Buddy Blake Team
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MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 23, 2026

Sunset Park, Wilmington

In Sunset Park, 1 in 3 homes listed didn't sell

In the last 12 months, 40 homes finished their time on the market in the Sunset Park neighborhood in Wilmington: 26 sold and 14 did not — about 1 in 3. The ones that sold took a median of 13 days, counted from the first day listed, and closed at 97.9% of their first asking price.

13 sold
out of every 20 listed

7 didn't
expired, withdrawn or canceled

40
homes finished on the market

13
median days to sell
from the first day listed

26
sold

97.9%
sold vs. first asking price

14 (35%)
didn't sell

$327,500
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 Outlined houses expired, were withdrawn or were canceled.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 $327,500 home, per month	
Mortgage (principal + interest)	$1,734
Property taxes	$84
Homeowners insurance	$250
Upkeep	$273
Utilities	$250
Total	**$2,590**

About $2,590 every month the home sits.

Listings that didn't sell stayed on the market a median of 147 days — roughly $12,500 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); New Hanover County rate 0.306 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

4
median days to sell when priced right
13 homes that sold at 97%+ of first asking

62
median days when price cuts were needed
13 homes · sold for 92.8% of first asking

What this means if you're selling

- Homes priced right from day one sold in a median of 4 days. Homes that needed price cuts took 62 days and sold for 92.8% of their first price.
- Waiting costs money. A $327,500 home runs about $2,590 a month to hold — roughly $12,500 over the time a typical unsold listing sat.
- About 1 in 5 contracts fell apart before closing. Homes that went back on the market sold for 93.6% of first asking, versus 98.9% for homes that closed on the first contract.

When contracts fall apart

19%
of contracts fell apart before closing
6 of about 32

50%
of those homes later sold

50%
never sold

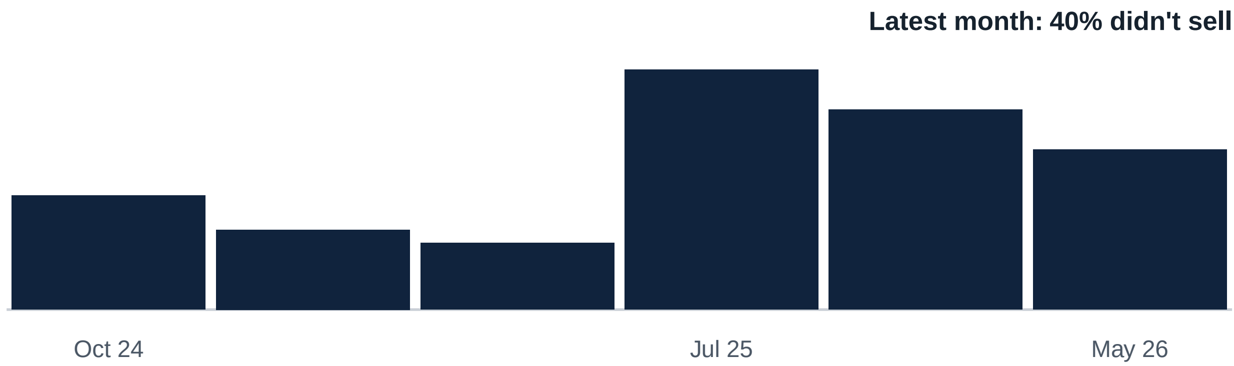
93.6%
sold vs. first ask after a fall-through
vs. 98.9% on the first contract

130
median days to sell after a fall-through
vs. 12 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 73% · cash 4% · VA 8% · FHA 4% · other 12%.

Share of listings that didn't sell, by month



What this means if you're buying

- 54% of homes sold below their first asking price — the first price is often a starting point.
- Homes that sit usually sit for a reason. Listings that didn't sell stayed on the market a median of 147 days.

Did you know?

- 4% of buyers paid cash, and 8% used VA loans.
- A year earlier, 19% of listings didn't sell; now it's 35%.
- When a contract fell apart, 50% of those homes 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.