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MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 23, 2026

Tranquil Harbor, Oak Island

In Tranquil Harbor, 1 in 3 homes listed didn't sell

In the last 12 months, 173 homes finished their time on the market in the Tranquil Harbor neighborhood in Oak Island: 123 sold and 50 did not — about 1 in 3. The ones that sold took a median of 46 days, counted from the first day listed, and closed at 95.1% of their first asking price.

14 sold
out of every 20 listed

6 didn't
expired, withdrawn or canceled

174
homes finished on the market

45
median days to sell
from the first day listed

124
sold

95.3%
sold vs. first asking price

50 (29%)
didn't sell

$528,000
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 Outlined houses expired, were withdrawn or were canceled.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 $528,000 home, per month	
Mortgage (principal + interest)	$2,796
Property taxes	$150
Homeowners insurance	$250
Upkeep	$440
Utilities	$250
Total	**$3,890**

About $3,890 every month the home sits.

Listings that didn't sell stayed on the market a median of 176 days — roughly $22,400 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

18
median days to sell when priced right
46 homes that sold at 97%+ of first asking

111
median days when price cuts were needed
78 homes · sold for 91.7% of first asking

What this means if you're selling

- Homes priced right from day one sold in a median of 18 days. Homes that needed price cuts took 113 days and sold for 91.7% of their first price.
- Price range matters: 49% of homes starting at $750K–1M didn't sell, compared with 22% at $500–750K.
- Waiting costs money. A $525,000 home runs about $3,870 a month to hold — roughly $22,300 over the time a typical unsold listing sat.
- About 1 in 10 contracts fell apart before closing. Homes that went back on the market sold for 89.5% of first asking, versus 95.5% 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	12	9	**25%**	11	96.2%
$400–500K	32	24	**25%**	30	95.5%
$500–750K	79	62	**22%**	67	95.0%
$750K–1M	34	18	**47%**	41	96.2%

When contracts fall apart

10%
of contracts fell apart before closing
14 of about 138

50%
of those homes later sold

50%
never sold

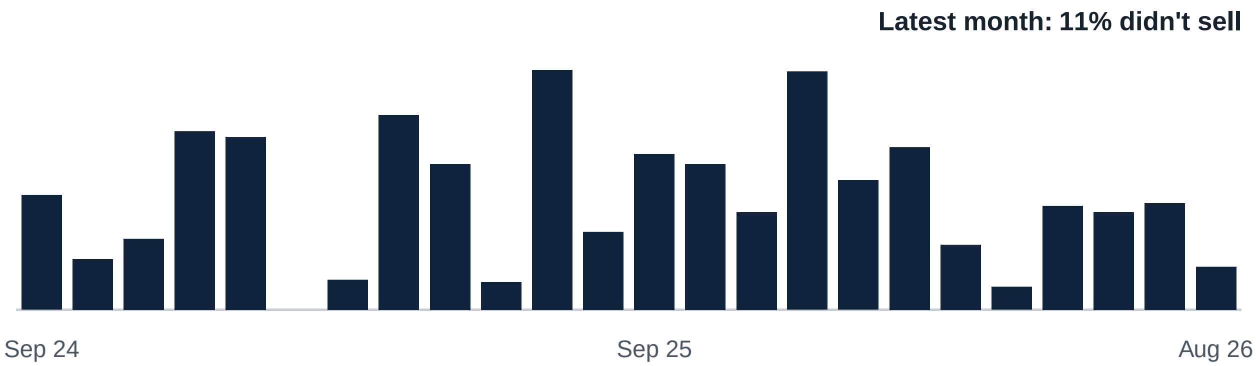
89.5%
sold vs. first ask after a fall-through
vs. 95.6% on the first contract

133
median days to sell after a fall-through
vs. 41 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 65% · cash 25% · VA 2% · FHA 0% · other 7%.

Share of listings that didn't sell, by month



What this means if you're buying

- 88% 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 176 days.

Did you know?

- 24% of buyers paid cash, and 2% used VA loans.
- A year earlier, 28% of listings didn't sell; now it's 29%.
- 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.