

Business Connection



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Business Spotlight

Helping families build lasting legacies

By Antonio P. Accardo Jr., MBA

Ever since the formation of Accardo Financial & Insurance Services in 2008, we've had a singular focus on one-on-one client relationships. Like family, we want to be there by your side through the triumphs and tribulations because that's what my family has always done.

My father, Antonio Accardo Sr. immigrated to America in the 1950s. After five years of tirelessly doing anything he could to earn and save every extra penny, he and my Uncle Frank opened the doors to Villa Romana Pizzeria & Restaurant in San Francisco.

The long hours and laborious hand-crafted cuisine were rewarded through the love from his loyal customers. It was something I was fortunate enough to witness every day since I began working alongside him at the age of six.

I continued to be involved with the family business through grade school, high school, college, post-graduate, and even into my adulthood, running the restaurant for my father.

It was a family legacy I was proud to be a part of but also required me to put my own

dreams on hold of becoming a financial advisor. Over the years, I had learned first-hand the value of a dollar and the even greater value of serving someone well.

Like all good things, in 2014 my father decided to retire and close-up shop. It marked the end of 60 amazing years, while opening the door for me to take that same passion and love for my families' business and extend the legacy he created.

Now, well over a decade after founding Accardo Financial & Insurance Services, it's amazing to look back and see how two vastly different industries can have so much in common because of the importance of what we do and who we do it

for; amazing people and families.

Alongside my wife of seventeen years, Natalia, and four sons: Antonio, Angelo, Alessandro, and Adriano, I'm determined to pass along the success and values I learned from my father to my family and yours.

Accardo Financial and Insurance Services offers fee-based financial planning and is located at 325 Ray Street in Pleasanton. Learn more by emailing aaccardo@financialguide.com or calling 415-203-9836.

