



As the Triangle Market Balances, Cary Broker Sees a Different Story Above \$700,000: Cash, From Out of State

Out-of-state buyers are arriving with cash while local sellers change how they choose representation, says The Prosperous Agency's Yoana Nin

RALEIGH, NC, UNITED STATES, August 12, 2026 /EINPresswire.com/ -- The Triangle housing market has finally settled into balance, with more homes for sale than at any point since 2020 and median prices holding near \$425,000, according to local MLS reports. But one Cary broker says the story looks different above \$700,000.

"The buyers we're meeting at that level aren't browsing," said Yoana Nin, broker-in-charge of The Prosperous Agency. "They've sold in California or New Jersey, they arrive with cash, and they know exactly what their money buys here. For them, this market never cooled."

Nin, who began her Triangle real estate career in 2012, says the pattern has held across her firm's recent transactions: relocating buyers from California, New Jersey and New York competing for homes in Cary, Apex and West Raleigh, often closing without financing. The National Association of Realtors named Raleigh one of 10 housing hot spots in the country, citing income and job growth, and local brokers have described a market splitting in two, with the most desirable communities still drawing multiple offers while others sit.

Nin says something else is changing alongside the buyers: how sellers find their agent.

"A recent listing client never asked a neighbor or a friend for a name," she said. "She searched for the best agents in Cary, read what she found and called. That's the referral now. Sellers are doing their homework in public, and they can see exactly who does the work and who talks about it."

Nin's firm represents sellers and buyers across the Triangle, from first homes to properties above \$1 million, and works extensively with families relocating from higher-cost states.

"Every family relocating here is making the biggest financial decision of their lives in a place they've never lived," Nin said. "Our job is to know this market so well that they land like they've been here for years."

About The Prosperous Agency

The Prosperous Agency, a Yoana Nin Realty Inc. company, is a boutique relocation-focused real estate firm in Cary, North Carolina, serving Raleigh, Cary, Apex and the greater Triangle. Led by broker-in-charge Yoana Nin, who began her Triangle career in 2012, the team serves families in English, Romanian and Hungarian and holds a 5.0 rating across more than 200 client reviews on Zillow. The firm specializes in relocation, new construction and residential real estate. Learn more at theprosperousagency.com or call 919-694-1901.

Christine Haas

Christine Haas Media

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