ADMINISTRATIVE PROCEEDING BEFORE THE SECURITIES COMMISSIONER OF SOUTH CAROLINA

	IN THE MATTER OF:	CONZEAT UBDES
	Ameriprise Financial Services, Inc.,) Matter Respondent.)	Nos. 2015793 and 20167368
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	This Consent Order is entered into between the Securiti	es Division of the Office of the
	Attorney General of South Carolina (the "Division") and Ame	
	CRD No. 6363 ("Ameriprise" or the "Respondent"), in or	-
	investigations under Matter No. 2015793 and Matter No. 2	
	Ameriprise conduct violated the provisions of S.C. Code Ann.	§ 35-1-101, et seq., the South
	Carolina Uniform Securities Act of 2005 (the "Act") and the reg	ulations promulgated thereunder.
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	Without admitting to or denying the findings of fact and co	onclusions of law set forth in this
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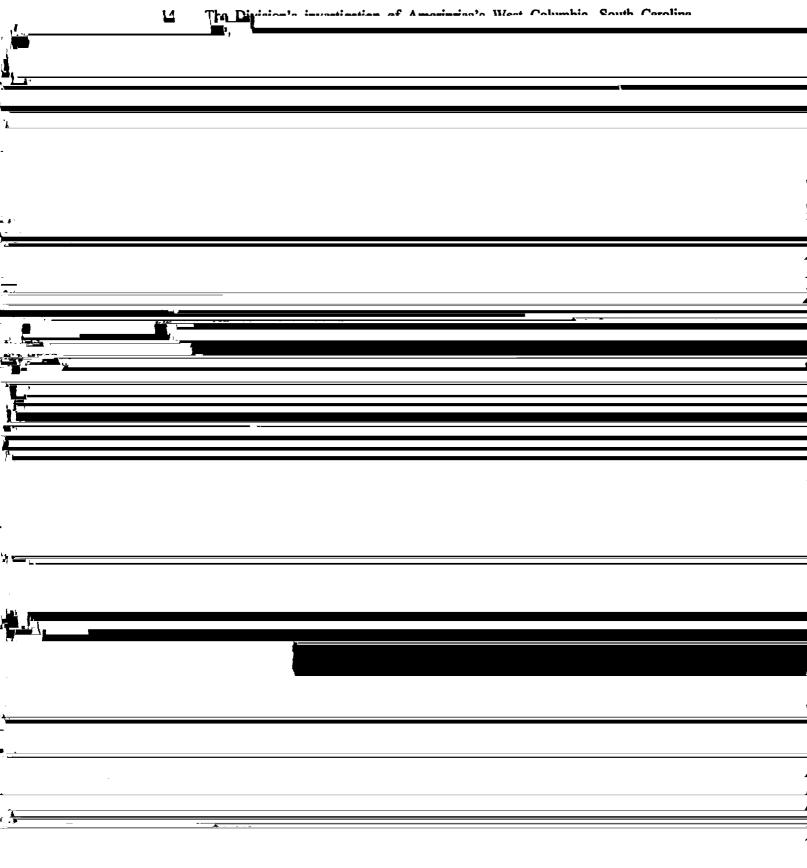
The Division focused its inquiries on the time period between 2009 and 2015 (the 4.

