Buddy Blake Team
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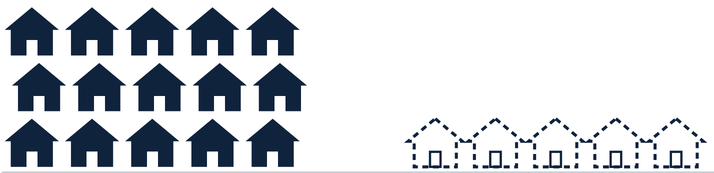
MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 29, 2026

Sunset Beach

Sunset Beach: 1 In 4 Listings Didn't Sell

Over the last 12 months, 568 homes wrapped up in Sunset Beach, and 433 of them sold. The typical sale took 57 days and closed at 96.5% of the first asking price, but homes priced wrong from the start often sat for 152 days before giving up.



15 sold
out of every 20 listed

5 didn't
expired, withdrawn or canceled

580
homes finished on the market

57
median days to sell
from the first day listed

438
sold

96.5%
sold vs. first asking price

142 (25%)
didn't sell

$494,000
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 Outlined houses expired, were withdrawn or were canceled.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 $498,000 home, per month	
Mortgage (principal + interest)	$2,637
Property taxes	$142
Homeowners insurance	$250
Upkeep	$415
Utilities	$250
Total	**$3,690**

About $3,690 every month the home sits.

Listings that didn't sell stayed on the market a median of 152 days — roughly $18,500 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); 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
205 homes that sold at 97%+ of first asking

105
median days when price cuts were needed
233 homes · sold for 91.7% of first asking

What this means if you're selling

- Homes priced right from day one sold in a typical 12 days. Ones that needed price cuts sat for 105 days first.
- The $400-500K range struggled most, with 35% not selling. The $300-400K range did best, with only 17% not selling.
- 16% of contracts fell apart after going pending, most often over inspection, appraisal or financing issues. Homes that later found another buyer took 151 days and closed around 91.5% of asking.
- Waiting on an overpriced listing costs money. Carrying a typical home here runs about an estimated $3,690 a month, or about $18,500 while it sits unsold.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	131	89	**32%**	46	94.8%
$300–400K	100	81	**19%**	64	94.0%
$400–500K	60	39	**35%**	77	93.5%
$500–750K	228	186	**18%**	32	99.7%
$750K–1M	25	19	**24%**	110	94.8%
$1M+	36	24	**33%**	75	93.2%

When contracts fall apart

16%
of contracts fell apart before closing
84 of about 523

67%
of those homes later sold

32%
never sold

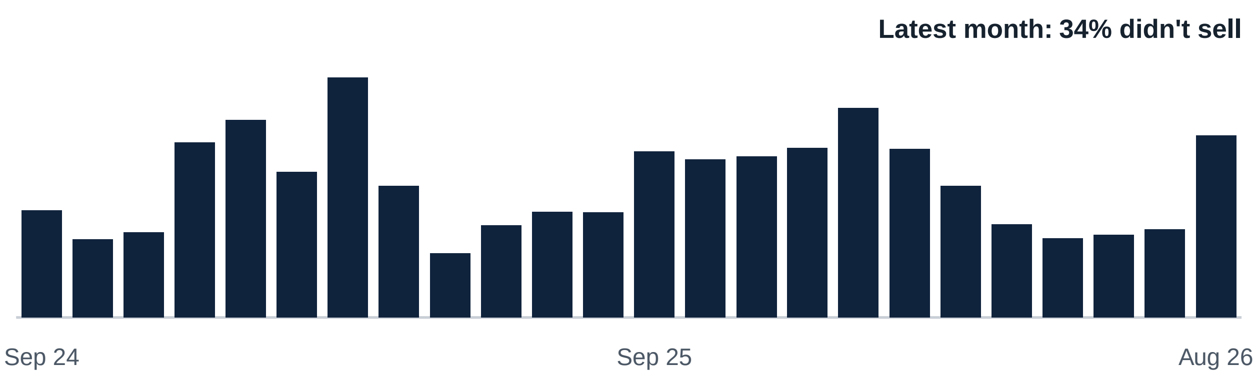
92.2%
sold vs. first ask after a fall-through
vs. 96.8% on the first contract

147
median days to sell after a fall-through
vs. 50 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 41% · VA 4% · FHA 2% · other 2%.

Share of listings that didn't sell, by month



What this means if you're buying

- 73% of homes here sold below the first asking price, so there's room to negotiate.
- Listings that don't sell right away can sit a long time, a median of 152 days for ones that never sold at all.
- 42% of recent buyers paid cash, 50% used conventional financing. VA and FHA loans were less common, at 4% and 2%.

Did you know?

- The typical Sunset Beach home sold for $498,000 over the last 12 months.
- 1 in 6 contracts here fell apart after going under contract before closing.
- Homes that needed a price cut still sold, typically at 91.8% of asking, once they were repriced.

Neighborhoods in Sunset Beach

Neighborhood	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Sea Trail Plantation	185	142	**23%**	41	97.5%
Ocean Ridge Plantation	51	47	**8%**	68	99.7%
Sandpiper Bay	49	33	**33%**	42	95.3%

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.