

TRIANGLE

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Saira
BRUNO



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» trail blazer

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Originally from New York, Saira went to Quinnipiac University and embarked on a diverse career path that took her from working in pharmaceutical public relations to running her own grocery distribution business. Her entrepreneurial drive and focus on others have allowed her to flourish in real estate from the moment she decided to make this career shift.

Saira graduated from Quinnipiac with a degree in public relations and a minor in business administration. She began her career in Manhattan, working for a pharmaceutical public relations firm before taking a position with the Financial Accounting Standards Board (FASB), a job that helped her sharpen her business skill set. But it didn't take long for Saira to follow in the footsteps of her father and pursue her first entrepreneurial venture. Saira's father, an immigrant to the U.S., had started a produce distribution business in New York over 30 years ago, and watching him build his own business taught Saira the importance of grit and determination. When she recognized an opportunity to vertically integrate her father's business, Saira launched a sister business called Zafar Fresh, Inc.

Over a four-year period, Zafar Fresh established facilities in Colorado, New York, and California. In time, the company had an opportunity to acquire a sweet potato packing facility in North Carolina. Saira prides herself on digging deep into the details of her projects, so it made sense for her to roll up her sleeves during the business diligence process, which is what first brought her to The Triangle! At a pivotal moment in which Saira had to decide if she wanted to continue traveling and growing her businesses remotely or take an opportunity to make an exit and build a life locally in Raleigh, Saira made the decision to make the Raleigh area home. After a few months of consulting and working with a career coach, she then decided to take her real estate exam and shift professional gears, remaining on an entrepreneurial path that would enable her to focus on growing her new community!

Saira obtained her real estate license while she was 20 weeks pregnant with her first son, Lucca. Despite the challenges of becoming a first-time mother while living under COVID restrictions at the beginning of the pandemic, Saira made sure to hit the ground running. By arranging virtual coffee dates and employing a people-focused approach, she began forging connections in the community and in the real estate business. "It was a blessing in disguise because we all had to be home and virtual – we were all craving connection in the shared human experience of the pandemic. For me, I didn't have any different lens to see it through. I was just in the moment and being human, finding my people, and as people asked me for real estate guidance, I added value with the opportunities that presented themselves." Saira's dedication to building relationships and adding value culminated in a successful launch into the real estate world.

Saira's business, SB Real Estate, is a testament to her commitment to excellence and personalized service. With a focus on referrals and a dedication to treating every client, regardless of budget, with the same level of care, Saira has achieved remarkable success. "If I excel in serving my clients, they will naturally recommend me to their friends and family, fostering a lasting and viable business built on genuine connections. This approach eliminates the necessity of constant transactional pursuit and allows my commitment to integrity to shine through."

Her annual sales volume continues to climb, reflecting not only her business acumen but also her unwavering dedication to her clients' needs.

Saira's approach is centered on care and consideration for her clients' needs at all times. Most notably, staying "three steps ahead of any potential issues and making sure each client is promptly communicated with." She's also become deeply skilled in helping clients set up short-term rental properties (Airbnbs) and assessing the market for successful investment properties, which she often finds in not-so-obvious places. Saira aims to offer a concierge-level experience and to provide a personalized and tailored approach to each of her clients. This comprehensive package prioritizes her clients' needs and may include such services as arranging for staging, coordinating repairs and renovations, scheduling professional photos, and connecting her sellers with her vast network of professionals that she has seen provide top-tier results. Her main goal,

whether she's representing a buyer or a seller, is to create a seamless, stress-free buying or selling experience, ensuring every detail is handled with exceptional care and attention.

Saira has invested a large amount of her time as a real estate agent building her network of professionals throughout The Triangle area who align with her core values. This ensures that every client will be treated with great care and consideration and leaves them feeling confident in her process and trusting each decision, every step of the way.

Looking into the future, Saira plans to expand her business with a team of agents who also have unique business backgrounds and entrepreneurial mindsets. She envisions a collaborative environment where everyone on the team has the opportunity to thrive and be successful under the SB Real Estate brand. She's currently interviewing people to join her team and expects to welcome up to five agents on board in the next couple of years in varying markets in North Carolina, including Charlotte and the coast. She does not have massive growth aspirations, but rather is focused on thoughtfully curating a team of experts with unique, professional expertise. "The goal is to differentiate ourselves – and that can't be done if you prioritize quantity over quality."



Saira with her husband, Tim, and son, Lucca

Outside of real estate, Saira enjoys spending quality time with her husband, Tim, and their son, Lucca. Whether it's their weekly date nights, exploring the growth of The Triangle region, or relaxing at their vacation home on the beach, Saira and her family embrace the simple moments that bring them happiness.

Saira is also a preferred partner of "School Up Wake" which is a school selection consulting service for local and relocating families who want to learn more about Wake and Durham County school options. "Real estate agents can't always be as candid with feedback to questions their clients have, so this consulting firm can provide exact responses and direction for what a 'good school' means to each individual family." When Saira's real estate clients need such services, she's happy to cover the consulting fees for them.

Saira feels honored to have a thriving business and be a part of The Triangle community as she continues to grow her business and serve her clients in the Raleigh area.



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