

TODD PICCONI

A Master of Good Deeds

Written by H. K. Wilson

When Todd Picconi, broker/owner of Todd Picconi Real Estate in Rancho Cucamonga, put his name on the door, he resolved to be someone people could always count on to do the right thing. A homeowner in the area for more than 30 years, Todd is a vested member of the community and a professional who is trusted by clients and peers alike.

After the tragic loss of his mother when he was only 8 years old, Todd and his sister were raised by their grandmother and Father, both Italian immigrants who, after the loss of her (his Nonna's) own husband, had worked five jobs to raise Todd's Father. "They taught me to work hard," Todd says, "and because of them, I have always tried to be a master of good deeds! I think those experiences when I was young gave me the gift of appreciating life and the people in my life more, and being able to start afresh anytime it is necessary. Recently, I've become more appreciative of the moment and time I'm living in. I am focused on looking for the positive. My favorite quote is, 'Think positive; accomplish anything.'"

Todd earned his accounting degree from California Polytechnic University, Pomona and went on to apply his tireless work ethic and unswerving integrity to a career in real estate. In addition to being a successful independent broker, licensed for 27+ years, Todd is also an industry leader who served as a director for the California Association of Realtors® (CAR). "I realized that in real estate, I could earn a living while being of service to others. I love the excitement of helping create someone's future and provide the best service possible to Buyers and Sellers alike. I like to pamper and be a team player with my Clients, as well as enhance transactions for all, ensuring only the best of everything — whether escrow services or lender services or my own service.



I like to detail expectations and let them know what is going to be happening in the process. If there is something I can do to make their experience better, I will do it. When they look back, I want them to be happy with the process and results." Todd has a reputation within his client and Realtor® circles for playing full out. "Bringing excellence to my industry is important to me. If I have a legacy, that's what I want it to be."



A consummate salesperson whose talent manifested in 7th grade when he achieved top sales in a magazine subscription campaign for Lone Hill Middle School in San Dimas, Todd's warmth and enthusiasm are evident from the moment he says hello. While he states that he is starting to feel like a classic after 27 years of selling real estate, he also says that each day is still an adventure for him, one fueled by encounters with new people and fresh challenges.

Todd describes himself as extremely protective of the clients in his charge, especially when they have children or pets to consider. "If I'm moving you, I'm very aware of the fact that I'm also moving you physically and emotionally. I'm very concerned about the safety and compatibility of not only the house, but the neighborhood. I've owned a home here since 1988, and I've watched the area change. I have clients everywhere in the region, so I know people to ask about each neighborhood for a first-hand point of view. If someone in my family was looking for real estate, I'd be so thankful if somebody treated them that way."

Personal service separates Todd from large brokerages where clients are potentially often passed off to underlings. He returns phone calls, listens with empathy and always delivers service with compassion. Todd strives for excellence, while also bonding and having fun with clients. "Even when I end up doing the other agent's job, I'm fine with that, because I'm committed to my clients. They deserve the best, and I take pride in what I do."

In his free time, Todd enjoys reading, journaling and cycling. He is a passionate animal lover, and his cat, Toni Picconi, who he rescued on Mother's Day 2007, holds a special place in his heart. Above all, family is most important to Todd, and he believes that his ever-deepening bond with his family directly impacts the manner in which he serves others.

"The thing I love most about real estate is the people," he says. "My relationships with my clients always outweigh the challenges."

*Serving SoCal's Inland Empire
and Coastal Communities*

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