



# New Business

2025 ESL IN THE COMMUNITY REPORT

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## Expansion Through Bank Acquisition

On January 1, 2026, ESL finalized the asset acquisition of Generations Bank. This adds eight new branch locations to our footprint and expands our presence in the Finger Lakes communities across Seneca, Ontario, Orleans, and Cayuga counties. What's more, ESL builds upon a storied history of customer service and a strong commitment to serving their communities. We look forward to continuing this path of sustainable growth, building lasting relationships in the community we now call home, and meeting the needs of individuals and businesses across our expanded service area.



## Growing Our Wealth Management Capabilities

In November 2025, ESL acquired Alesco Advisors as a subsidiary, allowing us to strengthen our wealth management and investment advisory services. With this addition, ESL wealth management entities now oversee more than \$10.8 billion in assets under advisement, which includes \$9.8 billion in assets under management. This growth places us among the largest registered investment advisors (RIAs) in upstate New York.

The acquisition broadens client access to financial services and reflects a commitment to continue offering a strong set of outsourced chief investment officer (OCIO) capabilities to the Buffalo, Rochester, Syracuse, and Albany regions. Together, ESL and Alesco strengthen a long-standing commitment to trusted guidance, steady growth, long-term stability, and investments into the communities we serve.

“We are thrilled to be joining the ESL team. This partnership will help ensure Alesco’s long-term success and allows us to continue serving clients with the same personal attention and trusted guidance we have since our founding 26 years ago. ESL will provide resources and capabilities that will enhance the value we deliver. Together, we are positioned to create even stronger outcomes for the individuals, families, nonprofits, and businesses we serve.”



**JIM GOULD,**  
President of Alesco Advisors



## Connecting with More City of Rochester Residents

We proudly opened the doors to our Bull's Head Office on West Main Street in the City of Rochester. The Bull's Head Office represents the fulfillment of a commitment we first pledged back in 2021 to expand access of affordable financial services to City of Rochester residents and businesses. Since 2021, ESL has opened three new locations, including our Lake Avenue Office in 2021, and the Goodman Street Office in 2023.

As part of this third city branch build and to further engage with the community, ESL worked with local artist, Shawn Dunwoody, to create a community mural wall within the branch. Neighborhood residents were invited to reflect on their history in the neighborhood and to share their thoughts that were then translated into artwork by Dunwoody.

