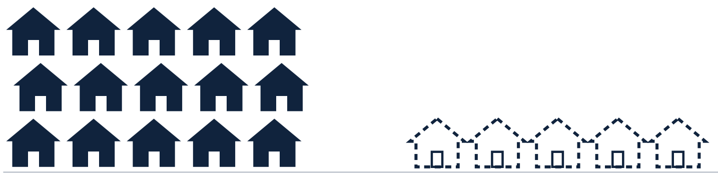
MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 24, 2026

St James, Southport

St James: 1 in 4 Listings Didn't Sell This Year

In the St James neighborhood in Southport, 322 listings ended in the last 12 months, and 242 sold while 80 didn't sell. Homes priced right from the start sold in a median of 12 days, while ones that needed price cuts took 106 days and still needed a median cut of 4.2% before selling.



15 sold
out of every 20 listed

5 didn't
expired, withdrawn or canceled

322
homes finished on the market

62
median days to sell
from the first day listed

241
sold

94.8%
sold vs. first asking price

81 (25%)
didn't sell

$665,000
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 Outlined houses expired, were withdrawn or were canceled.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 $665,000 home, per month	
Mortgage (principal + interest)	$3,522
Property taxes	$190
Homeowners insurance	$250
Upkeep	$554
Utilities	$250
Total	**$4,770**

About $4,770 every month the home sits.

Listings that didn't sell stayed on the market a median of 159 days — roughly $24,900 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

12
median days to sell when priced right
86 homes that sold at 97%+ of first asking

107
median days when price cuts were needed
155 homes · sold for 91.7% of first asking

What this means if you're selling

- Price it right at listing. Homes priced right sold in a median of 12 days versus 106 days for the 156 listings that needed cuts.
- The $1M+ range struggled most, with a 36% rate of not selling. The $500-750K range did best at 16%.
- 1 in 5 contracts fell apart before closing. Most often that's inspection, appraisal or financing issues, based on general industry experience.
- Waiting has a cost. A typical home here runs about an estimated $4,770 a month in carrying costs, and homes that sat unsold longer racked up an estimated $24,700.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
$300–400K	21	12	**43%**	89	93.0%
$400–500K	18	16	**11%**	82	95.9%
$500–750K	114	96	**16%**	54	94.7%
$750K–1M	83	62	**25%**	67	95.5%
$1M+	78	50	**36%**	55	94.6%

When contracts fall apart

21%
of contracts fell apart before closing
64 of about 306

67%
of those homes later sold

31%
never sold

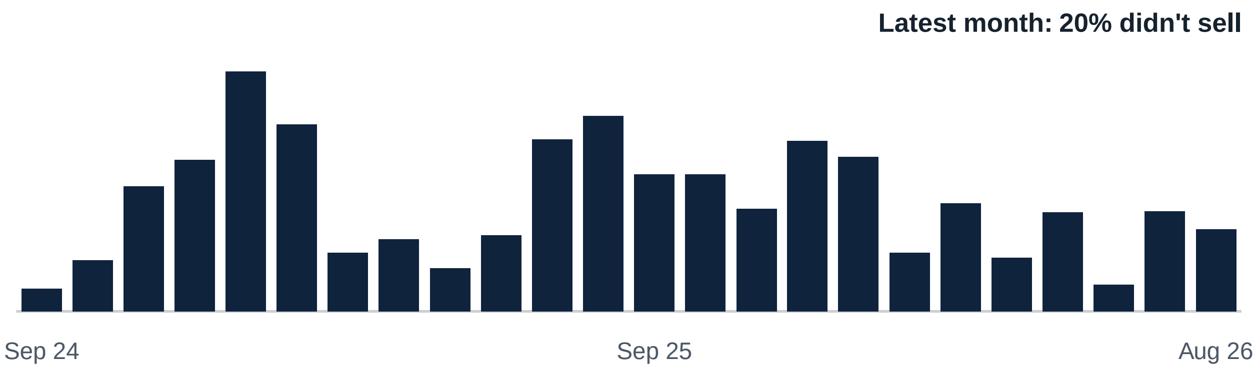
89.6%
sold vs. first ask after a fall-through
vs. 95.6% on the first contract

197
median days to sell after a fall-through
vs. 49 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 48% · VA 1% · FHA 0% · other 3%.

Share of listings that didn't sell, by month



What this means if you're buying

- Homes here sold at a typical 94.8% of first asking price, and 85% of sales closed below the original list price.
- If a home has been sitting, that's a clue. Listings that never sold sat for a median of 157 days before the listing ended.
- Financing mix varies. 48% of buyers paid cash, 48% used conventional financing, 1% used VA, and 0% used FHA.

Did you know?

- The median sold price in St James over the last 12 months was $666,500.
- Contracts that fell apart and later re-sold took a median of 197 days to close, compared to 49 days for homes that sold on the first contract.
- When a contract fell apart, 68% of those homes later sold anyway, while 30% never sold at all.

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.