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PALMISANO LLC, FAST-GROWING CONSTRUCTION FIRM BASED IN NEW ORLEANS & EXPANDING INTO NEW REGIONS, REBRANDS ITSELF AS IMPETUS

NEW ORLEANS, LA (November 16, 2021) - While Palmisano, LLC was established with a desire to challenge the status quo and build a better world, the company started in a manner similar to the vast majority of construction companies named after their respective Founders. On the quest to *Break New Ground*, Palmisano has decided to rebrand as [*Impetus*](#).

According to company founder Wesley Palmisano, “We realize that the construction industry needs to evolve in order to continue its legacy of hard work and partnership. For our new identity, we searched for a name that embodies our ethos; one that is representative of forward momentum in the construction industry. Our renegade spirit is alive and well and had significant influence on how we got to our new identity. This evolution is being driven by our team and truly embodies the definition of *Impetus*, the force which makes things happen.”

The company now called *Impetus* is growing. In fact, the company is embarking on an exciting and significant path of expansion, both geographically and in terms of its capabilities. Part of the strategy at *Impetus* includes acquiring other brands. All of this together led the leadership team to take a good look at the company’s own brand and, in so doing, they determined that this was the right time to make a change.

Mr. Palmisano continues, “We realized that the old name potentially suggests an emphasis on the Founder, while our history is one of humble servant leadership where everyone sweeps the floors, and no member of the team is above any task. As we look to the future, we want to remind ourselves - and signal to everyone else - that we are a different kind of company seeking to make a real difference in the industry and the world around us.”

In practical, day-to-day terms, this name change will not impact the *Impetus* team, its trade partners, or its clients as the company’s legal entity, culture, and philosophy will remain the same. Overall, the *Impetus* team believes it will serve as a constant reminder to work toward change for the better: For its customers, its industry, its colleagues and even the world at large.

Building on the company's growth and success in the Greater New Orleans Region, *Impetus* recently opened an office in Nashville, TN, one of the fastest-growing metro areas in the country, as well as an office in Salt Lake City, UT. Further expansion is expected. Whether it's on a new project, entering a new region or implementing new and better ways of doing things, at *Impetus* the goal is always to *Break New Ground*.

About Impetus

Based in New Orleans, LA and with offices in Nashville, TN and Salt Lake City, UT, Impetus has established itself as a top-level national player in construction services. With major awards from organizations that include Associated Builders & Contractors, among others, Impetus has been recognized by its industry peers for its innovation and the significant value it brings to project owners and partners. Please visit the company website at www.buildimpetus.com.