



MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 23, 2026

Olde Point, Hampstead

In Olde Point, 1 in 5 homes listed didn't sell

In the last 12 months, 46 homes finished their time on the market in the Olde Point neighborhood in Hampstead: 37 sold and 9 did not — about 1 in 5. The ones that sold took a median of 49 days, counted from the first day listed, and closed at 93.9% of their first asking price.



46
homes finished on the market

49
median days to sell
from the first day listed

37
sold

93.9%
sold vs. first asking price

9 (20%)
didn't sell

\$660,000
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 Outlined houses expired, were withdrawn or were canceled.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 \$660,000 home, per month

Mortgage (principal + interest)	\$3,495
Property taxes	\$406
Homeowners insurance	\$250
Upkeep	\$550
Utilities	\$250
Total	\$4,950

About \$4,950 every month the home sits.

Listings that didn't sell stayed on the market a median of 117 days — roughly \$19,100 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); Pender County rate 0.7375 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

7

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

103

median days when price cuts were needed
23 homes · sold for 91.9% of first asking



What this means if you're selling

- Homes priced right from day one sold in a median of 7 days. Homes that needed price cuts took 103 days and sold for 91.9% of their first price.
- Waiting costs money. A \$660,000 home runs about \$4,950 a month to hold — roughly \$19,100 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 86.6% of first asking, versus 94.5% for homes that closed on the first contract.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
\$500–750K	21	16	24%	86	95.1%
\$1M+	13	10	23%	60	93.6%

When contracts fall apart

16%

of contracts fell apart before closing
7 of about 44

71%

of those homes later sold

14%

never sold

86.6%

sold vs. first ask after a fall-through
vs. 94.5% on the first contract

193

median days to sell after a fall-through
vs. 32 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 49% · cash 43% · VA 8% · FHA 0% · other 0%.

What this means if you're buying

- 81% 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 117 days.

Did you know?

- 43% of buyers paid cash, and 8% used VA loans.
- A year earlier, 17% 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.