The Leland
Buyer's Guide

The Market, The Neighborhoods, The Costs, The Process.

YOUR COMPLETE HOME BUYING RESOURCE

The information, numbers, and next steps you need to buy with confidence in Leland, North Carolina — market data, neighborhood guidance, true cost breakdowns, and the buying process explained start to finish. Built for real decisions, not guesswork.

PREPARED BY

Pinpoint Properties, a boutique real estate team based in Wilmington and brokered by Real, working across Leland, Wilmington, and the surrounding Brunswick County communities.

CONTENTS

What's Inside

01 Welcome to Leland 03

02 Leland at a Glance 04

03 Today's Market Snapshot 06

04 A Guide to Leland's Neighborhoods 08

05 Understanding the Cost of Buying 14

06 The Buying Process, Step by Step 16

07 Working With Pinpoint Properties 18

08 Let's Talk 19

01

Welcome to Leland

AN INTRODUCTION

If you're considering a move here, you're not early and you're not late. You're right on time.

Ten years ago, Leland was mostly farmland and quiet two lane roads sitting just across the Cape Fear River from Wilmington. Today it is North Carolina's fastest growing town, and one of the most talked about places to live on the entire Atlantic coast.

Leland's population has more than doubled since 2010. But the reason people choose to stay has little to do with growth charts. It has to do with what Leland actually feels like day to day: golf courses and greenways, front porches and farmers markets, brand new construction sitting alongside established live oaks, all inside a ten to twenty minute drive of historic downtown Wilmington and some of the best beaches on the East Coast.

This guide was built to give you a real, grounded picture of what it means to buy a home in Leland today. Not a sales pitch, a resource. Market numbers you can trust, neighborhoods explained honestly, and the buying process laid out step by step.

Whether you're relocating from out of state, moving across town, or buying your very first home, our goal is the same: make sure you understand every decision before you make it. Let's get started.

Pinpoint Properties

Your Leland Real Estate Advisor

02

Leland at a Glance

THE FAST FACTS

Leland sits in Brunswick County, directly across the Cape Fear River from Wilmington. It is officially the fastest growing municipality in North Carolina over the past decade, and one of the fastest growing towns in the country. Here is the short version of what that means for you as a buyer.

30,500+ ESTIMATED POPULATION, 2023	**124%** POPULATION GROWTH SINCE 2010
10 to 20 min DRIVE TO DOWNTOWN WILMINGTON	**74,000+** TOWN'S PROJECTED POPULATION BY 2045
28451 PRIMARY ZIP CODE	**Brunswick** COUNTY

GOOD TO KNOW

Leland was officially North Carolina's fastest growing town over the past decade, and town planners project the population will more than double again by 2045. Growth here isn't slowing down anytime soon.

