



PRESS RELEASE: Altus and Fortunity Merge to Create Leading Advisory Firm on the Central Coast

Sydney, Australia – [Date] – In a move set to reshape the professional services landscape on the Central Coast, Altus Financial (“Altus”), a leading integrated business and wealth advisory firm, has merged with Fortunity, the region’s most respected financial advisory business.

Whilst continuing the integrated advisory solutions both businesses are built upon, the combined firm will deliver a wider range of specialist services to clients — including CFO advisory, audit assurance, personal insurance and debt advisory. All clients will benefit from greater depth of expertise, more coordinated advice and expanded resources while retaining the personal relationships they value most.

*“This decision is about delivering more for our clients,” said **Scott Young**, Managing Director of Altus. “We’ve known the Fortunity team for more than a decade. We share the same philosophy: deliver leading advisory solutions to private clients and caring deeply about your people who deliver them. Together, we can deliver even more for the businesses, families, and communities we both serve.”*

A stronger regional presence

Fortunity, based in Erina, has been a trusted adviser to the Central Coast business community for over 20 years, known for its hands-on approach and commitment to quality advice. The merger cements its position in the region while connecting clients to Altus’s broader capabilities.

Paul Bolton, Director of Fortunity, said: *“Scott and the Altus team act and think the same way we do, we will be stronger as one. By joining forces, we’re both better positioned to deliver lasting value to our clients, our people and the community.”*

Shared ownership, shared success

Altus & Fortunity both operate under an employee-owned model which was pivotal to the merge decision. Mr Young added, *“Employee ownership creates real alignment between advisers and clients. It builds a culture of accountability and trust, which is the foundation of a sustainable advice business,”*

Continuity and Growth

All staff from both firms will remain in their roles, ensuring uninterrupted service for clients. Altus’s Central Coast team will relocate to Fortunity’s new Erina premises in August. The merged firm will continue Fortunity’s community sponsorships, including the Central Coast Mariners and Surf Life Saving Central Coast.

About Altus Financial

Altus Financial is an industry leading integrated private client advice firm, providing solutions to business owners, professionals and wealthy families across Australia.

About Fortunity

Fortunity has served the Central Coast community for over 20 years, providing accounting, business advisory, audit and wealth management services with a focus on personal relationships and delivering practical solution outcomes.

Media Inquiries

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