



NEWS RELEASE

Integrated Technology and Elevated Client Experience Draws Advisor Team with \$260 Million in Assets To Ameriprise Financial

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Mike Lloyd of Oakwood Financial Group says the integrated technology at Ameriprise is “already transforming how we operate and engage with our clients”

MINNEAPOLIS--(BUSINESS WIRE)-- Financial advisory practice, **Oakwood Financial Group**, recently joined the branch channel of Ameriprise Financial, Inc. (NYSE: AMP) from Wells Fargo Clearing Services, Inc. with \$260 million in client assets. The practice, located in Winter Park, Fla., is led by financial advisor **Mike Lloyd, CFP®**, **CLU®**, **ChFC®**, and includes financial advisor **Gregg Mulvany** and client service specialist **Joel Ingram**.

The decision to make a move was driven by the team’s desire to elevate their technology capabilities and deliver a more seamless, modern experience for clients. As they considered their options, Ameriprise quickly rose to the top.

“The professionalism and care we experienced when meeting with leaders at Ameriprise made a lasting impression. It was clear they were genuinely interested in understanding our practice and supporting our long-term success.” said Lloyd. “The more we learned about the firm – the technology, the culture, the support – the more confident we became that this was the right move.”

Lloyd also highlighted the welcoming and collaborative atmosphere of their local Ameriprise branch office as a key part of the decision. “The culture here is incredibly supportive,” he said. “It’s a place where advisors are encouraged to grow and lean on one another. That kind of environment makes a real difference, both for us and for our clients.”

Since joining, the team has quickly experienced the benefits of Ameriprise's integrated technology platform. "The technology is intuitive and powerful – it's transforming how we operate and engage with our clients," Lloyd added. "We're discovering new efficiencies every day, and our clients are noticing the difference. The transition has been smooth, and the feedback has been overwhelmingly positive."

Oakwood Financial Group is supported locally by Ameriprise Complex Director **Dylana Hopler** and Ameriprise Regional Vice President **Michael Rearden**.

Ameriprise has continued to attract experienced, productive financial advisors, with approximately 1,700 joining the firm in the last 5 years.¹ To find out why experienced financial advisors are joining Ameriprise, visit ameriprise.com/why.

About the Ameriprise Ultimate Advisor Partnership

The Ameriprise **Ultimate Advisor Partnership** offers a differentiated experience for advisors that helps them accelerate growth while delivering an excellent client experience. Combined with the company's culture of support and independence, the Ultimate Advisor Partnership enables advisors to scale their businesses, deepen client relationships and drive referrals for future growth.

About Ameriprise Financial

At **Ameriprise Financial**, we have been helping people feel more confident about their financial future for 130 years. 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.

¹ Ameriprise Financial 2023 10-K.

² Ameriprise Financial Q1 2024 Earnings Release.

Ameriprise Financial cannot guarantee future financial results.

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