

Two Advisors With \$450M AUM Join Ameriprise Branch Channel

By **Joyce Blay**

FINANCIAL ADVISORS MARC GENDELL AND CHRIS Thompson, managing combined assets of nearly \$450 million, have joined the Ameriprise Financial, Inc. branch channel, the company announced today.

An industry veteran with 23 years of experience, Gendell was formerly with UBS financial services in Atlanta, where he helped manage about \$285M in assets. Gendell said he began his search for a new partner two years ago.

“I’ve built my business through referrals, and I wanted a firm that could help me capitalize on that momentum,” he said in a news release. “Ameriprise is ahead of the curve on social media marketing. I started getting new referrals almost immediately after I tapped into the firm’s social media capabilities.”

Gendell also cited the firm’s deep resources and ability to help him go independent within the Ameriprise independent channel when the time is right.

Gendell joins Ameriprise as a financial advisor. He is supported by Ameriprise complex director Brian Connerat.

Thompson, who has 28 years of experience, managed \$157 million in client assets at Wells Fargo in Jacksonville, Fla. He said he wanted a new partner that was not owned by a bank, as well as one with a strong financial focus.

“I believe Ameriprise has the best financial planning and technology in the market,” Thompson said in the release. “Here I can



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Marc Gendell
Financial Advisor
Atlanta GA

offer a more robust financial planning experience to my clients, with less prep time behind the scenes because of all the technology integration. It’s humbling to make a lasting impact on people’s lives through sound advice, and I wanted a firm that shares my values of putting clients first.”

Thompson joins Ameriprise as a financial advisor and associate branch manager. He is supported by Ameriprise branch manager Chip Cerovac.

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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