



MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 23, 2026

Windsor Park, Leland

In Windsor Park, 1 in 9 homes listed didn't sell

In the last 12 months, 52 homes finished their time on the market in the Windsor Park neighborhood in Leland: 46 sold and 6 did not — about 1 in 9. The ones that sold took a median of 34 days, counted from the first day listed, and closed at 97.8% of their first asking price.



52
homes finished on the market

34
median days to sell
from the first day listed

46
sold

97.8%
sold vs. first asking price

6 (12%)
didn't sell

\$302,500
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 Outlined houses expired, were withdrawn or were canceled.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 \$302,500 home, per month

Mortgage (principal + interest)	\$1,602
Property taxes	\$86
Homeowners insurance	\$250
Upkeep	\$252
Utilities	\$250
Total	\$2,440

About \$2,440 every month the home sits.

Listings that didn't sell stayed on the market a median of 116 days — roughly \$9,300 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

19

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

69

median days when price cuts were needed
16 homes · sold for 93.4% of first asking



What this means if you're selling

- Homes priced right from day one sold in a median of 19 days. Homes that needed price cuts took 69 days and sold for 93.4% of their first price.
- Waiting costs money. A \$302,500 home runs about \$2,440 a month to hold — roughly \$9,300 over the time a typical unsold listing sat.
- About 1 in 9 contracts fell apart before closing. Homes that went back on the market sold for 96.9% of first asking, versus 98.0% for homes that closed on the first contract.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under \$300K	21	18	14%	36	97.6%
\$300–400K	26	24	8%	30	98.3%

When contracts fall apart

12%

of contracts fell apart before closing
6 of about 52

83%

of those homes later sold

17%

never sold

96.9%

sold vs. first ask after a fall-through
vs. 98.0% on the first contract

80

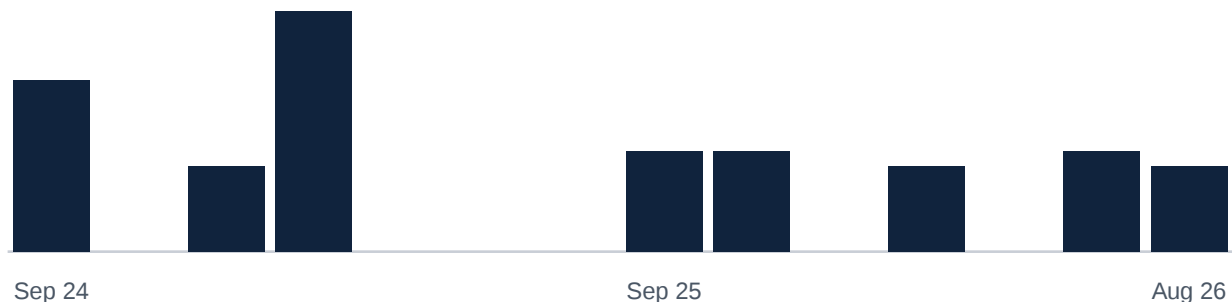
median days to sell after a fall-through
vs. 33 on the first contract

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 54% · cash 17% · VA 11% · FHA 17% · other 0%.

Share of listings that didn't sell, by month

Latest month: 14% didn't sell



What this means if you're buying

- 65% 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 116 days.

Did you know?

- 17% of buyers paid cash, and 11% used VA loans.
- A year earlier, 10% of listings didn't sell; now it's 12%.
- When a contract fell apart, 17% 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.