



2025 Ones To Watch - Industry Leaders: Louis Grassi, CPA, CFE, Grassi

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Louis Grassi, CPA, CFE
Founder and Chief Executive Officer
Grassi

Recent goal and impact:

A recent goal Grassi achieved was implementing an Employee Stock Ownership Plan (ESOP), a strategic move that distinguishes our firm amid growing private equity investments in the accounting industry. This innovative structure has significantly increased employee engagement, retention, and

client satisfaction, outperforming industry benchmarks. By empowering employees as owners, we've enhanced motivation, stabilized leadership, and strengthened our commitment to exceptional client service, positioning Grassi uniquely for long-term growth and success.

Sharing knowledge and expertise:

I actively share my knowledge and expertise through article authorship, addressing critical industry trends and best practices in the real estate sector, providing valuable insights to peers, clients and industry experts. I frequently speak at industry conferences and seminars, contributing thought leadership, market analysis and practical solutions tailored to the challenges faced by business owners and real estate professionals. By engaging with industry leaders, I stay attuned to evolving market dynamics, ensuring our firm delivers innovative and impactful support to our clients.

Giving Back:

Essential to our identity as a firm is our enduring commitment to service. I recognize that our success, both as a firm and as individuals, imparts a responsibility to serve others. Grassi is committed to supporting and encouraging employee contributions to local charitable organizations. I'm immensely proud that in 2024 alone, over 250 colleagues dedicated over 1,500 hours across nearly 30 events, supporting over a dozen local charitable organizations through our Grassi Gives Back program.

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