

# Wells Fargo Advisor Mitchell Rock Switches To Ameriprise

By **Joyce Blay**

**N**EW YORK CITY-BASED FINANCIAL ADVISOR Mitchell Rock, operating as Rock Financial Strategies Group, has nearly doubled his client assets to more than \$250 million within one month of switching from Wells Fargo to the employee platform of Ameriprise Financial, the company announced in a news release.

Rock primarily serves families of current and former business owners. He spent 3 years of his nearly 35-year career with wirehouses exploring other firms before deciding to move his practice to Ameriprise.

Rock credits his transition team, which includes Ameriprise Complex Director Todd Hubley, and the firm's technology and culture of service and integrity for helping him quickly scale up the size of his practice.

"Clients see the value I'm able to offer at Ameriprise, which has helped me transfer more accounts early on," Rock said in the news release. "The deep relationships I've built with clients, coupled with the strong leadership and growth resources of



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Financial Advisor  
New York, NY

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Founded in 1894, Ameriprise Financial, Inc., is a diversified financial services company and bank holding company incorporated in Delaware and headquartered in Minneapolis, Minn. **FA**

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