



MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 23, 2026

ZIP 28479 · Winnabow

In ZIP 28479, 1 in 5 homes listed didn't sell

In the last 12 months, 333 homes finished their time on the market in ZIP code 28479 (Winnabow area): 271 sold and 62 did not — about 1 in 5. The ones that sold took a median of 48 days, counted from the first day listed, and closed at 97.0% of their first asking price.



333
homes finished on the market

48
median days to sell
from the first day listed

271
sold

97.0%
sold vs. first asking price

62 (19%)
didn't sell

\$339,660
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 Outlined houses expired, were withdrawn or were canceled.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 \$339,660 home, per month	
Mortgage (principal + interest)	\$1,799
Property taxes	\$97
Homeowners insurance	\$250
Upkeep	\$283
Utilities	\$250
Total	\$2,680

About \$2,680 every month the home sits.

Listings that didn't sell stayed on the market a median of 109 days — roughly \$9,600 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

21

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

89

median days when price cuts were needed
137 homes · sold for 93.5% of first asking



What this means if you're selling

- Homes priced right from day one sold in a median of 21 days. Homes that needed price cuts took 89 days and sold for 93.5% of their first price.
- Price range matters: 25% of homes starting at \$400–500K didn't sell, compared with 8% at \$500–750K.
- Waiting costs money. A \$339,660 home runs about \$2,680 a month to hold — roughly \$9,600 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 94.9% of first asking, versus 97.3% 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	79	60	24%	45	97.6%
\$300–400K	156	132	15%	53	97.3%
\$400–500K	56	42	25%	59	93.9%
\$500–750K	36	33	8%	18	96.2%

When contracts fall apart

20%

of contracts fell apart before closing
66 of about 337

80%

of those homes later sold

17%

never sold

94.9%

sold vs. first ask after a fall-through
vs. 97.3% on the first contract

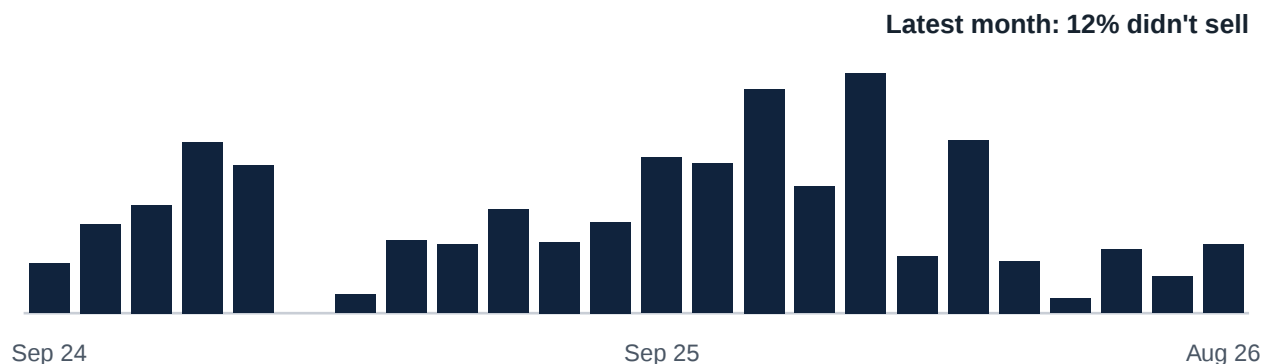
82

median days to sell after a fall-through
vs. 39 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 47% · cash 19% · VA 10% · FHA 24% · 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 109 days.



Did you know?

- 19% of buyers paid cash, and 10% used VA loans.
- A year earlier, 15% of listings didn't sell; now it's 19%.
- When a contract fell apart, 17% 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.