



NEWS RELEASE

Ameriprise Financial Welcomes First American Financial in Marlton, N.J.

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The two-advisor team joins from LPL with \$158 million in assets under management

MINNEAPOLIS--(BUSINESS WIRE)-- Today Ameriprise Financial, Inc. (NYSE: AMP) announced that First American Financial, a team of experienced financial advisors, has joined its franchise channel in Marlton, N.J. from LPL Financial. Advisors Bill Eldridge and Don Delmonte, CFP® lead the team, which also includes client service associates Denise Cherry, Lyn McCracken, and Sandy Foresta. The team manages approximately \$158 million in assets and joined Ameriprise from LPL Financial. Regional vice president Tom North and franchise field vice president Scott Cohen support the team.

Reflecting on their decision to move to Ameriprise after both serving clients for more than 33 years, Eldridge said, "Ameriprise gives us the opportunity and support to bring in advisors closer to the start of their careers. We are starting to think about our succession plan in more detail, and we want to make sure we're able to transition our clients to others on the team with ease, when the time eventually comes for us to retire."

"Frankly, we want to grow more quickly," Delmonte added. "We are actively seeking practice acquisitions so that we can build our footprint and help more clients plan for retirement and other goals."

Eldridge and Delmonte felt that Ameriprise's financial stability and continual investments into the business would help them reach their growth goals.

"I met Bill and Don almost 10 years ago, prior to their time at LPL," said Tom North, their Ameriprise Regional Vice

President. "The work and the money we are spending on tools and technology to enhance the client experience was a key factor in their decision to move their practice."

First American Financial primarily works with pre-retirees, retirees and small business owners in New Jersey and Florida.

More than 4,000 financial advisors have joined Ameriprise since 2008.¹ To find out why experienced financial advisors are joining Ameriprise, visit [joinameriprise.com](https://www.joinameriprise.com).

¹ – Company data as of June 2019.

About Ameriprise Financial

At Ameriprise Financial, we have been helping people feel confident about their financial future for more than 125 years. With extensive asset management, advisory and insurance capabilities and a nationwide network of approximately 10,000 financial advisors, we have the strength and expertise to serve the full range of individual and institutional investors' financial needs. For more information, or to find an Ameriprise financial advisor, visit [ameriprise.com](https://www.ameriprise.com).

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