MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 23, 2026

ZIP 28465 · Oak Island

In ZIP 28465, 1 in 4 homes listed didn't sell

In the last 12 months, 807 homes finished their time on the market in ZIP code 28465 (Oak Island area): 578 sold and 229 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 95.6% of their first asking price.

14 sold
out of every 20 listed

6 didn't
expired, withdrawn or canceled

808
homes finished on the market

58
median days to sell
from the first day listed

579
sold

95.6%
sold vs. first asking price

229 (28%)
didn't sell

$667,825
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 Outlined houses expired, were withdrawn or were canceled.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 $667,825 home, per month	
Mortgage (principal + interest)	$3,537
Property taxes	$190
Homeowners insurance	$250
Upkeep	$557
Utilities	$250
Total	**$4,780**

About $4,780 every month the home sits.

Listings that didn't sell stayed on the market a median of 170 days — roughly $26,700 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

17
median days to sell when priced right
228 homes that sold at 97%+ of first asking

93
median days when price cuts were needed
351 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 17 days. Homes that needed price cuts took 94 days and sold for 91.7% of their first price.
- Price range matters: 33% of homes starting at $1M+ didn't sell, compared with 20% at $300–400K.
- Waiting costs money. A $667,413 home runs about $4,780 a month to hold — roughly $26,700 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 92.6% 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	14	11	**21%**	27	94.4%
$300–400K	40	32	**20%**	29	96.5%
$400–500K	112	83	**26%**	54	95.5%
$500–750K	275	202	**27%**	62	96.5%
$750K–1M	182	127	**30%**	71	95.7%
$1M+	185	124	**33%**	56	94.3%

When contracts fall apart

14%
of contracts fell apart before closing
96 of about 676

52%
of those homes later sold

43%
never sold

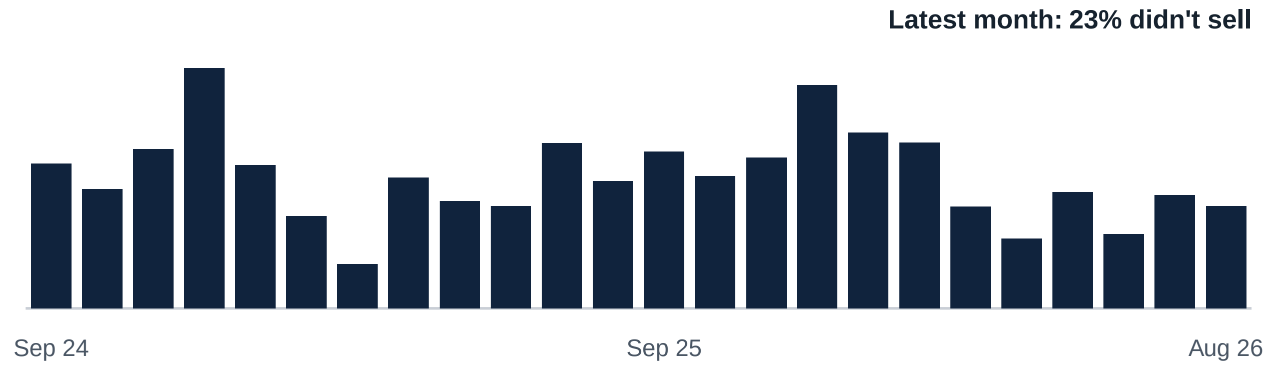
92.6%
sold vs. first ask after a fall-through
vs. 96.1% on the first contract

96
median days to sell after a fall-through
vs. 53 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 63% · cash 30% · VA 1% · FHA 1% · other 4%.

Share of listings that didn't sell, by month



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 170 days.

Did you know?

- 30% of buyers paid cash, and 1% used VA loans.
- A year earlier, 30% of listings didn't sell; now it's 28%.
- When a contract fell apart, 43% 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.