Buddy Blake Team
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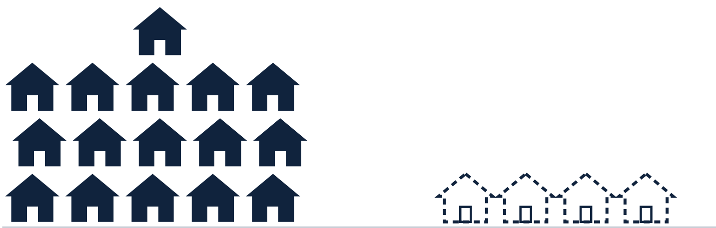
MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 24, 2026

Sea Trail Plantation, Sunset Beach

Sea Trail Plantation: 1 in 5 Listings Didn't Sell

In the Sea Trail Plantation neighborhood in Sunset Beach, 141 of 181 homes sold over the last 12 months, and 40 didn't sell. Homes priced right sold in a median of 41 days at 97.5% of asking, while listings that needed price cuts sat a median of 88 days before selling at 92.2%.



16 sold
out of every 20 listed

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expired, withdrawn or canceled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 Outlined houses expired, were withdrawn or were canceled.

182
homes finished on the market

41
median days to sell
from the first day listed

142
sold

97.5%
sold vs. first asking price

40 (22%)
didn't sell

$542,500
median sold price

What waiting costs

A typical $542,500 home, per month	
Mortgage (principal + interest)	$2,873
Property taxes	$155
Homeowners insurance	$250
Upkeep	$452
Utilities	$250
Total	**$3,980**

About $3,980 every month the home sits.

Listings that didn't sell stayed on the market a median of 156 days — roughly $20,400 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

11
median days to sell when priced right
75 homes that sold at 97%+ of first asking

88
median days when price cuts were needed
67 homes · sold for 92.2% of first asking

What this means if you're selling

- Price it right from day one. Homes priced correctly moved in a median of 11 days, but those needing cuts sat a median of 88 days first.
- Waiting has a cost. Listings that never sold sat a median of 156 days, and carrying a $545,000 home an extra month runs about an estimated $4,000.
- 1 in 7 contracts fell apart before closing. Industry experience says this is most often inspection, appraisal or financing issues.
- If a contract falls apart, most homes still sell. 60% went on to sell later, at a median 96.3% of asking, but it took a median of 150 days.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	13	10	**23%**	34	96.2%
$300–400K	35	28	**20%**	42	96.0%
$400–500K	11	8	**27%**	66	95.2%
$500–750K	117	91	**22%**	36	99.0%

When contracts fall apart

16%
of contracts fell apart before closing
26 of about 168

62%
of those homes later sold

35%
never sold

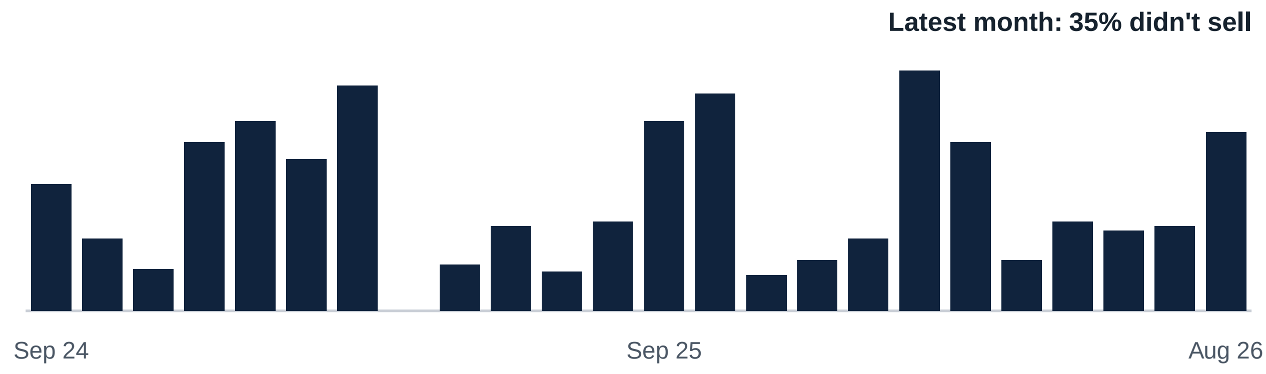
96.3%
sold vs. first ask after a fall-through
vs. 97.7% on the first contract

142
median days to sell after a fall-through
vs. 38 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 46% · cash 47% · VA 5% · FHA 0% · other 3%.

Share of listings that didn't sell, by month



What this means if you're buying

- There's room to negotiate. 66% of Sea Trail Plantation homes sold below the first asking price, with a typical sale at 97.5% of asking.
- Some homes sit a long time. Listings that never sold were on the market a median of 156 days.
- Cash is common here. 47% of buyers paid cash, 45% used conventional financing, and 5% used VA loans.

Did you know?

- 15% of contracts in Sea Trail Plantation fell apart before closing, about 1 in 7.
- 47% of buyers paid all cash for their home.
- Carrying a typical $545,000 home for an extra month runs about an estimated $4,000, based on a 6.95% mortgage rate.

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.