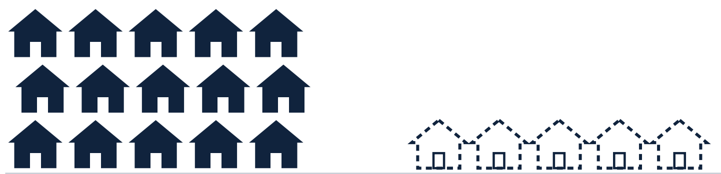
MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 29, 2026

Supply

In Supply, 1 in 4 Listings Didn't Sell Last Year

Over the last 12 months in Supply, 582 homes ended and 434 sold, with 148 not selling — that's 1 in 4. Homes that were priced right from the start sold in a median of 25 days, while ones that needed price cuts took a median of 99 days and still sold for less. The typical sold home fetched 95.0% of its first asking price, with a median sale price of $275,000.



15 sold
out of every 20 listed

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expired, withdrawn or canceled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 Outlined houses expired, were withdrawn or were canceled.

579
homes finished on the market

70
median days to sell
from the first day listed

429
sold

95.0%
sold vs. first asking price

150 (26%)
didn't sell

$275,000
median sold price

What waiting costs

A typical $275,000 home, per month	
Mortgage (principal + interest)	$1,456
Property taxes	$78
Homeowners insurance	$250
Upkeep	$229
Utilities	$250
Total	**$2,260**

About $2,260 every month the home sits.

Listings that didn't sell stayed on the market a median of 155 days — roughly $11,500 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

26
median days to sell when priced right
160 homes that sold at 97%+ of first asking

96
median days when price cuts were needed
269 homes · sold for 91.6% of first asking

What this means if you're selling

- Price it right from day one: homes priced right sold in 25 days, homes that needed cuts took 99 days and sold at 91.6% of ask
- The $400-500K range is the toughest spot right now, with 41% of listings there not selling
- Under $300K is the strongest range, with only 20% not selling
- Contracts fell apart 1 in 5 times (19%) — most often inspection, appraisal or financing issues cause that industrywide

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	284	225	**21%**	50	95.5%
$300–400K	122	95	**22%**	104	95.1%
$400–500K	52	31	**40%**	36	97.1%
$500–750K	74	50	**32%**	116	92.1%
$750K–1M	22	16	**27%**	111	90.8%
$1M+	25	12	**52%**	76	94.1%

When contracts fall apart

19%
of contracts fell apart before closing
102 of about 535

69%
of those homes later sold

28%
never sold

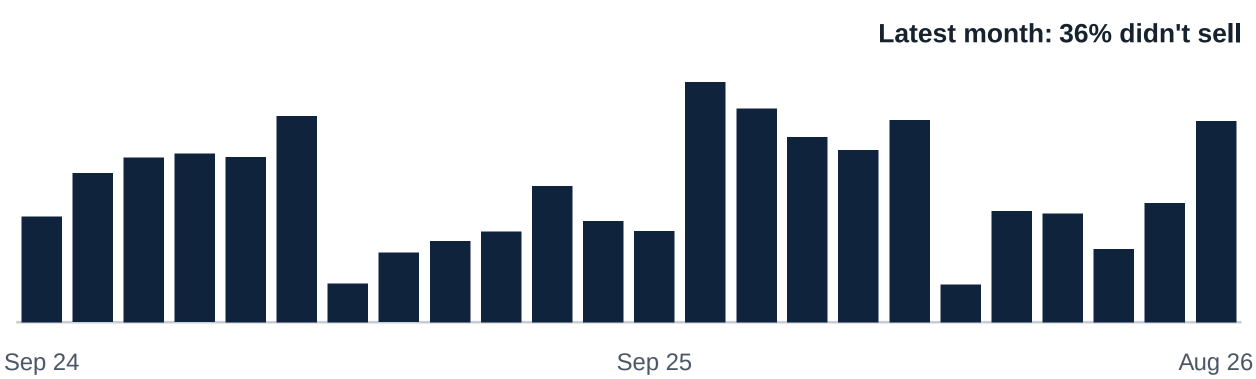
89.0%
sold vs. first ask after a fall-through
vs. 95.9% on the first contract

132
median days to sell after a fall-through
vs. 57 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 37% · cash 33% · VA 8% · FHA 18% · other 4%.

Share of listings that didn't sell, by month



What this means if you're buying

- Homes are typically selling for 95.0% of the first asking price, and 83% of sales close below that first ask
- If a home has been sitting, there may be more room to negotiate — homes needing price cuts sat a median of 99 days
- Financing varies here: 34% paid cash, 37% used conventional loans, 18% FHA, and 8% VA

Did you know?

- Homes that never sold in Supply sat on the market a median of 155 days before coming off
- When a contract falls apart, 69% of those homes go on to sell later, typically at 89.2% of asking
- At a 6.95% mortgage rate, carrying a $275,000 home runs about $2,260 a month, or an estimated $11,500 if it sits unsold

Neighborhoods in Supply

Neighborhood	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Stanbury Creek	44	43	**2%**	104	95.5%
Lockwood Folly	42	31	**26%**	114	91.9%

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.