



2025 Nest Market Report

Wilmington Area

National Market Review

A Market in Transition

Will 2026 be the year housing takes center stage in national politics? While solutions will differ across Washington, most policymakers agree on one fact: **affordability has reached a breaking point for many Americans.** As we approach a new election cycle, housing is poised to become one of the country's most visible economic issues.

This shift is the result of several converging forces:

- Interest rates stabilizing but remaining elevated.
- Home prices rising faster than household income.
- Insurance costs increasing sharply.
- Inventory levels remaining well below national needs.

Together, these trends have redefined buyer and seller behavior and shaped expectations for the year ahead.

Affordability Moves to the Forefront

Affordability hinges on the balance between three factors:



For much of the past decade, low interest rates masked rising prices. But in 2022, mortgage rates jumped from 3% to 7%, increasing monthly payments by more than 55%.

Since late 2022, rates have held steady in the 6.5%–7.5% range. Predictability has returned, but many buyers still perceive these rates as high compared to the sub-5% environment that lasted from 2011–2022. The result has been slower sales, cooling prices in certain markets, and a broad resetting of buyer expectations.

Meanwhile, wage growth has not kept pace. Between 2015 and 2024, the median household income rose 56%, while home prices increased between 90% and 103%, depending on the index. When prices rise faster than wages—and interest rates rise at the same time—affordability declines.

The Rising Cost of Homeownership

Insurance has become a major affordability factor. From 2022 to 2024, premiums rose more than 30% in 21 states and 40–70% in ten of them, with another 28% increase projected over the next three years.

Insurance now represents 9% of the average mortgage payment—the highest share on record—driven by rising rebuild costs, more frequent climate events, population shifts, and insurers exiting high-risk markets. Currently, 12% of U.S. homes are considered high risk, a figure projected to exceed 20% by 2050.

A Diverging Landscape

For years, national housing recaps looked similar across markets. But 2025 has brought sharp regional variations. Economic pressures, insurance challenges, and affordability concerns now differ meaningfully from one region to the next.

In today's environment, understanding your local market matters more than ever, and your Nest agent can help you interpret how national forces are playing out in your area.

National Housing Trends

Inventory Gains Fall Short of Demand: A 13% Inventory Increase Against a 2.5 Million-Home Deficit

National inventory rose 13% in 2025, according to ResiClub. While encouraging, this gain falls far short of addressing the estimated 2.5 million home shortage nationwide. Even with steady improvement, closing the gap would require more than a decade of elevated construction.

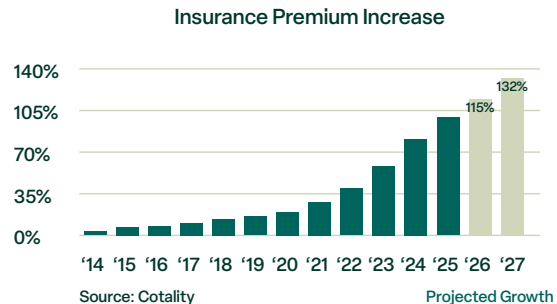
As we enter 2026, housing affordability remains one of the most influential forces shaping the market. Rising insurance costs and lagging wage growth continue to pressure buyers, even as conditions gradually stabilize.

Still, the new year brings opportunities: modest price softening in some markets, steadier inventory, and rate stability may bring buyers back. How the rest of 2026 unfolds will depend on broader economic shifts, policy decisions, and how quickly confidence returns to both buyers and sellers.

