

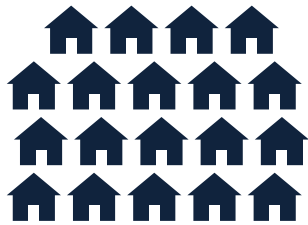


MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 23, 2026

Onslow Bay, Jacksonville

In Onslow Bay, 1 in 22 homes listed didn't sell

In the last 12 months, 131 homes finished their time on the market in the Onslow Bay neighborhood in Jacksonville: 125 sold and 6 did not — about 1 in 22. The ones that sold took a median of 55 days, counted from the first day listed, and closed at 100.0% of their first asking price.



19 sold

out of every 20 listed



1 didn't

expired, withdrawn or canceled

131

homes finished on the market

125

sold

6 (5%)

didn't sell

55

median days to sell
from the first day listed

100.0%

sold vs. first asking price

\$368,000

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 Outlined houses expired, were withdrawn or were canceled.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 \$368,000 home, per month

Mortgage (principal + interest)	\$1,949
Property taxes	\$201
Homeowners insurance	\$250
Upkeep	\$307
Utilities	\$250
Total	\$2,960

About \$2,960 every month the home sits.

Listings that didn't sell stayed on the market a median of 91 days — roughly \$8,800 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); 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

56

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

51

median days when price cuts were needed
7 homes · sold for 95.5% of first asking



What this means if you're selling

- Homes priced right from day one sold in a median of 56 days. Homes that needed price cuts took 51 days and sold for 95.5% of their first price.
- Waiting costs money. A \$368,000 home runs about \$2,960 a month to hold — roughly \$8,800 over the time a typical unsold listing sat.
- About 1 in 15 contracts fell apart before closing. Homes that went back on the market sold for 101.4% of first asking, versus 100.0% for homes that closed on the first contract.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
\$300–400K	77	73	5%	49	100.0%
\$400–500K	43	41	5%	46	100.0%

When contracts fall apart

7%

of contracts fell apart before closing
9 of about 135

100%

of those homes later sold

0%

never sold

101.4%

sold vs. first ask after a fall-through
vs. 100.0% on the first contract

199

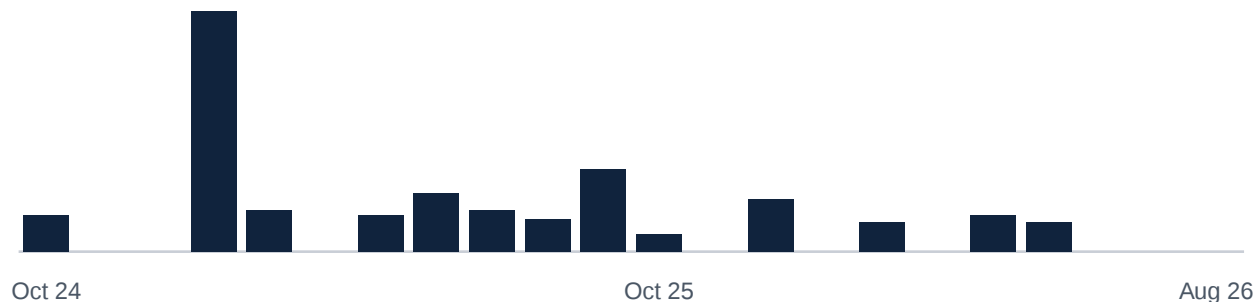
median days to sell after a fall-through
vs. 48 on the first contract

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 10% · cash 4% · VA 80% · FHA 3% · other 3%.

Share of listings that didn't sell, by month

Latest month: 0% didn't sell



What this means if you're buying

- 23% 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 91 days.

Did you know?

- 4% of buyers paid cash, and 80% used VA loans.
- A year earlier, 29% of listings didn't sell; now it's 5%.
- When a contract fell apart, 0% 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.