

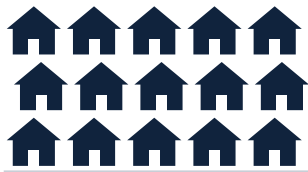


MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 23, 2026

ZIP 28420 · Ash

In ZIP 28420, 1 in 4 homes listed didn't sell

In the last 12 months, 124 homes finished their time on the market in ZIP code 28420 (Ash area): 93 sold and 31 did not — about 1 in 4. The ones that sold took a median of 83 days, counted from the first day listed, and closed at 92.7% of their first asking price.



15 sold

out of every 20 listed



5 didn't

expired, withdrawn or canceled

124

homes finished on the market

93

sold

31 (25%)

didn't sell

83

median days to sell
from the first day listed

92.7%

sold vs. first asking price

\$315,020

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 Outlined houses expired, were withdrawn or were canceled.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 \$315,020 home, per month

Mortgage (principal + interest)	\$1,668
Property taxes	\$90
Homeowners insurance	\$250
Upkeep	\$263
Utilities	\$250
Total	\$2,520

About \$2,520 every month the home sits.

Listings that didn't sell stayed on the market a median of 108 days — roughly \$9,000 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

1

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

153

median days when price cuts were needed
57 homes · sold for 89.5% of first asking



What this means if you're selling

- Homes priced right from day one sold in a median of 1 days. Homes that needed price cuts took 153 days and sold for 89.5% of their first price.
- Waiting costs money. A \$315,020 home runs about \$2,520 a month to hold — roughly \$9,000 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 92.4% of first asking, versus 93.0% 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	51	38	26%	74	90.7%
\$300–400K	51	39	24%	125	92.7%
\$400–500K	15	13	13%	84	96.7%

When contracts fall apart

15%

of contracts fell apart before closing
16 of about 109

75%

of those homes later sold

25%

never sold

92.4%

sold vs. first ask after a fall-through
vs. 93.0% on the first contract

109

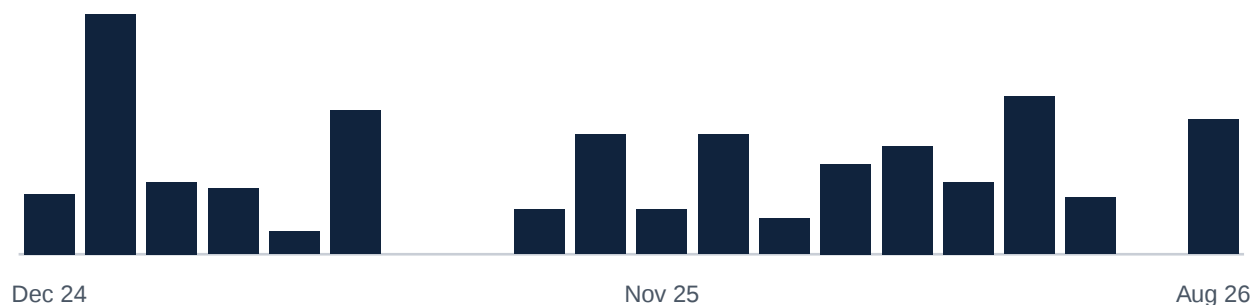
median days to sell after a fall-through
vs. 73 on the first contract

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 71% · cash 8% · VA 10% · FHA 11% · other 1%.

Share of listings that didn't sell, by month

Latest month: 38% 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 108 days.



Did you know?

- 8% of buyers paid cash, and 10% used VA loans.
- A year earlier, 19% of listings didn't sell; now it's 25%.
- When a contract fell apart, 25% 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.