

EPISODE 287

[INTRODUCTION]

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FT: Hey everyone, welcome back to another fresh episode of So Money. I'm your host Farnoosh Torabi, thanks for joining me. I have money and real estate expert Ilyce Glink on the show today. She is an award winning, nationally syndicated columnist, TV reporter and radio talk show host, frequently appearing on CNBC, CNN, PBS among several other major news organizations.

She also hosts the Think Glink Podcast where she answers questions about real estate, mortgages, credit, among other topics. Ilyce is the author of the column *Real Estate Matters*, which runs in over 85 newspapers nationwide including the Washington Post, the LA Times, Chicago Tribune among others.

She writes the column with husband Sam Tamkin, a real estate attorney with over 25 years of experience to address real estate, personal finance and consumer issues. Ilyce has also written a dozen books, she's the creator of the *Intentional Investor*, a new nine part video series and nine part eBook series that gives you a clear road map to help you become wildly successful in real estate.

In our conversation with Ilyce, we discover one, how to turn your expertise into a successful business. You know it's not enough to just have knowledge and passion, you need to know how to execute so that you can have financial success. Ilyce offers her top tips. The financial habit, she and her husband practice with their sons, it's helped her boys save thousands of dollars for their future. Finally, her go to zero strategy that honestly everyone should do right after listening to this podcast, I'm doing it! It's going to dramatically change your budget for the better, I think.

Here is Ilyce Glink.

[INTERVIEW]

[0:02:30]

FT: Ilyce Glink, welcome to So Money! Have your ears been burning because I've been talking about you on this podcast here and there. A lot of my listeners are dying to learn more about real estate and you are my go to expert guru. Happy, honored to have you on the show finally. Thanks for being here.

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IG: It's such a pleasure and it's so exciting to see how well this project is going for you, very cool.

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FT: It's a project.

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IG: Like everything in life right?

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FT: Right, right. No it's been fun, the show is doing very well, it's growing and it's thanks to amazing guests like you who just bring tremendous value to listeners every single day. So thank you again for being here, I want to ask you Ilyce, I've known you for several years, we've crossed paths, we've been colleagues at various places. I interview you a lot of times when I need to know more about money and real estate as it is.

Let's talk about the real estate aspect of your portfolio of offerings. You are a financial expert, you are syndicated columnist, you are an award winning TV reporter, radio talk show host, ThinkGlink.com @IlyceGlink.com, your websites. I want to know though, real estate, how did you get started and becoming the real estate go to person? Cause I have to tell you one thing, I don't know if I ever told you this, when I started dating my husband, he had a shelf full of books

about real estate because that's what he does before he does anything, he gets really educated about the topic whether it's buying an engagement, he read a million books, buying a house, he read a million books. Your books were on his shelf and when I walked in to his apartment the first day I said, "I know her!" And I felt really cool.

How did you amassed so much knowledge and expertise in real estate?

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IG: Well it started out with just a personal interest and passion in it. I think that's really, when it comes to money, when it comes to really anything in your life, if it doesn't start with passion, for me it doesn't do much at all. When I was thinking about real estate, when I was a kid, I used to love going over to people's houses. But the cool part was not just playing with my friend, it was seeing their house. And so they would give me tours of their houses and a lot of my friends lived in century old brown stones in the Gold Coast of Chicago which is where I'm from. Seeing these old homes and how they've been renovated, seeing these high rises with beautiful views in downtown Chicago, it just really sparked a great love of mine for how people live in their homes.

And so early on I figured this out and then after my dad died very suddenly at age 18 which is a very, very sad story. He died when he was 49 years old very suddenly, at the side of a road in my arms one Saturday morning. My mother had to make a living and she decided to go into real estate. She took the license and she became kind of an instant success, she was selling \$20-25 million dollars in property a year and that was when it wasn't like you sold one house for \$25 million dollars. We all know today, there are a lot of million dollar homes sold and back then, there weren't.

So she got into it and I met my husband who was a real estate attorney and we got married so I had it there. And then I took the state of Illinois real estate class and the license because my mother really wanted me to go into business with her, which I was never going to do. But I decided once I passed that to then start writing about real estate, which is what I did for the Chicago Tribune.

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FT: I didn't realize this that your journey into real estate really started from your father's passing away and what a personal endeavor. I mean you have an emotional attachment to this it sounds?

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IG: I do, I absolutely do and even with my dad, my dad was one of the first lawyers to really help develop the field of municipal law and municipalities are the villages and the cities and the towns in which we lived. He worked for the side of the municipality and he was constantly negotiating with developers who in the 60's and 70's were taking huge chunks of land around villages and towns and cities like Chicago. And they were developing them and my dad pushed for things like having the developer to give backs for schools and having the developers do a setbacks so that housing developments wouldn't sit right up against the road.

