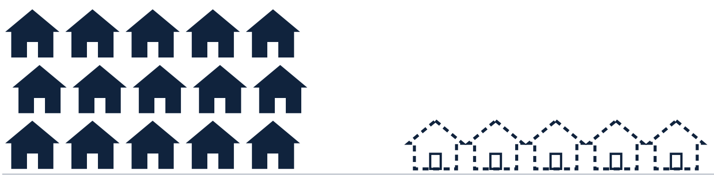
MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 29, 2026

Shallotte

Shallotte: 1 In 4 Listings Didn't Sell

In Shallotte, 503 homes came off the market in the last 12 months and 389 of them sold, but 114 didn't sell — that's 1 in 4. Homes priced right from the start sold in 19 days, while ones that needed price cuts sat for 102 days before going under contract. The typical sold home fetched 94.8% of its first asking price.



15 sold
out of every 20 listed

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expired, withdrawn or canceled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 Outlined houses expired, were withdrawn or were canceled.

505
homes finished on the market

68
median days to sell
from the first day listed

391
sold

94.8%
sold vs. first asking price

114 (23%)
didn't sell

$309,250
median sold price

What waiting costs

A typical $309,170 home, per month	
Mortgage (principal + interest)	$1,637
Property taxes	$88
Homeowners insurance	$250
Upkeep	$258
Utilities	$250
Total	**$2,480**

About $2,480 every month the home sits.

Listings that didn't sell stayed on the market a median of 172 days — roughly $14,000 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

19
median days to sell when priced right
146 homes that sold at 97%+ of first asking

103
median days when price cuts were needed
245 homes · sold for 90.7% of first asking

What this means if you're selling

- Price it right from day one — homes priced correctly sold in 19 days, versus 102 days for ones that needed cuts.
- The $400–500K range struggled most, with a 29% rate of listings not selling.
- Under $300K was the strongest range, with only a 19% rate of listings not selling.
- Contracts fell apart 1 in 5 times (20%); if that happens, know it often takes longer to resell — homes that later sold after a fall-through took 120 days and closed at 91.5% of asking, versus 53 days and 95.5% for a first contract that holds.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	184	150	**19%**	58	94.8%
$300–400K	192	145	**25%**	48	96.7%
$400–500K	71	51	**28%**	111	92.0%
$500–750K	34	27	**21%**	130	90.0%
$750K–1M	17	14	**18%**	92	88.7%

When contracts fall apart

20%
of contracts fell apart before closing
100 of about 492

72%
of those homes later sold

27%
never sold

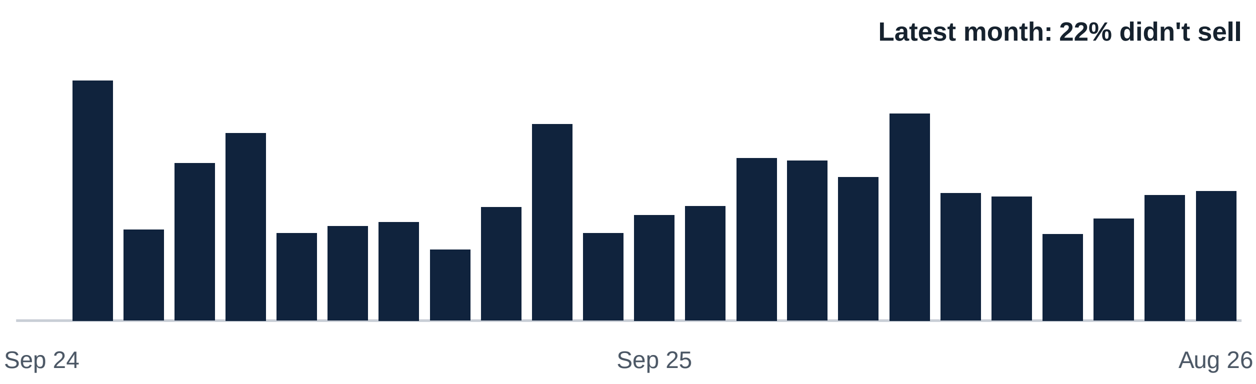
91.2%
sold vs. first ask after a fall-through
vs. 95.5% on the first contract

123
median days to sell after a fall-through
vs. 53 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 48% · cash 28% · VA 8% · FHA 14% · other 2%.

Share of listings that didn't sell, by month



What this means if you're buying

- Listings that needed price cuts eventually sold at 90.7% of asking, so there's room to negotiate on homes that have been sitting.
- Homes that never sold in Shallotte sat a median of 172 days before coming off market — a sign some sellers hold out too long.
- Most buyers are financing: 48% conventional, 14% FHA, 9% VA, and 28% paid cash.

Did you know?

- The didNotSellRate rose from 20% a year ago to 23% this year in Shallotte.
- Listings that never sold typically had a 2.6% price cut before coming off market.
- At the median sold price of $309,170 with a 6.95% rate, estimated monthly carrying cost is about $2,480 — and an unsold home can rack up an estimated $14,000 in carrying costs.

Neighborhoods in Shallotte

Neighborhood	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Summers Walk	52	52	**0%**	34	97.5%

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.