



MARKET INSIGHTS · LAST 12 MONTHS THROUGH OCTOBER 9, 2026

Jacksonville

Jacksonville: 1 in 7 Listings Didn't Sell Last Year

Over the last 12 months, Jacksonville saw 2,567 listings end, and 2,217 of those sold. The typical home that sold went in 26 days at 100.0% of asking price, but homes priced wrong sat a median of 84 days before giving up.



2,562
homes finished on the
market

25
median days to sell
from the first day listed

2,213
sold

100.0%
sold vs. first asking price

349 (14%)
didn't sell

\$295,000
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 Outlined houses expired, were withdrawn or were canceled.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 \$295,000 home, per month	
Property taxes	\$161
Homeowners insurance	\$250
Upkeep	\$246
Utilities	\$250
Your mortgage payment	if any
Total	\$905 + mortgage

About \$905 every month the home sits — plus your mortgage payment.

Listings that didn't sell stayed on the market a median of 84 days — roughly \$2,478 in taxes, insurance, upkeep and utilities alone, and the home still didn't sell.

An example, not a quote: Onslow County rate 0.655 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.

Priced right from day one vs. chasing the market

19

median days to sell when priced right
1,670 homes that sold at 97%+ of first asking

60

median days when price cuts were needed
541 homes · sold for 94.1% of first asking



What this means if you're selling

- Price it right from day one: homes priced correctly sold in a median of 19 days, while ones needing cuts took 60 days and still sold for only 94.1%.
- The \$500-750K range struggled most, with a 23% rate of not selling. The \$300-400K range did best at 12%.
- 1 in 7 Jacksonville listings didn't sell in the last 12 months, and waiting costs: unsold listings sat a median of 84 days with a median price cut of 1.0%.
- 16% of contracts fell apart before closing, most often inspection, appraisal or financing issues. Homes that went back on the market after a fall-through took a median of 58 days to sell again, versus 21 days for first contracts.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under \$300K	1,317	1,133	14%	19	100.0%
\$300-400K	1,002	881	12%	40	100.0%
\$400-500K	186	161	13%	41	100.0%
\$500-750K	44	34	23%	15	100.0%

When contracts fall apart

16%

of contracts fell apart before closing
412 of about 2,631

78%

of those homes later sold

21%

never sold

98.7%

sold vs. first ask after a fall-through
vs. 100.0% on the first contract

58

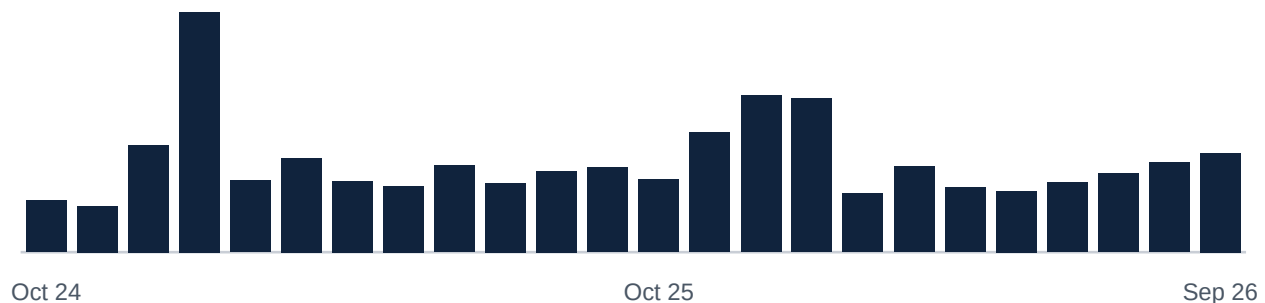
median days to sell after a fall-through
vs. 21 on the first contract

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 13% · cash 8% · VA 69% · FHA 7% · other 3%.

Share of listings that didn't sell, by month

Latest month: 15% didn't sell





What this means if you're buying

- 46% of Jacksonville homes sold below the first asking price, so there is room to negotiate.
- Homes that need a price cut sit a median of 60 days versus 19 days for ones priced right from the start, so patience can pay off on longer-sitting listings.
- Most buyers in Jacksonville are using VA financing (69%), with conventional loans at 13%, cash at 8%, and FHA at 7%.

Did you know?

- The median sold price in Jacksonville over the last 12 months was \$295,000.
- For a home at that price, estimated monthly carrying costs before the mortgage run about \$905, and that estimate jumps to about \$2,478 a month for homes that sit unsold.
- Even after a contract falls apart, 79% of those homes go on to sell later, typically at 98.6% of asking price.

Neighborhoods in Jacksonville

Neighborhood	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Stateside	136	124	9%	84	100.0%
Onslow Bay	129	121	6%	57	100.0%
Towne Pointe	105	98	7%	90	100.0%
Northwoods	85	70	18%	32	98.7%
Carolina Plantations	79	63	20%	23	98.8%
Brynn Marr	77	63	18%	13	100.0%
Carolina Forest	76	69	9%	21	99.0%
Vineyard Trail	68	67	2%	37	100.0%
Sterling Farms	49	41	16%	21	100.0%
Hunters Creek	40	38	5%	9	100.0%
Williamsburg Plantation	40	33	18%	19	98.8%

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.