Three Trends to Watch in 2026

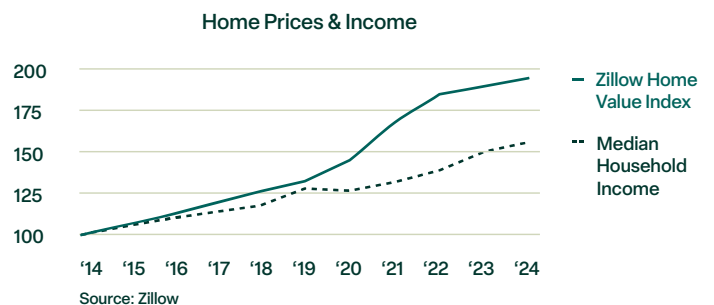
1. Insurance Premium Growth

Premiums rose modestly for several years before accelerating dramatically in 2021. This trend is expected to continue through 2027.



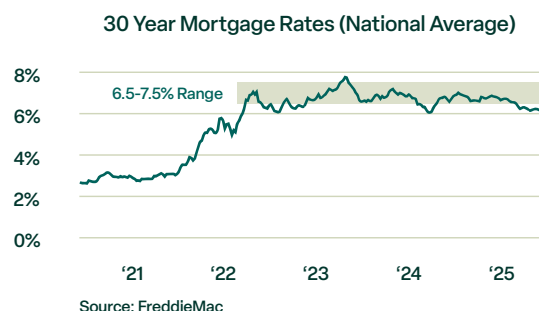
2. Home Prices and Income

Home values have nearly doubled over the past decade, while real wages have grown far more slowly. This widening gap is a central driver of today's affordability challenges.



3. 30-Year Mortgage Rates

After the rapid spike in 2022, mortgage rates have remained steady within the 6.5%–7.5% range. This stability has helped bring predictability back to the market, even if overall costs remain elevated.





Nest Wilmington 2025 at a Glance

1 New Office

We outgrew our Carolina Beach office and moved just down the road to Proximity, where we're now part of a vibrant and fast-growing community of local businesses.

\$15K Food Donation

When storms forced us to cancel the Nest County Fair, we turned the day into something meaningful by donating \$15,000 worth of BBQ and fixins' to first responders and local shelters.

1 Beautiful New Website

We gave **NestILM.com** a full refresh. Modern, intuitive, and built to make life simpler for our clients and our agents. We hope you love it as much as we do!



2025
Wilmington
MSA

Local Market Review

2025 was a year of steady growth, strong community, and clear direction.

As the market continued to shift in 2025, we leaned into what makes Nest different: our steady focus, genuine care for people, and a belief that clarity comes from intention. Amid changing headlines and economic uncertainty, we stayed grounded—moving forward with purpose and confidence.

Throughout the year, the Wilmington area proved once again that its coastal charm and strong sense of community are more than trends. Even with tight inventory, the desire to call Wilmington home never faded. Buyers remained drawn to our neighborhoods,

waterways, and lifestyle, and as interest rates began to ease, optimism returned. Demand continued to outpace supply, keeping values strong, especially in the luxury market.

Our Nest agents met the moment with dedication and heart, guiding clients through change and helping them find home in every sense. Together in 2025, we achieved more than \$366 million in sales and closed 76 luxury transactions (homes priced over \$900,000). These numbers reflect the expertise, relationships, and community spirit at the core of our work.

Now in 2026, the Wilmington market continues to thrive, and so does our Nest. With a close-knit team of about 60 agents, we proudly ranked among the top five firms in the tri-county area—a testament to collaboration, trust, and doing things the right way.

All Properties Wilmington MSA

2.2%

Average Sales Price

The average sales price of all homes increased by 2.2% between 2024 and 2025.

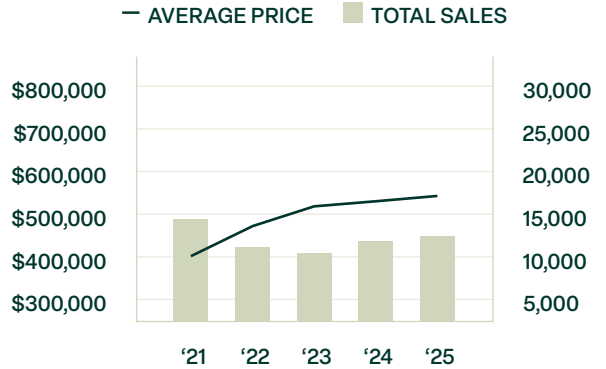
5.6%

Total Sales

The total sales of all homes increased by 5.6% between 2024 and 2025.

