



NEWS

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Financial Coach Attends Annual Thinkfest *William Pitney participates in FPA® Retreat in Phoenix*

FOSTER CITY, CA (May 10, 2016) – FocusYOU is pleased to report that William Pitney, Financial Focus Engineer and Coach, attended the Financial Planning Association’s Retreat conference (FPA Retreat) in Phoenix, AZ held April 25-28. This year’s theme was built around “Storytelling,” and aimed to advance the art and science of financial planning in the 21st century by helping attendees communicate more effectively with their clients.

FPA Retreat is an advanced conference that combines theory with practice in a relaxing, conversational environment with some of the best minds and thought leaders in the financial planning profession. Retreat is designed by and for the profession’s leading experts, most respected planners and future leaders. Many CERTIFIED FINANCIAL PLANNERS™ (CFP®) professionals regard Retreat as “the cutting edge of the art and science of financial planning” because the content is on the leading edge of financial research and techniques. Conference attendees also discuss and debate the most pressing issues that are shaping the planning profession.

During this year’s Retreat, William learned to expand his ability to share his unique story in a way that resonates with his clients and the community he serves. He also learned strategies and techniques that enable CFP® professionals to help their clients better connect their behaviors and decisions to what is truly important to them. These workshops and sessions provided discoveries that will enable William to enhance the quality of his communication and effectiveness of the advice he provides to his clients.

Since attending his first FPA Retreat in 2011, William says that Retreat is a must attend for him. He adds, “Every time I attend Retreat, I walk away with some actionable strategies that enhance the client experience. And because the professional development is unparalleled, Retreat changes me from the inside out and helps make me a better financial planner.”

While Retreat is a must attend for William, he places a higher priority on family commitments. In recent years, he has only missed a Retreat when the dates fell on the weekend of his son's birthday.

To learn more about Pitney, visit 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. The Institute of Consumer Financial Education recognizes Pitney 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 FocusYou.com.

About Financial Planning Association®

The Financial Planning Association® (FPA®) is the principal professional organization for CERTIFIED FINANCIAL PLANNER™ (CFP®) professionals, educators, financial services providers and students who seek advancement in a growing, dynamic profession. Through a collaborative effort to provide more than 24,000 members with One Connection™ to tools and resources for professional development, business success, advocacy and community, FPA is the indispensable force in the advancement of today's CFP® professional. Learn more about FPA at OneFPA.org.

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