



NEWS

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FocusYOU Enhances Services as Sudden Money Experts

William Pitney attends Financial Transitions Management workshop in Portland, Oregon

FOSTER CITY, CA (May 6, 2012) – William Pitney, Financial Coach and President of Focus YouNiversity, LLC (FocusYOU), continues to enhance his expertise as a Sudden Money Advisor. Pitney attended the one-day workshop held in Portland, Oregon on April 19th as a requirement of the 12-month coaching program. The program is designed to provide a deeper understanding of the Financial Planning Process developed by Susan Bradley, CFP® and founder of the Sudden Money® Institute (SMI).

During the workshop, Pitney acquired new skills for navigating clients through financial and life transition events, allowing them to feel more confident as they move forward. SMI provides Pitney with access to the latest research, tools and processes to guide clients through Sudden Money and life events.

Traditional financial training and advice address the facts and figures of money only. SMI provides advanced training that also addresses the emotional and human side of money. "The skills and protocols I've acquired through Sudden Money enable me to advise clients in transition more effectively and makes it more comfortable for them as they go through these turbulent and often life altering transitions," said Pitney.

As a Sudden Money Advisor, Pitney is among a select few professionals with expertise combining the fields of financial planning with cutting-edge research in neurology, sociology and psychology. These techniques integrate the technical, rational aspects with the human experiences of the person in transition.

Pitney met the high standards and rigorous training required to be part of a global network of top advisors who implement strategies designed to help individuals and families deal with financial turbulence brought on by life changing events, both planned or unplanned. Additionally, as a Sudden Money Advisor, he must complete 30 hours of continuing education annually.

For Pitney and Focus YOU, Sudden Money® Institute is a key component of an overall commitment to providing clients with the most comprehensive, integrated and innovative advice on financial topics.

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 Association, 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 ChFEBCsm 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.

About Sudden Money® Institute

The Sudden Money® Institute is the nationally recognized source for financial transitions planning, tools, strategies and practice management. It is the first organization of professionals to synthesize decades of experience in financial planning with cutting edge research in neurology, sociology and psychology. Sudden Money Advisors are experts in the art and science of transition and the optimal way to guide clients through turbulent times. The Sudden Money transition management process seeks to facilitate rational thinking and good decision-making at a time when confusion and emotional turbulence might otherwise result in regrettable decisions. To learn more, visit www.SuddenMoney.com.

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