NEWS RELEASE

# Financial Advisor Celebrates Successful Transition to Ameriprise

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One year after moving his practice to Ameriprise Dale Cebert reflects on how the move has benefitted his clients, his employees and his book of business

MINNEAPOLIS--(BUSINESS WIRE)-- Financial advisor Dale Cebert, ChFC®, CLU®, CASL® recently celebrated the one-year anniversary of his move to the franchise channel at Ameriprise Financial (NYSE: AMP) from FSC Securities. The veteran advisor, who has more than 21 years of experience in the industry, believes the switch to Ameriprise has made it easier to deliver a compelling and valuable experience to clients, while freeing up capacity for him to continue building his book of business. Today, he and his team – which operate under the practice name Cebert Wealth – manage $466 million in assets, compared to $444 million when he left his last firm. And, in a recent client satisfaction survey, Cebert's team was rated 4.7 out of 5 in overall satisfaction based on 40 reviews.[1]

Cebert evaluated many companies before deciding to join Ameriprise. The firm's commitment to putting clients first and supporting advisors' growth objectives stood out. He chose to affiliate as a franchise advisor because it enabled him to employ his staff directly and build equity in his practice while still enjoying the technology, marketing, leadership and other resources that differentiate Ameriprise.

"The decision to join Ameriprise was easy once I had all of the information in front of me. It rose to the top in every category I care most about," said Cebert. "And, one item we did not anticipate was the supportive culture among Ameriprise advisors. Advisors here are willing to network and share best practices on how they build strong teams and leverage resources to serve clients well."

Reflecting on the anniversary of his move, Cebert said, “I had high expectations of Ameriprise prior to joining because I did my due diligence and I knew the firm was a solid choice for my practice. But, even so, I’ve been blown away by everything Ameriprise offers its clients and advisors. The company lives up to its values and consistently focuses on keeping clients satisfied for the long term. My team and I have had a stellar first year here. Ameriprise provides excellent leadership, great technology and a wealth of resources that help us make a meaningful difference in our clients’ lives.”

Cebert’s office is located in The Villages, Fla. His team, which has grown by two advisors and three support staff since the transition to Ameriprise, includes advisors Chad Noble, ChFC®, Mark Dickerson, CFP®, Alec Thomas, Scott Maxwell, Keriann Mitchell, APMA®, Catherine Harris, CRPC®, APMA®, and Zac Griffin, APMA®, as well as support staff Desirea Winchell, Andi Muzzillo, Miles Mattheus, Amy Kelly, Janet Burset, Linda Maxwell, Monica Soroa and Ashley Stouffer.

More than 4,000 financial advisors have joined Ameriprise since 2008.[2] To find out why experienced financial advisors are joining Ameriprise, visit **joinameriprise.com**.

For more information about Dale Cebert, visit **https://www.ameripriseadvisors.com/dale.cebert/**.

[1] – Clients can rate an advisor or practice, based on their overall satisfaction with the team or practice, on a scale of 1 to 5 (1= extremely dissatisfied to 5= extremely satisfied). Client experiences may vary and working with any Ameriprise Financial practice is not a guarantee of future financial results. Investors should not consider this rating a substitute for their own research and evaluation of a financial practice’s qualifications. Not all clients may respond to these questions, and only clients with access to the Ameriprise Secure Client Site may submit a rating. Ratings reflect an average of all client responses received between 3/13/2018 and 9/30/2018.

[2] – 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**.

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