In a town called Naperville which had 20,000, it was a sleepy corn town like 30, 40, 50 years ago, the developers came in and today there's like a 150, 180,000 people in Naperville. My father fought so that signage would be smaller and that the setbacks would be bigger and that developers would have to do more with open land and parks. It was very cutting edge, all around the country, people picked up on that work and unfortunately as I said earlier, it got cut short when he died at age 49 but those lessons of negotiation and how we live and use land have stayed with me.

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FT: Real estate has really transformed since not just when you started but just look at our country's history of real estate, there weren't any million dollar homes back in the day. Now it seems like there are too many, the market seems to me to be pretty frothy again. Especially with rates hanging at record low rates, that's going to change.

Where do you see real estate going in the next year as far as affordability and as far as an investment? I know we're not supposed to think of our homes as investments but I guess my question is, how — are the valuations too high at this point?

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IG: I think it depends on where you live. You live in New York or in Brooklyn and those places, Miami, San Francisco, Los Angeles, some parts of downtown Chicago, you're talking about prices that are on par with some of the most expensive cities in the world. I think Chicago is like the 9th most expensive city in the world. New York and I think it Hong Kong tied for number one.

When you look at property prices, there you think to yourself, or London, "How could home prices even be this high and what does this mean? How could they keep going up?" And so you have to look at what's driving this? People really are coming to the United States and they're buying houses at all price points right now from other places in order to protect cash investments.

We see it in my own home town. I live in the North Shore of Chicago. In these communities, you see a lot of people from Russia and Asia coming to the Midwest with cash in their pockets, they're buying 3 and 4 million dollar houses with cash. They're basically looking to park cash. Where they got that kind of cash from, I don't know? I don't ask them but you're seeing this as a real driver of change and we've been seeing it in Miami where money from Latin America has flowed in for a long time. In New York, London, Paris, Tokyo, you're seeing it from all over the world, money flow in order to protect itself.

So real estate is being used very much as a hedge against inflation and a hedge against, I don't know if it's corruption or political intrigue or who knows? Maybe the collapse of the finance markets again?

[0:10:01]

FT: You're absolutely right, in fact there was a cover story in New York Magazine that looked at the number of foreign owned properties in New York city, 30% of the high rise apartments that are newly built, a lot of them are off shore investment holdings. They're just people — they don't even live there, they're vacant, which is kind of spooky.

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IG: That's it.

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FT: For the average American and let's also talk about Millennials because largely my audience consist of the 18 to 35 crowd. Should real estate be part of their financial planning? To say that it's still a part of the American dream, is that farfetched or is that something that is still achievable with today's young generation?

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IG: Well this is the number one question that everybody in the real estate industry is asking is where are all the Millennial's and I think first of all, I want to just talk for a minute about Millennials because my vision of this is that there's really two groups. There are the older millennials who are like say 23 or 24 to 35 and then there's this younger group that's more of the Gen Z or into — god, are we going into Gen AA? Who knows what we're doing next? but let's ask Faith Popcorn what she's calling it!

But there's a real dichotomy of what's going on there. The people who are sort of 25 to 35, they should have really already been showing up as home buyers and they're not, and not in the quantity that they should be. The real estate industry is completely freaked out by this because so many people are depending on a new round of buyers coming in to make that industry kind of kick it up again. It's just not happening.

So where do I see real estate going? Well the next year, and really nobody can forecast too far down the path, but the next year, we're not going to see much of anything and that's because we're going into a presidential election year. Traditionally, at least for the ones that I've seen over the last 25 years — oh sorry that was my coffee cup — every time you go into a presidential election year, real estate slows down and it slows down because there is a lot of uncertainty in the marketplace. People don't know what to expect. What kind of policies is the new president going to bring to the table? What kind of tax situations are we going to see?

What kind of debt and deficit issues are we going to face? How is all of that going to affect the stock market, my job, interest rates, the wealth I feel I have, the wealth I actually have? all those things come to play when somebody's going to make a major long term investment like buying a house.

Millennials are not very long term. In fact, one of the most interesting things about Millennials is that even when it comes to cars, cars are like commodities for a lot of Millennials. They're not buying cars and holding on to them for 10 or 12 years. They want new technology every two years in their car, which is now what car manufacturers are building in. They're all leasing cars and this is just completely changing the face of the car industry and now real estate agents are afraid of the same thing happening in real estate.

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FT: They're completely unattached. I have a Millennial brother, he's 24, I'm like at the high end, I'm 35. So I like to say that I'm a Millennial although you're right, there's two different zeitgeist depending on where you are on the spectrum if you're 24 or 35.

