



MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 23, 2026

Northwoods, Jacksonville

In Northwoods, 1 in 5 homes listed didn't sell

In the last 12 months, 80 homes finished their time on the market in the Northwoods neighborhood in Jacksonville: 64 sold and 16 did not — about 1 in 5. The ones that sold took a median of 29 days, counted from the first day listed, and closed at 99.1% of their first asking price.



80
homes finished on the market

29
median days to sell
from the first day listed

64
sold

99.1%
sold vs. first asking price

16 (20%)
didn't sell

\$215,000
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 Outlined houses expired, were withdrawn or were canceled.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 \$215,000 home, per month	
Mortgage (principal + interest)	\$1,139
Property taxes	\$117
Homeowners insurance	\$250
Upkeep	\$179
Utilities	\$250
Total	\$1,940

About \$1,940 every month the home sits.

Listings that didn't sell stayed on the market a median of 79 days — roughly \$5,000 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); 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. 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
38 homes that sold at 97%+ of first asking

92

median days when price cuts were needed
26 homes · sold for 93.9% of first asking



What this means if you're selling

- Homes priced right from day one sold in a median of 20 days. Homes that needed price cuts took 92 days and sold for 93.9% of their first price.
- Waiting costs money. A \$215,000 home runs about \$1,940 a month to hold — roughly \$5,000 over the time a typical unsold listing sat.
- About 1 in 6 contracts fell apart before closing. Homes that went back on the market sold for 98.7% of first asking, versus 99.4% for homes that closed on the first contract.

When contracts fall apart

18%

of contracts fell apart before closing
14 of about 78

86%

of those homes later sold

14%

never sold

98.7%

sold vs. first ask after a fall-through
vs. 99.4% on the first contract

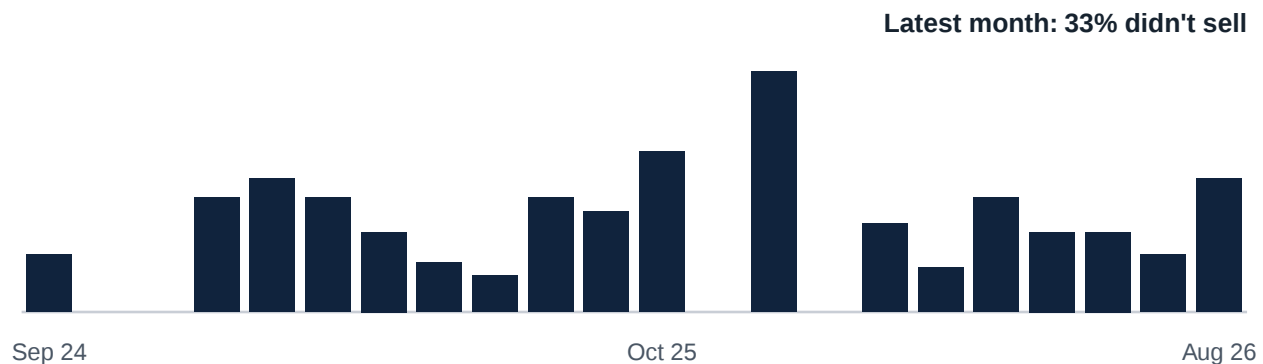
31

median days to sell after a fall-through
vs. 29 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 11% · cash 16% · VA 58% · FHA 11% · other 5%.

Share of listings that didn't sell, by month



What this means if you're buying

- 53% of homes sold below their first asking price — the first price is often a starting point.
- Homes that sit usually sit for a reason. Listings that didn't sell stayed on the market a median of 79 days.

Did you know?

- 16% of buyers paid cash, and 58% used VA loans.
- A year earlier, 18% of listings didn't sell; now it's 20%.
- When a contract fell apart, 14% of those homes never sold at all.

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.