



Matawan Featured Business Series, Art. 1

An Interview with Anthony Caltabilota, Calta Taxes, and Financial Services

“Doing well by doing good!” This is the principle that has guided Anthony Caltabilota for most of his life and career. When I sat down to meet with Anthony to learn about Calta Tax and Financial Services, it became clear that there was something unique about him. It was the incredible level of energy he exuded when talking to you about his career. It was also his enthusiasm in revealing that this guiding principle was at the core of why he developed an interest in finance and consequently, behind the successful growth of Calta Tax and Financial Services. As a child, Anthony developed an entrepreneurial spirit, finding different ways to earn money. He learned the benefit of hard work and the concept of doing well by doing good while helping out at his parent’s butcher shop. In his teens, Anthony was given the responsibility of running their stand at the local food festival. He soon realized that he was quite good at it, enjoying the challenge and the interaction with people. Anthony’s interest in the field of finance began to grow out of those experiences and in his desire to help people. The field of finance offered him an appealing opportunity; help people achieve not only their financial goals but ultimately, financial stability. With that in mind, Anthony attended Rutgers University and received a degree in both Finance and English at which time he started his career in the investment banking field at the now known JP Morgan Chase. Not at all interested in working in a corporate setting, Anthony accepted a job at a small tax firm and financial planning office in Hazlet. His strong entrepreneurial spirit continued to motivate him over the years to take many tax courses and licensing exams and expand his knowledge and expertise. Anthony left the firm in 2002 to venture out on his own and opened his first office, a 400 square foot space that would serve as the springboard for his financial business. Anthony continued to grow his business over the next 15 years and expanded the size of the office space, but by 2017 he had outgrown the location entirely and decided to move. It was the perfect time in his life to not only make this change but the perfect time in his career to do so as well. All economic indicators suggested it was a good time for business growth in the area. With little risk, he chose to move his location to Main Street, Matawan where he was able to purchase an old house that previously housed a similar business. Anthony not only moved his business there, but he completely renovated the building and property into a beautiful place, keeping some original features including a wonderful fireplace and mantel located in his office. Anthony began introducing himself to several organizations and businesses to familiarize himself with his new community. He quickly found Matawan to be friendly and enjoyed getting to know many people while giving back to the community in a variety of ways: as a recurring sponsor for the annual Turkey Trot, as a member of the Matawan-Aberdeen Chamber of Commerce, as a member of the Matawan Day 2019 committee and serving as the Matawan Day M.C., and as a member of the Matawan Economic Development, Business and Redevelopment Commission. During the early days of COVID-19, Anthony made sure to not only donate meals to the Bayshore Medical Center hospital workers but choose a local restaurant to prepare and deliver the food, supporting them as well. It is easy to see how his altruistic attitude has flourished in Matawan. When I asked Anthony to tell me about his business and his career, he explained “Financial planning requires a lot of faith, faith in the system. I have learned that American ingenuity has always paid off. I am an optimistic person coming from a humble blue-collar family that taught me about the value of hard

work. I give a great deal of credit to anyone who owns a business because they had an idea and saw it through. So many people are angry and upset these days but it takes doing something to make something happen, to make something change. Ninety percent of success is deciding to do something and seeing it through.” Anthony credits his ability to recognize both his strengths and weaknesses as his keys to success. He spends time building upon his strengths and hiring people to shore up his weaknesses. When combining this awareness with the understanding of the benefits of getting involved in and giving back to your community, he feels it becomes easier to succeed and less likely to fail. For Anthony, that is at the heart of “doing well, by doing good!”

Calta Tax and Financial Services is located at 99 Main Street, Matawan. They are open by appointment and accept new clients. If interested in their services, contact Anthony at 732-335-8500.

