

**Item 1: Cover Page for Part 2B of Form ADV:  
Brochure Supplement**

**July 2012**

**Joel Aronson**

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**This brochure supplement provides information about Joel Aronson that supplements our brochure. You should have received a copy of that brochure. Please contact Mr. Aronson if you did not receive HighSight, LLC's brochure or if you have any questions about the contents of this supplement.**

**Additional information about Joel Aronson is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

## **Item 2. Educational Background & Business Experience**

### **Joel Aronson**

**Year of Birth:** 1947

#### **Educational Background:**

- 1970: Northeastern University; BS in Business Administration; Accounting Concentration
- 1971: Babson College; Masters in Business

#### **Business Background:**

- 09/2000 – Present HighSight, LLC; Managing Member & Investment Advisor
- 03/2007 – 07/2012 CSSC Brokerage Services, Inc; Registered Representative
- 09/2000 – 07/2012 CSSC Investment Advisory Services, Inc; Investment Advisor
- 09/1975 – Present Alexander, Aronson, Finning & Co, PC; Vice President

#### **Exams, Licenses & Professional Designations**

- 1972: Certified Public Accountant (CPA)
- 2000: Series 7
- 2001: Series 66
- 2002: Series 24
- 2007: Personal Financial Specialist (PFS)

#### **Certified Public Accountant (CPA):**

Joel Aronson has a professional designation, Certified Public Accountant. CPAs are licensed and regulated by their state boards of accountancy. While state laws and regulations vary, the education, experience and testing requirements for licensure as a CPA generally include minimum college education (typically 150 credit hours with at least a baccalaureate degree and a concentration in accounting), minimum experience levels (most states require at least one year of experience providing services that involve the use of accounting, attest, compilation, management advisory, financial advisory, tax or consulting skills, all of which must be achieved under the supervision of or verification by a CPA), and successful passage of the Uniform CPA Examination. In order to maintain a CPA license, states generally require the completion of 40 hours of continuing professional education (CPE) each year (or 80 hours over a two year period or 120 hours over a three year period). Additionally, all American Institute of Certified Public Accountants (AICPA) members<sup>1</sup> are required to follow a rigorous *Code of Professional Conduct* which requires that they act with integrity, objectivity, due care, competence, fully disclose any conflicts of interest (and obtain client consent if a conflict exists), maintain client confidentiality, disclose to the client any commission or referral fees, and serve the public interest when providing financial services. The vast majority of state boards of accountancy have adopted the AICPA's *Code of Professional Conduct* within their state accountancy laws or have created their own.

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<sup>1</sup> This description represents the requirements as of 1/1/2011. It is the responsibility of the adviser to disclose the qualifications in place when he or she attained the credential.

### **Personal Financial Specialist (PFS):**

Joel Aronson has a professional designation, Personal Financial Specialist. The PFS credential demonstrates that an individual has met the minimum education, experience and testing required of a CPA in addition to a minimum level of expertise in personal financial planning. To attain the PFS credential, a candidate must hold an unrevoked CPA license, fulfill 3,000 hours of personal financial planning business experience, complete 80 hours of personal financial planning CPE credits, pass a comprehensive financial planning exam and be an active member of the AICPA. A PFS credential holder is required to adhere to AICPA's *Code of Professional Conduct*, and is encouraged to follow AICPA's *Statement on Responsibilities in Financial Planning Practice*. To maintain their PFS credential, the recipient must complete 60 hours of financial planning CPE credits every three years. The PFS credential is administered through the AICPA.

### **Item 3. Disciplinary Information**

If there are legal or disciplinary events material to your evaluation of Joel Aronson, we are required to disclose all material facts regarding those events.

We have nothing to disclose in this regard.

### **Item 4. Other Business Activities**

A. If Joel Aronson is actively engaged in any investment-related business or occupation, including if Joel Aronson is registered, or has an application pending to register, as a broker-dealer, registered representative of a broker-dealer, futures commission merchant ("FCM"), commodity pool operator ("CPO"), commodity trading advisor ("CTA"), or an associated person of an FCM, CPO, or CTA, we are required to disclose this fact and describe the business relationship, if any, between the advisory business and the other business.

1. If a relationship between the advisory business and Joel Aronson's other financial industry activities creates a material conflict of interest with you, the SEC requires us to describe the nature of the conflict and generally how we address it.

Mr. Aronson is part owner, Vice President and a Certified Public Accountant ("CPA") of Alexander, Aronson, Finning & Co, PC. As a CPA he is actively engaged in the business of accounting which he provides to his clients. As a result of his CPA practice, Mr. Aronson offers advice and services which are non-investment related to his clients. Clients are not obligated to engage in these services. This other business activity accounts for 70% of his time.

2. If Joel Aronson receives commissions, bonuses or other compensation based on the sale of securities or other investment products, including as a broker-dealer or registered representative, and including distribution or service (“trail”) fees from the sale of mutual funds, we have to disclose this fact. If this compensation is not cash, we are required to explain what type of compensation Joel Aronson receives. We must explain that this practice gives Joel Aronson an incentive to recommend investment products based on the compensation received, rather than on your needs.

We have nothing to disclose in this regard.

- B. If Joel Aronson is actively engaged in any business or occupation for compensation not discussed in response to Item 4.A, above, and the other business activity or activities provide a substantial source of Joel Aronson’s income or involve a substantial amount of Joel Aronson’s time, we are required to disclose this fact and must describe the nature of that business. If the other business activities represent less than 10 percent of Joel Aronson’s time and income, we may presume that they are not substantial.

Mr. Aronson is a part owner and treasurer of AAF Leasing Corp, an organization that provides motor vehicles for lease. Mr. Aronson is a partner of AAF Realty Trust and partner of Five Partners Realty Trust, organizations that provide real estate properties to lease. Clients are not actively solicited to invest or participate in any of these outside businesses. These activities combined account for approximately 3% of Mr. Aronson’s time.

### **Item 5. Additional Compensation**

If someone who is not a client provides an economic benefit to Joel Aronson for providing advisory services, we are required to generally describe the arrangement. For purposes of this Item, economic benefits include sales awards and other prizes, but do not include Joel Aronson’s regular salary. Any bonus that is based, at least in part, on the number or amount of sales, client referrals, or new accounts should be considered an economic benefit, but other regular bonuses should not.

We have nothing to disclose in this regard.

### **Item 6. Supervision**

We are required to explain how we supervise Joel Aronson, including how we monitor the advice Joel Aronson provides to you. Our firm has to provide the name, title and telephone number of the person responsible for supervising Joel Aronson’s advisory activities on behalf of our firm.

Joel Aronson is the sole principal and Chief Compliance Officer and as such has no internal supervision placed over him. He is, however, bound by our firm’s Code of Ethics.