



MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 30, 2026

Winnabow

Winnabow: 1 in 5 Listings Didn't Sell This Year

Over the last 12 months, 260 homes wrapped up in Winnabow, and 208 sold. But 52 didn't sell, that's 1 in 5, up from 13% the year before. Homes priced right from the start sold in 27 days, while ones that needed cuts sat 87 days.



257
homes finished on the market

49
median days to sell
from the first day listed

207
sold

97.2%
sold vs. first asking price

50 (20%)
didn't sell

\$328,990
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 Outlined houses expired, were withdrawn or were canceled.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 \$328,990 home, per month

Mortgage (principal + interest)	\$1,742
Property taxes	\$94
Homeowners insurance	\$250
Upkeep	\$274
Utilities	\$250
Total	\$2,610

About \$2,610 every month the home sits.

Listings that didn't sell stayed on the market a median of 116 days — roughly \$9,900 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

28

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

87

median days when price cuts were needed
100 homes · sold for 94.0% of first asking



What this means if you're selling

- Homes priced right out of the gate sold in 27 days. Ones that needed price cuts took 87 days and still only fetched 94.0% of asking.
- The \$400-500K range struggled most, with a 33% rate of not selling. The \$300-400K range did best, at 15%.
- 21% of contracts fell apart, about 1 in 5. Most often that's inspection, appraisal or financing issues in this business generally.
- If a contract does fall apart, 80% of those homes went on to sell later, but it took 73 more days and dropped the price to 95.9% of asking versus 97.4% on a first contract.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under \$300K	71	54	24%	40	97.7%
\$300-400K	138	118	15%	54	97.3%
\$400-500K	27	18	33%	59	93.9%
\$500-750K	17	15	12%	18	96.2%

When contracts fall apart

21%

of contracts fell apart before closing
56 of about 264

80%

of those homes later sold

16%

never sold

95.9%

sold vs. first ask after a fall-through
vs. 97.4% on the first contract

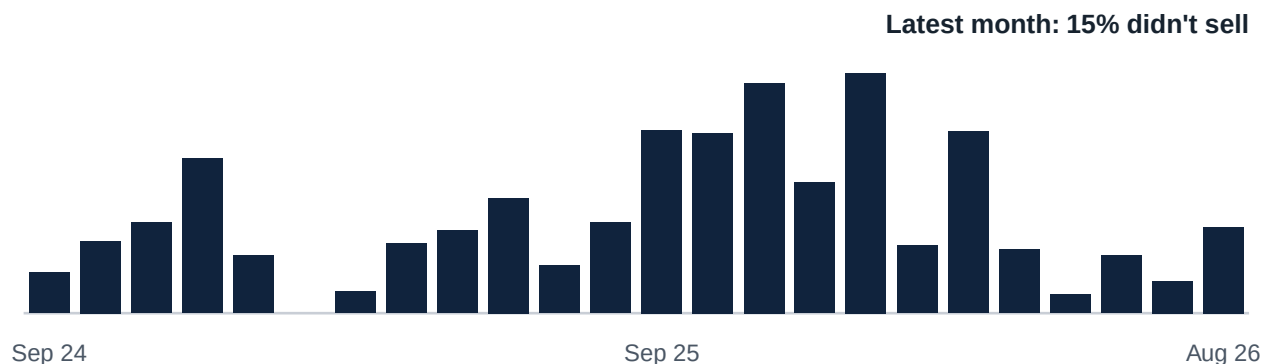
74

median days to sell after a fall-through
vs. 42 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 39% · cash 18% · VA 12% · FHA 30% · other 1%.

Share of listings that didn't sell, by month





What this means if you're buying

- Homes here typically sell at 97.2% of first asking price, and 72% sell below that first ask, so there's room to negotiate.
- A home that needed a price cut sat a median of 116 days. If you're patient, that's leverage.
- Financing mix: 40% conventional, 29% FHA, 18% cash, and 12% VA. You've got company whichever way you're financing.

Did you know?

- A typical Winnabow home lists around \$328,990.
- Estimated monthly carrying cost on a home that price, at 6.95%, runs about \$2,610.
- A home that sits unsold costs an estimated \$9,900 in carrying costs while it waits.

Neighborhoods in Winnabow

Neighborhood	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Mallory Creek Plantation	73	59	19%	38	96.2%
Saltgrass Landing	51	50	2%	54	98.5%
Bell Creek	44	37	16%	32	100.0%

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.