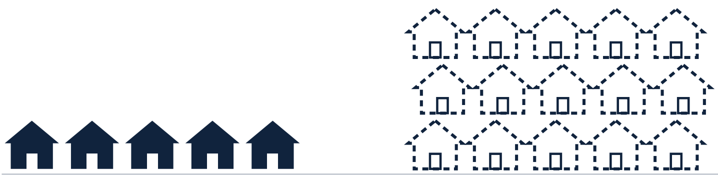
MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 24, 2026

Southwater Village, Hampstead

Southwater Village: 73% of Listings Didn't Sell This Year

In Southwater Village, 1 in 2 listings ended without a sale over the last 12 months, and that's up sharply from 30% the year before. Homes priced right from the start sold in a median of 16 days, while the ones that needed price cuts took a median of 111 days and still weren't guaranteed to close.



5 sold
out of every 20 listed

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expired, withdrawn or canceled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 Outlined houses expired, were withdrawn or were canceled.

75
homes finished on the market

23
median days to sell
from the first day listed

20
sold

100.0%
sold vs. first asking price

55 (73%)
didn't sell

$390,450
median sold price

What waiting costs

A typical $390,450 home, per month	
Mortgage (principal + interest)	$2,068
Property taxes	$240
Homeowners insurance	$250
Upkeep	$325
Utilities	$250
Total	**$3,130**

About $3,130 every month the home sits.

Listings that didn't sell stayed on the market a median of 102 days — roughly $10,500 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); 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. 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

16
median days to sell when priced right
17 homes that sold at 97%+ of first asking

111
median days when price cuts were needed
3 homes · sold for 95.0% of first asking

What this means if you're selling

- Price it right from day one: right-priced homes sold in 16 days, cut-price ones took 111 days
- The $400-500K range struggled most, with a 79% didn't-sell rate; $300-400K did better at 65%
- Waiting has a cost: an unsold home in this price range carries an estimated $10,500 while it sits
- 41% of contracts fell apart before closing; most often inspection, appraisal or financing issues cause this industry-wide, so get inspections and financing lined up early

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
$300–400K	40	14	**65%**	22	100.0%
$400–500K	28	6	**79%**	30	100.0%

When contracts fall apart

41%
of contracts fell apart before closing
14 of about 34

7%
of those homes later sold

93%
never sold

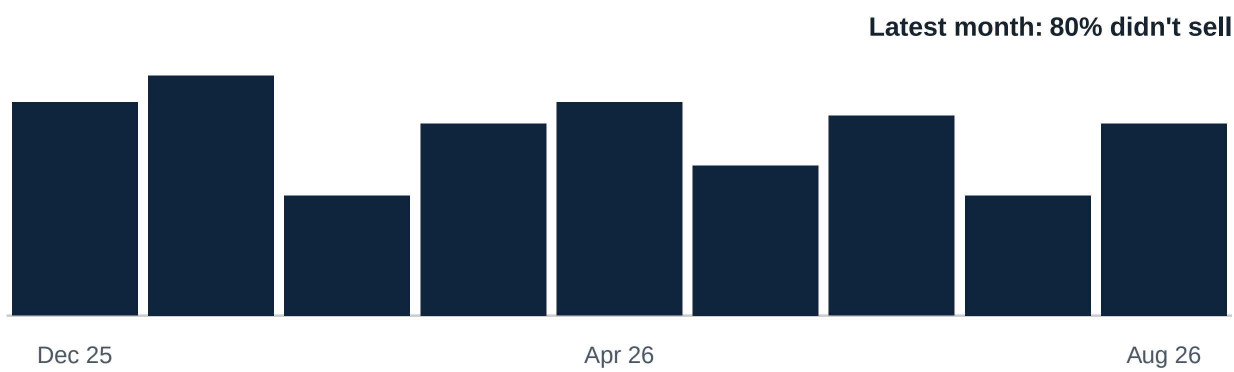
92.8%
sold vs. first ask after a fall-through
vs. 100.0% on the first contract

181
median days to sell after a fall-through
vs. 19 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 15% · cash 10% · VA 55% · FHA 20% · other 0%.

Share of listings that didn't sell, by month



What this means if you're buying

- 35% of homes that sold went for below the first asking price, so there's room to negotiate
- Homes that never sold sat a median of 102 days, so a stale listing is a sign to make an offer
- Most buyers here used VA loans (55%), with FHA at 20%, conventional at 15% and cash at 10%

Did you know?

- 1 in 2 listings in Southwater Village didn't sell in the last 12 months
- 41% of contracts that went pending still fell apart before closing
- When a contract fell apart, only 7% of those homes went on to sell later; 93% never sold

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.