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MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 29, 2026

Oak Island

Oak Island: 1 in 4 Listings Didn't Sell

Over the last 12 months in Oak Island, 807 listings ended and 584 sold, with the typical home taking 54 days to sell at 96.0% of asking price. Homes priced right from the start sold in about 15 days, while ones that needed price cuts sat for 95 days before going under contract.

15 sold
out of every 20 listed

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expired, withdrawn or canceled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 Outlined houses expired, were withdrawn or were canceled.

796
homes finished on the market

54
median days to sell
from the first day listed

580
sold

95.9%
sold vs. first asking price

216 (27%)
didn't sell

$645,000
median sold price

What waiting costs

A typical $645,000 home, per month	
Mortgage (principal + interest)	$3,416
Property taxes	$184
Homeowners insurance	$250
Upkeep	$538
Utilities	$250
Total	**$4,640**

About $4,640 every month the home sits.

Listings that didn't sell stayed on the market a median of 170 days — roughly $25,900 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

15
median days to sell when priced right
238 homes that sold at 97%+ of first asking

93
median days when price cuts were needed
342 homes · sold for 91.7% of first asking

What this means if you're selling

- Price it right from day one: homes priced right sold in 15 days, ones that needed cuts took 95 days
- The $1M+ range struggled most, with a 32% didn't-sell rate, while $300-400K homes did best at 20%
- Waiting has a cost: listings that never sold sat a median of 170 days and still needed a 2.4% price cut
- 14% of contracts fell apart, about 1 in 7, most often inspection, appraisal or financing issues

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	13	10	**23%**	30	93.6%
$300–400K	41	33	**20%**	27	96.7%
$400–500K	107	80	**25%**	52	95.6%
$500–750K	285	214	**25%**	60	96.8%
$750K–1M	174	122	**30%**	71	96.1%
$1M+	176	121	**31%**	53	94.8%

When contracts fall apart

14%
of contracts fell apart before closing
93 of about 675

53%
of those homes later sold

43%
never sold

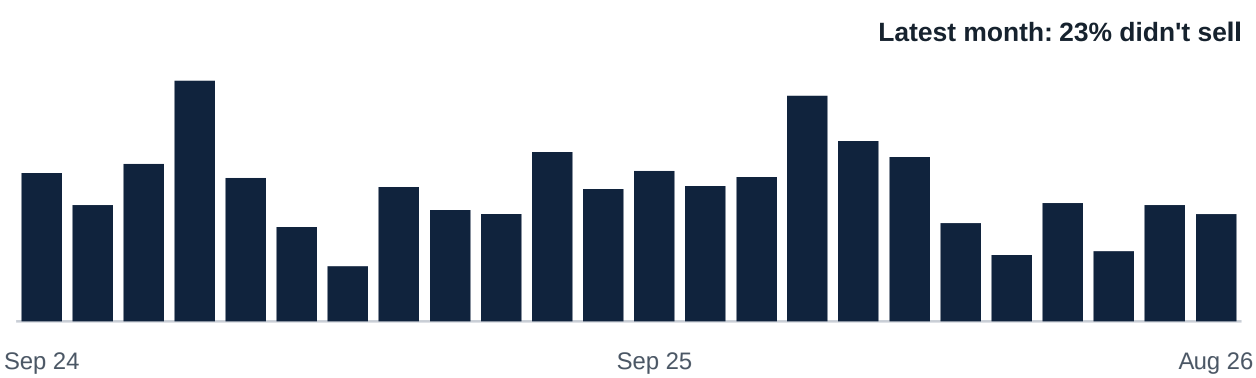
92.5%
sold vs. first ask after a fall-through
vs. 96.3% on the first contract

100
median days to sell after a fall-through
vs. 50 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 62% · cash 29% · VA 2% · FHA 1% · other 7%.

Share of listings that didn't sell, by month



What this means if you're buying

- Typical home sold for 96.0% of first asking price, and 83% of homes sold for less than the original ask
- Homes that struggled sat a median of 170 days on the market, so there's room to negotiate on those
- Most buyers used conventional financing (63%), while 29% paid cash

Did you know?

- A typical Oak Island home at $645,000 with a 6.95% rate runs about $4,640 a month to carry
- If a listing sits unsold, the estimated carrying cost while it waits is about $25,900
- When a contract falls apart, homes that later resell take a median of 106 days, versus 50 days for the first contract

Neighborhoods in Oak Island

Neighborhood	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Tranquil Harbor	169	124	**27%**	49	95.0%
Pinners Point	43	31	**28%**	56	96.4%

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.