



MARKET INSIGHTS · LAST 12 MONTHS THROUGH OCTOBER 7, 2026

Rocky Point

Rocky Point: 1 in 8 Listings Didn't Sell This Year

In Rocky Point, most homes that sold did so in 25 days at 97.8% of asking price. Price it right and homes moved in 13 days. Price it wrong and it took 73 days, with sellers cutting price and still landing lower at closing.



199
homes finished on the market

25
median days to sell
from the first day listed

176
sold

97.8%
sold vs. first asking price

23 (12%)
didn't sell

\$377,425
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 Outlined houses expired, were withdrawn or were canceled.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 \$374,849 home, per month	
Property taxes	\$230
Homeowners insurance	\$250
Upkeep	\$312
Utilities	\$250
Your mortgage payment	if any
Total	\$1,039 + mortgage

About \$1,039 every month the home sits — plus your mortgage payment.

Listings that didn't sell stayed on the market a median of 83 days — roughly \$2,837 in taxes, insurance, upkeep and utilities alone, and the home still didn't sell.

An example, not a quote: 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.

Priced right from day one vs. chasing the market

12
median days to sell when priced right
107 homes that sold at 97%+ of first asking

73
median days when price cuts were needed
69 homes · sold for 93.5% of first asking



What this means if you're selling

- Homes priced right sold in 13 days. Homes that needed cuts sat 73 days and still closed lower, at 93.5% of asking.
- The \$400-500K range struggled most, with a 15% rate of not selling. Under \$300K was the easiest range at 7%.
- Listings that never sold sat a median of 83 days and still saw a 1.9% price cut before coming off market.
- 18% of contracts fell apart, most often inspection, appraisal or financing issues. Of those homes, 87% sold later, but at 65 days and 96.9% of asking versus 19 days and 97.8% the first time around.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under \$300K	61	55	10%	18	98.5%
\$300-400K	43	38	12%	27	97.4%
\$400-500K	59	52	12%	35	98.3%
\$500-750K	29	26	10%	35	97.2%

When contracts fall apart

17%

of contracts fell apart before closing
36 of about 214

89%

of those homes later sold

11%

never sold

97.6%

sold vs. first ask after a fall-through
vs. 97.8% on the first contract

58

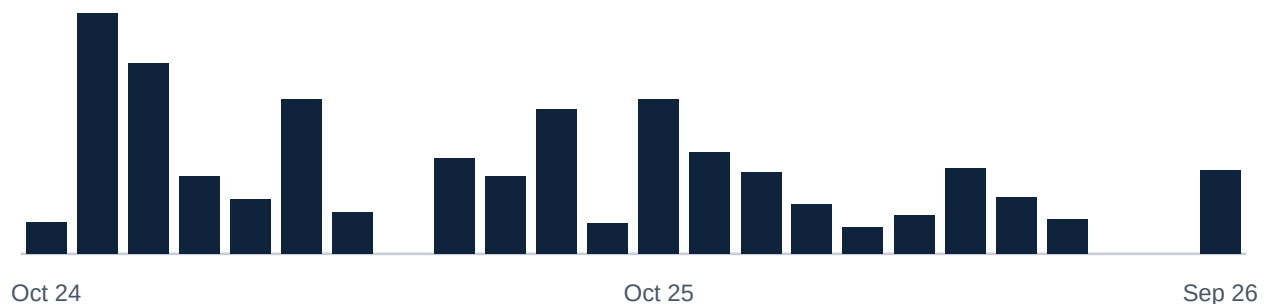
median days to sell after a fall-through
vs. 20 on the first contract

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 51% · cash 16% · VA 13% · FHA 19% · other 1%.

Share of listings that didn't sell, by month

Latest month: 15% didn't sell



What this means if you're buying

- 64% of homes sold below the first asking price, and the typical sale closed at 97.8% of asking. There's room to negotiate.
- Homes that sat and needed a price cut still closed around 93.5% of asking. Patience can pay off on listings that have been sitting.
- Financing mix: 50% conventional, 19% FHA, 17% cash, 13% VA. Cash is not the only way in.



Did you know?

- The rate of listings not selling dropped from 17% a year ago to 12% now in Rocky Point.
- On a \$374,849 home at 7.03%, the estimated monthly carrying cost is about \$3,040.
- A home that sits unsold can cost an estimated \$8,300 in carrying costs before it ever closes.

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.