MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 23, 2026

# ZIP 28468 · Sunset Beach

## In ZIP 28468, 1 in 4 homes listed didn't sell

In the last 12 months, 568 homes finished their time on the market in ZIP code 28468 (Sunset Beach area): 433 sold and 135 did not — about 1 in 4. The ones that sold took a median of 57 days, counted from the first day listed, and closed at 96.5% of their first asking price.

**15 sold**
out of every 20 listed

**5 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expired, withdrawn or canceled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 Outlined houses expired, were withdrawn or were canceled.

**568**
homes finished on the market

**57**
median days to sell
*from the first day listed*

**433**
sold

**96.5%**
sold vs. first asking price

**135 (24%)**
didn't sell

**$498,000**
median sold price

## What waiting costs

| A typical $498,000 home, per month | |
|---|---|
| Mortgage (principal + interest) | $2,637 |
| Property taxes | $142 |
| Homeowners insurance | $250 |
| Upkeep | $415 |
| Utilities | $250 |
| **Total** | **$3,690** |

### About $3,690 every month the home sits.

Listings that didn't sell stayed on the market a median of 152 days — roughly $18,500 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

**12**
median days to sell when priced right
*201 homes that sold at 97%+ of first asking*

**105**
median days when price cuts were needed
*232 homes · sold for 91.8% of first asking*

## What this means if you're selling

- Homes priced right from day one sold in a median of 12 days. Homes that needed price cuts took 105 days and sold for 91.8% of their first price.
- Price range matters: 35% of homes starting at $400–500K didn't sell, compared with 17% at $300–400K.
- Waiting costs money. A $498,000 home runs about $3,690 a month to hold — roughly $18,500 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 91.5% of first asking, versus 96.8% for homes that closed on the first contract.

## Price range matters

| Starting price | Finished | Sold | Didn't sell | Days to sell | vs. first ask |
|---|---|---|---|---|---|
| **Under $300K** | 127 | 88 | **31%** | 47 | 94.7% |
| **$300–400K** | 94 | 78 | **17%** | 65 | 94.3% |
| **$400–500K** | 60 | 39 | **35%** | 77 | 93.5% |
| **$500–750K** | 226 | 185 | **18%** | 36 | 99.5% |
| **$750K–1M** | 25 | 19 | **24%** | 110 | 94.8% |
| **$1M+** | 36 | 24 | **33%** | 75 | 93.2% |

## When contracts fall apart

**16%**
of contracts fell apart before closing
*80 of about 515*

**68%**
of those homes later sold

**31%**
never sold

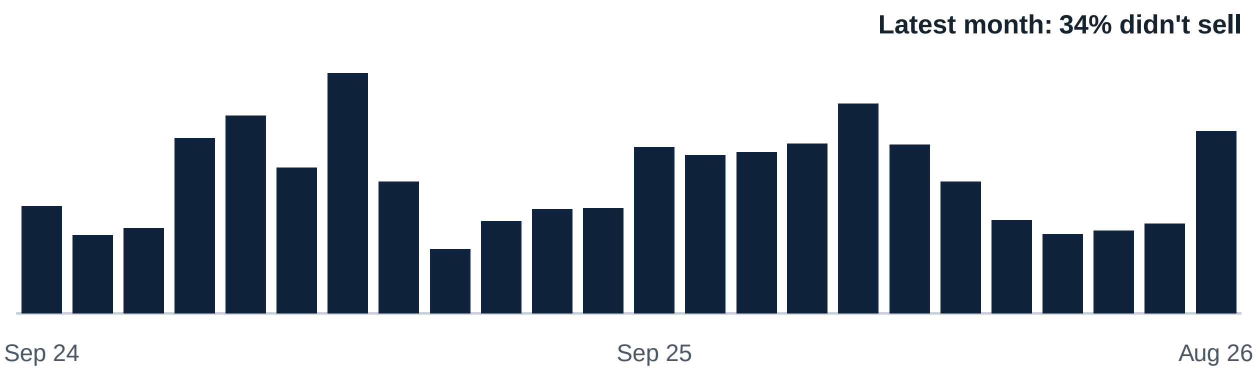
**91.5%**
sold vs. first ask after a fall-through
*vs. 96.8% on the first contract*

**151**
median days to sell after a fall-through
*vs. 48 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 42% · VA 4% · FHA 2% · other 2%.

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



## What this means if you're buying

- 73% 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 152 days.

## Did you know?

- 42% of buyers paid cash, and 4% used VA loans.
- A year earlier, 24% of listings didn't sell; now it's 24%.
- 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.