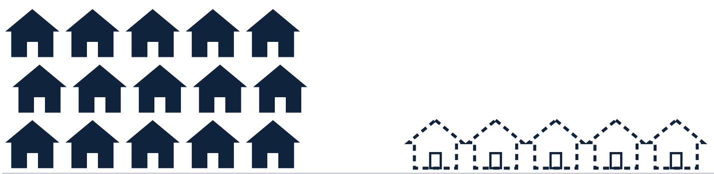
MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 28, 2026

Southport

In Southport, 1 in 4 listings didn't sell last year

Over the last 12 months in Southport, 755 homes sold and 257 didn't sell, a 25% rate. Homes priced right from the start sold in a median of 17 days, while ones that needed price cuts took 97 days and still closed at 92.5% of asking. Median sold price was $460,000, with typical homes fetching 95.4% of their first asking price.



15 sold
out of every 20 listed

5 didn't
expired, withdrawn or canceled

1,008
homes finished on the market

56
median days to sell
from the first day listed

750
sold

95.4%
sold vs. first asking price

258 (26%)
didn't sell

$460,000
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 Outlined houses expired, were withdrawn or were canceled.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 $460,000 home, per month	
Mortgage (principal + interest)	$2,436
Property taxes	$131
Homeowners insurance	$250
Upkeep	$383
Utilities	$250
Total	**$3,450**

About $3,450 every month the home sits.

Listings that didn't sell stayed on the market a median of 156 days — roughly $17,700 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

17
median days to sell when priced right
290 homes that sold at 97%+ of first asking

97
median days when price cuts were needed
460 homes · sold for 92.4% of first asking

What this means if you're selling

- Price it right from day one: homes priced correctly sold in a median of 17 days, versus 97 days for ones that needed cuts
- The $1M+ range struggled most, with a 35% rate of not selling, while $500-750K homes did best at 18%
- Listings that never sold sat a median of 156 days and still needed a 3.1% price cut along the way
- 19% of contracts fell apart, about 1 in 5 — most often inspection, appraisal or financing issues in general industry experience. Homes that later re-sold took a median of 148 days and closed at 91.5% of asking, versus 96.1% and 45 days for homes that sold on the first contract

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	163	124	**24%**	35	97.3%
$300–400K	228	161	**29%**	62	95.4%
$400–500K	142	101	**29%**	54	95.0%
$500–750K	256	209	**18%**	54	95.7%
$750K–1M	120	91	**24%**	70	95.1%
$1M+	99	64	**35%**	55	94.1%

When contracts fall apart

20%
of contracts fell apart before closing
185 of about 936

68%
of those homes later sold

28%
never sold

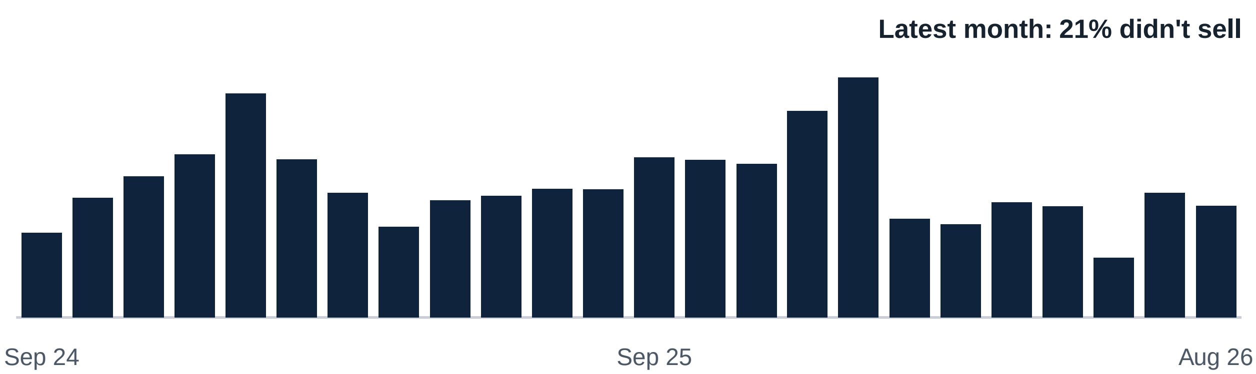
91.5%
sold vs. first ask after a fall-through
vs. 96.1% on the first contract

146
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 4% · FHA 5% · other 3%.

Share of listings that didn't sell, by month



What this means if you're buying

- Typical homes sold for 95.4% of first asking price, and 84% of homes sold below that first ask, so there's room to negotiate
- Homes that sat without selling lingered a median of 156 days, a sign to watch for stale listings
- Buyers paid a mix of ways: 37% cash, 51% conventional loans, 5% FHA, and 4% VA

Did you know?

- The typical Southport home took 57 days to sell over the last 12 months
- At today's estimated 6.95% rate, carrying a $460,000 home runs about $3,450 a month, or an estimated $17,700 while it sits unsold
- 257 Southport listings didn't sell in the last 12 months, the same 25% rate as the year before

Neighborhoods in Southport

Neighborhood	Finished	Sold	Didn't sell	Days to sell	vs. first ask
St James	320	240	**25%**	62	95.0%
Boiling Spring Lakes	149	114	**24%**	45	97.1%
South Harbour Village	46	34	**26%**	84	95.6%

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.