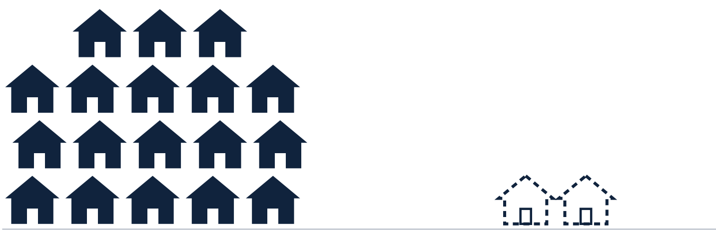
MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 24, 2026

Ocean Ridge Plantation, Sunset Beach

Ocean Ridge Plantation: Price It Right, It Sells in 26 Days

In Ocean Ridge Plantation, homes priced right from the start sold in a median of 26 days. Homes that needed price cuts took 132 days and sold for 89.6% of asking, so getting the number right early matters. Over the last 12 months, 47 homes sold and 4 didn't sell, a didNotSellRate of 8%.



18 sold
out of every 20 listed

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expired, withdrawn or canceled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 Outlined houses expired, were withdrawn or were canceled.

51
homes finished on the market

68
median days to sell
from the first day listed

47
sold

99.7%
sold vs. first asking price

4 (8%)
didn't sell

$665,000
median sold price

What waiting costs

A typical $665,000 home, per month	
Mortgage (principal + interest)	$3,522
Property taxes	$190
Homeowners insurance	$250
Upkeep	$554
Utilities	$250
Total	**$4,770**

About $4,770 every month the home sits.

Listings that didn't sell stayed on the market a median of 95 days — roughly $14,800 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

26
median days to sell when priced right
38 homes that sold at 97%+ of first asking

132
median days when price cuts were needed
9 homes · sold for 89.6% of first asking

What this means if you're selling

- Price it right from day one: homes priced correctly sold in 26 days, versus 132 days for ones that needed cuts.
- Waiting costs money: homes that needed price cuts sold at 89.6% of asking, versus 99.7% typical for the area.
- Homes that never sold sat a median of 95 days before the listing ended.
- Contracts fall apart 19% of the time here, most often inspection, appraisal or financing issues. Homes that got back under contract after that later sold 100% of the time.

When contracts fall apart

19%
of contracts fell apart before closing
11 of about 58

100%
of those homes later sold

0%
never sold

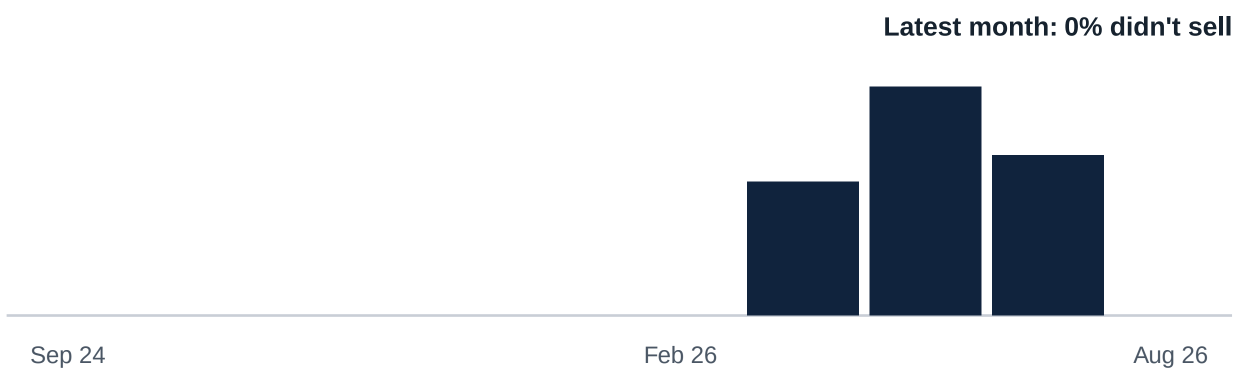
97.7%
sold vs. first ask after a fall-through
vs. 99.9% on the first contract

143
median days to sell after a fall-through
vs. 17 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 57% · cash 36% · VA 6% · FHA 0% · other 0%.

Share of listings that didn't sell, by month



What this means if you're buying

- Typical sold price is $665,000, and homes that sold went for 99.7% of first asking price.
- 53% of homes here sold below the first asking price, so there's room to negotiate.
- Most buyers here are financing: 58% conventional, 6% VA, 35% cash.

Did you know?

- Homes that got back on the market after a contract fell apart went on to sell 100% of the time, at a median 97.7% of asking.
- For a home at $665,000 with a 6.95% mortgage rate, estimated monthly carrying cost runs about $4,770.
- Sitting unsold an extra stretch is estimated to cost about $14,800 in carrying 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.