



NEWS RELEASE

Ameriprise Welcomes Team of Advisors with \$168 Million in Assets and Big Plans for Growth to Its Financial Institutions Channel

2020-12-15

Veteran advisor Kathy Crowley says the extensive resources available in Ameriprise's bank channel will give her and her team greater opportunity to grow

MINNEAPOLIS--(BUSINESS WIRE)-- Financial advisors **Kathy Crowley, CFP[®], AIF[®]**, **Corinne Crowley, CFP[®], AIF[®]** and **Seamus Keenan** recently joined the Ameriprise Financial Institutions Group (AFIG) from Raymond James with \$168 million in client assets. The team, which operates under the name Centennial Financial Services, Crowley Wealth¹, provides financial advice and investment services to 15 bank branches across the Florida Panhandle, as well as the broader community.

Kathy Crowley, who leads the team, was not initially looking to move but decided it was the right decision after exploring what Ameriprise had to offer. Her team chose Ameriprise because of the firm's longtime focus on financial planning and dedication to client service. The team found the Ameriprise Financial Institutions Group particularly attractive because of the extensive resources available to them to grow.

"I was convinced we needed to move to Ameriprise once I saw the firm's commitment to serving clients through holistic advice," said **Kathy Crowley**. "Our clients have access to a wide array of investments and products at Ameriprise and through our partnership with Centennial Financial Services, which has been crucial to helping our clients find solutions to stay on track for their goals amid the unprecedented time we're in now. I'm excited to return to the bank environment where I started my career and I look forward to helping clients reach the next step in their financial journey."

“Ameriprise offers significant growth potential for our team because we are able to efficiently provide outstanding service to our clients and acquire new ones through the firm's deep financial planning and investment product capabilities,” added **Corinne Crowley**. “The company has extensive marketing resources that focus on the value financial advice can bring to Centennial Financial Services clients.”

Seamus Keenan added, “I’m looking forward to using Ameriprise’s resources to help enhance the referral relationship we already have with bank employees and to ultimately help more people in our community achieve their financial goals.”

“We’re thrilled to partner with Ameriprise and Kathy’s team to bring new financial planning services to our clients,” said **Jim Haynes**, regional president of Centennial Bank, parent company of Centennial Financial Services. “Ameriprise’s Financial Institutions Group offers partners a turnkey program that will help us deepen relationships with existing clients.”

The advisors joined Ameriprise in Panama City, Florida along with practice manager **Adrienne Davis**, and sales assistants **Kim Anderson-Temples** and **Sherry Ryder**. They are supported by Centennial Financial Services Program Manager **Kyle Stroud**, Ameriprise Regional Director **John Hoffman**, and Ameriprise group vice president – AFIG **Jay McAnelly**.

“Kathy and her team have worked hard to earn their clients’ trust, and we’re proud they chose to join with us,” said **McAnelly**. “This move provides the whole team with extensive resources to continue providing amazing service to their clients and Centennial Financial Services clients.”

Ameriprise formed its Financial Institutions Group after acquiring Investment Professionals, Inc. (IPI) in 2017. Leveraging Ameriprise’s strength as a wealth manager and IPI’s expertise in serving the financial institutions market, the AFIG channel specializes in the on-site delivery of investment programs to banks and credit unions.

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, 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**.

Not Federally Insured

No Financial Institution Guarantee

May Lose Value

**NO BANK GUARANTEE | NOT A DEPOSIT | NOT FDIC INSURED | NOT INSURED BY ANY
FEDERAL GOVERNMENT AGENCY | MAY LOSE VALUE**

The investment services offered by Ameriprise Financial Services Inc. under the name Centennial Financial Services are in no way affiliated with or offered by Centennial Bank, nor is Centennial Bank a registered broker/dealer. Customers working with Centennial Financial Services will be dealing solely through Ameriprise Financial Services Inc. with respect to their investment, brokerage and securities transactions.

Ameriprise Financial cannot guarantee future financial results.

Ameriprise Financial and the financial institution are not affiliated.

Certified Financial Planner Board of Standards, Inc. (CFP Board) owns the CFP® certification mark, the CERTIFIED FINANCIAL PLANNER™ certification mark, and the CFP® certification mark (with plaque design) logo in the United States, which it authorizes use of by individuals who successfully complete CFP Board's initial and ongoing certification requirements.

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.

Ameriprise Financial Services, LLC is an Equal Opportunity Employer.

© 2020 Ameriprise Financial, Inc. All rights reserved.

¹ a financial advisory practice of Ameriprise Financial Services, LLC

View source version on **businesswire.com**: <https://www.businesswire.com/news/home/20201215005762/en/>

Alison Mueller, Media Relations

612.678.7183

Alison.g.mueller@ampf.com

Source: Ameriprise Financial

