

Iowa Advisor Brings \$120M AUM To McCulla Indie Team At Ameriprise

By Joyce Blay

FINANCIAL ADVISOR REID EVANS HAS JOINED THE independent channel at Ameriprise Financial by becoming a member of the McCulla Group, an advisor team led by Private Wealth Advisor Matthew McCulla.

Evans, formerly with Raymond James in Pella, Iowa, brings about \$120 million in client assets to McCulla's practice at Ameriprise, which now manages about \$270 million in combined assets under management (AUM), according to an Ameriprise news release.

Founded in 2014, the McCulla Group also includes Office Manager Amy Bollinger and Financial Planning Assistant Sarah Appleget.

Evans and McCulla first met five years ago and realized they shared similar values in service to their clients, the release said. Since that time, Evans began exploring options for moving his practice to a new affiliate partner that would help him grow his business. Following an in-depth search, he decided that by teaming up with McCulla, who joined Ameriprise in 2003, both advisors would mutually benefit, the release said.

"Ameriprise offers excellent client-facing technology and a broad array of products and services to meet clients' unique protection needs," Evans said in the news release. "Additionally, the firm provides the independence to control how I provide client



"Ameriprise provides the independence to control how I provide client service and define the goals for my business."

Reid Evans, CFP*, AAMS*
Financial Advisor
Pella, IA

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Manish Dave, Ameriprise senior vice president of business development and experienced advisor recruiting, said in the news release that his company fosters a business environment where advisors can be successful.

"For entrepreneurially minded advisors like Reid, we are the firm of choice because we commit our time, energy, and resources to helping advisors grow according to their unique practice visions," he said. "We have invested heavily in making it easy for independent advisors to do business with clients and grow exponentially."

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