



NEWS

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San Francisco Bay Area Financial Planner and Coach Celebrates 15 Years

William Pitney, CFP® professional and founder of FocusYOU achieves milestone in helping people achieve financial success.

SAN MATEO, CA (March 26, 2018) – FocusYOU is excited to announce that William Pitney, MBA, CFP®, CeFT® celebrates his 15-year anniversary as a financial planner. Pitney says, “Wow, it’s hard to believe that it’s been 15 years already. What a wonderful experience I’ve had. I am very appreciative of the many individuals and families who have allowed me to join them on their journey and invited me into their lives to solve their financial challenges.” His enthusiasm and commitment to help financial achieve financial success continue to grow.

Pitney is on a mission to empower people to make educated and transformative financial decisions. His motto ‘When you get your money right, you can get your life right’ inspires him and his firm to support people in doing what is necessary to adopt healthy financial behaviors that support their financial goals and life aspirations.

From day one, Pitney has advocated the consultative approach to planning, which is grounded in years of study and practical experience. With his years of experience and knowledge, he continues to facilitate conversations that might not otherwise take place between spouses, family and business partners. The results: He helps his clients put their financial affairs in good order, safeguard their wealth and avoid costly mistakes. More importantly, he helps them ignore the noise in the media and marketplace and gain confidence when making financial decisions.

Pitney is still passionate about helping others. He became a financial planner after witnessing the devastating effects that poor financial advice had on his mother-in-law following the death of her husband.

He entered the industry deeply committed to ensuring that others never faced the same fate and has never wavered from his commitment regardless of the impact it might have on his own bottom line. He takes his fiduciary responsibility to his clients as a sacred duty.

“Over the next 15 to 20 years, I plan to have a much greater impact than I’ve had in my first 15 years. My goal is to expand beyond working just one-on-one with clients. My plan is to offer group programs, so I can affect more families and individuals.”

To learn more about Pitney, visit FocusYou.com

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. 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 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.

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