

When Couples Argue About Money, Do They Need a Therapist or a Financial Planner? Social Researchers Uncover Why Money Deeply Impacts Romantic Relationships: *It's Not About the Money, It's About How Money Makes Us Feel*

Minneapolis, Minn., Dec. 10, 2019 – TIME magazine recently reported a growing demand for “coupling & cash” advice among U.S. adults. The November 2019 article revealed that couples in the U.S., often marrying after their careers are established, want holistic advice about love and money but don’t know where to find it. *Do we need a couple’s counselor or a financial planner – or both?*



Social researchers **Shaunti** and **Jeff Feldhahn**, fresh off a three-year national research project on love and money, offer data-driven expert advice in ***Thriving in Love & Money: 5 Game-Changing Insights About Your Relationship, Your Money, and Yourself*** (March 2020, Bethany House). Their analysis demystifies the tension between love and money and reveals how money issues can actually strengthen a relationship.

The Feldhahns, bestselling authors and renowned researchers, state that conflict around money issues usually isn’t about money at all. The core issue is *how money makes us feel*. This discovery was startling for the married researchers. Shaunti and Jeff had worked together for more than half of their 25-year marriage but simply could not talk about money, so they essentially handled everything separately. The “love and money” research project allowed them to understand what was really behind their money conflicts and to choose unity rather than arguments or avoidance.

“It is ironic that couples avoid talking about money in order to avoid tensions—yet doing so creates far *more* tension,” Shaunti comments, “All our surveys found that being able to talk about finances is one of the most high-leverage things we can do to thrive in love and money. Money gives us a window into the heart. And as we peer into each other’s thoughts, dreams, and fears, we not only resolve or prevent problems, but we grow closer than ever before.”

A massive, nationally-representative research project on love and money provided the foundation for the Feldhahns’ new book, *Thriving in Love & Money*. Their research revealed that 77 percent of couples cannot talk about money without awkwardness, conflict or avoidance. And 92 percent of couples reported tension about money or avoid talking about it altogether. The Feldhahns discovered that, in most cases, conflict doesn’t occur because a couple has money problems; conflict occurs because a couple cannot talk about money.

Five key insights from the Feldhahns' research:

1. We often do not value what our partner values (but we can learn to understand what matters most to our partner and examine the instinctive belief that “my way” is more right than my spouse’s way)
2. We use money to try to relieve our fears, which often makes our partner’s fears worse (but we can learn to identify and communicate our fears, empathize with our spouse’s fears, and build up our spouse in the way he/she needs)
3. We resist truly becoming a team in our finances (but we can find the courage to be vulnerable, to trust one another, and to create true joint ownership and awareness)
4. We clash over money because we process and communicate differently (but we can begin to honor our partner’s processing style and focus on the real problem)
5. We have knee-jerk reactions about money due to faulty beliefs (but we can examine our assumptions and learn to trust our partner’s intentions)

Thriving in Love & Money provides a data-driven entry point for couples to begin talking about money in ways that will lead to lower stress, more enjoyment, and greater unity in their relationship. In addition to the hardcover book and e-book releasing in March, a video curriculum and workbook will release August 2020.

Jeff Feldhahn offers hope to couples tired of feuding over finances: “Once our eyes are opened, everything changes. We now know *why* our spouse got irritated or reacted to a certain situation in the way they did. We see the reasons for our own feelings and reactions—motivations, expectations, and hot buttons we might not have been able to articulate, even to ourselves. Most important, we can work on solving the *real* issue, so the frustrations happen a lot less often.”

Shaunti and Jeff Feldhahn are bestselling authors, popular speakers and internationally renowned social researchers. Both with professional graduate degrees from Harvard (where they met), the Feldhahns base their books on extensive, nationally representative research studies. Their books have sold three million copies in twenty-five languages. Their findings are regularly featured in media as diverse as TODAY, Focus on the Family, *The New York Times* and *Cosmopolitan*. More at www.Shaunti.com.

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***Thriving in Love & Money: 5 Game-Changing Insights
About Your Relationship, Your Money, and Yourself***

By Shaunti and Jeff Feldhahn

www.Shaunti.com

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