

LIA MARIE & TONY ACCETTA

BY LALAENA GONZALEZ-FIGUEROA

Brother and sister real estate team Lia Marie and Tony Accetta interact with the kind of synergy that emanates from a mutual sense of deep-seeded respect and love. Their energy is palpable, laced with humor and positivity, and it belies a foundation of knowledge and experience that have earned the duo a loyal and thriving clientele.

“We tell our clients that if they’re not having fun, we’re doing something wrong,” quips Lia, who embodies the spirit of a good-natured professional.

“The reality is that there will be challenges, issues will arise in transactions,” she acknowledges. “The way we handle them can significantly reduce the stress our clients experience, and facilitate successful outcomes.”

The siblings hail from a large family that instilled early on the value of hard work. “We all had jobs by the time we were fourteen years old,” Tony recalls. Their professional pursuits led Lia and Tony into complimentary fields: she became a practicing real estate agent in 1998 and he focused on lending in 1979.





FAMILY MATTERS

A decade into her career, Lia reached out to Tony and invited him to join her business. At the time he had expanded his lending practice and was also acting as a branch manager, and not in the market to make a professional change. “But I realized that, with my lending experience and a team approach, Lia and I could take the business to a new level,” he says. In 2009 Tony transitioned into a dedicated role as a real estate agent, and has thoroughly enjoyed the decision.

While he’s no longer a lender, Tony’s extensive experience allows him to offer his clients an enhanced level of service. “When we are with clients and they have loan-related questions, Tony is a great resource who provides solid information and, when necessary, helps direct them to other specialists,” says Lia.

Tony adds, “Lia and I strive to be experts in our field, but when questions arise that are beyond our expertise, we are able to refer our clients to our extended team of industry-related professionals, who offer the same quality care that we provide.” From title and escrow officers to trusted lending specialists, the duo has built a solid network of experienced and knowledgeable service providers. Lia and Tony are also in tune with industry-specific resources, noting that they’ve utilized a host of options available through the California Association of REALTORS® (CAR). “Whatever it takes to protect our clients,” Tony states. Though they operate their business with a shared vision and common goal, Lia and Tony acknowledge that each has their own unique strengths and skillsets. To that end, they’ve tailored their approach in order to better meet their clients’ needs.

Tony, whom Lia describes as a “calming presence,” typically works with the team’s buyers. His professionalism sets the tone for an organized and efficient process, and his personable nature allows him to earn the trust and respect of a clientele that ranges from first time buyers to seasoned investors.

Lia, a go-getter who was among the first generation of women in outside sales in the Silicon Valley, thrives in the opportunity to represent

home sellers. “I’m all about achieving what’s best for a given client at a given time,” she asserts. Technologically savvy and well-versed in the market’s trends and inventory, she is highly credentialed and has been consistently honored as a top producer. Every element of her approach, she says, is designed to facilitate successful closings for her clientele.

They specialize in the areas of Huntington Beach, Fountain Valley, Westminster and Long Beach, though Lia and Tony regularly handle transactions throughout Orange County and the surrounding regions. Upwards of 80% of their business, they reveal, stems from repeat and referral customers. Their client loyalty is a testament to the personalized and knowledgeable care that Lia and Tony provide.

They are engaging, entertaining and goal-oriented, and Lia Marie and Tony look forward to continued professional success. Proactive and positive, they are focused on making a difference with every transaction...and beyond.

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