In Wilmington in 2025, on average, a listing stayed on the market for 15.8% more time and saw a 0.7% increase in price per square foot compared to 2024.

	2025	2024	% CHG
Total Sales	11,993	11,359	5.6
Price per Sq. Ft.	\$272	\$270	0.7
Days on Market	66	57	15.8
Avg. Sales Price	\$534,867	\$523,243	2.2



Condos & Townhomes

-1.9%

Average Sales Price

The average sales price of condos & townhomes decreased by 1.9% between 2024 and 2025.

+4.6%

Total Sales

The total sales of condos & townhomes increased by 4.6% between 2024 and 2025.

	2025	2024	% CHG
Total Sales	2,037	1,947	4.6
Price per Sq. Ft.	\$292	\$304	-3.9
Days on Market	80	61	31.1
Avg. Sales Price	\$412,945	\$420,741	-1.9

Single Family Homes

+2.9%

Average Sales Price

The average sales price of single family homes increased by 2.9% between 2024 and 2025.

+5.9%

Total Sales

The total sales of single family homes increased by 5.9% between 2024 and 2025.

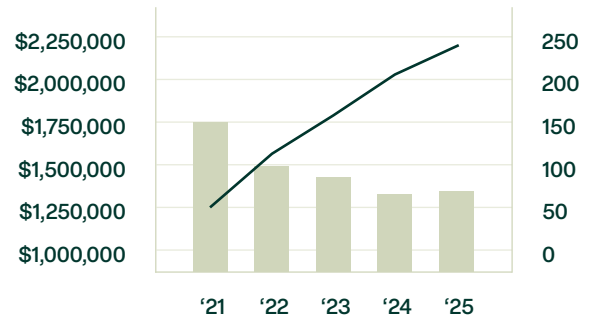
	2025	2024	% CHG
Total Sales	9,355	8,835	5.9
Price per Sq. Ft.	\$275	\$270	1.9
Days on Market	64	56	14.3
Avg. Sales Price	\$582,317	\$566,169	2.9

*The Wilmington MSA consists of Brunswick, New Hanover and Pender Counties (Tri-County region). Data as of 1/7/26.



Wrightsville Beach

— AVERAGE PRICE ■ TOTAL SALES



	2025	2024	% CHG
Total Sales	74	71	4.2
Price per Sq. Ft.	\$1,078	\$1,030	4.7
Days on Market	48	65	-26.2
Avg. Sales Price	\$2,198,810	\$2,017,009	9.0
Total Volume	\$162,712,000	\$143,207,687	13.6

1971

Avg. Year Homes Built

2,810

Average Detached Sq. Ft.

8.1%

Homes <5 Years Old

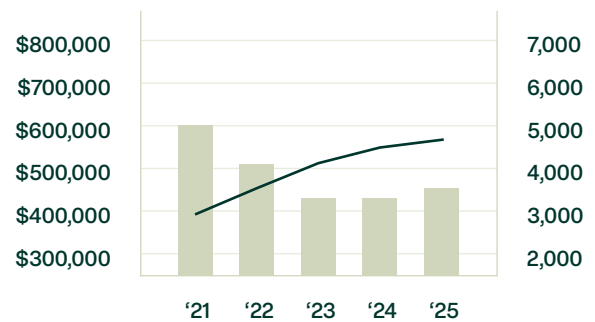
2,330

Average Attached Sq. Ft.



