



## **2021 Women in CRE: Shashi Singal, Grassi Advisors & Accountants**

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Name: Shashi Singal

Title: Principal

Company Name: Grassi Advisors & Accountants

In the past year, what project, transaction or accomplishment are you most proud of?

The past year has been an especially important time to help clients maximize their tax savings, in light of the economic uncertainty of the pandemic and the tax proposals looming in Washington D.C. I have helped clients achieve significant tax savings and deferral strategies with cost segregation studies, 1031 exchanges and the Qualified Opportunity Zone (QOZ) program.

How do you contribute to your community or your profession?

I have written articles, presented seminars and assisted clients and the industry on various emerging tax topics including Employee Retention Credits, QOZs, CARES Act tax incentives, Paycheck Protection Program (PPP) loans, the American Rescue Plan Act and various other tax stimulus programs to help business owners through difficult times during the pandemic.

How do you keep your team motivated despite conflicts and obstacles?

I lead a diversified team of professionals, and understanding their personalities and motivators helps me to keep the team motivated. With a team-building approach, I delegate tasks with clear instructions and expectations regarding deliverables and timing. I encourage them to communicate their concerns as well as suggestions for improvements and also provide timely and continuous feedback. I come alongside them to check on the progress of the task and address any questions or missing information that would keep them from performing at their best.

How do you advocate for your fellow women in real estate?

I participate in the Grassi Women's Council at our firm, which promotes the professional development of women in accounting as well as in the industries we serve, including real estate. I mentor many of the female professionals on our team and teach them the specifics of tax strategies for the real estate industry.

Why should women consider a career in commercial real estate and related services?

Women are such a critical part of the workforce, yet the commercial real estate arena has been historically male-dominated. However, women should find encouragement in the wide variety of opportunities and roles in which they can make valuable contributions and bring their unique perspectives. There are a lot of ways to be involved in CRE, such as architecture, engineering, investments, banking, brokerage, legal, accounting, construction and more.

Tell us a thing or two about you that is NOT on your resume or LinkedIn profile?

I am fluent in Hindi, Gujarati and Marathi, which are Indian regional languages.

What books or social media influencers would you recommend to other women?

During our firm's celebration of International Women's Day this year, Erin Zammatt Ruddy spoke to us about her book, "The Little Book of Life Skills." This is a practical guide to so many things we encounter during the day, including tips on working from home more effectively, giving constructive feedback, being more organized and other strategies that can help women and men complete tasks more efficiently and with less stress.

