



## **Grasso of Hunton & Williams: Proud of real estate team growth**

October 27, 2014 - Spotlights

Name: Laurie Grasso

Title: Partner

Company Name: Hunton & Williams LLP

Years in Commercial Real Estate: 15

In the last 12 months, which project, transaction, honor or accomplishment are you most proud of and why?

I am extremely proud of the continued growth and cohesiveness of our real estate team at Hunton & Williams. Since Carl Schwartz (co-head of the firm's global real estate practice) and I launched the firm's New York real estate group in April 2012, we have grown the practice from zero to nearly 30 attorneys. Over the past year, we have expanded our national capabilities with the addition of outstanding lawyers in Los Angeles, Washington, D.C., and Dallas.

I am also very proud of the transformative deals we closed with Savanna and World-Wide Group (252 East 57th Street). These clients have been with us for years and we are honored to be a part of the growth of their business and love watching these amazing deals come to fruition.

What is your favorite quote?

"In the race towards being successful, don't forget the joy of being." - Unknown

I love this quote because it emphasizes that when you can align your life's passion with purpose and persistence, you will be successful. And you will be even more successful when you are joyful in that pursuit, making sure to treasure the moments along the way.

What social media and/or face to face networking activities do you find most beneficial professionally?

In the real estate industry, there is nothing more effective than face-to-face networking. I make an effort to get out of the office and meet clients and potential clients on their turf as often as possible. In addition, our real estate team has an annual client reception, which provides a great opportunity for us to get together with our clients and to thank them for all of their support. This year's event was held at Top of the Rock.

What are you doing differently in 2014 that has had a positive impact on your career?

This year, I have really tried to focus my efforts more on networking on behalf of my clients. For example, I have been seeking out opportunities to introduce my clients to deals and equity sources, which has proved very beneficial to strengthening my existing relationships and developing new ones. We have successfully made deals happen for clients, which has been very rewarding.