



## NEWS

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# San Francisco Bay Area Financial Planner Celebrates 10 Years

*William Pitney, financial coach and founder of FocusYOU, achieves milestone helping people plan for financial success.*

FOSTER CITY, Calif. (April 30, 2013) – FocusYOU is happy to announce that William Pitney, MBA, CFP<sup>®</sup> celebrates his 10 year anniversary as a financial planner. Pitney says, “It’s been an incredible journey and wonderful experience. I am very appreciative of the many individuals and families who have invited me into their lives to help them solve their financial challenges.” His inspiration and enthusiasm continues to grow.

Pitney is on a mission to empower people to make educated and transformative financial decisions. His motto ‘When you get your money right, you can get your life right’ inspires him and his firm to support people in doing what is necessary to adopt fiscally healthy behaviors supportive of their goals.

From day one, Pitney has advocated the consultative approach to planning, which is grounded in years of study and practical experience. He facilitates conversations that might not otherwise take place between spouses, family and business partners. The results: He helps his clients put their financial affairs in good order, safeguard their wealth and avoid costly mistakes.

Pitney is passionate about helping others. He became a financial planner after witnessing the devastating effects that poor financial advice had on his mother-in-law following the death of her husband. He entered the industry deeply committed to ensuring that others never faced the same fate and has never wavered from his commitment regardless of the impact it might have on his own bottom line. He takes his fiduciary responsibility to his clients as a sacred duty.

Looking ahead, Pitney believes 2013 will be his best year as a financial planner and coach since entering the industry in 2003.

To learn more, visit [www.FocusYou.com](http://www.FocusYou.com).

**About William Pitney**

William Pitney, founder and financial coach of Focus YOU in Foster City and Santa Rosa, California, has been serving clients as a professional financial planner since 2003. Pitney is recognized by the Institute of Consumer Financial Education as a Certified Personal Finance Instructor. He is a member of the Financial Planning Association, Sudden Money Institute, Center for Fiduciary Studies, and International Association of Registered Financial Consultants. Committed to a higher fiduciary standard of excellence, he has passed a rigorous certification and examination process in order to earn the professional designations of CERTIFIED FINANCIAL PLANNER™ professional and Accredited Investment Fiduciary®. Focus YOU delivers practical, fully integrated financial strategies and solutions to address the financial planning needs of clients. For more information, visit [www.FocusYou.com](http://www.FocusYou.com).

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