PRESS RELEASE

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FOR IMMEDIATE RELEASE

Buyer Demand Strengthens as Cape Fear Housing Market Continues to Balance

WILMINGTON, N.C. (July 14, 2026)

THE SUMMARY:

The Cape Fear housing market continued to show strength in June, with buyer demand remaining steady despite elevated inventory levels. While buyers continue to benefit from more available homes and increased negotiating opportunities, stronger closed sales, a faster pace of sales, and a rising median sales price reflect continued confidence in the market. Overall, market conditions remain balanced, creating opportunities for both buyers and sellers.

THE NUMBERS:

Compared to May 2026, inventory was down 1.2 percent, ending the month with 4,550 **active listings**. A year-over-year comparison indicates that active listings in June 2026 increased by 2 percent from the 4,460 homes in June 2025.

The month ended with 1,484 **new listings** in the Wilmington MSA, a 9.1 percent decrease from the previous month. Year over year, new listings increased by 10 percent.

Pending sales decreased by 2.6 percent from the previous month, totaling 1,309. This was a 14.4 percent increase from June 2025.

Closed sales for the Wilmington MSA increased by 7.8 percent compared to May 2026, resulting in 1,311 sales in June 2026. Compared to June 2025, closed sales increased 12.2 percent.

Experiencing a 4.8 percent month-over-month increase, the **median sales price** was $439,999, up 1.4 percent year over year.

The June 2026 housing market had an average of 71 **cumulative days on the market**, up 12.7 percent year over year. A month-over-month comparison reveals a 5.3 percent decrease in cumulative days on market.

The **month's supply of inventory** decreased by 8.4 percent compared to May 2026. Ending the month with 3.5 months of inventory, the Wilmington MSA decreased 9.2 percent compared to June 2025.

THE ANALYSIS:

"The June market reflects a healthy balance between supply and demand. Today's market is creating opportunities on both sides of the transaction. Buyers have more choices and greater flexibility than they've had in years, while sellers continue to benefit from steady demand and strong home values," states 2026 CFR President Manda Price. "That's why working with a REALTOR® is more important than ever. Our local expertise helps consumers understand market conditions, develop the right strategy, and make confident decisions whether they're buying or selling."

THE REALTOR® DIFFERENCE:

At over 3,500 members, we are the Cape Fear Region's Voice of Real Estate. Cape Fear REALTORS® (CFR) protects the private property rights of local real estate consumers while enhancing the individual and corporate careers of its members. For further information on this topic and others, please visit www.capefear.realtor or contact the Cape Fear REALTORS® Offices at 910-762-7400. If you have plans to enter the market in 2026, we believe that the REALTOR® difference is crucial to your transaction. Cape Fear REALTORS® members are well-equipped to guide a buyer or seller through the increase in active listings and slower sales. When looking to step into the demands of the housing market in the Cape Fear region, look for the R. That's the REALTOR® difference.