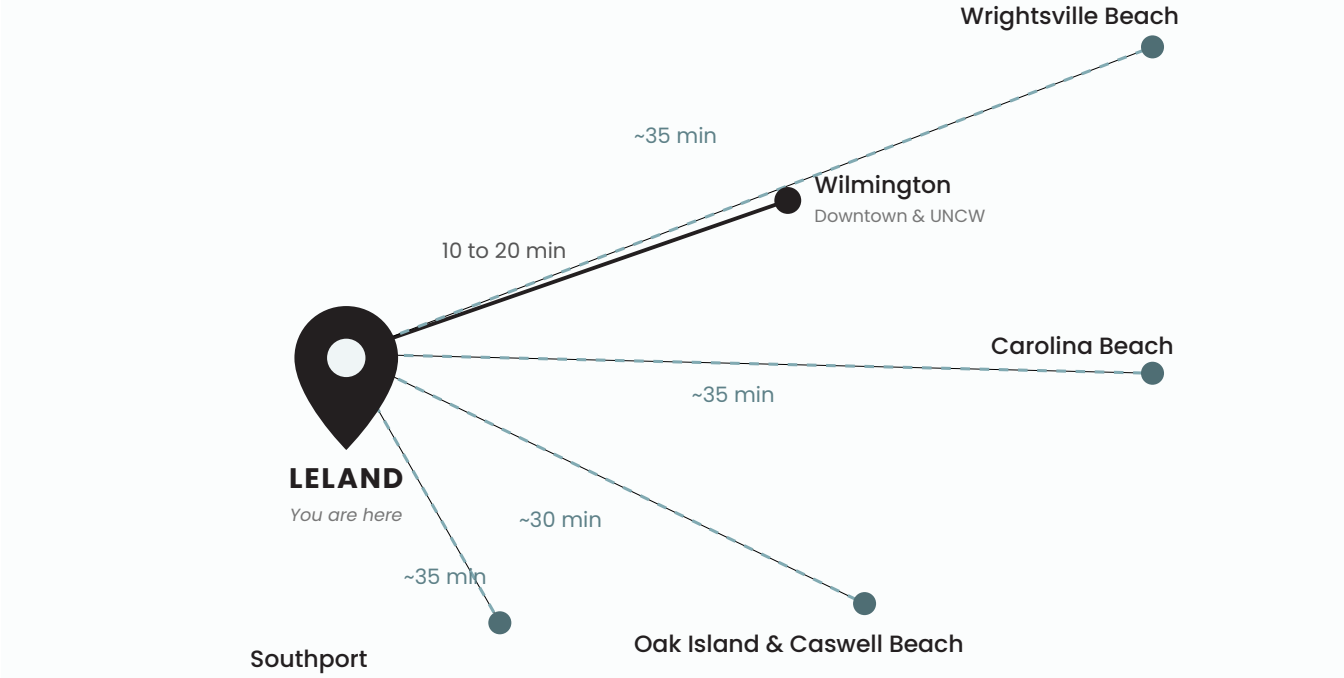
02

Leland at a Glance

CONTINUED

GETTING AROUND

Leland connects to Wilmington via US 17 and the Cape Fear Memorial Bridge, and the area's beaches are all within an easy day trip. Here is roughly how far everything sits from Leland.



Approximate drive times from Leland. Not to scale.

WHY PEOPLE ARE MOVING HERE

Much of Leland's growth comes from buyers relocating from the Northeast and Mid Atlantic, drawn by a lower cost of living and a slower pace of life without giving up proximity to a genuine city. That variety is exactly what Chapter 4 is for.

03

Today's Market Snapshot

WHERE THINGS STAND RIGHT NOW

Real estate markets move. What follows is a snapshot of Leland's housing market as of mid 2026, sourced from Zillow's Home Value Index and public listing data. Numbers shift month to month, so treat this as a starting point, and ask us for a current market update before you write an offer.

METRIC	CURRENT FIGURE
Typical home value (Zillow Home Value Index)	$388,700
Median sale price	$383,500
Median list price	$417,800
Homes currently for sale	~325
Median days to pending	33 days
Median sale to list price ratio	98.5%
Share of homes selling over asking price	11.9%
Share of homes selling under asking price	71.3%
Average monthly rent	$1,670 to $1,700

03

Today's Market Snapshot

CONTINUED

WHAT THIS MEANS FOR BUYERS

Leland is best described as a balanced market that still rewards preparation. The typical home is selling close to its list price, at roughly 98.5 cents on the dollar, and moving to pending in about a month. That is not the frantic, multiple offer environment of a few years ago, but well priced, well presented homes in sought after neighborhoods are still moving quickly and occasionally drawing offers above asking. Overpriced listings, on the other hand, are sitting.

The practical takeaway: pricing strategy and presentation still matter enormously, on both the buying and selling side. If you are buying, this is a market where a strong pre approval and a clear understanding of true value give you real negotiating leverage, especially outside the most in demand communities.

GOOD TO KNOW

Inventory has been rising steadily as new construction continues across Leland, which means more options and, in many communities, more room to negotiate than headlines about the broader housing market might suggest.

04

A Guide to Leland's Neighborhoods

FIND YOUR FIT

Leland is not one neighborhood, it is dozens, and each one has a genuinely different personality. Some are built entirely around golf and resort amenities. Others are built around water. Some are brand new and priced for a first home, others are established and shaded by decades old oaks. The right one depends entirely on how you want to live, not just on your budget. Here are six communities that represent the range of what Leland offers.

Brunswick Forest

MASTER PLANNED · AMENITY RICH

A 4,500 acre community that functions like its own small town, with a golf course, wellness center, multiple pools, miles of trails, and an on site village for shopping, dining, and medical care. Best suited to buyers who want resort style amenities built in.

Compass Pointe

GATED · RESORT STYLE

A gated, golf course community nationally ranked among the top 100 places to live in the country. Larger homesites and an expansive clubhouse set it apart. Best suited to buyers prioritizing prestige, space, and a quieter setting.

Waterford of the Carolinas

WATERFRONT · LAKES & CANALS

Nearly 600 acres built around lakes, creeks, and canals, with many homeowners able to kayak or paddleboard from their backyard. Best suited to buyers who want water access without oceanfront prices.

04

A Guide to Leland's Neighborhoods

CONTINUED

Magnolia Greens

GOLF · ESTABLISHED

A sister community to Waterford, built around its own golf course with mature, tree lined streets and a broad mix of home ages and styles. Best suited to buyers who want established landscaping and long term value.

Mallory Creek Plantation

CENTRAL · FAMILY FRIENDLY

One of Leland's larger communities, centrally located between Wilmington and Southport, with newer, energy efficient construction at more accessible price points. Best suited to first time buyers and young families.

