes that had a contract fall apart never sold at all.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
$400–500K	10	5	**50%**	47	93.9%
$500–750K	12	9	**25%**	33	97.2%
$750K–1M	59	41	**31%**	75	95.0%
$1M+	77	54	**30%**	34	93.5%

When contracts fall apart

18%
of contracts fell apart before closing
24 of about 135

46%
of those homes later sold

38%
never sold

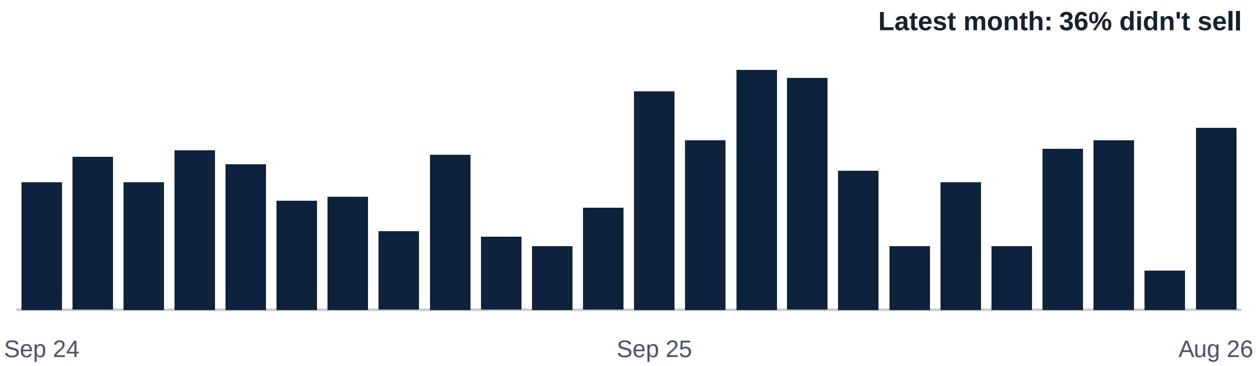
93.5%
sold vs. first ask after a fall-through
vs. 94.7% on the first contract

160
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 49% · cash 36% · VA 0% · FHA 0% · other 15%.

Share of listings that didn't sell, by month



What this means if you're buying

- 83% of homes in Holden Beach sold below the first asking price, so there's room to negotiate.
- Homes that sat needed price cuts and sold at 92.0% of asking, compared to 94.4% typical. Sitting inventory is where the negotiating room is.
- 36% of buyers paid cash, 49% used conventional financing. At the $975,000 example price with a 6.95% rate, estimated monthly carrying cost runs about $6,750.

Did you know?

- Median sold price in Holden Beach over the last 12 months was $975,000.
- A home that sits unsold for the median 152 days carries an estimated cost of about $33,800 for a typical home at this price point.
- Typical time to sell was 37 days, but that number hides a big split: priced-right homes sold in 9 days, homes needing cuts took 63 days.

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.