



February 14, 2023

<<First Name>>,

HAPPY VALENTINE'S DAY!

22nd wedding anniversary for us later this year! Couldn't imagine my life without her by my side. Today's a day to celebrate love and romance! Love makes the world go 'round, that's true. But love alone doesn't pay the bills.

So what does money have to do with love? Well, in a committed relationship and especially when legally married, your financial decisions as individuals and as a couple really matter.

I've been personally counseling couples on their life goals and money decisions for 20+ years, and one clear observation I've made is that money can be a very sensitive topic! It brings out all the emotions, sometimes with baggage of past relationships or even childhood trauma around money.

The most important lesson I've learned is that money disagreements typically come from misaligned expectations. Your expectations and your spouse's or partner's expectations are very different. This will never get flushed out until you've actually sat down and talked about it together.

Add kids into the mix, and it gets even more complicated! How you see money being spent on kids may be way off compared to what your spouse expects. One parent may be inclined to spoil the kids, while the other is looking to hold back and teach more self-reliance.

No matter what, it's not easy.

Best suggestion I could make to you is: COMMUNICATE!!! And communicate regularly. Things change over time. Your income and net worth change, your business situation changes, and your kids get older. Keep communicating.

In the absence of communication, there is growing speculation and mistrust. It's better just to share your thoughts around money decisions with each other and avoid the guessing games. Make it an open and respectful dialogue, where you both have a chance to feel understood. There's a 0% chance you came from identical money backgrounds and mindsets. So withhold your judgment. That's hard but necessary. Ask them why they feel that way about money.

You have a way higher chance of reaching your life goals and financial goals once you create alignment and increase communication! My [PACIFIC CAPITAL](#) team involves both spouses in our client meetings and goals conversations because of this very fact. We want you to succeed.

I was actually interviewed about "when and how to talk about money in your relationship" and it was published last week: [CLICK HERE to read the short interview!](#)

P.S. Should you buy a home together if you're in a relationship but not married? That was a question I was asked in an interview with Morning Brew last week for their Valentine's money feature. [Check it out.](#)

Hope you have a great Valentine's Day and you take time to tell those you love that you love 'em.

Sincerely,

T Todd

"Pacific Capital has been a tremendous partner for us as we established our financial plans for retirement. Chad Willardson and his staff have displayed great professionalism and knowledge as they have addressed our many questions."

Schedule a Call

Refer Someone