Wilmington

— AVERAGE PRICE ■ TOTAL SALES



	2025	2024	% CHG
Total Sales	3,538	3,437	2.9
Price per Sq. Ft.	\$270	\$268	0.7
Days on Market	50	44	13.6
Avg. Sales Price	\$567,346	\$556,349	2.0
Total Volume	\$2,007,271,941	\$1,912,172,420	5.0

2010

Avg. Year Homes Built

2,135

Average Detached Sq. Ft.

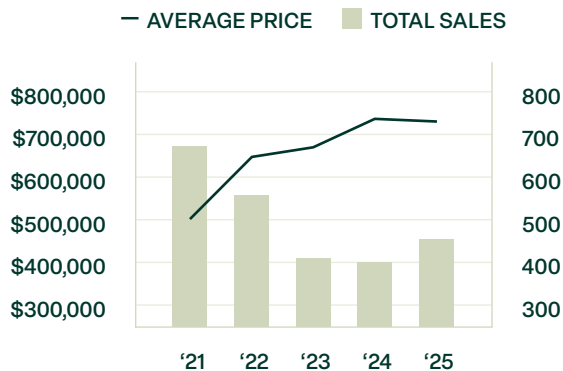
22.6%

Homes <5 Years Old

1,475

Average Attached Sq. Ft.

Carolina Beach/Kure Beach



	2025	2024	% CHG
Total Sales	460	402	14.4
Price per Sq. Ft.	\$476	\$484	-1.7
Days on Market	87	81	7.4
Avg. Sales Price	\$737,787	\$742,386	-0.6
Total Volume	\$339,382,210	\$297,839,207	13.9



2010

Avg. Year Homes Built

2,140

Average Detached Sq. Ft.

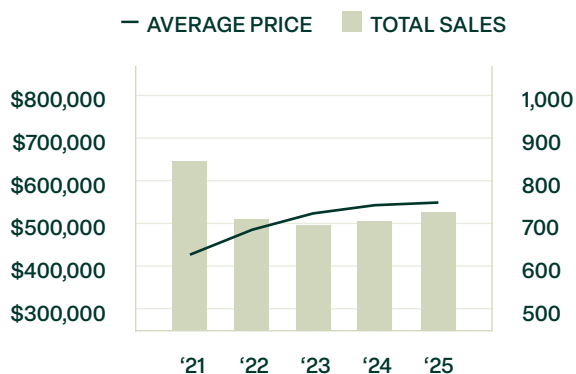
16.7%

Homes <5 Years Old

1,360

Average Attached Sq. Ft.

Hampstead



	2025	2024	% CHG
Total Sales	728	715	1.8
Price per Sq. Ft.	\$226	\$221	2.3
Days on Market	63	56	12.5
Avg. Sales Price	\$545,185	\$526,798	3.5
Total Volume	\$396,895,200	\$376,660,804	5.4



2010

Avg. Year Homes Built

2,490

Average Detached Sq. Ft.

42.9%

Homes <5 Years Old

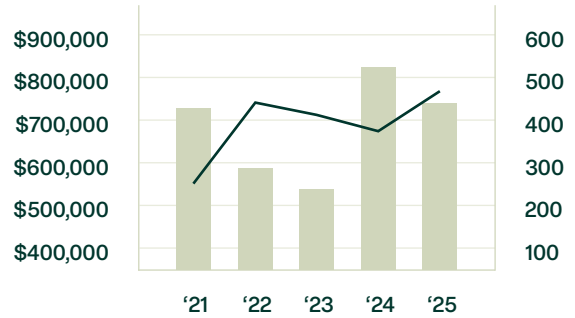
1,487

Average Attached Sq. Ft.



Topsail Beach/Surf City

— AVERAGE PRICE ■ TOTAL SALES



	2025	2024	% CHG
Total Sales	444	522	-14.9
Price per Sq. Ft.	\$448	\$412	8.7
Days on Market	91	76	19.7
Avg. Sales Price	\$776,534	\$686,018	13.2
Total Volume	\$344,781,394	\$358,101,680	-3.7

1991

Avg. Year Homes Built

2,085

Average Detached Sq. Ft.

