

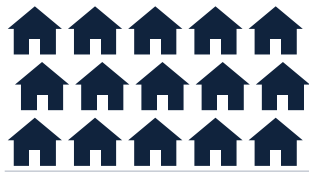


MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 23, 2026

ZIP 28470 · Shallotte

In ZIP 28470, 1 in 4 homes listed didn't sell

In the last 12 months, 495 homes finished their time on the market in ZIP code 28470 (Shallotte area): 381 sold and 114 did not — about 1 in 4. The ones that sold took a median of 65 days, counted from the first day listed, and closed at 95.0% of their first asking price.



15 sold

out of every 20 listed



5 didn't

expired, withdrawn or canceled

495

homes finished on the market

65

median days to sell
from the first day listed

381

sold

95.0%

sold vs. first asking price

114 (23%)

didn't sell

\$309,900

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 Outlined houses expired, were withdrawn or were canceled.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 \$309,900 home, per month

Mortgage (principal + interest)	\$1,641
Property taxes	\$88
Homeowners insurance	\$250
Upkeep	\$258
Utilities	\$250
Total	\$2,490

About \$2,490 every month the home sits.

Listings that didn't sell stayed on the market a median of 172 days — roughly \$14,000 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

19

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

101

median days when price cuts were needed
237 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 19 days. Homes that needed price cuts took 101 days and sold for 90.7% of their first price.
- Price range matters: 29% of homes starting at \$400–500K didn't sell, compared with 19% at Under \$300K.
- Waiting costs money. A \$309,900 home runs about \$2,490 a month to hold — roughly \$14,000 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 91.6% of first asking, versus 95.7% 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	177	143	19%	53	95.0%
\$300–400K	190	144	24%	48	96.7%
\$400–500K	70	50	29%	107	92.5%
\$500–750K	34	26	24%	143	89.7%
\$750K–1M	17	14	18%	92	88.7%

When contracts fall apart

20%

of contracts fell apart before closing
96 of about 478

72%

of those homes later sold

27%

never sold

91.6%

sold vs. first ask after a fall-through
vs. 95.7% on the first contract

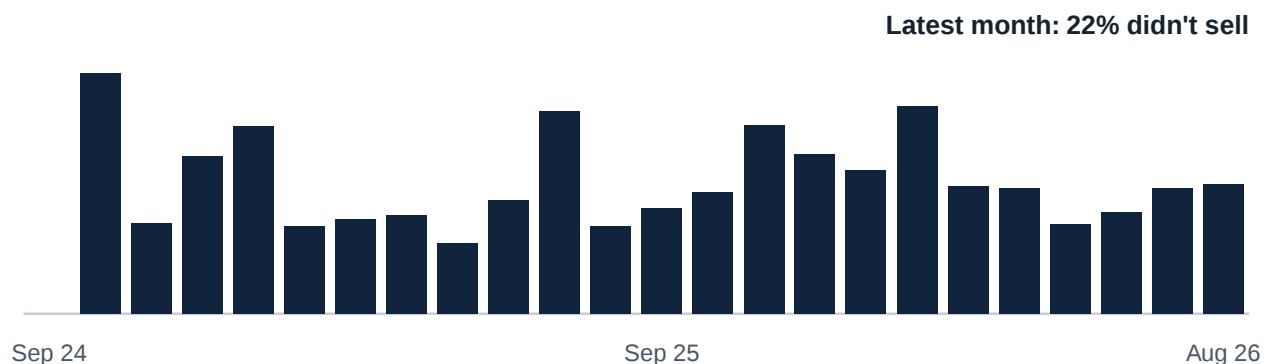
118

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 48% · cash 28% · VA 9% · FHA 14% · other 2%.

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 172 days.



Did you know?

- 28% of buyers paid cash, and 9% used VA loans.
- A year earlier, 20% of listings didn't sell; now it's 23%.
- 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.