Grayson Park & Newer Communities

NEW CONSTRUCTION · VALUE

A wave of newer, smaller footprint communities built for efficiency and value, close to Leland's main retail corridor. Best suited to buyers focused on price and convenience.

BEYOND THIS LIST

This covers six of dozens of neighborhoods across Leland, from Hawkeswater to Westport to Skylars Cove, each with its own character. We regularly build custom shortlists based on a buyer's budget, commute, and lifestyle.

04

Shopping & Dining

CONTINUED

Choosing a neighborhood is only part of the picture. Here's how Leland residents shop and eat, right in town or a short drive away.

3	2027	10 min
LOCAL BREWERIES	LELAND VILLAGE OPENS	TO WILMINGTON DINING

SHOPPING

Leland Village Shopping Center

Opening early 2027 at Highway 17 and Kingsbridge Road, anchored by Publix with Marshalls, Ulta Beauty, Chase Bank, and several medical and personal care tenants.

The Villages at Brunswick Forest

On site shopping, dining, and medical offices built right into the community, so daily errands rarely require leaving the neighborhood.

Village Road & Highway 17 Corridor

Leland's everyday retail spine, with pharmacies, grocery stores, and quick service stops concentrated along the main commercial strip.

04

Shopping & Dining

CONTINUED

DINING

Leland's Local Breweries

Leland Brewing Company near Founders Park, Brunswick Beer and Cider in Brunswick Forest with a full kitchen and event space, and Brunswick Beer Xchange on Village Road for food trucks, trivia, and live music.

New at Leland Village

First Watch and Wingstop are among the sit down and quick service names joining the new shopping center in 2027.

A Short Drive to Wilmington

For a wider restaurant and nightlife scene, downtown Wilmington's waterfront is about ten minutes away, with everything from casual seafood to fine dining.

Grocery & Everyday Stops

A full service Publix will anchor Leland Village, joining the grocery and pharmacy options already spread along Village Road and Highway 17.

GOOD TO KNOW

Leland went from zero breweries to three between 2019 and 2023, and the food and drink scene keeps expanding right alongside the town's population. Ask us for the latest on what's newly open.

04

Entertainment & Outdoors

CONTINUED

Leland's parks and recreation scene has grown right alongside its population, and there is more on the way every year.

8 ac	12	25–40
FOUNDERS PARK	DISC GOLF HOLES	MINUTES TO THE BEACH

PARKS & RECREATION

Founders Park

Reopened in 2026 after a major renovation: a splash pad, inclusive playground, walking trails, a veterans memorial, and an amphitheater hosting the town's Sounds of Summer concert series.

Leland Disc Golf Park

A 12 hole course winding along Sturgeon Creek on Village Road, one of the most used recreation amenities in town.

Sturgeon Creek Park

A planned second water access park, bringing canoe and kayak launches to the same waterway as the disc golf course.

04

Entertainment & Outdoors

CONTINUED

GOLF & A SHORT DRIVE AWAY

18	3	10 min
HOLES AT CAPE FEAR NATIONAL	GOLF COURSES IN LELAND	TO WILMINGTON NIGHTLIFE

Cape Fear National & Community Courses

Cape Fear National at Brunswick Forest is one of the most highly regarded courses on the North Carolina coast. Compass Pointe and Magnolia Greens are built around courses of their own.

Movies, Bowling & Nightlife

A wider entertainment scene, including movie theaters, bowling, and live theater, is a short drive across the river in downtown Wilmington.

GOOD TO KNOW

Many of Leland's newer communities are designed with walking trails and green space that connect directly to these larger public parks, so outdoor access is often closer than it looks on a map.

05

Understanding the Cost of Buying

BEYOND THE PURCHASE PRICE

The purchase price is only one piece of what it costs to buy a home. Understanding the full picture upfront prevents surprises later, and helps you budget accurately from your very first pre approval conversation.

$0.25	<1%	2–5%
TOWN RATE PER $100 VALUE	EFFECTIVE TAX RATE	TYPICAL CLOSING COSTS

PROPERTY TAXES

North Carolina property taxes are set at both the county and municipal level, and Leland is one of the more favorable places in the region on this front. For the 2026 to 2027 budget year, the Town of Leland lowered its municipal tax rate to 25 cents per 100 dollars of assessed value, down from 27 cents the year before. Combined with the Brunswick County rate, most Leland homeowners land at an effective property tax rate well under one percent of their home's value.

CLOSING COSTS

Buyers in North Carolina typically pay between two and five percent of the purchase price in closing costs, covering items such as attorney fees, recording fees, title insurance, and lender related charges. Closings are handled by a licensed North Carolina real estate attorney rather than a title company alone, a protection that benefits buyers.

