

Press Release

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Balanced Growth Advisors, Hillside Advisors Announce Strategic Alliance *Combining Convertible Research, Asset Management for High-Net-Worth, Institutional Investors*

WORCESTER, Mass./VALHALLA, N.Y., Sept. 6, 2016 – Balanced Growth Advisors, LLC of Worcester, an asset management firm that uses convertible securities to balance income, growth and risk for investors, and Hillside Advisors LLC of Valhalla, a research and consulting firm specializing in convertible securities that serves institutional clients, announced today that they have formed a strategic alliance.

Through the alliance, Balanced Growth will gain access to Hillside’s unparalleled convertible security research, which will enable portfolio managers to make the most informed decisions possible for clients. Likewise, Hillside clients will be able to take advantage of Balanced Growth’s decades of successful asset management experience.

The combined years of experience Balanced Growth and Hillside have in researching and managing investments in convertible securities will provide their clients with a depth of experience that few firms anywhere can match, according to Balanced Growth Managing Partner David Grenier and Hillside Managing Principal Bill Feingold.

“Bill has been known for years within the convertible world as an expert advocate for an underfollowed and underappreciated asset class,” Grenier said. “Investors within the high-net-worth and small institutional markets we serve will benefit from the research, analytical and communication skills his experienced and accomplished team has to offer.”

In addition to its team of experienced analysts, Hillside will provide Balanced Growth with other resources, including its proprietary HOCS™ (Hillside Overall Convertible Score) rating methodology, which will help Balanced Growth serve its growing client base.

The alliance will help both firms expand their client base, initially in the northeastern U.S., then into California, where Feingold grew up and has extensive relationships.

“David and his partner, Paul Bucci, are widely respected, highly disciplined portfolio managers and know the investment business inside and out,” Feingold said. “Hillside and Balanced Growth have similar views of the convertible market, but we also bring distinctive approaches that are highly complementary to our joint efforts.”

Hillside co-founder George Chuang added that he believes the collaboration between Balanced Growth and Hillside will become a model for future partnerships.

“As the large firms in the financial-services industry shrink, both on the buy and sell sides, we believe it will be advantageous for small firms with deep, specialized expertise in areas such as convertibles to work together,” Chuang said. “Affiliation can help increase their client base, while providing clients with more in-depth expertise and more services. Both parties in an alliance should benefit. We believe that will be the case as the alliance between Balanced Growth and Hillside proceeds.”

About Balanced Growth Advisors

Balanced Growth Advisors (www.BalancedGrowthAdvisors.com) of Worcester, Mass., is an asset management firm focusing on convertible securities, providing investment portfolios for high-net-worth individuals and families, wealth managers, endowments, foundations and institutions with a balance of growth, income and capital preservation.

About Hillside Advisors

Hillside Advisors LLC (www.HillsideAdvisors.com) of Valhalla, N.Y., is a research and consulting firm specializing in convertible bonds and other liquid alternative products. Senior Hillside staff have a combined 160+ years of experience in research, portfolio management, sales/trading and financial consulting in the equity, fixed-income and hybrid markets.

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