30.2%

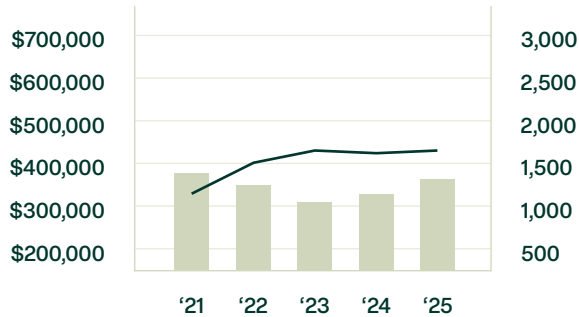
Homes <5 Years Old

1,382

Average Attached Sq. Ft.

Leland

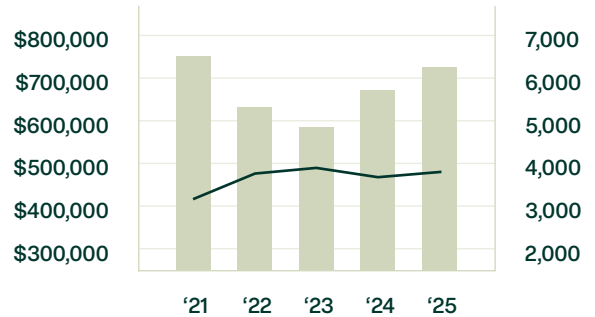
— AVERAGE PRICE ■ TOTAL SALES



	2025	2024	% CHG
Total Sales	1,293	1,160	11.5
Price per Sq. Ft.	\$210	\$210	0.0
Days on Market	65	59	10.2
Avg. Sales Price	\$429,209	\$421,696	1.8
Total Volume	\$554,968,318	\$492,541,819	12.7

Brunswick County

— AVERAGE PRICE ■ TOTAL SALES



	2025	2024	% CHG
Total Sales	6,310	5,811	8.6
Price per Sq. Ft.	\$255	\$256	-0.4
Days on Market	77	66	16.7
Avg. Sales Price	\$487,743	\$478,239	2.0
Total Volume	\$3,077,658,957	\$2,779,048,473	10.7



Community *First*

Organizations Our Nesters Support

Giving back is at the heart of who we are. Beyond helping clients buy and sell homes, we're deeply invested in the neighborhoods we serve. This year marked the 6th Free Christmas Shop, the inaugural Wish Upon a Par Golf Tournament, and the 10th year our Nesters shaved their mustaches for kids. From volunteering at local events to supporting meaningful initiatives, our agents continue to show up for the community they love—high fives to every Nester making a difference.

50 Legs 50legs.org | **Alzheimer's Association- NESTing for a Cure** alz.org | **CB Mural Project** carolinabeachmurals.org | **CFR Realtor's Give Back** ncrealtors.org/event/nc-realtors-give-back | **Children's Museum of Wilmington** playwilmington.org | **Coastal Therapeutic Riding Program** coastalriding.org | **Free Christmas Shop ILM** freechristmasshopilm.com | **Kids Making It** kidsmakingit.org | **Island Men Dragon Boat Regatta** carolinabeachdragonboatregatta.org | **Island Realtors Care Team** islandwomen.org | **Lower Cape Fear Hospice** lifecare.org | **Moore's Creek Battleground Association** nps.gov/mocr/getinvolved/supportyourpark/moores-creek-battleground-association | **Mother Hubbard's Cupboard** motherhubbardsnc.org | **Mustaches for Kids** m4k-ilm.org | **NourishNC** nourishnc.org | **Operation Pretty Things** operationprettythings.org | **Paws for People** paws4people.org | **Steve Haydu Lo Tide Run** lotiderun.org | **The Big Paw Project** @thebigpawproject

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