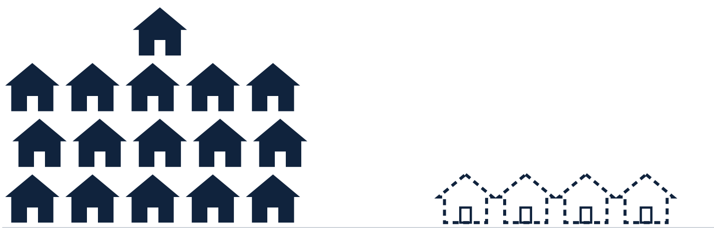
MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 28, 2026

Leland

Leland: 1 in 5 Listings Didn't Sell This Year

Leland homes that were priced right from day one sold in 19 days. Ones that needed price cuts sat for 94 days and still sold for less. The typical home sold for $394,999, which is 97.1% of first asking price.



16 sold
out of every 20 listed

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expired, withdrawn or canceled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 Outlined houses expired, were withdrawn or were canceled.

1,811
homes finished on the market

51
median days to sell
from the first day listed

1,428
sold

97.1%
sold vs. first asking price

383 (21%)
didn't sell

$395,000
median sold price

What waiting costs

A typical $394,999 home, per month	
Mortgage (principal + interest)	$2,092
Property taxes	$113
Homeowners insurance	$250
Upkeep	$329
Utilities	$250
Total	**$3,030**

About $3,030 every month the home sits.

Listings that didn't sell stayed on the market a median of 121 days — roughly $12,100 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

20
median days to sell when priced right
721 homes that sold at 97%+ of first asking

94
median days when price cuts were needed
707 homes · sold for 92.9% of first asking

What this means if you're selling

- Price it right from day one. Homes priced correctly sold in 19 days. Homes that needed cuts sat 94 days and closed at only 92.8% of ask.
- The $1M+ range struggles most, with a 46% rate of not selling. The $400-500K range does best, at 18%.
- Waiting costs money. Listings that never sold sat a median of 121 days and still needed a 2.4% price cut.
- 15% of contracts fall apart before closing, most often inspection, appraisal or financing issues. Homes that go back on the market take longer, a median of 103 days, but 72% do sell eventually.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	306	242	**21%**	33	97.7%
$300–400K	539	427	**21%**	55	97.1%
$400–500K	399	327	**18%**	63	97.0%
$500–750K	379	310	**18%**	49	97.5%
$750K–1M	143	98	**32%**	65	96.4%
$1M+	45	24	**47%**	76	91.8%

When contracts fall apart

15%
of contracts fell apart before closing
248 of about 1,688

72%
of those homes later sold

25%
never sold

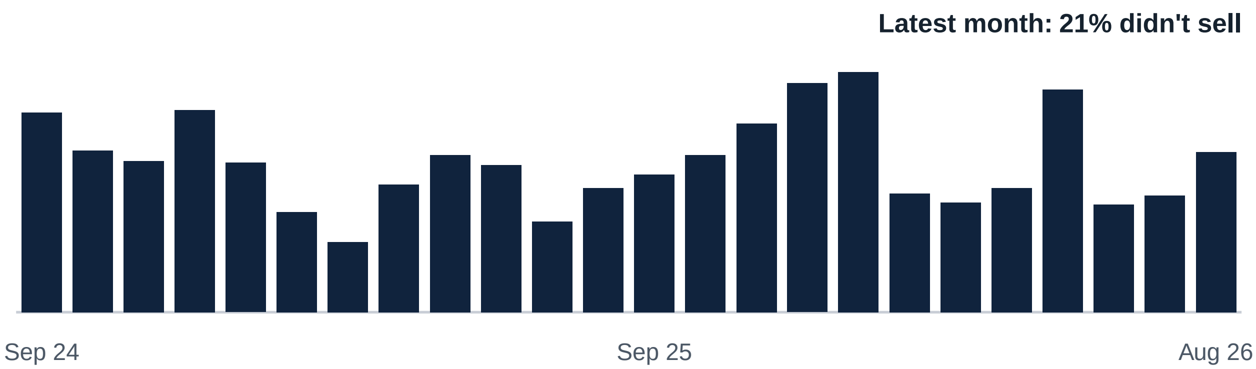
94.6%
sold vs. first ask after a fall-through
vs. 97.4% on the first contract

98
median days to sell after a fall-through
vs. 45 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 54% · cash 22% · VA 7% · FHA 16% · other 2%.

Share of listings that didn't sell, by month



What this means if you're buying

- 74% of Leland homes sold below the first asking price. That is room to negotiate.
- Homes that sit past 94 days often come with price cuts. Patience can pay off.
- Most buyers here are financing. 54% used conventional loans, 16% FHA, 7% VA, and 21% paid cash.

Did you know?

- In Leland, 1,438 homes sold out of 1,818 that ended in the last 12 months.
- At today's 6.95% rate, carrying a $394,999 home runs about $3,030 a month, or an estimated $12,100 while it sits unsold.
- If a contract falls apart, homes that eventually sell anyway still close at 94.5% of asking price.

Neighborhoods in Leland

Neighborhood	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Brunswick Forest	290	209	**28%**	49	96.5%
Compass Pointe	104	66	**37%**	61	96.9%
Indigo Preserve	104	100	**4%**	54	97.0%
Grayson Park	103	81	**21%**	49	97.1%
Terrapin	82	77	**6%**	48	100.0%
SeaBrooke	77	62	**20%**	38	99.0%
Grand Park	68	65	**4%**	121	91.8%
Coastal Haven	63	42	**33%**	71	97.5%
Magnolia Greens	60	50	**17%**	31	97.9%
Waterford of the Carolinas	60	44	**27%**	68	94.9%
Windsor Park	51	45	**12%**	34	97.7%
Pinewood	45	43	**4%**	98	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.