MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 24, 2026

Wilmington Beach, Carolina Beach

Wilmington Beach: 1 In 4 Listings Didn't Sell

Over the last 12 months in Wilmington Beach, 57 listings ended and 43 sold. Typical time to sell was 28 days, with sold homes fetching 97.4% of first asking price. Homes priced right from the start sold in a median of 17 days, while those needing price cuts sat a median of 76 days.

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expired, withdrawn or canceled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 Outlined houses expired, were withdrawn or were canceled.

57
homes finished on the market

28
median days to sell
from the first day listed

43
sold

97.4%
sold vs. first asking price

14 (25%)
didn't sell

$765,000
median sold price

What waiting costs

A typical $765,000 home, per month	
Mortgage (principal + interest)	$4,051
Property taxes	$195
Homeowners insurance	$250
Upkeep	$638
Utilities	$250
Total	**$5,380**

About $5,380 every month the home sits.

Listings that didn't sell stayed on the market a median of 187 days — roughly $33,100 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

17
median days to sell when priced right
23 homes that sold at 97%+ of first asking

76
median days when price cuts were needed
20 homes · sold for 94.9% of first asking

What this means if you're selling

- Price it right from day one. Listings priced correctly sold in 17 days versus 76 days for ones that needed cuts.
- 1 in 4 listings didn't sell in the last 12 months, though that's better than the 39% rate the year before.
- Listings that never sold sat a median of 187 days and still needed a 4.8% price cut on average.
- If a contract falls apart, most often it's inspection, appraisal or financing issues. Homes that go back on market and later sell get 96.7% of asking, close to the 97.5% first-contract homes get.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
$500–750K	15	13	**13%**	65	96.1%
$750K–1M	24	16	**33%**	22	97.4%
$1M+	15	11	**27%**	11	97.6%

When contracts fall apart

7%
of contracts fell apart before closing
3 of about 46

67%
of those homes later sold

33%
never sold

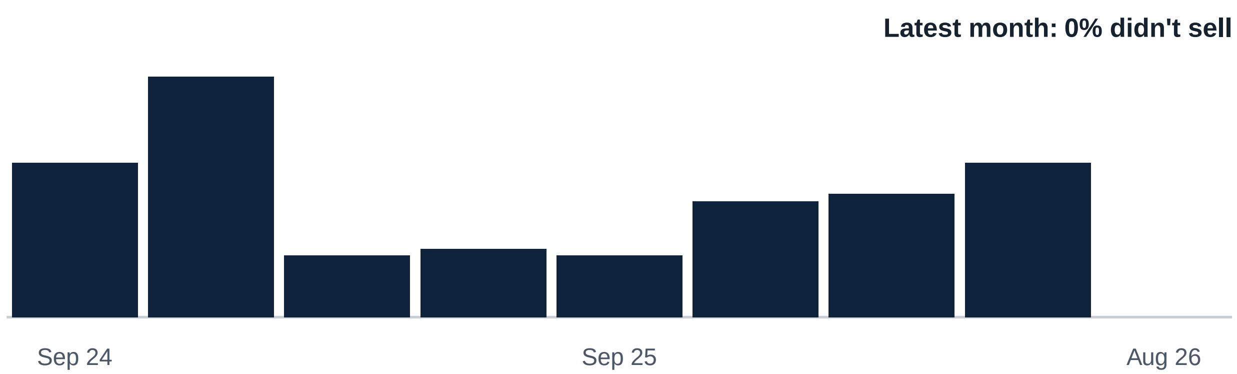
96.7%
sold vs. first ask after a fall-through
vs. 97.5% on the first contract

44
median days to sell after a fall-through
vs. 28 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 63% · cash 23% · VA 0% · FHA 0% · other 14%.

Share of listings that didn't sell, by month



What this means if you're buying

- Most homes here sell close to asking. Typical sold price was 97.4% of the first ask, so there's not a lot of room to lowball.
- 74% of homes sold below the first asking price, so some negotiating room exists even in a market that moves fast.
- Most buyers are paying with conventional loans (63%) or cash (23%). VA and FHA financing weren't part of the mix this year.

Did you know?

- The median sold price in Wilmington Beach was $765,000.
- Contracts fell apart on about 1 in 15 sales, but two-thirds of those homes went on to sell anyway.
- Carrying a typical $765,000 home costs an estimated $5,380 a month, or about $33,100 if it sits unsold.

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.