

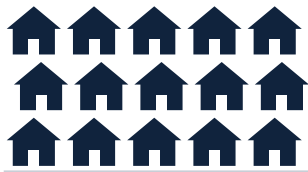


MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 23, 2026

ZIP 28462 · Supply

In ZIP 28462, 1 in 4 homes listed didn't sell

In the last 12 months, 742 homes finished their time on the market in ZIP code 28462 (Supply area): 545 sold and 197 did not — about 1 in 4. The ones that sold took a median of 64 days, counted from the first day listed, and closed at 94.9% of their first asking price.



15 sold

out of every 20 listed



5 didn't

expired, withdrawn or canceled

742

homes finished on the market

64

median days to sell from the first day listed

545

sold

94.9%

sold vs. first asking price

197 (27%)

didn't sell

\$313,000

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 Outlined houses expired, were withdrawn or were canceled.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 \$313,000 home, per month

Mortgage (principal + interest)	\$1,658
Property taxes	\$89
Homeowners insurance	\$250
Upkeep	\$261
Utilities	\$250
Total	\$2,510

About \$2,510 every month the home sits.

Listings that didn't sell stayed on the market a median of 154 days — roughly \$12,700 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

22

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

95

median days when price cuts were needed
348 homes · sold for 91.7% of first asking



What this means if you're selling

- Homes priced right from day one sold in a median of 22 days. Homes that needed price cuts took 95 days and sold for 91.7% of their first price.
- Price range matters: 43% of homes starting at \$400–500K didn't sell, compared with 20% at Under \$300K.
- Waiting costs money. A \$313,000 home runs about \$2,510 a month to hold — roughly \$12,700 over the time a typical unsold listing sat.
- About 1 in 5 contracts fell apart before closing. Homes that went back on the market sold for 89.7% of first asking, versus 95.6% 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	283	226	20%	50	95.4%
\$300–400K	129	102	21%	103	95.4%
\$400–500K	61	35	43%	36	96.8%
\$500–750K	85	58	32%	100	93.1%
\$750K–1M	83	59	29%	90	93.9%
\$1M+	101	65	36%	37	93.5%

When contracts fall apart

19%

of contracts fell apart before closing
126 of about 673

64%

of those homes later sold

29%

never sold

89.7%

sold vs. first ask after a fall-through
vs. 95.6% on the first contract

143

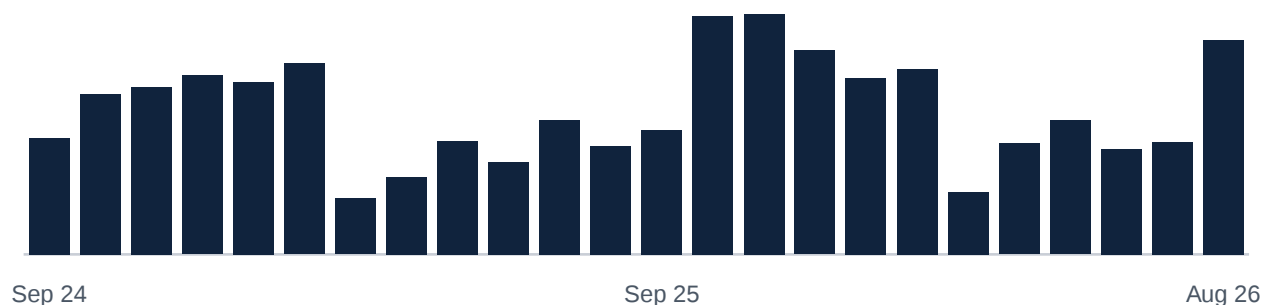
median days to sell after a fall-through
vs. 50 on the first contract

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 39% · cash 34% · VA 6% · FHA 14% · other 6%.

Share of listings that didn't sell, by month

Latest month: 37% didn't sell





What this means if you're buying

- 83% 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 154 days.

Did you know?

- 34% of buyers paid cash, and 6% used VA loans.
- A year earlier, 22% of listings didn't sell; now it's 27%.
- When a contract fell apart, 29% 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.