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Since following his father into real estate, Matt Scannapieco has made a name for himself with a unique approach that has elevated the family business, **Franklin Investment Realty.**

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Franklin Investment Realty

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975 Second Street Pike, Unit 4
Richboro, PA 18954

2432 E. Norris Street, First Floor
Philadelphia, PA 19125

The property featured here is a current listing—a luxury estate in Holland, Bucks County, not far from where Matt Scannapieco grew up and currently lives.

Finding His Own Path

Since following his father into real estate, **Matt Scannapieco** has made a name for himself with a unique approach that has elevated the family business, **Franklin Investment Realty**.

It would be easy to look at Matt Scannapieco's thriving real estate career and chalk it up to the apple not falling far from the tree. His father, Dave, is the broker of record at Franklin Investment Realty, the family business founded in 1992. Matt's uncle and two cousins, among others, are

in the industry, too.

Needless to say, he grew up around the business, and when he decided to pursue it himself, he had a surplus of capable mentors.

"Everywhere I look, there are connections to real estate," Scannapieco says. "That has

certainly made it easier to build relationships and to continue doing things the right way."

While Scannapieco is too humble to say it himself, that simple explanation tells only part of his story. During a time when the number of completed transactions is steadily decreasing across all markets, he has managed to increase his volume annually, eclipsing \$25 million in sales last year.

That level of success comes not from following in the family's footsteps, but by leaving his own mark, dedicating himself to the craft, and even seeking advice from

agents at larger firms, as Scannapieco was known to do early in his career. Yet he's remained devoted to the family brokerage and has grown his profile organically.

"It's just the result of a lot of hard work and effort, and it shows what you can do if you just keep your head down and you keep supporting your clients," he says. "If you do what's best for people, the business will come and everything else will handle itself. That's how I've structured my business, and it's worked so far."

In fact, Scannapieco's business is quite different from everyone else in his family. His dad focuses on investments and property management, and his uncle and cousins are developers. He instead chose to focus on traditional client representation, working with everyone from first-time buyers to sellers of luxury homes and everyone in between, primarily in Bucks and Montgomery counties.

"I have a finance background, and I always imagined I would do corporate finance and sit behind a desk and look at a computer screen," says Scannapieco, a graduate of the Temple University Fox School of Business. "But I like the flexibility of doing something different every day. You see something new every time out, even though you've seen the same types of houses 200 times.

There's nothing better than helping people through their greatest purchase and the biggest financial transaction of their lives, whether it be their first, their second, their third, or their last. It's a truly gratifying process."

Some agents have an aversion toward working with first-time buyers, but Scannapieco always looks forward to the experience. At 30, he is right in the age range of many clients who are taking that leap for the first time. Having gone through the process himself not long ago, he can relate to the uncertainty and anxiety that comes with it.

Scannapieco even supported one couple for two and a half years as they searched for the right property.

"There's a negative perception of first-



“I am hands-on for every single one of my clients’ deals.”

—MATT SCANNAPIECO, FRANKLIN INVESTMENT REALTY

time homebuyers because they ask so many questions and because they don't fully understand the process, but the flip side is that it's also more gratifying because you're holding their hand, explaining the process, and getting information for them," he says. "I like to provide valuable insight to clients. I don't want you just going through the motions; I want you to understand what you're doing, why you're doing it, and what's going on. If you're not fully versed, then you're making blind decisions, and I don't think blind decisions are good for anyone, let alone the biggest purchase of your life at the time."

No matter what kind of client Scannapieco represents, he strives to deliver a personal and hands-on experience.

"A lot of other agents hand off pieces of their transactions to different people, whether it be a transaction coordinator in-house, a third-party company, a conveyancer, or someone else," he says. "I don't implement any of that. I am hands-on for every single one of my clients' deals."

"The biggest thing that I think differentiates us is the value we place on having a fiduciary duty to a client," he continues. "That's the first thing you learn in your real estate course, but it's often forgotten because people are chasing their own pockets instead of their clients'. ... I have to do what's best for my client before I do what's best for myself. That doesn't ever waver [for me], but a lot of times other agents lose sight of that."

In his decade-plus in real estate, Scannapieco has realized that it's a difficult and demanding business that at times can be isolating. There are just as many conversations after working hours or on weekends that don't end up going anywhere as there are successful closes. That said, he loves what he does. He cherishes the support he receives from his father and the rest of the team at Franklin Investment Realty, and he hopes to expand the brand and become an example and a mentor to new agents.

"It's not a get-rich-quick scheme," he says. "Real estate is a slow-moving industry. You're not going to see a super-quick turnaround, but if you do the right things and stack days and years of effort, you'll see the rewards long term. My dad always preaches this: What you're seeing today is the result of what you've been doing for the last six months."

"It's always a long game, and that's an important message I want to continue to send while pushing the industry forward," he continues. "I haven't reached the peak of the mountain, but I've done enough volume to show that I'm a player and that I'm here to stay. I'm just continuing to blaze the trail forward, to grow myself and to help grow the people around me, because that's equally important to me." ■