"Relevant Period").	
Resnondent's North South Carolina Branch Office	
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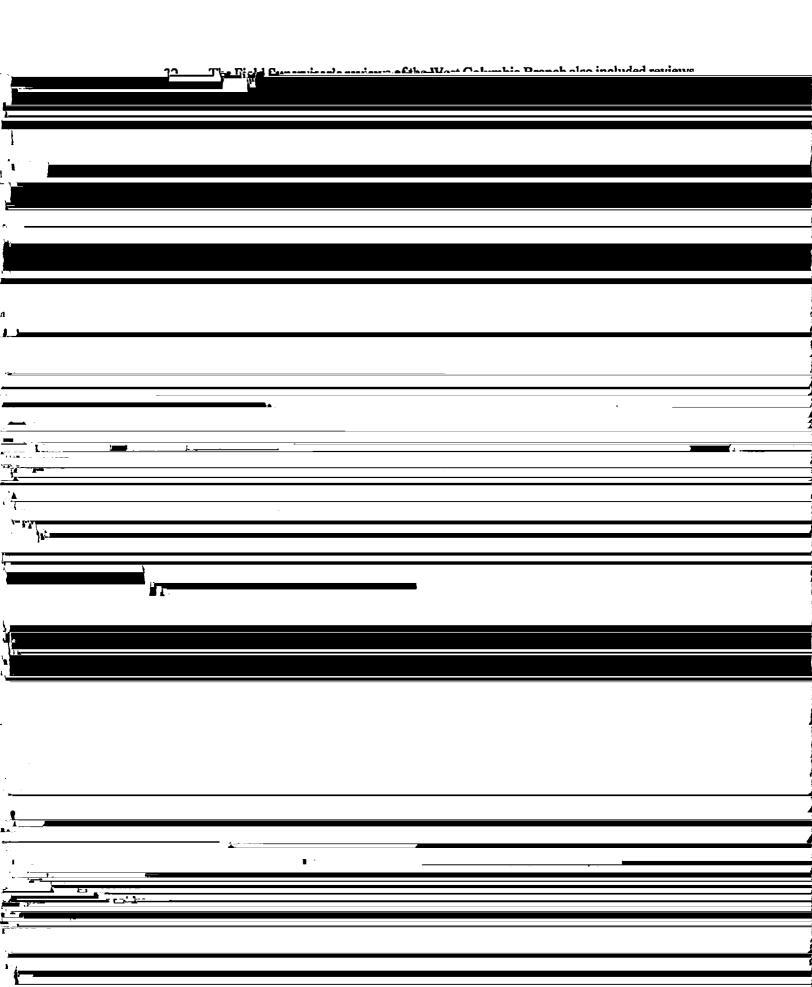
- The Division's investigation of Ameriprise's North, South Carolina branch office 5. (the "North Branch") revealed several violations of the Act during the Relevant Period.
- The North Branch was operated by Ameriprise registered representatives J.N. and 6. M.L.N. for the entirety of the Relevant Period.
- J.N.'s and M.L.N.'s book of business was comprised largely of recent retirees (the 7. "Retirees").
- J.N. and M.L.N. largely recommended the same investment strategy to many of the 8. Retirees, as well as to many of their other customers.

9.	Specific	ally, th	his inve	stment	strategy	involved	mostly	complex	and	illiquid
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Respondent's West Columbia, South Carolina Branch Office



	23. During most of the Relevant Period, J.N., M.L.N., and J.S. shared the same field supervisor (the "Field Supervisor").
	24. As part of his supervision, the Field Supervisor conducted reviews of the
ξ <u>ŗ.</u>	investment strategies employed by J.N., M.L.N., and J.S., as well as reviewed certain customer
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1-412(d)(13)—in particular, S.C. Code of Regulations § 13-501(B)(3)—through the use of fictitious account information in order to execute transactions which would otherwise be prohibited.

The Researchent's failure to reasonably supervise its agents who violated the Act

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Provides the Desearchent number to S.C. Code Ann. 88 35-1-412(c) and

The Researchent's failure to reasonably supervise its agents who violated the Act

35-1-412(d)(9).

42. This Consent Order is in the public interest.

V. ORDER

It is hereby ORDERED that:

a. Ameriprise is CENSURED; and

Respondent Ameriprise Financial Services, Inc.	
Name Christopher R.) Long Title Vice President & Chief Counsel, Regulato	Date: 6-26-18
Reviewed By: Niels P. Murphy, Esq. Lawton R. Graves, Esq. Murphy & Anderson, P.A. Counsel for Respondent	Date:6/27/18
Approved as to Form:	Date: 6/27/2018
Deputy Securities Commission	
Ian P. Weschler Assistant Attorney General	Date: 6/27/2018