Buddy Blake Team
Coldwell Banker Sea Coast Advantage

(910) 395-1000
buddyblake.ai

MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 23, 2026

ZIP 28401 · Wilmington

In ZIP 28401, 1 in 3 homes listed didn't sell

In the last 12 months, 587 homes finished their time on the market in ZIP code 28401 (Wilmington area): 354 sold and 233 did not — about 1 in 3. The ones that sold took a median of 36 days, counted from the first day listed, and closed at 96.4% of their first asking price.

12 sold
out of every 20 listed

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expired, withdrawn or canceled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 Outlined houses expired, were withdrawn or were canceled.

587
homes finished on the market

36
median days to sell
from the first day listed

354
sold

96.4%
sold vs. first asking price

233 (40%)
didn't sell

$380,000
median sold price

What waiting costs

A typical $380,000 home, per month	
Mortgage (principal + interest)	$2,012
Property taxes	$97
Homeowners insurance	$250
Upkeep	$317
Utilities	$250
Total	**$2,930**

About $2,930 every month the home sits.

Listings that didn't sell stayed on the market a median of 123 days — roughly $11,800 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

13
median days to sell when priced right
152 homes that sold at 97%+ of first asking

75
median days when price cuts were needed
202 homes · sold for 92.4% of first asking

What this means if you're selling

- Homes priced right from day one sold in a median of 13 days. Homes that needed price cuts took 75 days and sold for 92.4% of their first price.
- Price range matters: 50% of homes starting at $1M+ didn't sell, compared with 36% at $300–400K.
- Waiting costs money. A $380,000 home runs about $2,930 a month to hold — roughly $11,800 over the time a typical unsold listing sat.
- About 1 in 4 contracts fell apart before closing. Homes that went back on the market sold for 92.3% of first asking, versus 96.9% 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	114	66	**42%**	26	95.6%
$300–400K	199	127	**36%**	33	97.0%
$400–500K	120	76	**37%**	44	96.5%
$500–750K	104	60	**42%**	32	96.1%
$750K–1M	22	11	**50%**	32	97.1%
$1M+	28	14	**50%**	105	89.5%

When contracts fall apart

24%
of contracts fell apart before closing
111 of about 465

52%
of those homes later sold

38%
never sold

92.3%
sold vs. first ask after a fall-through
vs. 96.9% on the first contract

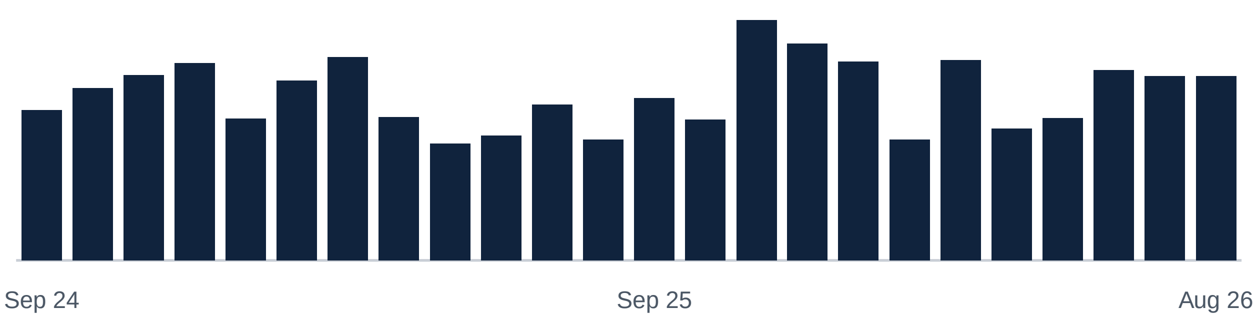
97
median days to sell after a fall-through
vs. 27 on the first contract

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 57% · cash 27% · VA 6% · FHA 4% · other 7%.

Share of listings that didn't sell, by month

Latest month: 40% didn't sell



What this means if you're buying

- 77% 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 123 days.

Did you know?

- 27% of buyers paid cash, and 6% used VA loans.
- A year earlier, 34% of listings didn't sell; now it's 40%.
- When a contract fell apart, 38% 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.