



NEWS RELEASE

Ameriprise Financial Named a Top Performer™ in Hearts & Wallets Customer Satisfaction Survey for the Seventh Time

2025-04-28

Clients say Ameriprise is a firm that “understands me and shares my values”

MINNEAPOLIS--(BUSINESS WIRE)-- Ameriprise Financial (NYSE: AMP) today announced that it received high recognition in the 2025 Wants & Pricing Report based on the annual customer satisfaction survey conducted by Hearts & Wallets, an independent research and benchmarking firm that specializes in financial advice. Clients responding to the survey named Ameriprise a Top Performer™ for being a company that “understands me and shares my values”. This is the seventh year Ameriprise earned high praise in this category compared to industry peers in Hearts & Wallets’ annual survey.

“We’re honored to be recognized as a firm that deeply understands our clients’ values and needs; it’s a testament to the Ameriprise brand, which is grounded in delivering an all-around excellent client experience,” said Marie O’Neill, senior vice president of marketing at Ameriprise Financial. “Together with our financial advisors, we have helped millions of satisfied clients achieve their biggest financial goals in life. We thank our clients for their continued trust and loyalty.”

Hearts & Wallets surveyed nearly 6,000 U.S. households about their experience and satisfaction with leading financial firms. To earn a Top Performer™ designation, firms must receive ratings from their clients that are distinctively higher than the national average.

[About Ameriprise Financial](#)



At **Ameriprise Financial**, we have been helping people feel confident about their financial future for more than 130 years¹. With extensive investment advice, asset management and insurance capabilities and a nationwide network of approximately 10,000 financial advisors², we have the strength and expertise to serve the full range of individual and institutional investors' financial needs.

¹Company founded June 29, 1894

²Ameriprise Financial Q4 2024 Earnings

Disclosure: 2025 Wants & Pricing Report from the Hearts & Wallets Investor Quantitative™ Database. Between July 17 – August 9, 2024, 5,989 respondents provided 18,066 sets of ratings for their financial services providers in various areas on a scale of 0 (not at all satisfied) to 10 (extremely satisfied). The report designates Top Performers in areas where customer ratings are distinctively higher than the national average – meaning ratings exceeded the average by more than 20% or at least 120 points on an index. There may be multiple Top Performers or none, and Top Performers are not ranked. These results are not indicative of future performance or representative of any one client's experience. Ameriprise has earned a Top Performer recognition in “Understands me and shares my values” seven times based on data from 2016-2019 and 2022-2024. Ameriprise did not pay a fee to be evaluated in the study but did pay a fee to Hearts & Wallets to cite the results.

Ameriprise Financial Services, LLC is an Equal Opportunity Employer.

Ameriprise Financial cannot guarantee future financial results.

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.

Investment advisory products and services are made available through Ameriprise Financial Services, LLC, a registered investment adviser.

Securities offered by Ameriprise Financial Services, LLC. Member FINRA and SIPC.

© 2025 Ameriprise Financial, Inc. All rights reserved.

Stephanie Siegle, Media Relations

612.671.2593

Stephanie.Siegle@ampf.com

Source: Ameriprise Financial, Inc.