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MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 23, 2026

# ZIP 28449 · Kure Beach

## In ZIP 28449, 1 in 2 homes listed didn't sell

In the last 12 months, 167 homes finished their time on the market in ZIP code 28449 (Kure Beach area): 97 sold and 70 did not — about 1 in 2. The ones that sold took a median of 67 days, counted from the first day listed, and closed at 94.5% of their first asking price.

**12 sold**
out of every 20 listed

**8 didn't**
expired, withdrawn or canceled

**167**
homes finished on the market

**67**
median days to sell
*from the first day listed*

**97**
sold

**94.5%**
sold vs. first asking price

**70 (42%)**
didn't sell

**$749,900**
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 Outlined houses expired, were withdrawn or were canceled.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 $749,900 home, per month | |
|---|---|
| Mortgage (principal + interest) | $3,971 |
| Property taxes | $191 |
| Homeowners insurance | $250 |
| Upkeep | $625 |
| Utilities | $250 |
| **Total** | **$5,290** |

### About $5,290 every month the home sits.

Listings that didn't sell stayed on the market a median of 180 days — roughly $31,300 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

**20**
median days to sell when priced right
*31 homes that sold at 97%+ of first asking*

**85**
median days when price cuts were needed
*66 homes · sold for 90.7% of first asking*

## What this means if you're selling

- Homes priced right from day one sold in a median of 20 days. Homes that needed price cuts took 85 days and sold for 90.7% of their first price.
- Price range matters: 46% of homes starting at $1M+ didn't sell, compared with 38% at $750K–1M.
- Waiting costs money. A $749,900 home runs about $5,290 a month to hold — roughly $31,300 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 90.0% of first asking, versus 94.8% 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** | 15 | 8 | **47%** | 79 | 98.7% |
| **$400–500K** | 18 | 12 | **33%** | 70 | 94.9% |
| **$500–750K** | 41 | 24 | **42%** | 51 | 94.5% |
| **$750K–1M** | 37 | 23 | **38%** | 73 | 95.0% |
| **$1M+** | 56 | 30 | **46%** | 69 | 92.6% |

## When contracts fall apart

**14%**
of contracts fell apart before closing
*16 of about 115*

**69%**
of those homes later sold

**31%**
never sold

**90.0%**
sold vs. first ask after a fall-through
*vs. 94.8% on the first contract*

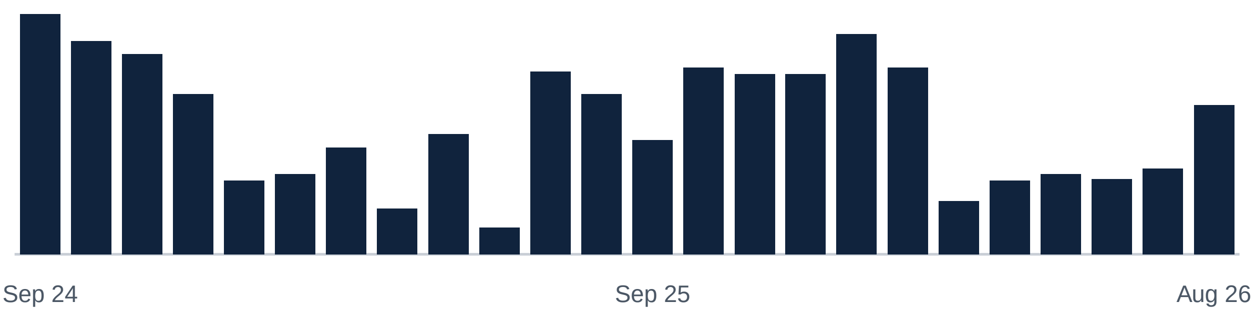
**118**
median days to sell after a fall-through
*vs. 63 on the first contract*

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 52% · cash 37% · VA 4% · FHA 2% · other 5%.

## Share of listings that didn't sell, by month

**Latest month: 47% didn't sell**




## What this means if you're buying

- 85% 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 180 days.

## Did you know?

- 37% of buyers paid cash, and 4% used VA loans.
- A year earlier, 42% of listings didn't sell; now it's 42%.
- When a contract fell apart, 31% 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.