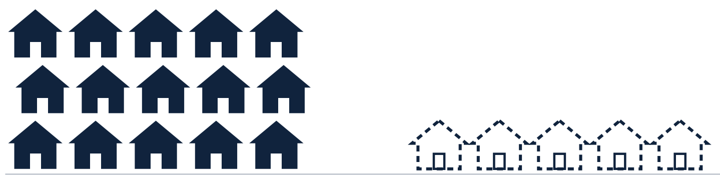
MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 23, 2026

ZIP 28425 · Burgaw

In ZIP 28425, 1 in 4 homes listed didn't sell

In the last 12 months, 182 homes finished their time on the market in ZIP code 28425 (Burgaw area): 133 sold and 49 did not — about 1 in 4. The ones that sold took a median of 46 days, counted from the first day listed, and closed at 96.6% of their first asking price.



15 sold
out of every 20 listed

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expired, withdrawn or canceled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 Outlined houses expired, were withdrawn or were canceled.

182
homes finished on the market

46
median days to sell
from the first day listed

133
sold

96.6%
sold vs. first asking price

49 (27%)
didn't sell

$347,000
median sold price

What waiting costs

A typical $347,000 home, per month	
Mortgage (principal + interest)	$1,838
Property taxes	$213
Homeowners insurance	$250
Upkeep	$289
Utilities	$250
Total	**$2,840**

About $2,840 every month the home sits.

Listings that didn't sell stayed on the market a median of 131 days — roughly $12,200 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); Pender County rate 0.7375 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

18
median days to sell when priced right
62 homes that sold at 97%+ of first asking

64
median days when price cuts were needed
71 homes · sold for 92.2% of first asking

What this means if you're selling

- Homes priced right from day one sold in a median of 18 days. Homes that needed price cuts took 64 days and sold for 92.2% of their first price.
- Price range matters: 31% of homes starting at $500–750K didn't sell, compared with 24% at $300–400K.
- Waiting costs money. A $347,000 home runs about $2,840 a month to hold — roughly $12,200 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 94.0% of first asking, versus 97.4% 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	55	41	**26%**	46	94.2%
$300–400K	72	55	**24%**	39	98.5%
$400–500K	23	15	**35%**	28	96.8%
$500–750K	26	18	**31%**	134	96.2%

When contracts fall apart

23%
of contracts fell apart before closing
39 of about 173

72%
of those homes later sold

26%
never sold

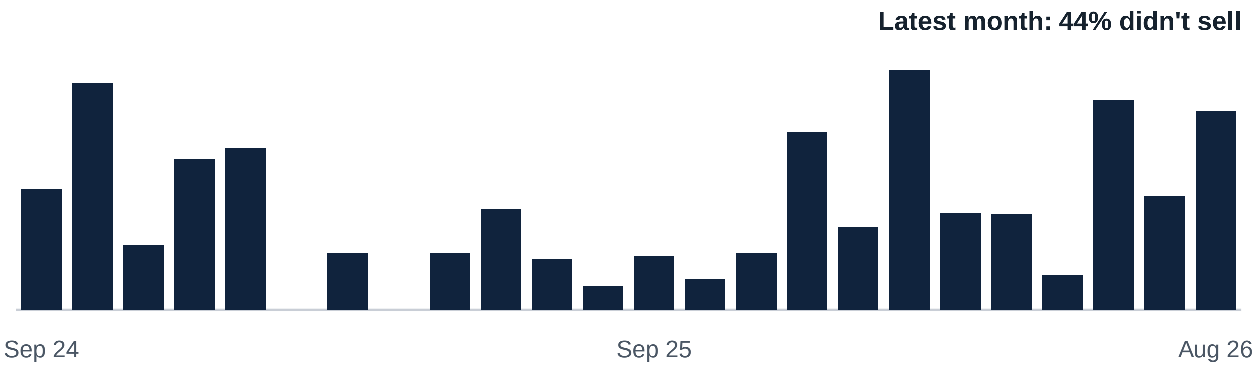
94.0%
sold vs. first ask after a fall-through
vs. 97.4% on the first contract

102
median days to sell after a fall-through
vs. 31 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 42% · cash 22% · VA 21% · FHA 14% · other 2%.

Share of listings that didn't sell, by month



What this means if you're buying

- 68% 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 131 days.

Did you know?

- 22% of buyers paid cash, and 21% used VA loans.
- A year earlier, 18% of listings didn't sell; now it's 27%.
- When a contract fell apart, 26% 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.