And I see his friends, they've already changed jobs three or four times having been out of school just a couple of years. You're absolutely right. It will be interesting to see which establishments are going to change the fastest. There's going to be some resistance you know There's a lot of resistance to the Millennial mindset and the millennial lifestyle from the establishment but I think they're going to have to find ways to accommodate and it will be interesting.

Ilyce, what is your financial philosophy? Let's transition now to some So Money questions, I ask this of all of my guest. Given your background, I'm really, really interested to hear, what is your overarching money philosophy if you have one?

[0:14:20]

IG: Let me start with what the motto of my whole career has been, which is to help you — not you particularly Farnoosh because you already know the answers — but to help everybody make smarter decisions with their money. It's on my website, it's what I do day in and day out whether it's real estate or personal finance or with companies, we're now helping them solve some of these issues. It's very exciting to me.

And then my overarching philosophy is that you can do 95% of every single thing you need to do with your money on your own. You're occasionally going to need a real estate agent, you're occasionally going to need a tax person, you're occasionally going to need a lawyer. I don't even think you necessarily need an investment adviser. But you need to understand and feel that you have the knowledge and power to do 95% of what you need to do with your money, it's all about you and the decisions you make. I'm just trying to help people empower themselves.

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FT: I love that. You made me think about something personal, which is “do I really need a real estate agent when I'm selling my property?” What's your take on for sale by owner? I just feel that at this point, when I go to sell my property, it's going to be I'm renovating, I'm adding value to the home, it's going to be a big ticket home. I'm going to have to work with a lawyer, I know that, that's going to be a cost and that's fine, I like working with my real estate attorney.

But I've just been underwhelmed by some of the real estate agents I've worked with in selling property in New York. They seem to just come and collect a paycheck, they call it in and they come to me with glowing reviews and they're recommended, but at the end of the day I feel like “Hmm could I have done this? Maybe it wouldn't have been so smooth but I would have saved a lot of money.” What's your take on that, as a side bar?

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IG: Well, here's a little side bar. I think that if you or anybody who is thinking about being a for sale by buyer. I've done it, I totally understand how the attraction of money and saving that money is important but you have to first decide, are you willing to do the jobs of the agent and

the jobs of the seller? Because they're two separate jobs, two separate mindsets and you have to work really hard at both to make it work. That's your first question.

Second question is, New York is a very fragmented market. Most of the others have kind of big, multiple listing services that you could tap into for a fee, but New York is very fragmented. Are you willing to put in the money that is going to take you to advertise the property, get it noticed internationally, are you going to do an auction medal where you're going to focus a lot of attention on the property right at once? Do you have somebody who is a neighbor next door who just wants to buy it or his friend wants to buy it. There's a lot of those kinds of things that happen around the country that make a lot of sense. So if somebody wants to do those jobs, has an in, has an ability to sell it, the property's highly valued for where it is and what it is, you should go ahead and try to be a Fizbo.

Then after three or four weeks when it hasn't sold, you should think about hiring somebody who is a pro and pro, you could go to Auction.com or you could go to Hubzu, you could list it on Zillow, you could conduct your own auction, you could hire a discount broker? There's so many different kinds of options these days that didn't exist even 10 years ago that will also help you save money. Maybe not as much as you would have saved but at least something that you should consider in addition to a full service agent.

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FT: I like that, thanks for those options. I mean maybe if I find a buyer on my own and then present it to an agent and I'll just say, "Can you help me with this now, maybe it's for less commission because you didn't have to put out ads, you didn't have to really put in the time to find a buyer." That's a good option. And by the way, Fizbo I think that's Cam's clown character on Modern Family. I don't know if that's a coincidence? Maybe that's a sign that I shouldn't do it on my own? Anyway, thanks for that side bar, I love this podcast because I get to educate myself along the way as well.

Now, money memories Ilyce; growing up, your mom was obviously super successful in selling real estate, she was very busy doing so. I mean \$20-25 million dollars in sales a year, that's a lot of houses back then. What was your number one experience when it came to money

growing up as a young girl that today you reflect upon with a lot of nostalgia because it really taught you so much about money as an adult? You know, a pivotal money memory growing up as a kid.

[0:18:59]

IG: I think the money memory that I have is that my family always thought I was the expensive child. [Laughs] It's sort of funny because it wasn't that I spent money but I needed glasses, I needed braces, I had some health issues when I was young, so I was constantly going to the doctor.