05

Understanding the Cost of Buying

CONTINUED

Refundable

EARNEST MONEY DEPOSIT

Non-Refundable

DUE DILIGENCE FEE

DUE DILIGENCE FEE & EARNEST MONEY DEPOSIT

North Carolina's standard Offer to Purchase and Contract uses two separate buyer payments that often confuse out of state buyers. The due diligence fee is paid directly to the seller and is credited toward your purchase price at closing. The earnest money deposit is held in trust and is refundable under the conditions defined in the contract.

HOA DUES

Many of Leland's most popular communities, including Brunswick Forest, Compass Pointe, Waterford of the Carolinas, and Magnolia Greens, carry homeowners association dues that fund shared amenities like pools, trails, and clubhouses. Dues vary widely, commonly ranging from roughly 50 to over 300 dollars per month depending on the amenities included.

GOOD TO KNOW

Rates, dues, and fees are set annually and vary by community. Always confirm current figures with the Brunswick County Tax Office or your closing attorney before finalizing your budget.

06

The Buying Process, Step by Step

WHAT TO EXPECT, START TO FINISH

Buying a home should feel exciting, not confusing. Here is exactly how the process works from our first conversation to the day you get your keys.

1 **Choose Your Agent**

Interview the right agent for the job and ask the questions that matter to your goals. This relationship is the foundation for everything that follows.

2 **Get Pre Approved**

Connect with a trusted lender and gather pay stubs, W-2s, and bank statements. Knowing what you can afford is critical, and a strong pre approval gives your future offer real credibility with sellers.

3 **Define Your Goals**

We talk through your must haves, your nice to haves, and your true deal breakers, whether that is a school district, a commute time, water access, or room to grow.

4 **Search & Tour Homes With Purpose**

We build a curated list based on your criteria and Leland's current inventory, using tools that show every available home that fits, not just what one website surfaces, and we tour with a plan.

5 **Write a Strong, Informed Offer**

Using current market data, we build an offer strategy around price, due diligence fee, earnest money, and timeline, positioned to be competitive without overpaying.

06

The Buying Process, Step by Step

CONTINUED

6 **Negotiation & Contract**

It may take a few rounds to get the terms just right. That's normal, and it means you're getting closer to a deal that works for you.

7 **Due Diligence Period**

Inspections, negotiations on repairs or credits, and any remaining research on the home happen here. Your contract also sets a timeline for financing and spells out your rights and responsibilities, and the home is effectively held for you until closing.

8 **Appraisal & Final Loan Approval**

Your lender orders an appraisal to confirm value, and finalizes your loan approval while we track every deadline in the contract together.

9 **Final Walkthrough**

A last visit shortly before closing to confirm the home's condition and that any agreed upon repairs were completed.

10 **Closing Day**

A licensed North Carolina real estate attorney handles the transfer of funds and ownership as an independent third party. Once recorded, the home is yours.

Congratulations — you're a homeowner.

07

Working With Pinpoint Properties

WHO'S IN YOUR CORNER

Pinpoint Properties is a boutique real estate team based in Wilmington and brokered by Real, working across both residential and commercial real estate throughout coastal North Carolina, including Leland, Wilmington, and the surrounding Brunswick County communities.

We built this team around a simple idea: clients deserve advisors, not order takers. That means grounded, honest guidance even when it is not what a buyer wants to hear, clean communication at every stage, and local market knowledge that goes well beyond a listing portal.

Behind every transaction is a full team, including dedicated agents across the Leland and Wilmington market and an in house transaction coordinator managing the details between contract and closing, so nothing slips through the cracks.

WHAT YOU CAN EXPECT FROM US

- A market strategy built around current data, not guesswork
- Honest, direct advice, including when to walk away from a home
- A coordinated team managing every deadline in your contract
- Local expertise across dozens of Leland and Wilmington neighborhoods

08

Let's Talk

Buying a home in Leland starts with one conversation. Whenever you're ready, we're here to walk through your goals, your budget, and the neighborhoods that make the most sense for how you actually want to live.

ADVISOR	Pinpoint Properties · Your Leland Real Estate Advisor
TEAM	Pinpoint Properties, Brokered by Real
MARKET	Leland and Brunswick County

YOUR INFORMATION

CLIENT NAME _____

PHONE _____

EMAIL _____

Market data referenced in this guide is sourced from Zillow's Home Value Index and public listing data as of mid 2026. All figures are subject to change. This guide is for general informational purposes and is not a substitute for advice from a licensed lender, attorney, or tax professional.

Pinpoint Properties is proud to support Equal Housing Opportunity. Every buyer deserves an advisor who has their back from the first showing to the closing table.