



NEWS RELEASE

# Advisor With More Than \$130 Million in Assets Joins Ameriprise for Client-Focused Culture and Financial Planning Capabilities

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Alex Gunn joins Third Coast Advisors, a financial advisory practice of Ameriprise Financial Services, LLC within the Ameriprise Financial Institutions Group (AFIG)

MINNEAPOLIS--(BUSINESS WIRE)-- Ameriprise Financial, Inc. (NYSE: AMP) announced today that financial advisor **Alex Gunn** has joined Third Coast Advisors, a financial advisory practice within the Ameriprise Financial Institutions Group (AFIG) located in Georgetown, Texas. The 16-year industry veteran was previously with PNC Investments where he helped manage more than \$130 million in client assets.

Gunn joined Third Coast Advisors, which provides advice and investment services to clients of Third Coast Bank across Southeast Texas, after reflecting on the long-term direction of his career. The decision was rooted in a desire to refocus on what he values most: building lasting relationships and delivering comprehensive financial planning.

"I worked closely with several advisors at Third Coast in my last role and considered them mentors," Gunn said. "After they made the move to Ameriprise a few years ago, I watched how their approach to client relationships, financial planning, and advice really evolved. The difference was undeniable, and I knew I wanted to be part of it."

Gunn cited several key factors that drew him to Ameriprise and Third Coast Advisors:

- The Ultimate Partnership: "Ameriprise has a culture and support system that enables advisors to grow and deliver the best possible experience to clients. The local leadership team's accessibility and unwavering

support reflect their strong commitment to helping advisors thrive.”

- Client-First Culture: “Building deep, long-lasting client relationships comes first for me. Ameriprise’s commitment to a client-first culture made it clear I was joining the right firm.”
- Financial Planning Capabilities: “What brings me the most joy is working alongside clients as their financial plans take shape. Ameriprise’s robust financial planning platform and technology allows clients to track their goals and progress in real-time – making the journey even more impactful.”
- Advisor Team and Continuity: “I wanted to be part of a team my clients could count on, not just today, but in the future. Ameriprise gives me the confidence that, no matter what happens, my clients will be in good hands.”

Third Coast Bank’s investment program, Third Coast Advisors, includes a team of 5 financial advisors who help clients manage over \$600 million in combined brokerage assets.

The Ameriprise Financial Institutions Group team offers the strength and resources of Ameriprise Financial to help banks and credit unions enhance their client/member experience and deepen relationships with advice, financial planning, investment products, technology capabilities, advisor recruiting, coaching and support. To find out why experienced financial advisors and institutions are joining Ameriprise, visit [ameriprise.com/why](https://ameriprise.com/why).

## About Third Coast Bank

Founded in 2008 in Humble, Texas, Third Coast Bank conducts banking operations through 19 branches and one loan productions office encompassing the four largest metropolitan areas in Texas including the Greater Houston, Dallas-Fort Worth, Austin, and San Antonio markets. Third Coast Bank is a wholly owned subsidiary of Third Coast Bancshares, Inc., a Texas-based bank holding company. Please visit <https://www.thirdcoast.bank> for more information.

## About Ameriprise Financial

At **Ameriprise Financial**, we have been helping people feel confident about their financial future for more than 130 years. With extensive investment advice, asset management and insurance capabilities and a nationwide network of approximately 10,000 financial advisors<sup>1</sup>, we have the strength and expertise to serve the full range of individual and institutional investors' financial needs.

<sup>1</sup> Ameriprise Financial Q4 2024 Earnings Release.

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risks including possible loss of principal and fluctuation in value.

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Ameriprise Financial cannot guarantee future financial results.

Third Coast Advisors is a financial advisory practice of Ameriprise Financial Services, LLC.

Ameriprise Financial and Third Coast Bank are not affiliated.

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