

# MULLICA HILL

## NEIGHBORS

APRIL 2025



## The DiFranco Family: *Keeping It Simple*

Photo by Kaitlin Kirk Photography

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# The DiFranco Family: *A Return to the Hill*

By Alicia DiFabio | Photos by Kaitlin Kirk Photography

## MEET THE DIFRANCOS

Bianca and Joe DiFranco were both born and raised in South Jersey, and never pictured themselves living anywhere else. In 2016, they bought a home in the Willow Brook Farms neighborhood of Mullica Hill. "When we first moved here, everyone was like 'What's Mullica Hill?' Even my parents," Bianca says. Three years later, they needed to relocate to Pennsylvania for a job Joe was offered. "One of our goals was to move back here. We have always loved the town."

In June of 2024 they made it happen and returned. In the five short years they were gone, they could see the town's growth, with more stores and amenities. "It's become so much more popular, which I knew would happen," Bianca says. They were excited to move back as a family of four.

Joe and Bianca have two daughters — Evanna (7) and Alessia (3). Evanna

is in first grade this year and Alessia will start preschool this Fall. Both girls do gymnastics and dance. Evanna is also involved in basketball, soccer, softball, and Girl Scouts. They both skied for the first time this winter and loved it; Bianca used to be a ski instructor in the Poconos, and was excited to finally teach her own kids.

Joe, an IT Professional, has also been a musician all his life and plays the guitar and drums. He used to play in a few bands, but took a hiatus for nearly a decade. About a year ago, he joined Jovi's Journey, a cover band that plays Bon Jovi and Journey songs. "He is the drummer in the band and Evanna likes to sing on stage," Bianca says. "Livin' on a Prayer and Don't Stop Believing are the two songs she will perform with the band – it's adorable!"

## SIMPLE FINANCIAL SOLUTIONS

Bianca grew up in Haddonfield, and was an avid dancer and skier. After graduating from Bishop Eustace Prep, she headed to St. Joseph's University where she majored in Marketing. After graduating in 2013, she started a career in the financial industry right out of college. "I've always been good with numbers, and I've always liked helping people. This industry brings together those two things and has always motivated me."

In 2020, she founded her own financial planning practice — *Simple Financial Solutions, LLC*. "We offer holistic planning to help our clients," Bianca says. "We aren't just a company, we are a brand. We pride ourselves on taking complex things and making them simple, and that is how the name was formed."



Simple Financial Solutions, LLC helps both individuals and businesses secure their financial futures. Their office is located in Mt. Laurel, however many client meetings are conducted virtually. She works with hundreds of clients throughout the tri state area (although licensed in several other states as well).

What distinguishes her from other Financial Advisors is that she makes the process simple and enjoyable. "We set ourselves apart by the client experience," she says. "We become friends with our clients and treat them like family. We are there with them for all their milestones; to celebrate with them in the good times, help them adjust as needed and get through any challenges alongside them, and we are very proud of that," she says. "We want to become a trusted and recommended advisor in Mullica Hill. This is our community and that is very important to us."

#### **FAMILY & COMMUNITY**

While entrepreneurship demands significant time management, dedication, and versatility, Bianca finds it immensely fulfilling. It allows her to pursue her passion for empowering others to achieve financial freedom while simultaneously allowing her to maintain a work-life balance.

"I love being my own business owner because of the flexibility," she says. "I'm a mom first. I can always be there for my kids." She values being able to be involved in the everyday activities with the girls. "It's a lot, but I love it," she says. "I love showing the girls that they can do anything!"

"We are very happy to be back in Mullica Hill to raise our girls in one of the best communities in South Jersey," she continues. "We are excited to get involved in the community and look forward to supporting other local businesses and families." ♦

*Bianca DiFranco, Financial Advisor offering investment advisory services through Eagle Strategies LLC, a Registered Investment Adviser and a Registered Representative offering securities through NYLIFE Securities LLC (member FINRA/SIPC), A Licensed Insurance Agency 3000 Atrium Way Ste 330 Mount Laurel, NJ 08054. Eagle Strategies and NYLIFE Securities are New York Life Companies. Simple Financial Solutions is not owned or operated by NYLIFE Securities LLC or its affiliates.*