Buddy Blake Team
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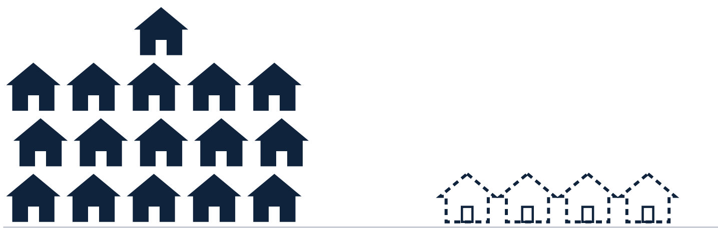
MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 25, 2026

Williamsburg Plantation, Jacksonville

Williamsburg Plantation: 1 in 6 Listings Didn't Sell This Year

In Williamsburg Plantation, 33 of 40 listings sold over the last 12 months, but 7 didn't sell, an 18% rate, up from 9% the year before. Homes priced right moved in 12 days, while ones that needed price cuts sat for 94 days before selling at 94.9% of asking.



16 sold
out of every 20 listed

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expired, withdrawn or canceled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 Outlined houses expired, were withdrawn or were canceled.

40
homes finished on the market

19
median days to sell
from the first day listed

33
sold

99.0%
sold vs. first asking price

7 (18%)
didn't sell

$335,000
median sold price

What waiting costs

A typical $335,000 home, per month	
Mortgage (principal + interest)	$1,788
Property taxes	$183
Homeowners insurance	$250
Upkeep	$279
Utilities	$250
Total	**$2,750**

About $2,750 every month the home sits.

Listings that didn't sell stayed on the market a median of 53 days — roughly $4,800 in holding costs, and the home still didn't sell.

An example, not a quote: 20% down, 30-year fixed at 7.03% (Freddie Mac average, 2026-09-24); 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

12
median days to sell when priced right
24 homes that sold at 97%+ of first asking

94
median days when price cuts were needed
9 homes · sold for 94.9% of first asking

What this means if you're selling

- Price it right from day one, homes priced right sold in 12 days versus 94 days for ones that needed cuts
- Waiting costs you, listings that never sold sat a median of 53 days before coming off the market
- 13% of contracts fell apart before closing, most often inspection, appraisal or financing issues, so be ready with paperwork and repairs in order
- If a contract does fall apart, homes that went back on the market and later sold still got 98.7% of asking

When contracts fall apart

13%
of contracts fell apart before closing
5 of about 38

40%
of those homes later sold

40%
never sold

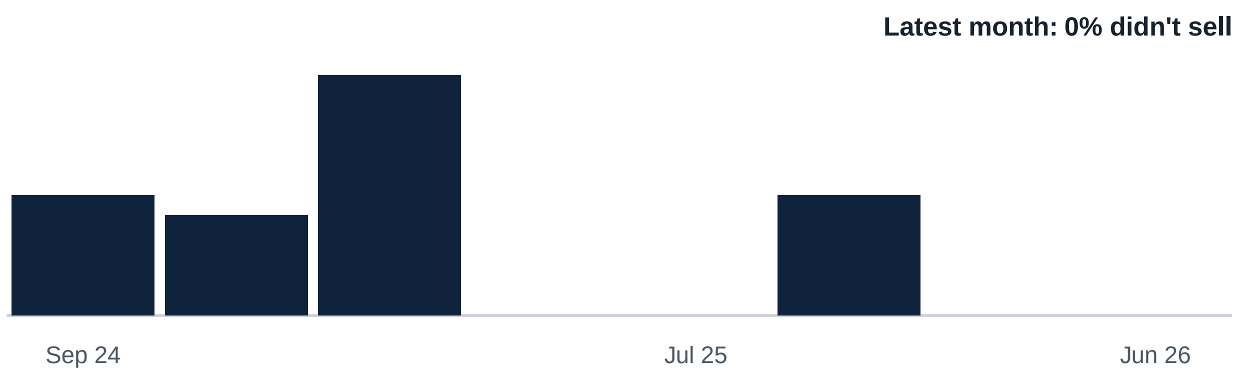
98.7%
sold vs. first ask after a fall-through
vs. 99.4% on the first contract

31
median days to sell after a fall-through
vs. 19 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 24% · cash 3% · VA 70% · FHA 0% · other 3%.

Share of listings that didn't sell, by month



What this means if you're buying

- Homes here typically sell at 99.0% of first asking price, and 58% sold below that first price, so there's room to negotiate
- If a home has sat a while, that's a signal, listings that never sold sat a median of 53 days
- Most buyers in Williamsburg Plantation are using VA loans, 70%, with only 3% paying cash

Did you know?

- Homes that needed price cuts still sold at 94.9% of asking, just after sitting 94 days
- At today's 7.03% rate, carrying a $335,000 home runs about an estimated $2,750 a month, but sitting unsold can push that to about $4,800
- After a contract fell apart, homes that eventually sold took a median of 31 days to get to a new contract, compared to 19 days the first time around

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.