Buddy Blake Team
Coldwell Banker Sea Coast Advantage

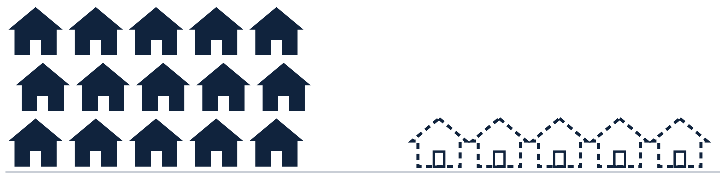
(910) 395-1000
buddyblake.ai

MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 24, 2026

South Harbour Village, Southport

1 in 4 South Harbour Village Listings Didn't Sell

In South Harbour Village over the last 12 months, 47 listings ended and 35 sold. 1 in 4 didn't sell, up from 16% the year before. Homes priced right from the start sold in a median of 11 days, while ones that needed price cuts took 109 days and 26 of them needed a cut.



15 sold
out of every 20 listed

5 didn't
expired, withdrawn or canceled

46
homes finished on the market

84
median days to sell
from the first day listed

34
sold

95.6%
sold vs. first asking price

12 (26%)
didn't sell

$325,375
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 Outlined houses expired, were withdrawn or were canceled.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 $325,375 home, per month	
Mortgage (principal + interest)	$1,723
Property taxes	$93
Homeowners insurance	$250
Upkeep	$271
Utilities	$250
Total	**$2,590**

About $2,590 every month the home sits.

Listings that didn't sell stayed on the market a median of 164 days — roughly $13,900 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
9 homes that sold at 97%+ of first asking

115
median days when price cuts were needed
25 homes · sold for 94.6% of first asking

What this means if you're selling

- Price it right from day one: homes priced correctly sold in 11 days versus 109 days for homes that needed a cut.
- Waiting costs money: listings that never sold sat a median of 164 days, and still saw a 2.0% price cut with no sale.
- 1 in 5 contracts fell apart before closing. Most often that's inspection, appraisal or financing issues, general industry experience.
- If your contract does fall apart, most of those homes (67%) went on to sell later, but at 92.9% of ask instead of 96.1% for a home that sells on the first contract.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	13	11	**15%**	70	96.4%
$300–400K	22	16	**27%**	101	96.4%

When contracts fall apart

21%
of contracts fell apart before closing
9 of about 44

67%
of those homes later sold

33%
never sold

92.9%
sold vs. first ask after a fall-through
vs. 96.1% on the first contract

138
median days to sell after a fall-through
vs. 45 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 37% · VA 6% · FHA 6% · other 0%.

What this means if you're buying

- Homes that need a price cut are selling around 94.8% of that adjusted price, so there's room to negotiate.
- 1 in 4 listings in South Harbour Village didn't sell at all, so overpriced homes are common here.
- Most buyers here are paying conventional financing (51%) or cash (37%), with VA and FHA each at 6%.

Did you know?

- The typical sold home in South Harbour Village went for 95.3% of its first asking price.
- On a $325,000 home at a 6.95% mortgage rate, the estimated monthly carrying cost is about $2,580.
- A home that sits unsold for the median 164 days can cost an estimated $13,900 in carrying costs.

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.