

# TOP AGENT MAGAZINE

## ANTHONY MACCARONI

From the beginning of his career, Anthony Maccaroni has been focused on making each transaction as seamless and easy as possible for his buyers and sellers. Always providing them with dedication, honesty and the highest level of customer service. He goes above and beyond to ensure that his clients get the highest returns and best outcome with every transaction. Anthony is affiliated with the leading boutique firm Viewpoint Realty International and serves clients throughout Tampa Bay, Florida.



His integrity and superb ability to listen to his clients' needs have helped Anthony grow a strong referral network. "I have to give credit to Keller Williams, which is where I started. Their training is comprehensive and extremely effective. They taught me how to use my sphere of influence (SOI) and how to use drip campaigns to stay top of mind with people. Primarily I work with commercial real estate, with some residential. But my focus and expertise are hotels, motels, mobile home parks, strip malls, and other commercial properties," he says, and adds, "I think another reason why clients like to refer me is because I provide excellent customer service. I came from a restaurant and hotel background, so I put a high value on customer service. I answer my phone, texts and emails almost immediately with all my clients, and I am there for them."

When it comes to marketing Anthony believes in out of the box solutions. "I don't just use one or two digital platforms for my marketing; I use all of them, including international listing sites. I'm very technically advanced and I think I know a little bit more about technology than the average REALTOR®." Considering himself to be a numbers person, he plans to continue focusing primarily on commercial real estate. "I really like commercial real estate because I'm a numbers person. For me, it's easier to deal with professionals

than homeowners, because there is less emotion involved. For homeowners, the process of buying or selling a home is very emotional, and that can be tricky for an agent to maneuver."

Outside of work Anthony is involved with the Florida Gulf Coast Association of Realtors (FGCAR). In his free time, he is passionate about his music projects. "Prior to real estate I was in the music business, and I worked as a DJ for over a decade in New York City and traveled around the world. I just recently played in Havana, Cuba. So, in my spare time I DJ and produce electronic dance music." He also loves spending quality time with his family on the beach.

In the next few years Anthony looks forward to expanding his business further and delivering the highest level of service to his clients every time. "I just hired a local independent marketing firm, and my plan is to do some traditional marketing and supplement that with an aggressive digital marketing campaign. I'm mainly going after commercial properties, particularly mobile home parks, because the mobile home market is on fire right now, as well as hotels, motels and multifamily properties."



To learn more about Anthony Maccaroni  
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