



MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 23, 2026

Tides End, Holly Ridge

In Tides End, 1 in 5 homes listed didn't sell

In the last 12 months, 45 homes finished their time on the market in the Tides End neighborhood in Holly Ridge: 35 sold and 10 did not — about 1 in 5. The ones that sold took a median of 32 days, counted from the first day listed, and closed at 100.0% of their first asking price.



45
homes finished on the market

32
median days to sell
from the first day listed

35
sold

100.0%
sold vs. first asking price

10 (22%)
didn't sell

\$383,900
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 Outlined houses expired, were withdrawn or were canceled.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 \$383,900 home, per month

Mortgage (principal + interest)	\$2,033
Property taxes	\$210
Homeowners insurance	\$250
Upkeep	\$320
Utilities	\$250
Total	\$3,060

About \$3,060 every month the home sits.

Listings that didn't sell stayed on the market a median of 22 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); Onslow County rate 0.655 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

32

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

106

median days when price cuts were needed
2 homes · sold for 94.0% of first asking



What this means if you're selling

- Homes priced right from day one sold in a median of 32 days. Homes that needed price cuts took 106 days and sold for 94.0% of their first price.
- Waiting costs money. A \$383,900 home runs about \$3,060 a month to hold — roughly \$2,200 over the time a typical unsold listing sat.
- About 1 in 4 contracts fell apart before closing. Homes that went back on the market sold for 100.5% of first asking, versus 100.0% for homes that closed on the first contract.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
\$300–400K	29	26	10%	48	100.0%
\$400–500K	15	9	40%	13	100.2%

When contracts fall apart

24%

of contracts fell apart before closing
11 of about 46

82%

of those homes later sold

18%

never sold

100.5%

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

92

median days to sell after a fall-through
vs. 11 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 17% · cash 11% · VA 54% · FHA 14% · other 3%.

What this means if you're buying

- 6% 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 22 days.

Did you know?

- 11% of buyers paid cash, and 54% used VA loans.
- A year earlier, 0% of listings didn't sell; now it's 22%.
- When a contract fell apart, 18% 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.