



Financial experts identify best funds for your funds

Hennion and Walsh enjoy helping people 'regardless of their net income'

Business name: Hennion & Walsh, 2001 Route 46, Parsippany.

Phone: (973) 299-8989

Founders: Richard Hennion and Bill Walsh

Service: Full-service securities firm

Employees: 100

Hours: 8 a.m. to 6 p.m.

Bill Walsh and Richard Hennion were roommates in [college](#). After working on Wall Street, they both left in 1990 and founded Hennion and Walsh.

"We felt most of the big houses relied on investment banking as their bread and butter," Bill Walsh said. "There was a void when it came to helping the individual investor. That's where we stepped in. We take our clients' financial health very seriously. We believe that people make better decisions about their investments when they know more about their choices."

Why choose them: "Our job as financial advisors is to inform our clients about changing market conditions and other factors that might effect their decision making. We offer investment seminars in our offices that help our clients learn more about investments, the markets, long-term care planning, wealth management and estate planning." Walsh continued. "Our offerings range from bonds to stocks. IRAs, [pension](#) and profit sharing plans, [retirement](#) planning and mutual funds. We truly are a full-service securities firm."

Latest offering: "We have three new funds of ETFs (exchange traded funds), which are designed to provide invest ors with a turnkey solution that helps take the conjecture out of choosing the right blend of of ETFs," Walsh said.

An ETF is a mutual fund which trades like a stock and will follow a specific index. For example, an ETF that is based on the Dow Jones will have every stock listed in the Dow Jones average.

The three funds are the SmartGrowth ETF Lipper Optimal Conservative Index Fund, the Lipper Moderate Index Fund and the Lipper Growth Index Fund.

"We believe that effective asset allocation needs to be based on more than just an investor's time horizon," Richard Hennion said. "The SmartGrowth Mutual Funds track the Lipper Optimal Target Risk Indices' and take into account historical returns, liquidity, correlations and expenses.

"The end result is funds designed to provide investors with the potential for superior, long term profits."

Where is the economy headed: "That's a very difficult question to answer. This is a presidential election year. Many are suggesting a recession, or possible stagflation, may be staring us in the face. On top of that you have a weak U.S. dollar, the sub-prime mortgage mess and inflation," Walsh said. "It is our belief that inflation will pose the biggest threat to the U.S. economy toward the latter half of 2008. But having said all that, it is our job to help individual investors and guide them through different economic conditions."

Most rewarding part of job: "Helping individuals regardless of their net worth," according to Walsh. "We also take a very active role in the community. We have a golf tournament for the Gift of Life program, we [sponsor](#) a blood drive and every Christmas we take part in the Toys for Tots program."

Advice: "The way we have always approached this was to put the client first," said Walsh. I would suggest that you go out and surround yourself with good people."