

Broadleaf Partners LLC celebrates 10th anniversary



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Ten years ago long-time Hudson area resident Doug MacKay founded Broadleaf Partners LLC, a growth focused investment management firm and set up shop in the Brewster Mansion.

MacKay's background and history of managing investments for some of the largest institutional and private clients in the nation prepared him well for the unexpected stock market turbulence just around the corner.

What the rest of us call experience, MacKay calls "touching hot stoves."

"Fortunately, we've been successful with our portfolio performance, but not every stock pick works out as planned. There's always room for improvement, and the occasional sting from touching a hot stove leads to better decision-making in the future," said MacKay.

In 2009, MacKay brought on a partner, Bill Hoover, who could concentrate on growing the business, freeing the founder up to focus on the investment research and management of client accounts.

MacKay and Hoover are proving to be a winning combination as Broadleaf Partners has consistently been recognized for its outstanding growth, making the annual Crain's Cleveland Business list of largest money managers and receiving a Cascade Capital Corp. business growth award in 2013.

"Our formula works," said Hoover.

"Although growth is the lifeblood of any sustainable business, we work hard to develop ours in a way that is unique to our industry which often mistakenly places emphasis on prospective clients over existing ones. Our business model puts our current clients first by guarding Doug's time so that he can deliver the investment results that our clients have come to expect. If we continue to succeed by that metric, we can't help but to grow," Hoover explained.

Broadleaf Partners celebrated its 10 year anniversary by hosting clients and friends at an open house at its Brewster Mansion offices last month.

For more information, visit www.broadleafpartners.com or call 330-655-0507.