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EXTRAORDINARY Women in Boston

From the Ground Up

Powerhouse real estate broker Susan Piracini exceeds expectations, one client at a time.

With nearly three decades of experience and a PRISM (Prestigious Results in Sales and Marketing)

Salesperson of the Year Award to her name, Susan Piracini knows what it takes to deliver top-notch service and results for developers and other clients.

“We exceed expectations, one client and one community at a time,” says Piracini. “Whether the listing is priced at \$400,000 or \$4 million, we deliver white-glove service that’s second to none.”

Established in 2012, The Piracini Group provides on-site sales and marketing for new developments and condominium conversions across Boston and beyond. “We handle everything from a two-family condominium conversion to 200-plus-unit condominium developments, and the resales from those projects,” Piracini says.

One such project, The Cosmopolitan, is a 63-unit conversion of a historic church built in 1858 in Boston’s South End. “We are currently the fastest-selling new development in South End,” says Piracini, chalking that up to a combination of a superior product and a seasoned sales team.

“My book of business is strictly by referral or reputation. People notice when you work hard and deliver results,” says Piracini. “It’s a testament to our team that we’re often rehired by developers and repeat clients.”

At The Piracini Group, top-tier service starts from the ground up. “We start working on a new development years before shovels break dirt, partnering with developers and their architects and designers to choose



finishes, refine the unit mix, and determine pricing,” Piracini says. “When the development launches, we work with Compass’ phenomenal marketing team to build the branding and website for the community, and our team maintains an on-site sales center and model home until the project sells out.”

Paving Paths to Success

Developers are tough and expect that every element is handled professionally. “You won’t make it in this business without a thick skin,” says Piracini. Despite the pressure of selling properties during the crash of 2008 and the COVID-19 pandemic, she says she wouldn’t want to work in any other arena. “It is very satisfying to help someone buy their dream home, or to help a homeowner ease the stress of selling their home and transitioning to a new one,” says Piracini.

“Initially, I became an on-site sales agent because I had young children and I could plan childcare around it,” she continues. Now, years later, she is mentoring her son, Daniel Piracini, as he enters the business. “I am proud that Daniel sees real estate as exciting and fulfilling a career as I do. I am thrilled to watch him succeed in this wonderful industry. He is a natural.”

Piracini also works hard to give back to the Boston community. She’s on the board of directors of the Let’s Give It Up Foundation. The nonprofit group partners with the Berklee College of Music and others to help individuals who are recovering from substance use disorder through music and the arts.

“We’re passionate about delivering the best service and the best results,” she says. “Clients can expect nothing less than excellence from The Piracini Group.”

TPG THE
PIRACINI
GROUP

COMPASS

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