

Willard 28478

ZIP code · NC · North Carolina > Pender County

STRONG BUYER'S MARKET

\$137K

MEDIAN SALE PRICE

-37.9%

1-YR CHANGE

54

SALES (12 MO)

\$189K

MEDIAN VALUE (AVM)

Market temperature

Strong buyer's market · 12 / 100



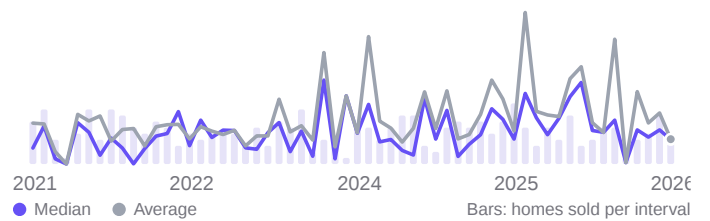
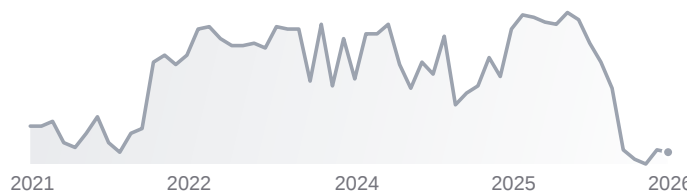
MARKET TRENDS (5 YEARS)

Market temperature (0–100)

12 / 100

Sale prices

Median \$120K · Average \$121K

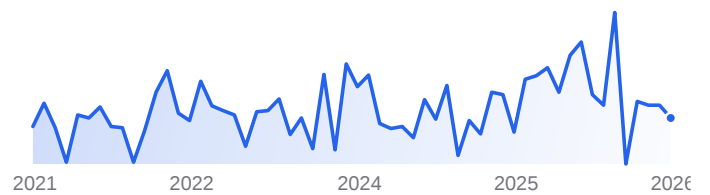
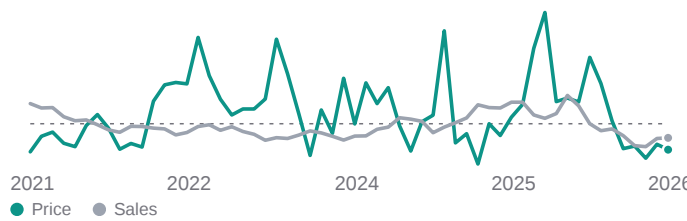


Growth (year over year)

Price -37.9% · Sales -20.6%

Price per square foot

\$94/ft²



Sale premium vs estimated value

+30.2%

Annual turnover (share of homes sold)

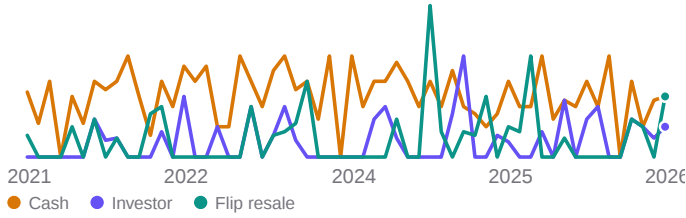
2.4%



BUYERS & OUTCOMES

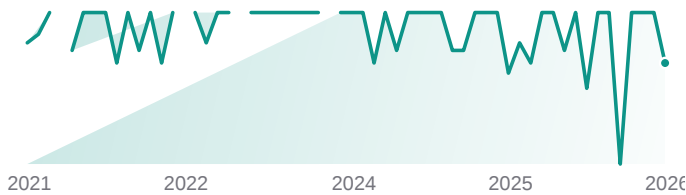
Buyer mix

Cash 40% · Investor 20% · Flip resale 40%



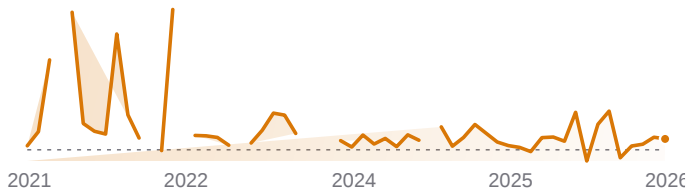
Sellers who sold at a gain

67%

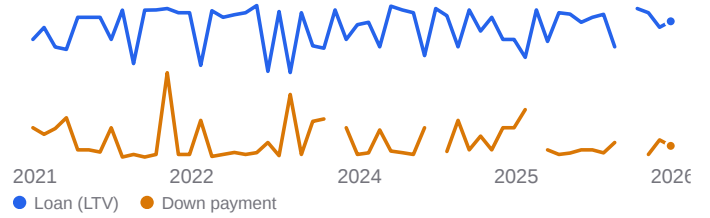


Median annualized return at resale

+7.4%

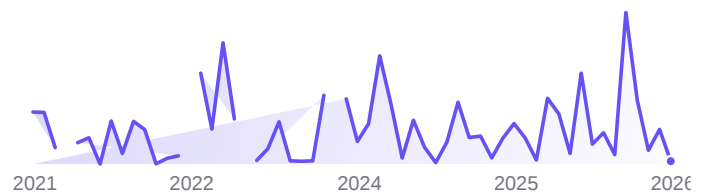


Financing (share of purchase price) Loan (LTV) 92% · Down payment 7.7%



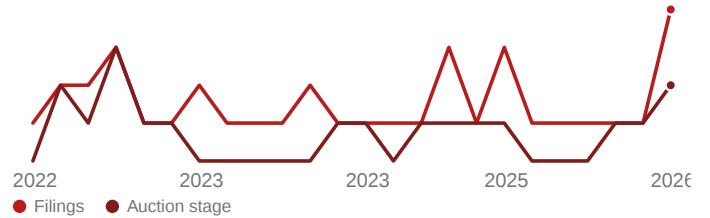
Typical hold before selling

0.4 yrs



Preforeclosure filings

Filings 4 · Auction stage 2



HOUSING STOCK

Homes	2,247
Median value (AVM)	\$189K
Median size	1,472 ft²
Median bedrooms	3
Median year built	1984
Single family	66%

EQUITY & OWNERSHIP

Equity rich (LTV 50% or less)	69%
Underwater (LTV 125% or more)	3.5%
Owner occupied	64%
Company owned	5.7%
Median loan-to-value	18%
Typical ownership tenure	9.5 yrs

COMMUNITY

Population	6,417
Density	48 / mi²
Median household income	\$63K
Average household income	\$77K
Crime index (US avg 100)	119
Air pollution index (US avg 100)	89
Earthquake index (US avg 100)	55
Homes occupied	87%
Bachelor's or higher	11%
Poverty rate	18.3%
Unemployment	0.8%
Average temp	62°F
Annual precip	54 in
Sunshine	63%

Market metrics are derived from recorded arms-length deeds through July 2026. Temperature blends price momentum, sales velocity, turnover and resale outcomes, ranked nationally against geographies of the same type.