

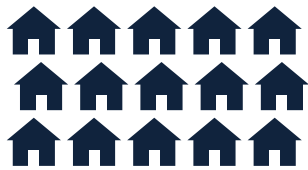


MARKET INSIGHTS · LAST 12 MONTHS THROUGH OCTOBER 6, 2026

Wrightsville Beach

Wrightsville Beach: 1 in 4 Listings Didn't Sell

Over the last 12 months in Wrightsville Beach, 130 listings ended and 96 sold, but 1 in 4 didn't sell at all. Homes priced right from the start sold in 5 days, while the ones that needed price cuts took 92 days and still sold for less.



15 sold

out of every 20 listed



5 didn't

expired, withdrawn or canceled

131

homes finished on the market

100

sold

31 (24%)

didn't sell

54

median days to sell from the first day listed

94.1%

sold vs. first asking price

\$1,750,000

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 Outlined houses expired, were withdrawn or were canceled.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 \$1,729,800 home, per month

Property taxes	\$441
Homeowners insurance	\$250
Upkeep	\$1,442
Utilities	\$250
Your mortgage payment	if any
Total	\$2,385 + mortgage

About \$2,385 every month the home sits — plus your mortgage payment.

Listings that didn't sell stayed on the market a median of 134 days — roughly \$10,468 in taxes, insurance, upkeep and utilities alone, and the home still didn't sell.

An example, not a quote: 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.

Priced right from day one vs. chasing the market

5

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

92

median days when price cuts were needed
72 homes · sold for 91.3% of first asking



What this means if you're selling

- Homes priced right from day one sold in just 5 days and 28 of them did.
- 68 listings needed price cuts, took 92 days, and sold at 91.3% of asking instead of the full price.
- Listings that never sold sat for a median of 134 days even after a 1.8% price cut.
- 1 in 10 contracts fell apart before closing, most often inspection, appraisal or financing issues, and those homes then took 159 days to resell.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
\$500–750K	16	12	25%	95	91.5%
\$1M+	103	80	22%	54	94.1%

When contracts fall apart

11%

of contracts fell apart before closing
13 of about 114

69%

of those homes later sold

15%

never sold

81.4%

sold vs. first ask after a fall-through
vs. 94.9% on the first contract

159

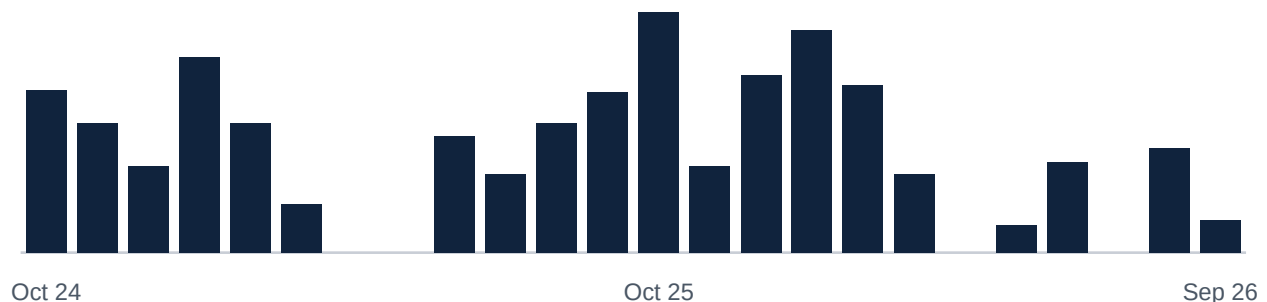
median days to sell after a fall-through
vs. 45 on the first contract

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 35% · cash 57% · VA 2% · FHA 0% · other 6%.

Share of listings that didn't sell, by month

Latest month: 8% didn't sell



What this means if you're buying

- Typical sold price is \$1,729,800, and 82% of homes sold below the first asking price.
- Homes needing a price cut eventually sold at 91.3% of asking, so there's room to negotiate on ones that have sat a while.
- 57% of buyers paid cash, 34% used conventional financing, 2% used VA, and 0% used FHA.



Did you know?

- Median days to sell in Wrightsville Beach is 54 days.
- A typical \$1,729,800 home at a 7.03% mortgage rate runs an estimated \$11,620 a month to carry.
- A home that sits unsold costs an estimated \$51,000 in carrying costs before it ever closes.

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.