

Stephen Paliska

Written by Haley Freeman

Loan Consultant Stephen Paliska's approach to customer service was first inspired by watching the way his father and uncle operated their valet parking business in Orange County. "My brother Chris and I grew up working for them," he says. "We were often the first people a customer would meet when they came to the door of a restaurant or hotel. We learned a lot about what it takes to provide great customer service."

After earning his finance degree from Purdue University, Stephen went on to a successful career in transportation logistics, where he became a sales manager and trainer responsible for the performance of 75-plus professionals. He was eventually promoted to open a new office in Denver, taking him far away from his SoCal roots.

But his desire to renew family ties inspired Stephen to alter his professional trajectory, return to California and join brother Chris as a Loan Consultant at New American Funding. "I flew back with my family to be best man at

my brother's wedding, and that's when I realized I'd been chasing my corporate job for too long. We wanted to raise our families together and get back to that life our father and uncle had when we were growing up. Chris has had a lot of success at New American Funding, and I made the decision to come here too. I put the processes in place that made him successful, and he put his time into coaching me on what works."

What works is a service model founded on faith-based and family values. It includes operating with the highest ethical standards and being forthright about conflict. "I pledge integrity to the people I work with - and not just because of regulations or laws. There is something to be said about making sure somebody feels comfortable about a transaction. When there's a problem, we always inform the client and agent up front, and we always bring a solution. Our real estate partners never get a surprise from us, and we pride ourselves on that. I sleep better at night knowing there are no spiders in the closet."



With a goal of continually raising service levels and exceeding client expectations, Stephen and his team meet monthly to discuss how they can improve the experience of their clients. "We're always looking at where we can give that five-star experience without adding to the cost of our service. We've come to the conclusion that communication and availability are absolutely vital in this business, and great communication is always free. Wherever we are, we always answer our phones. Buying a home is something people don't do very many times in a lifetime, and a lot of questions can pop up along the way. I think our constant communication is the number one reason we do so much business."

These uncompromising standards combined with New American Funding's array of programs, competitive pricing and unprecedented service delivery results in a community of raving fans. "All our files are underwritten with an expedited turn times, and we have a 14-day close guarantee*. Every Friday, we send a spreadsheet to our real estate partners with updates on every transaction in the pipeline. And our post-close marketing is great for our agents. We offer a co-branded marketing campaign that includes mortgage statements and cards throughout the year. We also want to help our agents generate new business, so we have what we

call our VIP Marketing Concierge. We do more than just print flyers - we help agents create a strategy, farm an area and own it. We're committed to creating relationships and business partners for life."

Stephen and Chris live just two streets away from each other in Foothill Ranch, and they have a golf cart that takes them back and forth between each other's houses. They attend the Saddleback Church in Lake Forest, and they are raising their children with a shared commitment to faith, family and community. For generations, the name Paliska has been synonymous with integrity and service in Orange County, and they are continuing the tradition. "Whether we do a transaction for someone or not, we very much believe in doing the right thing," Stephen says. "All we have is our name to stand by."

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