

*This brochure supplement provides information about William D. Pitney that supplements the Focus YouNiversity, LLC brochure. You should have received a copy of that brochure. Please contact William D. Pitney, Managing Member if you did not receive Focus YouNiversity, LLC's brochure or if you have any questions about the contents of this supplement.*

*Additional information about William D. Pitney is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).*

# Focus YouNiversity, LLC

## Form ADV Part 2B – Individual Disclosure Brochure

*for*

**William D. Pitney**  
Investment Adviser Representative

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Foster City, California, 94044  
(650) 684-1199  
[info@FocusYou.com](mailto:info@FocusYou.com)

UPDATED: 04/01/2011

## Item 2: Educational Background and Business Experience

**Name:** William D. Pitney

**Born:** 1969

### Education Background and Professional Designations:

MBA, Marketing Finance, University of Arizona, 1996

BA, Sociology, University of KY, 1992

### Designations:

#### **CFP® (CERTIFIED FINANCIAL PLANNER™)**

The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the “CFP® marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”).

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 62,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- *Education.* Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor’s Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- *Examination.* Pass the comprehensive CFP® Certification Exam. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances;
- *Experience.* Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- *Ethics.* Agree to be bound by CFP Board’s *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- *Continuing Education.* Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- *Ethics.* Renew an agreement to be bound by the *Standards of Professional Conduct*. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

### **RFC® (Registered Financial Consultant)**

The International Association of Registered Financial Consultants awards the RFC® designation. To earn the RFC, an individual must satisfactorily fulfill the following minimum qualifications:

- *Experience.* Have a minimum of four years of experience as a full-time practitioner in the field of financial planning or financial services.
- *Education.* Have earned a BA or BS or graduate degree in financial planning or services with strong emphasis on subjects relating to economic, accounting, business, statistics, finance, and similar studies; or have earned one of the following professional degrees or designation: AAMS, CFA, CFP®, ChFC, CLU, CPA, EA, JD, or completed an IARFC or CFP® approved curriculum at an accredited college or university.
- *Licensing.* Have met local licensing requirements for securities, life and health insurance; or for a fee-only planner, who is not licensed, must submit information on the applicant's RIA affiliation or business conduct procedures.
- *Conduct.* Have a record of sound business integrity with no suspension or revocation of any profession licenses.
- *Ethics.* Applicant must subscribe and adhere to the RFC Code of Ethics.
- *Continuing Education.* All members must agree to devote a minimum of 40 hours per year of Professional Continuing Education in the field of personal finance and practice management.

### **AIF® (Accredited Investment Fiduciary)**

fi360 awards the AIF® designation. To earn the AIF, an individual must satisfactorily fulfill the following qualifications:

- *Education.* Complete the specialized program on investment fiduciary standards of care and investment Prudent Practices for investment advisors and stewards.
- *Examination.* Pass the comprehensive exam with a score of 75% or better.

- *Ethics.* Agree to abide by a code of ethics.
- *Continuing Education.* Complete six hours of continuing professional education annually, of which four must be fi360 Training CE.

### **Business Background:**

2011 – Present	<b>Managing Member</b> Focus YouNiversity, LLC
2003 – 2011	<b>Financial Planner</b> William Pitney Advisor Services
2002 – 2011	<b>Registered Rep / Investment Adviser Representative</b> Lincoln Financial Advisors
2002 – 2011	<b>Agent</b> Lincoln National Life Insurance Co.
2000 – 2003	<b>Multiple Positions Held</b> Agilent Technologies

### **Item 3: Disciplinary Information**

There are no legal or disciplinary events that are material to a client's or prospective client's evaluation of this advisory business.

### **Item 4: Other Business Activities**

William D. Pitney is a licensed insurance agent. From time to time, he will offer clients advice or products from those activities. Clients should be aware that these services pay a commission and involve a possible conflict of interest, as commissionable products can conflict with the fiduciary duties of a registered investment adviser. FocusYOU always acts in the best interest of the client; including the sale of commissionable products to advisory clients. Clients are in no way required to implement the plan through any representative of Focus You in their capacity as an insurance agent.

### **Item 5: Additional Compensation**

Other than salary, annual bonuses, or regular bonuses, William D. Pitney does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through Focus YouNiversity, LLC.

## Item 6: Supervision

As the only owner and representative of Focus YouNiversity, LLC, William D. Pitney supervises all duties and activities. William D. Pitney's contact information is on the cover page of this disclosure document.

## Item 7: Requirements For State Registered Advisers

*This disclosure is required by California securities authorities and is provided for your use in evaluating this investment advisor representative's suitability.*

- A. William D. Pitney has NOT been involved in any of the events listed below.
1. An award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500, involving any of the following:
    - a) an investment or an investment-related business or activity;
    - b) fraud, false statement(s), or omissions;
    - c) theft, embezzlement, or other wrongful taking of property;
    - d) bribery, forgery, counterfeiting, or extortion; or
    - e) dishonest, unfair, or unethical practices.
  2. An award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:
    - a) an investment or an investment-related business or activity;
    - b) fraud, false statement(s), or omissions;
    - c) theft, embezzlement, or other wrongful taking of property;
    - d) bribery, forgery, counterfeiting, or extortion; or
    - e) dishonest, unfair, or unethical practices.
- B. William D. Pitney has NOT been the subject of a bankruptcy petition at any time.