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MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 26, 2026

ZIP 28512 · Atlantic Beach

In Atlantic Beach, 1 in 3 Listings Didn't Sell

Over the last 12 months in ZIP 28512, 364 homes finished up and 246 of them sold. The typical home that sold went for 95.0% of its first asking price and took 52 days, but listings priced right from the start moved in just 9 days while the ones that needed price cuts sat for 82 days.

14 sold
out of every 20 listed

6 didn't
expired, withdrawn or canceled

364
homes finished on the market

52
median days to sell
from the first day listed

246
sold

95.0%
sold vs. first asking price

118 (32%)
didn't sell

$617,000
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 Outlined houses expired, were withdrawn or were canceled.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 $617,000 home, per month	
Mortgage (principal + interest)	$3,294
Property taxes	$116
Homeowners insurance	$250
Upkeep	$514
Utilities	$250
Total	**$4,420**

About $4,420 every month the home sits.

Listings that didn't sell stayed on the market a median of 201 days — roughly $29,200 in holding costs, and the home still didn't sell.

An example, not a quote: 20% down, 30-year fixed at 7.03% (Freddie Mac average, 2026-09-24); Carteret County rate 0.225 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

9
median days to sell when priced right
76 homes that sold at 97%+ of first asking

82
median days when price cuts were needed
169 homes · sold for 92.9% of first asking

What this means if you're selling

- Homes priced right from day one sold in a median of 9 days. Ones that needed a cut sat 82 days and still sold for less, 92.9% of asking.
- Under $300K is the toughest spot right now, with 39% of listings there not selling. $500-750K is the strongest range, at a 29% rate.
- Listings that never sold sat a median of 201 days and still saw a 2.0% median price cut along the way. That's a long time to carry a home for no sale.
- 15% of contracts fall apart before closing, most often inspection, appraisal or financing issues. Homes that go back on the market take longer the second time, a median of 105 days, and sell for a bit less, 92.9% of asking, versus 95.2% on a first contract.

Price range matters

Starting price	Finished	Sold	Didn't sell	Days to sell	vs. first ask
Under $300K	26	16	**39%**	48	94.9%
$300–400K	41	26	**37%**	39	93.1%
$400–500K	50	34	**32%**	62	94.4%
$500–750K	107	76	**29%**	82	95.6%
$750K–1M	50	33	**34%**	76	95.1%
$1M+	90	61	**32%**	36	95.0%

When contracts fall apart

15%
of contracts fell apart before closing
42 of about 288

57%
of those homes later sold

41%
never sold

92.9%
sold vs. first ask after a fall-through
vs. 95.2% on the first contract

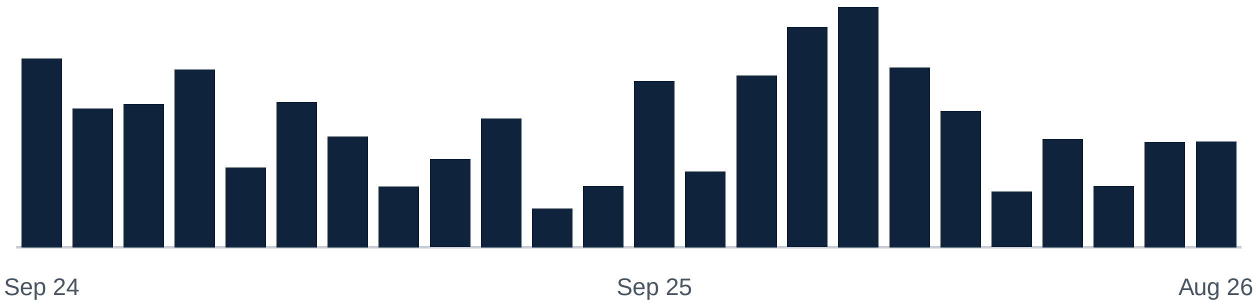
105
median days to sell after a fall-through
vs. 46 on the first contract

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 45% · VA 2% · FHA 0% · other 4%.

Share of listings that didn't sell, by month

Latest month: 28% didn't sell



What this means if you're buying

- 86% of homes that sold went for under the first asking price, so there is room to negotiate on most deals.
- Homes that sit tend to have already seen a price cut, look at listings running past 52 days for leverage.
- Cash isn't rare here, 45% of buyers paid cash, with 50% using conventional loans.

Did you know?

- The median sold price in ZIP 28512 is $617,000.
- At a $617,000 price and 7.03% rate, the estimated monthly carrying cost is about $4,420.
- A typical home that sits unsold costs an estimated $29,200 in carrying costs before it finally sells.

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.