



## NEWS

**Contact:** William D. Pitney, MBA, CFP<sup>®</sup>, AIF<sup>®</sup>, RFC<sup>®</sup>  
Focus YOU  
650.684.1199  
[info@FocusYou.com](mailto:info@FocusYou.com)

William D. Pitney  
MBA, CFP<sup>®</sup>, AIF<sup>®</sup>, RFC<sup>®</sup>

# Foster City Financial Planner Celebrates Two Years as a Truly Independent Firm

*William Pitney, financial coach and founder of FocusYOU, is excited about his firm's future to provide financial planning and coaching services to local investors*

FOSTER CITY, Calif. (January 31, 2013) – Focus YOU will celebrate its two year anniversary as a truly independent financial planning and coaching firm on February 14, 2013. “It's been nearly 24 months since we opened for business and we couldn't be more thrilled to celebrate the tremendous progress, transformation and professional success,” says company founder William Pitney, MBA, CFP<sup>®</sup>. He continues, “We are inspired by our ever-expanding community.”

Pitney launched Focus YOU to provide consumers and investors with real, actionable financial knowledge. He is on a mission to empower people to make educated and transformative financial decisions. Pitney's motto ‘When you get your money right, you can get your life right’ inspires his firm to support people in doing what is necessary to adopt fiscally healthy behaviors supportive of their goals.

Pitney and his team are proud of their many successes of the last two years. “Looking back at the accomplishments makes us even more excited for what we are capable of doing over the next 12 months and beyond,” says Rosanne Arthur, Client Services Manager.

Crystal Reed, Support Services Specialist adds, “Some of the most important improvements were due to integrating various technology solutions that make it easier for our clients to coordinate schedules and collaborate with us.” Solutions include online appointment scheduling, web and video conferencing, encrypted file sharing and Personal Financial Portal and Vault.

To fulfill its mission, FocusYOU successfully introduced its Live Financial Workshops in early 2012 and more recently launched its Lunch and Learn Financial Education webinar series. The firm also introduced several programs and services that make access to a knowledgeable Certified Financial Planner™ professional affordable for more families.

Looking ahead, Pitney believes 2013 will be his best year as a financial planner and coach since entering the industry in 2003. Focus YOU has several key projects underway to further expand and enhance its services.

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, National Ethics Association, 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).

###