



NEWS RELEASE

## Advisor with \$125 Million Selects Ameriprise Financial for Firm’s Reputation, Flexibility and Resources

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Matthew De Vries joined Ameriprise from Edward Jones to grow his practice and meet clients’ evolving needs

MINNEAPOLIS--(BUSINESS WIRE)-- Financial advisor **Matthew De Vries, MBA, CFP®**, **AAMS™**, joined the independent channel of Ameriprise Financial, Inc. (NYSE: AMP) from Edward Jones in Fargo, North Dakota. De Vries decided to move his practice to Ameriprise because of the firm’s positive reputation, flexibility, and comprehensive resources – all of which will enable him to provide an excellent client experience today and into the future. His team, called Surety Wealth Group, manages \$125 million in assets, and has served clients for nearly 15 years.

Financial advisor Matthew De Vries, MBA, CFP®, AAMS, joined the independent channel of Ameriprise Financial, Inc. from Edward Jones in Fargo, North Dakota. (Photo courtesy of De Vries)

“Clients’ priorities are our team’s priorities,” said De Vries, reflecting on the decision. “At Ameriprise, we have the flexibility to operate an independent practice while having the

powerful resources from an industry-leading firm to meet and exceed our clients’ high expectations.”

Additionally, De Vries added, “I’ve dedicated my career to serving clients with integrity, and I’m proud to align with Ameriprise. The firm has a positive, nationally recognized brand, and is also committed to giving back and serving local communities well.”

In 2023, he plans to launch “Be the Difference” quarterly events where he will invite clients, staff members, and their families to volunteer at charities that support the Fargo community.



Surety Wealth Group includes financial planning assistant **Danelle Bunn**, client service specialist **Annette McGrath**, office administrator **Janet Hellman**, and office manager **Laurie De Vries**. Ameriprise franchise field vice president **Britt Tappen** supports the team.

Ameriprise has continued to attract experienced, productive financial advisors, with approximately 1,600 joining the firm in the last 5 years.<sup>1</sup> Nine out of ten advisors who joined Ameriprise say the firm's technology, financial planning capabilities and ability to acquire clients is better than their previous firm.<sup>2</sup> To find out why experienced financial advisors are joining Ameriprise, visit [ameriprise.com/why](https://ameriprise.com/why).

## About Ameriprise Financial

At **Ameriprise Financial**, we have been helping people feel confident about their financial future for more than 125 years. With extensive advisory, asset management and insurance capabilities and a nationwide network of approximately 10,000 financial advisors<sup>3</sup>, we have the strength and expertise to serve the full range of individual and institutional investors' financial needs.

Ameriprise Financial cannot guarantee future financial results.

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Investment products are not insured by the FDIC, NCUA or any federal agency, are not deposits or obligations of, or guaranteed by any financial institution, and involve investment risks including possible loss of principal and fluctuation in value.

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<sup>1</sup> Ameriprise Financial 2021 10-K.

<sup>2</sup> Ameriprise asked experienced advisors who moved their book of business to the firm in the last one-to-five years to compare its support, resources, and capabilities to their previous firm and state their satisfaction with their experience. The survey results identified the top ways Ameriprise stands out compared to competitors. 294 advisors responded to the "Ultimate Advisor Partnership" survey, which was conducted in November 2021.



<sup>3</sup> Ameriprise Financial Q3 2022 Earnings Release.

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