FOCUSYOU

NEWS

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Financial Advisor Forms New Firm

William Pitney establishes FocusYOU to provide improved planning services and financial education to local investors

FOSTER CITY, CA (December 2, 2011) – William Pitney, who for nearly a decade has been helping individuals and families realize their financial goals, recently formed his own registered investment advisory firm (RIA), Focus YouNiversity, LLC. FocusYOU opened to the public on November 30, 2011, at 565 Pilgrim Drive, Suite C in Foster City. A second office is located at 2841 Cleveland Avenue, Suite 14 in Santa Rosa.

FocusYOU was established to provide an educational approach to developing comprehensive financial strategies that support an individual's most essential life goals. According to Pitney, a CERTIFIED FINANCIAL PLANNER® professional, too often there is a disconnect between what people say they want in life, and the decisions they make with their money to achieve it. "By providing clients with real financial knowledge – from the basics through more sophisticated strategies – I believe they become more empowered to make appropriate decisions and adopt fiscally healthy behaviors to support their goals," Pitney said.

The decision to structure FocusYOU like a university, in order to provide real financial education, came about after the dust began to settle from the turmoil of the past few years. Pitney discovered that what his clients desired most was more financial education. "They told me I was able to keep them patient and helped them avoid costly mistakes during a very tough market," he explained. "But if they had a better understanding of how the financial industry and various products worked, and why the products work the way they do, then they would be better able to avoid emotion-based decisions no matter personal or market circumstances."

Pitney plans to offer regularly scheduled group workshops on a variety of subjects. Core topics will include Discovering Your Purpose for Money, Understanding the Myths of Wall Street, and Developing Your Own Investment Philosophy. FocusYOU financial workshops will be open to the public. For information about upcoming sessions, visit www.FocusYou.com.

Prior to founding FocusYOU, Pitney was affiliated with Lincoln Financial Advisors where he built a successful independent advisory practice. All of Pitney's pre-existing clients, who were invited to move with him, have transferred their accounts and relationships to FocusYOU. "One couple told me 'Our relationship is with you and we expect you to keep helping us until either we die or you die,'" explained Pitney. "I can't think of a more gratifying compliment. It was the vote of confidence I needed to confirm I was on the right track."

Pitney has created a business model based on providing objective analysis with unbiased advice and recommendations. With FocusYOU, Pitney will be in an even better position to honor his commitment to being a fiduciary, which means open and honest conversation about financial strategies while always keeping the client's best interests in the forefront, Pitney said. "I can tell people the truth without having to water down my explanations and I can recommend investment and insurance products from a broader selection without any real or perceived conflicts of interest."

About William Pitney

William Pitney, founder and financial coach of FocusYOU in Foster City and Santa Rosa, California, has been serving clients as a professional financial planner since 2003. Pitney earned his MBA from The University of Arizona, with emphasis in entrepreneurship, finance and marketing. He earned his BA from the University of Kentucky. Pitney is a member of the Financial Planning Association, as well as the Center for Fiduciary Studies, National Ethics Bureau, the International Association of Registered Financial Consultants and the Institute of Consumer Financial Education. 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®. In addition, he is among the very few financial professionals to have earned the ChFEBC℠ designation for addressing the unique benefit programs of federal employees. FocusYOU delivers practical, fully integrated financial strategies and solutions to address the long-term financial planning needs of clients. For more information, visit www.FocusYou.com.

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