Buddy Blake Team
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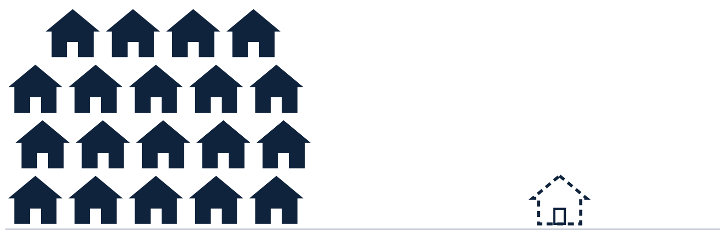
MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 24, 2026

Indigo Preserve, Leland

Indigo Preserve: Price It Right or Wait Months Longer

In Indigo Preserve, 102 of 106 homes that ended in the last 12 months actually sold, and the typical one sold in 53 days. Homes priced right from the start sold in a median of 17 days, but the ones that needed price cuts took 119 days and still closed lower at 92.0% of asking.



19 sold
out of every 20 listed

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expired, withdrawn or canceled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 Outlined houses expired, were withdrawn or were canceled.

104
homes finished on the market

54
median days to sell
from the first day listed

100
sold

97.0%
sold vs. first asking price

4 (4%)
didn't sell

$414,420
median sold price

What waiting costs

A typical $414,420 home, per month	
Mortgage (principal + interest)	$2,195
Property taxes	$118
Homeowners insurance	$250
Upkeep	$345
Utilities	$250
Total	**$3,160**

About $3,160 every month the home sits.

Listings that didn't sell stayed on the market a median of 19 days — roughly $2,000 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

17
median days to sell when priced right
50 homes that sold at 97%+ of first asking

138
median days when price cuts were needed
50 homes · sold for 91.9% of first asking

What this means if you're selling

- Price it right from day one. Homes that started right sold in 17 days versus 119 days for homes that needed cuts.
- The $300–400K range struggled most, with a 9% rate of not selling. The $400–500K range had 0%.
- Waiting has a cost. Homes that sat before cutting price ended up selling for less, 92.0% of asking versus 98.1% for homes that got it right the first time.
- Contracts fell apart 18% of the time, about 1 in 6. Most often that is inspection, appraisal or financing issues industry-wide. Homes that had a contract fall through and later sold took 170 days and sold at 91.8% of asking.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
$300–400K	41	37	**10%**	85	95.4%
$400–500K	45	45	**0%**	55	97.3%
$500–750K	11	11	**0%**	65	98.4%

When contracts fall apart

18%
of contracts fell apart before closing
22 of about 124

96%
of those homes later sold

5%
never sold

91.8%
sold vs. first ask after a fall-through
vs. 98.1% on the first contract

170
median days to sell after a fall-through
vs. 41 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 79% · cash 6% · VA 3% · FHA 10% · other 2%.

Share of listings that didn't sell, by month

Latest month: 17% didn't sell

What this means if you're buying

- Most homes sold below the first asking price, 69% of them, with a typical sale at 96.8% of ask.
- Homes that sat on the market longer, a median of 19 days for ones that never sold, are worth a second look for negotiating room.
- Most buyers here used conventional financing (79%), with 6% paying cash, 10% FHA and 3% VA.

Did you know?

- A typical home in Indigo Preserve sold for $409,500.
- At a 6.95% mortgage rate, the estimated monthly carrying cost on a home at that price is about $3,130.
- Sellers who had to keep carrying an unsold home faced an estimated $2,000 a month in the meantime.

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.