

# Get the Facts

Ameriprise Financial is built on the strength and depth of our client relationships – and those relationships start with our advisors. That’s why we invest in acquisitions, new products, tools and capabilities to help you serve your clients and run a successful practice. We stand tall as one of the strongest financial services firms in the business – a FORTUNE 500® company<sup>1</sup> with more than a decade of independence and a proud 125 year legacy.

We give you the freedom, guidance and support to run your practice your way – helping you grow, while developing even deeper relationships with clients. When you join Ameriprise, you’ll discover unparalleled Culture & Strength, Leadership & Support, and Opportunity & Rewards. That’s the Ameriprise difference.

## Culture & Strength

To run a successful practice, you need a strong and stable company behind you. Ameriprise has a nationally respected brand, financial strength, integrity and an untarnished reputation for doing what’s right for our advisors and clients.



### Strength

A strong balance sheet and credit rankings **without ever taking a bailout**

### AUM

**\$973B**

Assets under management and administration<sup>2</sup>

### Advisor Retention Rate

**95%**

Advisor retention rate for advisors with us more than 10 years<sup>3</sup>

### Client Satisfaction

**4.9/5**

Clients rate Ameriprise for client satisfaction<sup>4</sup>

*“Our strong values, caring, client-centric culture and reputation for doing business the right way define Ameriprise and differentiate our advisors in their communities.”*

**James M. Cracchiolo, Chairman & CEO**

## Leadership & Support

At Ameriprise Financial, we're committed to helping advisors achieve the vision they have for their practice. Our advisor support system enables you to stand out from the competition, grow your practice and deliver an outstanding client experience.

### The advisor support system:



#### PracticeTech® platform

Industry-leading, securely integrated technology enables you to work compliantly across multiple delivery channels helping you efficiently run your practice, manage operating costs and deliver the experience clients want and expect.



#### Marketing

National advertising and comprehensive turnkey marketing activities are proven to deliver results and help you establish a commanding presence in your local market.



#### Advice & Solutions

Access more ways to help clients achieve their financial goals from our open platform of product solutions from our providers, including thousands of mutual funds and hundreds of SMAs, provides you with choices to best meet your clients' needs.



#### Learning & Development

Stay ahead of the competition and remain relevant to clients throughout your career by tapping into proven best practices, training and coaching through a number of in-person and online venues — when, where and how you choose.



#### Practice Management

Business management and human resource services, along with practice acquisition and succession strategies, help you drive efficiencies and increase margins or payout while growing your practice.

## Opportunity & Rewards

Of the many reasons to join Ameriprise, one that stands out is opportunity. Access best-in-class practice management and professional development options to help you achieve more. Tap into the expertise of our field leaders to help you take advantage of proven ways to grow your practice and increase revenue. Benefit from our competitive payouts and incentives, as well as exclusive programs for advisors who qualify for our recognition programs. Imagine the possibilities of aligning your practice with a company that offers all this and more.

*With the right firm supporting you,  
life can be brilliant.*

Visit [ameriprise.com/why](http://ameriprise.com/why) or call:

**West** Sean George  
**818.384.3214**

**Central/South/East** George Fekete  
**561.385.1600**

<sup>1</sup> FORTUNE Magazine, May 2019.

<sup>2</sup> Company data, as of Q4 2019.

<sup>3</sup> Ameriprise Financial 2018 10-K.

<sup>4</sup> Clients can rate an advisor or practice, based on their overall satisfaction with the team or practice, on a scale of 1 to 5 (1= extremely dissatisfied to 5= extremely satisfied). Client experiences may vary and working with any Ameriprise Financial practice is not a guarantee of future financial results. Investors should not consider this rating a substitute for their own research and evaluation of a financial practice's qualifications. Not all clients may respond to these questions, and only clients with access to the Ameriprise Secure Client Site may submit a rating. Ratings reflect an average of all client responses received between 3/13/2018 and 9/30/2018.

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