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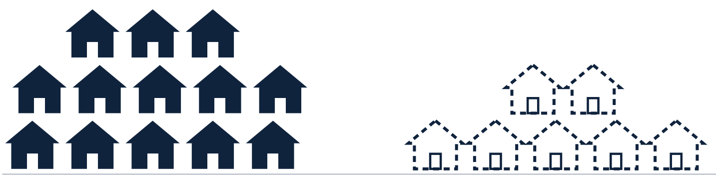
MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 23, 2026

Sterling Oaks, Ash

Sterling Oaks Homes Are Selling Fast, Right at Asking

In the Sterling Oaks neighborhood in Ash, the typical home that sold went under contract in 1 days and sold at 100.0% of asking price. Over the last 12 months, 42 listings ended, 28 sold, and 14 didn't sell — a 33% didn't-sell rate, down from 67% the year before.



13 sold
out of every 20 listed

7 didn't
expired, withdrawn or canceled

42
homes finished on the market

1
median days to sell
from the first day listed

28
sold

100.0%
sold vs. first asking price

14 (33%)
didn't sell

$289,425
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 Outlined houses expired, were withdrawn or were canceled.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 $289,425 home, per month	
Mortgage (principal + interest)	$1,533
Property taxes	$82
Homeowners insurance	$250
Upkeep	$241
Utilities	$250
Total	**$2,360**

About $2,360 every month the home sits.

Listings that didn't sell stayed on the market a median of 28 days — roughly $2,200 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

1
median days to sell when priced right
24 homes that sold at 97%+ of first asking

103
median days when price cuts were needed
4 homes · sold for 87.1% of first asking

What this means if you're selling

- Homes priced right from day one sold in 1 days — 24 of them did just that.
- Wait too long to adjust and it shows: listings that needed price cuts sat 103 days and sold at only 87.1% of asking.
- 1 in 10 contracts fell apart before closing — most often inspection, appraisal or financing issues, as is typical industry-wide.
- Homes that never sold sat a median of 28 days before the listing ended.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	21	13	**38%**	1	100.0%
$300–400K	21	15	**29%**	1	100.0%

When contracts fall apart

10%
of contracts fell apart before closing
3 of about 31

67%
of those homes later sold

33%
never sold

90.8%
sold vs. first ask after a fall-through
vs. 100.0% on the first contract

102
median days to sell after a fall-through
vs. 1 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 46% · cash 14% · VA 14% · FHA 25% · other 0%.

What this means if you're buying

- Homes here are moving in 1 days at full asking price, so there's little room to wait around.
- If a contract falls apart, most of those homes go on to sell later, typically at 90.8% of asking.
- Buyers are paying in a mix of ways: 46% conventional, 25% FHA, 14% VA, and 14% cash.

Did you know?

- Listings that never sold in Sterling Oaks sat a median of 28 days before ending.
- Homes that sold after an earlier contract fell apart still closed at 90.8% of asking, versus 100.0% for first-time contracts.
- Carrying a typical Sterling Oaks home at today's 6.95% rate runs about $2,360 a month, estimated.

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.