**Buddy Blake Team**
Coldwell Banker Sea Coast Advantage

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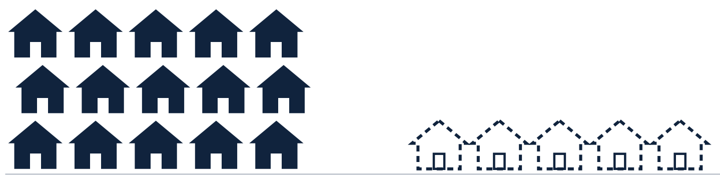
MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 23, 2026

# ZIP 28461 · Southport

## In ZIP 28461, 1 in 4 homes listed didn't sell

In the last 12 months, 1,214 homes finished their time on the market in ZIP code 28461 (Southport area): 919 sold and 295 did not — about 1 in 4. The ones that sold took a median of 58 days, counted from the first day listed, and closed at 95.4% of their first asking price.



**15 sold**
out of every 20 listed

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expired, withdrawn or canceled

**1,214**
homes finished on the market

**58**
median days to sell
*from the first day listed*

**919**
sold

**95.4%**
sold vs. first asking price

**295 (24%)**
didn't sell

**$495,000**
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 Outlined houses expired, were withdrawn or were canceled.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 $495,000 home, per month | |
|---|---|
| Mortgage (principal + interest) | $2,621 |
| Property taxes | $141 |
| Homeowners insurance | $250 |
| Upkeep | $413 |
| Utilities | $250 |
| **Total** | **$3,670** |

### About $3,670 every month the home sits.

Listings that didn't sell stayed on the market a median of 163 days — roughly $19,700 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); 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

**15**
median days to sell when priced right
*359 homes that sold at 97%+ of first asking*

**101**
median days when price cuts were needed
*560 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 15 days. Homes that needed price cuts took 101 days and sold for 92.2% of their first price.
- Price range matters: 29% of homes starting at $400–500K didn't sell, compared with 17% at $500–750K.
- Waiting costs money. A $495,000 home runs about $3,670 a month to hold — roughly $19,700 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 91.6% 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 |
|---|---|---|---|---|---|
| **Under $300K** | 185 | 142 | **23%** | 38 | 97.3% |
| **$300–400K** | 256 | 187 | **27%** | 65 | 95.5% |
| **$400–500K** | 146 | 104 | **29%** | 54 | 95.2% |
| **$500–750K** | 278 | 231 | **17%** | 47 | 96.2% |
| **$750K–1M** | 132 | 98 | **26%** | 71 | 94.6% |
| **$1M+** | 217 | 157 | **28%** | 68 | 92.7% |

## When contracts fall apart

**18%**
of contracts fell apart before closing
*201 of about 1,125*

**70%**
of those homes later sold

**27%**
never sold

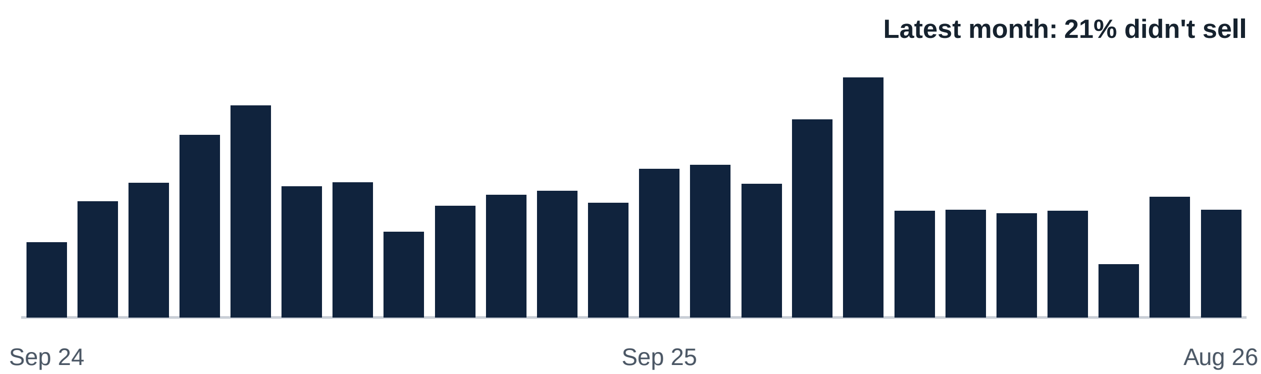
**91.6%**
sold vs. first ask after a fall-through
*vs. 96.0% on the first contract*

**155**
median days to sell after a fall-through
*vs. 47 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 50% · cash 36% · VA 4% · FHA 5% · other 5%.

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



## What this means if you're buying

- 82% 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 163 days.

## Did you know?

- 36% of buyers paid cash, and 4% used VA loans.
- A year earlier, 25% of listings didn't sell; now it's 24%.
- When a contract fell apart, 27% 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.