



From the moment Tony Lentini, Branch Partner of New America Financial in Central Pennsylvania begins to speak, it becomes clear that his mortgage lending experience is vast. His confidence is reassuring, but far from arrogant. Instead, Tony speaks easily and expertly about the process of real estate financing, making it far less intimidating than it may seem — particularly for first-time homebuyers.

His calming confidence is due in large part to Tony's 25+ years in the field of mortgage financing. Beginning his finance career immediately after graduating from college, Tony earned a name for himself as an honest, transparent, and incredibly knowledgeable financial professional from the get-go. After roughly six years of assisting others with a myriad of financial products, he made the decision to focus his exclusive talents on working with homeowners and homebuyers.

Those who choose Tony as their mortgage professional soon find that his ample expertise is only the beginning of the benefits they receive from working with him. "I'm passionate, dedicated and caring," Tony says humbly. "There are a lot of people who enter this business because it can be very financially rewarding. Many of those who entered the industry for the sole purpose of financial gain were washed out when the recession hit. I've never strayed from this career. For me, the drive has always been to take care of people. When I receive an email from a client, or a testimonial that says, 'Tony worked tirelessly for me,' or 'Tony changed my family's life,' that's a feeling I strive for. It is so much more rewarding than a paycheck," he says. Moreover, he says, "I've found that if your goal is always to do the right thing for your clients, the money will follow."

Not surprisingly, Tony's clients are quick to rave about his professionalism, due to his unwillingness to sugar-coat, or postpone delivering vital information, even when it isn't great news. His commitment to immediate and

transparent communication is a result he says, of one of the REALTORS® he works with. "He's a top-producing RE/MAX agent and primary referral partner. He has always told me, 'I can handle bad news. All I want is for you to communicate effectively and quickly. Don't keep delays or problems from me. We can deal with whatever it is, but I want to know about it as soon as you know about it.' I abide by that same principle when dealing with every client, whether they are first-time buyers, or seasoned buyers," Tony says.

However, again thanks to his longevity in the mortgage profession, Tony is proactive about preventing problems or stressful situations from arising in the first place. "I don't hand out prequalification letters like they are Halloween candy. I don't make promises that I can't keep, or attempt to earn business with a prequalification unless I'm certain I can get their loan closed for them. It is my goal to have everyone who works with me walk away from the experience knowing that I have integrity, that I am honest, and that they were treated with respect and fairness," he says sincerely.

Tony also makes sure that every single client that works with him and his team know how much they are valued. "A simple thank you goes a long way. We want our clients to feel valued and appreciated, because they are — we really do value their business."

Clearly, Tony's dedication to helping others achieve the American dream of homeownership — or to help homeowners meet their financial goals through smart refinancing decisions — is well-documented. After all, it has made him a Top Producer in the country for several years in a row. So where does he hope to take his business from here?

Ever humble, he says, "My office is small potatoes — I am not a big office or trying to be a large national company, but I do think that I'm close to growing my team a bit bigger again, after years of staying intentionally on the smaller side. I am interested in considering expanding into other states. I just don't want to lose the opportunity to continue to offer the service my clients have become accustomed to. Working one-on-one with clients is really what I love about what I do."

## Tony Lentini

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