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MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 23, 2026

ZIP 28428 · Carolina Beach

In ZIP 28428, 1 in 2 homes listed didn't sell

In the last 12 months, 618 homes finished their time on the market in ZIP code 28428 (Carolina Beach area): 350 sold and 268 did not — about 1 in 2. The ones that sold took a median of 59 days, counted from the first day listed, and closed at 95.9% of their first asking price.

11 sold
out of every 20 listed

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expired, withdrawn or canceled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 Outlined houses expired, were withdrawn or were canceled.

618
homes finished on the market

59
median days to sell
from the first day listed

350
sold

95.9%
sold vs. first asking price

268 (43%)
didn't sell

$675,000
median sold price

What waiting costs

A typical $675,000 home, per month	
Mortgage (principal + interest)	$3,575
Property taxes	$172
Homeowners insurance	$250
Upkeep	$563
Utilities	$250
Total	**$4,810**

About $4,810 every month the home sits.

Listings that didn't sell stayed on the market a median of 164 days — roughly $25,900 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

16
median days to sell when priced right
141 homes that sold at 97%+ of first asking

95
median days when price cuts were needed
209 homes · sold for 93.1% of first asking

What this means if you're selling

- Homes priced right from day one sold in a median of 16 days. Homes that needed price cuts took 95 days and sold for 93.1% of their first price.
- Price range matters: 49% of homes starting at $300–400K didn't sell, compared with 40% at $750K–1M.
- Waiting costs money. A $675,000 home runs about $4,810 a month to hold — roughly $25,900 over the time a typical unsold listing sat.
- About 1 in 6 contracts fell apart before closing. Homes that went back on the market sold for 93.2% of first asking, versus 96.0% for homes that closed on the first contract.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
$300–400K	53	27	**49%**	93	94.8%
$400–500K	65	35	**46%**	68	97.0%
$500–750K	216	126	**42%**	64	95.9%
$750K–1M	156	93	**40%**	49	96.1%
$1M+	119	65	**45%**	37	95.2%

When contracts fall apart

18%
of contracts fell apart before closing
75 of about 425

43%
of those homes later sold

53%
never sold

93.2%
sold vs. first ask after a fall-through
vs. 96.0% on the first contract

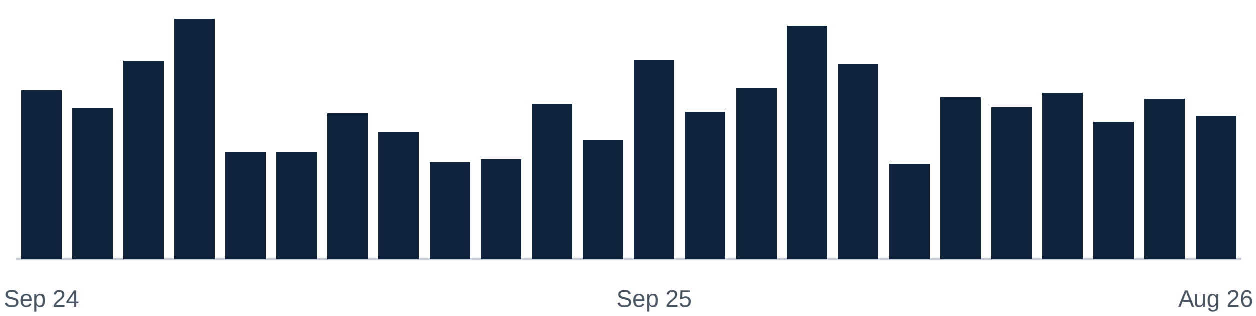
135
median days to sell after a fall-through
vs. 54 on the first contract

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 64% · cash 25% · VA 3% · FHA 0% · other 8%.

Share of listings that didn't sell, by month

Latest month: 38% didn't sell



What this means if you're buying

- 84% 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 164 days.

Did you know?

- 25% of buyers paid cash, and 3% used VA loans.
- A year earlier, 39% of listings didn't sell; now it's 43%.
- When a contract fell apart, 53% 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.