



MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 23, 2026

ZIP 28411 · Wilmington

In ZIP 28411, 1 in 6 homes listed didn't sell

In the last 12 months, 912 homes finished their time on the market in ZIP code 28411 (Wilmington area): 769 sold and 143 did not — about 1 in 6. The ones that sold took a median of 21 days, counted from the first day listed, and closed at 98.3% of their first asking price.



913
homes finished on the market

22
median days to sell
from the first day listed

770
sold

98.3%
sold vs. first asking price

143 (16%)
didn't sell

\$487,075
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 Outlined houses expired, were withdrawn or were canceled.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 \$487,075 home, per month

Mortgage (principal + interest)	\$2,579
Property taxes	\$124
Homeowners insurance	\$250
Upkeep	\$406
Utilities	\$250
Total	\$3,610

About \$3,610 every month the home sits.

Listings that didn't sell stayed on the market a median of 124 days — roughly \$14,700 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

9
median days to sell when priced right
468 homes that sold at 97%+ of first asking

62
median days when price cuts were needed
302 homes · sold for 93.9% of first asking



What this means if you're selling

- Homes priced right from day one sold in a median of 9 days. Homes that needed price cuts took 62 days and sold for 93.9% of their first price.
- Price range matters: 42% of homes starting at \$1M+ didn't sell, compared with 7% at \$300–400K.
- Waiting costs money. A \$488,000 home runs about \$3,620 a month to hold — roughly \$14,700 over the time a typical unsold listing sat.
- About 1 in 7 contracts fell apart before closing. Homes that went back on the market sold for 96.4% of first asking, versus 98.4% 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	36	31	14%	24	100.0%
\$300–400K	237	220	7%	21	98.4%
\$400–500K	150	136	9%	20	98.0%
\$500–750K	252	228	10%	19	98.6%
\$750K–1M	110	81	26%	32	98.4%
\$1M+	128	74	42%	54	96.1%

When contracts fall apart

14%

of contracts fell apart before closing
120 of about 890

79%

of those homes later sold

20%

never sold

96.4%

sold vs. first ask after a fall-through
vs. 98.4% on the first contract

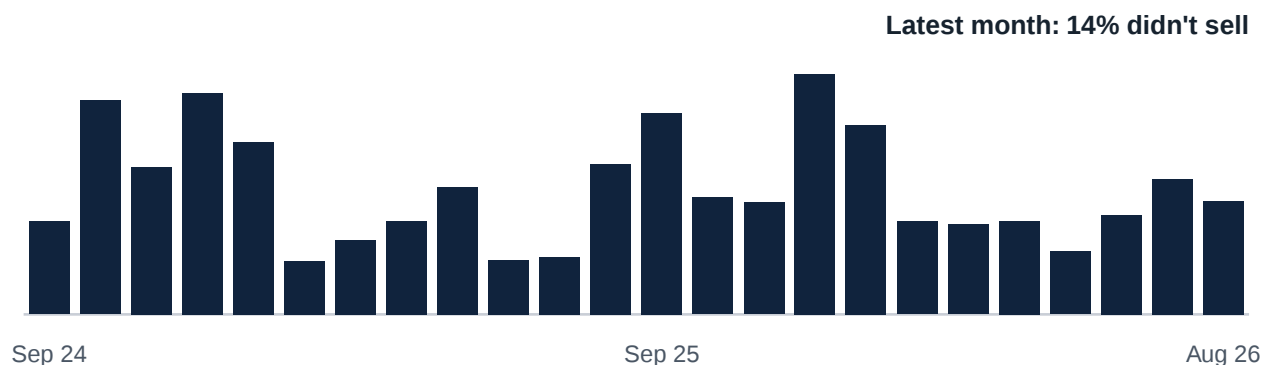
60

median days to sell after a fall-through
vs. 18 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 61% · cash 21% · VA 8% · FHA 8% · other 2%.

Share of listings that didn't sell, by month





What this means if you're buying

- 64% 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 124 days.

Did you know?

- 21% of buyers paid cash, and 8% used VA loans.
- A year earlier, 16% of listings didn't sell; now it's 16%.
- When a contract fell apart, 20% 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.