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Led by two generations of the Fizzano family, **Fizzano Family of Associates** builds relationships with homebuyers and sellers through honesty, compassion, and decades of experience.
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All in the Family

by **Leigh Stuart** | photos by **Jody Robinson**

Led by two generations of the Fizzano family, **Fizzano Family of Associates** builds relationships with homebuyers and sellers through honesty, compassion, and decades of experience.

Helmed by the father-daughter duo of James "Jim" Fizzano and Amy Fizzano Krauter, Fizzano Family of Associates approaches each client relationship with the same mentality: Every family is as unique as the home they hope to buy or sell.

"It's an interesting business when you deal with the public," says Jim, the company's president and founder. "There are so many stories, and you remember all kinds of things throughout those many years. Those stories, and those opportunities you have to help people, that's what matters most.

"Early in my career I focused on working with a lot of buyers from out of the area because so many people moved to the Northeast from other places," he continues. "Those people needed someone to guide them and help them understand the nuances of the area. It was not just 'selling them a house.'"

While certain aspects of the business have evolved over the years, Jim believes some things never change. For example, values such as honesty and trust are just as important now as when he started his career more than 50 years ago, if not more so.

"That's something I learned from my father very early on," he adds. "He'd always tell me, 'Do the right thing by people, and the business will come to you.' So that's what I did."

In many ways, Jim's daughter Amy grew up in real estate; she likes to say she's been in the family business for 37 years at this point. Initially she pursued a career as an educator, though she also earned her real estate license so she could work as a Realtor part time. She "absolutely loved" teaching first grade, which she did for seven years, yet she felt called to work in the family business full time.

"I recall as a child, being in the car with my dad, listening to him talking to people, interacting with people," she says. "When I was teaching, I quickly found

out that my dad was right: You can't do this business part time. You just can't give the level of service that I was taught to give when you're in it part time. So, I decided to make the switch 10 years ago, and I've loved it ever since."

While specialized expertise is essential, Amy believes Fizzano Family of Associates' greatest strengths stem from her and her father's ability to understand people and their commitment to helping clients realize their dreams.

"Ultimately, everybody is connected somehow," she says. "We all know each other, we all interact with each other. Every choice you make, just make the right one in your heart and your mind, and know that you're doing the right thing by people. That's what builds strong, trusted relationships, and I think that's what inspires people to trust my dad and me."

Every client is unique, of course, but Jim says all clients share certain commonalities. Whether it's a first-time homebuyer or someone looking to sell a house for the fourth or fifth time, both need the same thing: a seasoned Realtor who treats them like a priority.

Fizzano Family of Associates' team goes far beyond Jim and Amy to include a network of trusted attorneys, renovation experts, and tax professionals, among others. Given the compendium of affiliated resources the Fizzanos have compiled over the years, there is virtually no obstacle they cannot help a buyer or seller move past.

"There's really nothing we haven't crossed before," Jim says. "Whatever the problem may be, we can solve it. We have operated in 26 states to date, through a network of people that we've established, and what we call our Preferred Member Program—agents that we have spent countless hours vetting."

The network extends beyond Philadelphia and its collar counties to places like Maryland, where Jim is also licensed. As a result, clients both near and far are guaranteed to receive a high level of service.

"You make a lot of sacrifices to avoid making just a quick sale, which is something that a lot of people do in this business," Jim adds. "I've always wanted to be in it for the long haul. That's why we've always done the right thing by people, and that's how we grew the referral business that we have today."

The Fizzanos view each home as an integral character in each family's story. They value each component—the home, the family, and the story as a whole—accordingly.

"When we go into our first meeting with a family, either selling or buying, we keep in mind that this is a family," Amy says. "This is someone's family and we're going to treat them like we would our own. I get lots of calls on Saturdays at 6 p.m., or Fridays at 4 p.m., and while this whole business is about balance, if it were me, my family would want somebody to pick up the phone. So that's something that I try and remember; even if I'm out with my family, I just step aside, take the call, so that people feel heard, valued."


Jim Fizzano


Amy Fizzano Krauter

For the Fizzanos, their brand of competent and compassionate service is about much more than "just selling a house." It's about legacy.

"I think a lot of family homes hold stories, memories, and that's really important," Amy says. "For me, in having the teaching background, I think it's important to always make sure that I'm listening to families and honoring that, while still honoring the legacy that my family has. At the end of the day, that's the most important thing for me—taking something difficult or complex and making it easier.

"I never take for granted the opportunity that I have to help these families," she continues. "I have a great support system to help me so that I can help other families, and I think that's really important." ■

Where Competence and Compassion Intersect

"For many of our elder law clients, selling a family home is far more than a real estate transaction. With mounting expenses, health concerns, and difficult transitions, families often have little financial or emotional room for error.

"What distinguishes the Fizzano Family is their understanding of what is at stake. They combine real estate expertise and sound judgment with genuine warmth, patience, and compassion.

"Over the years, our clients have consistently appreciated not only their professional guidance, but also the kindness shown during challenging times. That combination of competence and compassion is why I have valued our relationship with the Fizzano Family for more than 15 years."

—Linda M. Anderson, Esq., CELA, Anderson Elder Law

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