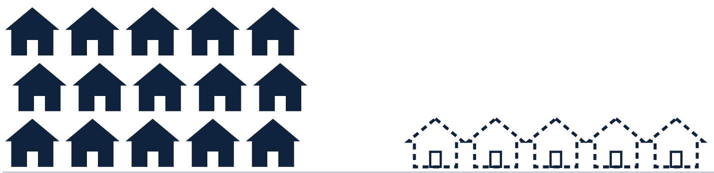
MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 29, 2026

Wilmington

1 in 4 Wilmington Listings Didn't Sell Last Year

In Wilmington, homes that were priced right from the start typically sold in 9 days. Ones that needed price cuts took 64 days and still closed at 93.1% of that lower ask. Overall, 1 in 4 listings ended without selling at all over the last 12 months.



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expired, withdrawn or canceled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 Outlined houses expired, were withdrawn or were canceled.

4,565
homes finished on the market

28
median days to sell
from the first day listed

3,521
sold

97.4%
sold vs. first asking price

1,044 (23%)
didn't sell

$454,000
median sold price

What waiting costs

A typical $454,000 home, per month	
Mortgage (principal + interest)	$2,404
Property taxes	$116
Homeowners insurance	$250
Upkeep	$378
Utilities	$250
Total	**$3,400**

About $3,400 every month the home sits.

Listings that didn't sell stayed on the market a median of 120 days — roughly $13,400 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); 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

9
median days to sell when priced right
1,877 homes that sold at 97%+ of first asking

65
median days when price cuts were needed
1,644 homes · sold for 93.1% of first asking

What this means if you're selling

- Homes priced right from day one sold in a median 9 days. Wait too long and you're looking at 64 days plus a price cut, closing around 93.1% of ask.
- The $1M+ range struggled most, with a 33% didn't-sell rate. The $500-750K range did best at 19%.
- Every month a home sits unsold costs about an estimated $3,400 in carrying costs. Sitting the median 120 days unsold runs about $13,400.
- 15% of contracts fell apart before closing, most often inspection, appraisal or financing issues. Homes that came back after a fall-through took a median 70 days to sell versus 22 days on a first contract.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	646	459	**29%**	29	96.3%
$300–400K	1,037	831	**20%**	25	97.4%
$400–500K	805	652	**19%**	24	97.6%
$500–750K	1,161	939	**19%**	29	97.8%
$750K–1M	413	301	**27%**	24	97.8%
$1M+	503	339	**33%**	43	96.3%

When contracts fall apart

15%
of contracts fell apart before closing
642 of about 4,179

68%
of those homes later sold

30%
never sold

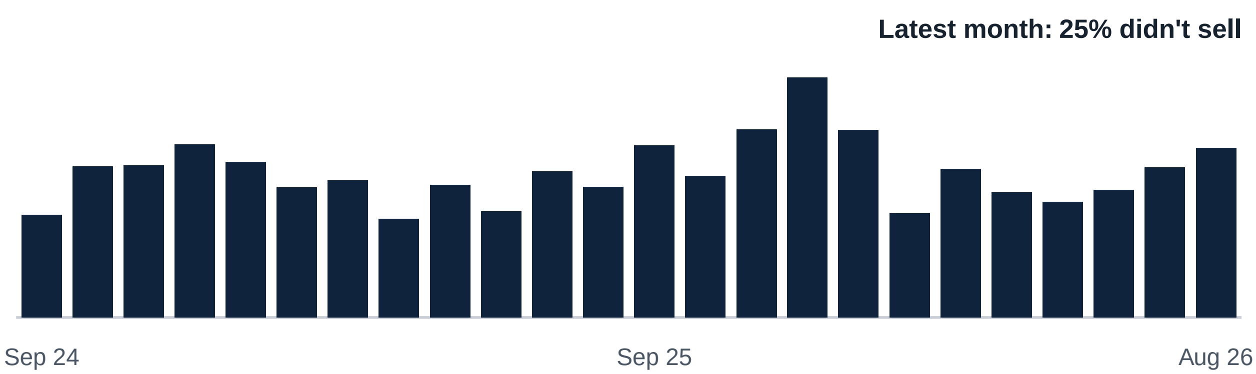
94.8%
sold vs. first ask after a fall-through
vs. 97.7% on the first contract

70
median days to sell after a fall-through
vs. 22 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 60% · cash 26% · VA 5% · FHA 5% · other 4%.

Share of listings that didn't sell, by month



What this means if you're buying

- Half the homes that sold went for less than the first asking price, with a typical sale at 97.4% of ask. There's room to negotiate.
- Listings that sat without selling stayed on the market a median 120 days before ending. If a home's been listed a while, that's worth noting.
- 60% of buyers used conventional financing, 26% paid cash, 6% used VA and 5% used FHA.

Did you know?

- 1 in 6 Wilmington contracts fell apart before closing over the last 12 months.
- When a contract fell apart, 68% of those homes later sold anyway, at a median 94.8% of ask.
- A typical $454,000 Wilmington home carries an estimated $3,400 a month at a 6.95% mortgage rate.

Neighborhoods in Wilmington

Neighborhood	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Riverlights	193	170	**12%**	48	98.5%
Landfall	136	105	**23%**	35	96.2%
Blake Farm	73	71	**3%**	47	97.8%
Porters Neck Plantation	64	39	**39%**	56	97.2%
Historic District	62	38	**39%**	31	95.4%
Indigo at Abbey Preserve	62	62	**0%**	13	100.0%
Downtown	61	36	**41%**	21	95.1%
Riverlights - Del Webb	53	27	**49%**	85	95.8%
The Cape	48	36	**25%**	56	96.1%
Pine Valley Estates	46	29	**37%**	31	97.1%
Echo Farms	45	33	**27%**	24	97.5%
Village at Motts Landing	43	30	**30%**	63	97.2%
Fawn Valley	41	21	**49%**	38	100.0%
Sunset Park	40	26	**35%**	13	97.9%

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.