



Fountainhead Asset Management Partners with Nyfty Wealth
CIO to lead on investing for an enhanced client offering.

WARREN, NJ, April 27, 2023 – Fountainhead Asset Management (“FAM”) is excited to announce a new partnership with Nyfty Wealth (“Nyfty”). This strategic alliance will enable Nyfty to leverage FAM’s institutional level investment expertise while delivering specialized financial planning services to its clients.

As a leader in the field of investing, FAM will complement Nyfty’s planning solutions by providing a sophisticated investment process alongside institutional level trading and portfolio management capabilities. With this partnership, Nyfty will expand its ability to meet the evolving needs of its clients while creating the bandwidth, focus, and scale necessary for business growth.

“We are thrilled to partner with FAM,” said Steve Lifgren, CEO of Nyfty Wealth. “This partnership represents an exciting opportunity for us to deliver greater value to our clients and drive growth in our firm. FAM’s expertise will allow us to offer an even more comprehensive range of solutions to our clients.”

Both FAM and Nyfty are committed to delivering the highest level of service to the Nyfty client. Nyfty will be able to provide its client base with an enhanced experience with expertise across the entire financial spectrum in guiding the client through their financial journey. Nyfty will lead in managing its clients’ objectives and needs, while FAM will lead in providing all investment-related services. These differentiated capabilities will result in the Nyfty client being the true winner of the partnership.

“By combining the financial planning expertise of Nyfty with the institutional level investment services of FAM, we fully expect the enhanced Nyfty offering to be a compelling solution for both existing and new clients,” said Joe Halpern, Managing Partner of FAM. Nyfty clients will be happy to know a large team of experts are here to provide end-to-end holistic financial advice for themselves and their families, while still maintaining strong, personal relationships with their advisor.”

FAM has partnered with RIAs, individual advisors, accountants, lawyers, and other strategic partners in providing a full-service, institutional level Chief Investment Office experience. This collaboration allows FAM’s partners to fully focus on what they are most passionate about – developing meaningful relationships with its clients while guiding them to financial success – and, at the same time, materially scaling and growing their financial practices.

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About Fountainhead Asset Management

Fountainhead Asset Management (FAM) is an Outsourced Chief Investment Office (OCIO) solution providing complete leadership in the field of investing. FAM provides its partners - advisors, accountants, and others - with the experience, leadership, and capacity required to provide a sophisticated and differentiated investment management offering. By utilizing FAM's OCIO services and capabilities, its partners are empowered to better serve advisor/client relationships while growing their businesses simultaneously.

To learn more about the power of partnering with Fountainhead Asset Management, please visit www.fountainheadam.com. Enhance Your Story With Us.

About Nyfty Wealth

Nyfty Wealth is a financial fiduciary offering personalized wealth management services tailored to the client's unique needs. We provide financial planning services to help clients achieve their financial goals and create intergenerational wealth. As a team of highly trained and experienced financial advisors, Nyfty stays at the forefront of the wealth management industry, offering sound and responsible financial advice to help clients make informed decisions about their wealth. With core values of integrity, empathy, innovation, personalization, responsibility, quality, education, long-term focus, family, and success, we are able to deliver a client experience we're both proud of and excited to share.

To learn more about Nyfty Wealth, please visit <https://nyftywealth.com/>.

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