

Selling your advisory practice

to Ameriprise Financial



Selling a practice — a true success story

Dan Sheehan retired from his Boston-based financial advising practice and sold it to Ameriprise Financial in 2007. Dan supported the transition of his practice for about six months and his clients are now served by two Ameriprise financial advisors.

“I made the decision to sell my practice to Ameriprise Financial because it was important to me that my clients would be well-served. Ameriprise Financial offered my clients everything I was able to and much more.”

Dan Sheehan

Whether you're planning to retire or want to refocus your business, selling your advisory practice to Ameriprise Financial is a smart move. We understand that transitioning a practice can be a challenge for even the most experienced business owner.

That's why we have a dedicated Practice Acquisition team and local leaders ready to offer the support you need — from structuring the transaction to preparing for your transition. So if you're planning to sell your practice or just thinking about it, let's discuss how Ameriprise Financial could be right for you and your clients.

The benefits of selling to Ameriprise Financial

Here are just some of the reasons to consider Ameriprise Financial:

- > **As a FORTUNE 500 company,**¹ Ameriprise Financial has the strength and stability to make cash acquisitions for your advisory practice, with the majority of the transaction price paid upfront.
- > **We accelerate deferred payments.** Our typical acquisitions have only two or three back-end annual payments; the industry average for individual purchasers is four to seven years.
- > **Your clients will receive personal attention.** You've spent significant time and resources establishing your practice and taking care of your clients. Through our comprehensive approach to financial planning, your clients will continue to receive ongoing advice and guidance to help identify opportunities and select the products and services that are right for them.
- > **Upon selling your advisory practice to Ameriprise Financial,** you may be invited to join our team as a temporary licensed employee for 60 to 90 days. In this position, you'll assist in transition and help ensure you receive your full deferred payments. You'll have the opportunity to sit in on meetings with the buyer and your clients, attend client events and continue to handle client phone calls.
- > **We have excellent client retention rates.** Our client satisfaction and retention rates are among the highest in the industry. Our clients also choose how they want to work with us — from a simple brokerage account to an ongoing financial planning relationship.
- > **We have the fourth largest advisor force in the U.S.**² We have advisors in your area and across the country, looking to grow their business through acquisitions.
- > **We'll reimburse your clients for fees.** When your clients join Ameriprise Financial, we'll reimburse them for ACAT fees associated with their integration, so they'll experience little disruption in their investment accounts or service.

WHY AMERIPRISE

INFORMATION GATHERING

- > Provide us with your asset and revenue breakdown.
- > Meet with advisors in your area who are interested in acquiring an advisory practice.
- > Identify the advisor(s) who would be the best fit to serve your clients.

OFFER & DUE DILIGENCE

- > Participate in a discovery call to discuss your practice and the options available to you.
- > Review our offer for your practice.
- > Participate in the due diligence process, providing additional detail as needed.

INTEGRATION PLANNING

- > Work with your successor to develop an integration plan.
- > Draft client communications announcing the upcoming transition.
- > Plan events and face-to-face meetings where your clients will meet your successor.
- > Review and sign the acquisition documents.

TRANSITION

- > Begin a temporary licensed employee role with Ameriprise Financial.
- > Supporting the transition of your practice to Ameriprise Financial according your integration plan.

For more information

Call or click to learn more about selling your practice

(888) 267-8370

joinameriprise.com/sellmypractice

At Ameriprise Financial, we provide true financial planning through our unique *Dream > Plan > Track >®* approach.



Have a seat. Let's talk.SM

- > **We're America's leader in financial planning.**³ We're dedicated to a comprehensive approach to financial planning because we believe it's the best way to help our clients achieve their goals. We address all aspects of their finances, including cash and liabilities, protection solutions, investments and tax management.
- > **We provide a wide range of products and services.** Ameriprise Financial clients have access to stocks, bonds, proprietary and nonproprietary mutual funds, insurance and managed money programs to help them achieve their goals.

See the difference experience makes

Our team of specialists has experience working with advisors in a variety of selling situations. We have the experience and resources to anticipate issues and take proactive steps to help ensure a smooth transition.

The four-step process at left outlines the steps you'll follow when you sell your practice to our Advisor Group. This process is likely to vary if you sell to the Franchise Group; however, we'll establish expectations up front and provide hands-on support through each phase.

What is your business worth?

Many components factor into the value of a financial practice. We're interested in practices of all sizes and believe the accurate value is far more than a multiple of revenue. We study a number of factors to determine the value of an acquisition:

- > Assets under management
- > Revenue mix
- > Business longevity
- > Areas of specialization
- > Number, age and tenure of clients
- > Client service model
- > Products offered
- > Office location

In general, the price you receive for your business consists of a cash down payment and several deferred annual payments.

Take the next step

If you have questions, want more information or are interested in selling your practice to Ameriprise Financial you can:

- > Call us confidentially at (888) 267-8370
- > Visit joinameriprise.com/sellmypractice and complete our online form.
- > Send an email to practice.acquisitions@ampf.com

¹ FORTUNE Magazine, May 4, 2009

² Based on company filings as of March 2009.

³ Ameriprise helped pioneer the financial planning process more than 30 years ago. Our unique Dream > Plan > Track >® approach is about more than just numbers, it's both science and art. We have more financial planning clients and more CERTIFIED FINANCIAL PLANNER™ professionals than any other company in the U.S. based on data filed at adviserinfo.sec.gov and documented by the Certified Financial Planner Board of Standards, Inc. as of Dec. 31, 2008.

Ameriprise Financial is pleased to be using an authentic Eames DCW chair manufactured by Herman Miller, courtesy Eames Office LLC, eamesoffice.com, eamesfoundation.org.

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