



FOR IMMEDIATE RELEASE

Date: September 5, 2018

The Baker Group and FinPro Announce New Strategic Alliance *“Building Value Together”* for Financial Institutions

These two strong companies are pleased to announce this new strategic alliance, which expands each company’s resources to serve their clients.

The Baker Group will soon celebrate forty years as one of the nation’s largest independently owned securities firms specializing in interest rate risk and investment portfolio management for financial institutions. The Baker Group has been seen for nearly four decades as an industry leader providing quality education backed by prudent investment portfolio management. Over 1,000 financial institutions are served by The Baker Group who is recognized for its leadership, integrity, innovation, and results. The firm’s cutting-edge proprietary software solutions, analytics, and strategies are key to improving their clients’ performance.

“Today, more than ever, the independent banking landscape demands long-term strategic planning by our clients as well as an effective investment banking platform to make the right choices when considering merger, acquisitions, or simply organic growth. This strategic alliance with FinPro will further enhance the resources we already provide our clients and is vital to aid their ability to make quality decisions that build long-term shareholder value for their institutions,” said Jeff Caughron, President and CEO of The Baker Group.

FinPro, Inc., a full service management consulting firm, and FinPro Capital Advisors (FCA), a FINRA regulated capital markets firm, are dedicated to **building value together** with financial institutions. FinPro serves over 400 clients in 42 states and internationally. Combining its regulatory expertise with thought leading industry advice, FinPro prides itself in providing consulting services throughout an institution’s lifecycle. FinPro is the preeminent planning firm in the financial services industry and is the only firm to integrate industry, regulatory, and capital markets expertise in one organization. FinPro staff teaches at top Banking Schools including Stonier Graduate School of Banking and the Graduate School of Banking at Colorado.

Donald Musso, President and CEO of FinPro and FCA said, “this Strategic Alliance provides geographic, product, and service line synergies and provides both firms with a complete suite of services. Aligning FinPro’s industry thought leadership in Planning, Risk Management, Regulatory Advisory, and Capital Markets with The Baker Group capabilities creates the only ‘one stop shop’ in the United States. The Alliance facilitates taking a Financial Institution through its entire lifecycle, providing a full range of services to take advantage of both organic and capital markets opportunities.”

Jeffrey F. Caughron
President and Chief Executive Officer
(800) 937-2257; jcaughron@GoBaker.com

Donald Musso
President and Chief Executive Officer
(908) 234-9398; dmusso@FinPro.us

Today over 25% of the Banks in America Work with The Baker Group & FinPro

###