



NEWS RELEASE

Client-Friendly Technology Brings 11-Person Advisor Team to Ameriprise

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Bob Ross says Ameriprise ‘hands down has the best client experience technology’ out of the independent firms the team evaluated

MINNEAPOLIS--(BUSINESS WIRE)-- **Integrity Financial**, a wealth management practice managing \$200 million in client assets, joined the independent channel of Ameriprise Financial, LLC (NYSE: AMP) from Next Financial Group. **Bob Ross, CFP®**, **CKA®** is the lead financial advisor on the team and is joined by his business partner **Craig King, CPA®**, **CKA®**, financial advisors **Terence Hagedorn, CKA®** and **Matthew Caton**, office manager **Nancy Vesel, MBA**, and support staff **Michelle Canfield**, **Mallory Delauro**, **Gretchen Grob**, **Elaine Hagedorn**, **Josiah Jazwa**, and **Gwen Nolan**. The team, located in Independence, Ohio, decided to move to Ameriprise for a better digital client experience.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20210311005655/en/>

Bob Ross, Terence Hagedorn and Matthew Caton with Integrity Financial, a financial advisory practice of Ameriprise Financial. Photo courtesy of Integrity Financial.

“Ameriprise hands down has the best client experience

technology, and we’re excited to

tap into its power to take our client service model to the next level,” said Ross, who has over 30 years of experience as a wealth advisor. “Clients like how easy it is to access their accounts, see their goals and progress in a single digital view, and review all their investments in one consolidated statement. As advisors, we appreciate how Ameriprise’s technology platform gives us a clear, comprehensive picture of clients’ financial situations and goals in

just a few clicks.”

The team evaluated many options. They wanted a firm that honors advisor independence, has a robust technology platform with client-friendly tools, and supports advisors who serve clients with Biblical principles. Ross and his team first seriously considered Ameriprise after engaging with a firm representative at a Kingdom Advisors Annual Conference in 2019 and discovering that the firm delivers on their criteria.

“Our mission is to help clients align their principles with their investments and financial plan, as appropriate. I’m looking forward to engaging with other advisors in Ameriprise’s Christian Franchise Advisor Network who are also committed to serving clients with Christian principles front and center,” said Ross.

Integrity Financial was founded in 1991. The team is supported locally by Ameriprise senior field vice president **Bill Cupach**.

More than 4,300 financial advisors have joined Ameriprise since 2008.¹ To find out why experienced financial advisors are joining Ameriprise, visit 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, 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.

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¹ Company data as of Q2 2020.

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