



## NEWS

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# Financial Coach Attends Uniquely Californian Planner's Conference

*William Pitney financial planner of FocusYOU enjoys the 2017 Far West Roundup in Santa Cruz*

FOSTER CITY, CA (August 28, 2017) – FocusYOU is pleased to report that William Pitney, Financial Coach, attended the 2017 Far West Roundup (Roundup) in Santa Cruz, CA held August 10-13. Pitney continues to attend Roundup because of its unique experience compared with other professional conferences.

Roundup is an informal event reserved exclusively for financial planning professionals. Since it began in 1990, Roundup is held each summer on the beautiful University of California Santa Cruz campus.

Conference participants sleep in residence halls, eat cafeteria food, and attend sessions in a lecture hall. Attendance is limited to 75 participants and reminds many of their own college experience.

Roundup attendees include some of the top financial planners from California, Hawaii and Oregon and influential planners in the nation.

Pitney says, "The allure for me is the informal setting that encourages professional debate and an exchange of leading edge ideas in a relaxing setting." He adds, "The late into the night, or should I say early morning, conversations are among the liveliest discussions you'll ever hear at a conference."

The session that had the most impact on Pitney was the presentation by Brian Trouette of Trouette Insurance Agency, LLC. Pitney says, "Brian showed us why it's very important for our clients to get an insurance review by an independent insurance professional for the home, auto and umbrella policies. He discussed

how many policyowners purchase on price and do not know what's in the fine print. It's the language in the policy's fine print that can limit what the policy will actual cover.”

Trouette shared several real-life case studies that illustrated how some insurance carriers structure the policies to make them appear very affordable in the advertisements.

Pitney continues, “Each Roundup session is beneficial, but it was Trouette's the created the most concern.”

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

### **About William Pitney**

William Pitney, founder and financial coach of Focus YOU in San Mateo and Santa Rosa, California, has been serving clients as a professional financial planner since 2003. He is a member of the Financial Planning Association, Sudden Money Institute, International Association of Registered Financial Consultants and Peninsula Estate Planning Council. 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 professional and Certified Financial Transitionist®. FocusYOU delivers practical, fully integrated financial strategies and solutions to address the financial planning needs of clients. For more information, visit [FocusYou.com](http://FocusYou.com).

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