

January 5, 2021

Citrin Cooperman adds Goren, Marcus, Masino & Marsh

Citrin Cooperman, a Top 25 Firm based in New York, has expanded on the West Coast by merging in Goren, Marcus, Masino & Marsh, a firm in Los Angeles, effective Jan. 1.

GMMM dates back 42 years and provides accounting, assurance, tax, management consulting, litigation services and support. The firm has a mix of real estate, law firm, entertainment, and family office based clients.



Goren, Marcus, Masino & Marsh offices in Los Angeles

Courtesy of Citrin Cooperman

“At face value, this deal just makes sense. GMMM and Citrin Cooperman share many synergies in our background and values,” said Citrin Cooperman CEO Joel Cooperman in a statement Tuesday. “We look forward to continuing their history of contributing to the success of their clients and staff.”

Citrin ranked 23rd on *Accounting Today's* 2020 list of the Top 100 Firms, with \$335 million in annual revenue, and approximately 240 partners and 1,160 staff. With the addition of GMMM, Citrin Cooperman will have over 120 professionals in four offices in California. GMMM has annual revenues of \$7.5 million, and will be adding five partners and 22 staff members to Citrin. Financial terms of the deal were not disclosed.

“Our clients are confronted with nuanced changes within the industry and want to work with an experienced, confident firm to help them navigate the issues that arise,” said GMMM founding partner Jan Goren in a statement. “Citrin Cooperman is a well-established firm, and we are delighted to be joining with them. This is a near-perfect alignment and an opportunity we couldn’t, and wouldn’t want to, pass up.”

Koltin Consulting Group CEO Allan Koltin advised both firms on the deal. “Citrin Cooperman has done it again and continues to amaze me with their rapid growth of top talent and firms in the California region,” he said in a statement. “They are truly becoming an undisputed leader in this market. The team at GMMM will be a great fit with the team at Citrin Cooperman, and I look forward to seeing this natural progression. ”

In December, Citrin Cooperman expanded in Fairfax, Virginia by adding **Homes, Lowry, Horn & Johnson**. A year ago, it added **LGSH** in Los Angeles.