



MARKET INSIGHTS · LAST 12 MONTHS THROUGH SEPTEMBER 23, 2026

ZIP 28540 · Jacksonville

In ZIP 28540, 1 in 6 homes listed didn't sell

In the last 12 months, 1,056 homes finished their time on the market in ZIP code 28540 (Jacksonville area): 887 sold and 169 did not — about 1 in 6. The ones that sold took a median of 21 days, counted from the first day listed, and closed at 99.6% of their first asking price.



1,056
homes finished on the market

21
median days to sell
from the first day listed

887
sold

99.6%
sold vs. first asking price

169 (16%)
didn't sell

\$265,000
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 Outlined houses expired, were withdrawn or were canceled.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 \$265,000 home, per month

Mortgage (principal + interest)	\$1,403
Property taxes	\$145
Homeowners insurance	\$250
Upkeep	\$221
Utilities	\$250
Total	\$2,270

About \$2,270 every month the home sits.

Listings that didn't sell stayed on the market a median of 84 days — roughly \$6,300 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); Onslow County rate 0.655 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

14

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

65

median days when price cuts were needed
256 homes · sold for 93.4% of first asking



What this means if you're selling

- Homes priced right from day one sold in a median of 14 days. Homes that needed price cuts took 65 days and sold for 93.4% of their first price.
- Waiting costs money. A \$265,000 home runs about \$2,270 a month to hold — roughly \$6,300 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 97.9% of first asking, versus 100.0% 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	656	548	17%	19	100.0%
\$300–400K	320	276	14%	28	98.9%
\$400–500K	49	41	16%	65	98.8%
\$500–750K	21	19	10%	8	100.0%

When contracts fall apart

17%

of contracts fell apart before closing
182 of about 1,070

75%

of those homes later sold

25%

never sold

97.9%

sold vs. first ask after a fall-through
vs. 100.0% on the first contract

60

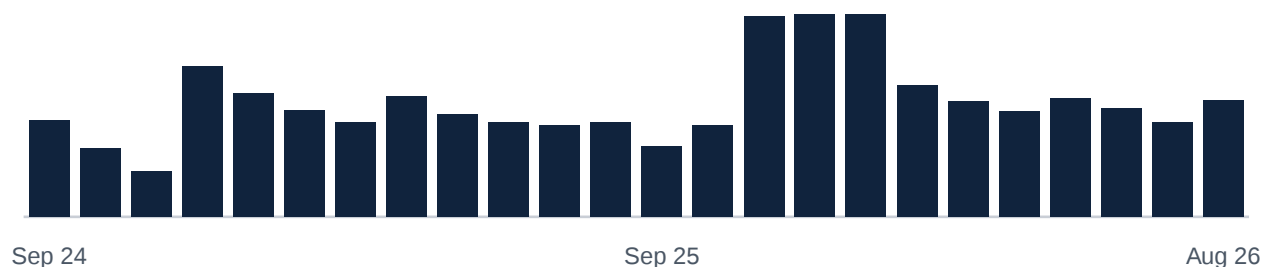
median days to sell after a fall-through
vs. 17 on the first contract

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 12% · cash 12% · VA 67% · FHA 6% · other 3%.

Share of listings that didn't sell, by month

Latest month: 15% didn't sell



What this means if you're buying

- 52% 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 84 days.



Did you know?

- 12% of buyers paid cash, and 67% used VA loans.
- A year earlier, 12% of listings didn't sell; now it's 16%.
- When a contract fell apart, 25% 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.