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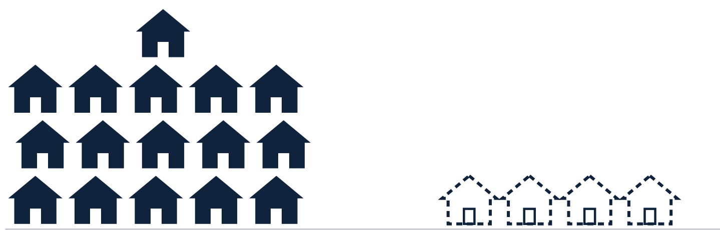
MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 25, 2026

Mallory Creek Plantation, Winnabow

Mallory Creek Plantation: 1 in 5 Listings Didn't Sell

In Mallory Creek Plantation, 60 of 74 listings sold over the last 12 months, and the typical seller got 96.3% of asking in 39 days. But that didn't-sell rate climbed to 19% this year from 8% the year before, so pricing right matters more than ever.



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expired, withdrawn or canceled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 Outlined houses expired, were withdrawn or were canceled.

73
homes finished on the market

38
median days to sell
from the first day listed

59
sold

96.4%
sold vs. first asking price

14 (19%)
didn't sell

$334,900
median sold price

What waiting costs

A typical $334,900 home, per month	
Mortgage (principal + interest)	$1,788
Property taxes	$95
Homeowners insurance	$250
Upkeep	$279
Utilities	$250
Total	**$2,660**

About $2,660 every month the home sits.

Listings that didn't sell stayed on the market a median of 89 days — roughly $7,800 in holding costs, and the home still didn't sell.

An example, not a quote: 20% down, 30-year fixed at 7.03% (Freddie Mac average, 2026-09-24); 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
27 homes that sold at 97%+ of first asking

75
median days when price cuts were needed
32 homes · sold for 95.2% of first asking

What this means if you're selling

- Homes priced right from day one sold in 17 days. Homes that needed price cuts took 83 days and still landed at 95.2% of asking.
- Listings that never sold sat a median of 89 days and still needed a 3.9% price cut before giving up.
- 1 in 10 contracts fell apart after going under contract. Most often this comes down to inspection, appraisal or financing issues.
- If a contract does fall apart, 71% of those homes went on to sell later, but usually at a lower 91.7% of asking and after another 83 days.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	15	11	**27%**	34	95.2%
$300–400K	40	35	**13%**	38	97.2%
$400–500K	16	11	**31%**	51	96.2%

When contracts fall apart

11%
of contracts fell apart before closing
7 of about 66

71%
of those homes later sold

29%
never sold

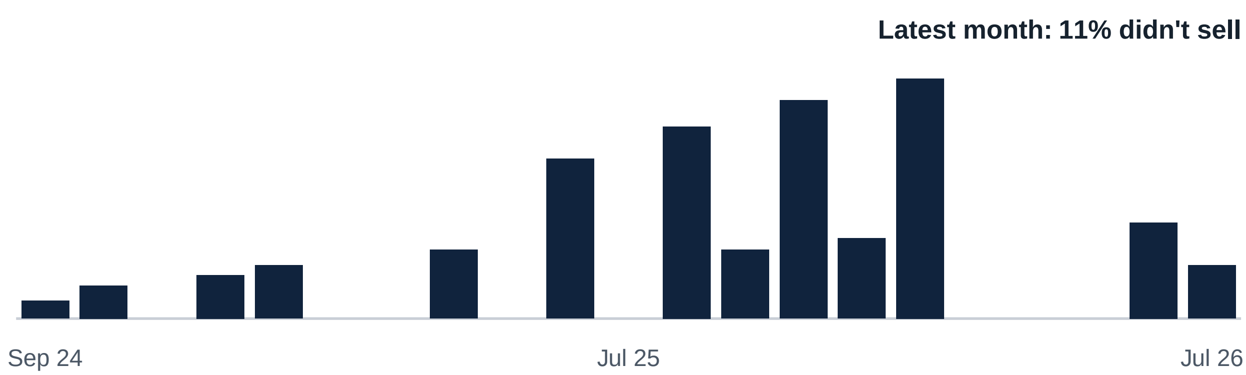
91.7%
sold vs. first ask after a fall-through
vs. 97.1% on the first contract

83
median days to sell after a fall-through
vs. 36 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 58% · cash 22% · VA 9% · FHA 12% · other 0%.

Share of listings that didn't sell, by month



What this means if you're buying

- 83% of homes in Mallory Creek Plantation sold below the first asking price, so there's room to negotiate.
- Homes that sit past the 17-day mark often need a price cut. Patience can pay off.
- Most buyers here used conventional financing (58%), but 22% paid cash. Know how you're paying before you make an offer.

Did you know?

- The typical sold home in Mallory Creek Plantation went for $332,450.
- At today's 6.95% rate, the estimated monthly carrying cost on a $332,450 home is about $2,630.
- A home that sits unsold for the median 89 days carries an estimated $7,700 in holding costs.

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.