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# HIGHTOWER WELCOMES BILLION-DOLLAR TEAM IN NEW YORK

*Cognitive Capital Advisors marks second consecutive deal for  
HighTower's platform business in 2017*

**CHICAGO — February 1, 2017** — HighTower announces that the former Westchester Wealth Management Group of Wells Fargo Advisors and Legacy Group of Morgan Stanley have joined to launch Cognitive Capital Advisors. Co-founders Joel Talish, CEO, and John Buffa, Managing Director, lead the new team, which manages \$1 billion in assets and is located in HighTower's New York City offices.

"2016 was one of the most successful years in HighTower history, and we're continuing that momentum into 2017 with two significant additions," said **Michael Parker, Chief Development Officer, HighTower**. "Joel, John and the rest of the team at Cognitive Capital Advisors exemplify the high caliber of independent business that thrives on the HighTower platform."

Cognitive Capital's co-founders have almost 50 years of collective capital markets and family wealth advisory experience. Previously, Mr. Buffa spent more than 19 years at Morgan Stanley. Mr. Talish was with Wells Fargo for over a decade and has more than 25 years of investment and money management experience within the global capital markets.

Cognitive Capital Advisors is the second billion-dollar team to join the HighTower community in 2017. Earlier this month, Fortress Wealth Planning launched on the HighTower platform in Jacksonville, Fla.

For media inquiries, please contact Melinda Brodbeck, JConnelly, at 973-850-7348 or [mbrodbeck@jconnelly.com](mailto:mbrodbeck@jconnelly.com).

## **About HighTower**

HighTower is a national firm built by and for elite financial advisors. HighTower advisors commit to the fiduciary standard: a binding promise to put our clients' interests first. Powered by a proprietary technology and investment platform, HighTower embraces bold change to create a culture of collaboration and growth and to meet the evolving needs of sophisticated investors. For more information, see [www.hightoweradvisors.com](http://www.hightoweradvisors.com) and [www.byadvisorsforadvisors.com](http://www.byadvisorsforadvisors.com).

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