



Member Spotlight - Annette Di Bello



Annette Di Bello always had the desire to work in accounting and financial services. When she was 22, she drove cross country from her home in Pennsylvania to Orange County, California, determined to make her dream come true. She had put herself through college at night while spending her days hard at work. She started as a CPA, and quickly decided to specialize in financial planning and taxes.

"I love the forward-looking aspect of financial planning, tax planning and investing, and the ability to use my skills as a CPA to guide clients through the maze of changing tax laws," she says. "I'm able to make a real difference in clients' lives, giving them a full picture of how to reach their goals and a roadmap for the journey."

Although Annette's clientele at Di Bello Financial, Inc. ranges from young professionals dealing with student loan debt to Baby Boomers at or nearing retirement age, she has quite a number of female clients, either widowed or divorced, who look to her for help with taxes and finances.

Annette's advice to anyone just starting out as a financial planner is to never stop learning. "Give all you have to your work product. Also, expect to work very hard to build a client base. It takes perseverance and tenacity to build a successful practice."

Annette juggles work and family, and manages to keep both plugging along. "I make sure to carve out time to dedicate to my family and to staying healthy. I find this balance between work and home life is essential for my overall well-being and continued professional success."

So great is her love for her chosen profession that she doesn't see that she'll ever fully retire. "I enjoy traveling, hiking, reading and spending time with my family," she says, "but I must admit that my work is also my hobby. I love what I do, and don't know what I would do with myself without having some involvement in the financial world."

Welcome to NAPFA, Annette.