So there was this thing like, "You're the expensive child," and my sisters are the cheap children. Then I went to the University of Illinois which was such a bargain back then. You want to talk about a cheap education, what a great education for the money, I think that all in, it was like five grand a year. My sisters went to out of state public schools, one went to the University of Michigan, one sister went to Tufts which at the time was the most expensive school in the country. And so I went from being the most expensive child to the cheap child. [Laughs] That was after my dad had died, I went right to college about four weeks after he died. Actually the University of Illinois was his school and it was really profound to be there and to understand that.

The other thing that I remember very strongly as a money memory that really has played a big part in my life is that we always had to work to make money. We had side jobs and we would raise money for UNICEF and I had to babysit and in the summers we would get, as we got older, we got retail store jobs because that was what was available at the time and I remember I wanted to spend my junior year abroad and my mother said, "Well I don't really have the money to send you on a really expensive semester abroad, what else do you got?"

And I said, "Well there's this program for a whole year, that's the same cost as the University of Illinois tuition," and so she said "Okay," and I did that. I went away for a whole year for the exact price of paying University of Illinois tuition and I had worked in the summer, I made \$3,000 working in retail because we were paid on commission and so it almost covered the expenses of being away for the year. I remember feeling really proud of that and then while I was away, I

kept a little book of every single cent I ever spent, the entire year I was away and I still have that little book and I pulled it out at speeches and I show it to people and I can tell them and it's not only a great reminder of how, if you write things down, you can be so careful about what you spend to be able to track it.

But it also is, now that my memory is failing because I'm so old, a great reminder of all the fun things I did while I was away. Those are some of my money touch stones.

[0:21:40]

FT: Well one of the touch stones that I picked up on right now is that you make \$3,000 selling retail in a summer? Ilyce, you are a sales woman first and foremost, you are a business woman okay? Real estate expertise aside, journalism experience aside, you could sell a pen to anybody and I think that is what ultimately is making you successful is it not? I mean you could be successful at anything if you put your mind to it. You really know how to turn an expertise into a business. You run your own business, a lot of people out there have similar if not more knowledge about real estate than you do but you are the one who has actually been able to share it with the masses in a way that is lucrative and exciting. You package it right, you think very savvy.

So can you maybe brag a little bit more about that aspect of your acumen because really, that's what I'm learning from listening to you is that how can listeners take the expertise that they have and be self-employed? One or two tips to be a really savvy business woman, business man with the skill set that you have so that you can be self-employed and really, have a business that you can scale.

[0:22:56]

IG: It's interesting, I actually, this is my third business that I'm in right now. I actually sold the third business I started and made quite a lot of money. Plenty to pay for college tuition than all the rest. Now I'm about to start a fourth company. The big company that I have today has very little to do with real estate and a whole lot to do with personal finance, it's called Think Glink Media and it's basically a digital content agency. What we do is we come in and we do

communication strategy and we build content platforms, and digital platforms and offline things for marketing and social media.

In fact I do a marketing podcast called Monday Morning Marketing with a friend of mine who is a former CMO of a law firm. But to your point, I think I've always treated whatever I do as a business and not as sort of a fun things to do in my spare time. I was very focused about being able to pay my bills, that was a big driver for me, that Visa bill at the end of the month which wasn't that high but it was in my mind that I wanted to always pay my bills on time.

And so I was out there scrounging for work, convincing people that I could do it, asking them to give me a chance and I often tell people that the most underrated thing that you can do is simply ask for help or a try out. You can offer to do it for free, a lot of times people say, "Well I'm not going to work for free!". I have done so much work in my life for free and almost all of it has paid off in unexpected, interesting and exponential ways for me as I've built a business.

And so Think Glink Media, and you can find it online, ThinkGlinkMedia.com. I have 10 full time employees, we work with 200 freelancers and we work for some of the biggest companies in the country and do really interesting, cutting edge marketing, social work for them. I find it to be enormously fascinating, while at the same time I write about personal finance for everybody else. Stick with it and keep your head down.

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FT: Ilyce, I would love to now hear about a failure [Laughs] because we just talked about so much success. I want to know how you have failed financially, one experience and what did you learn?

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IG: Wow, it's kind of a tough one since I make my living being smart about money. But... Hmm?

[0:25:16]

FT: Well you didn't just wake up smart or maybe you did.

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IG: No, it's a good point, did I wake up smart? I hope I was always a little smart but I didn't always know about money. As I said earlier, I'm in my early 50's now and my husband and I have been married for 26 years, we met 28 years ago. And 28 years ago or 27 years ago I got a credit card and I was really unaware. It's not really a failing as much as I just wasn't aware of what damage not paying on time could do. I don't think anybody knew because we didn't really have FICO scores back then but you could pay late.

And one day, I just got busy. I was doing all the bills for the household, Sam is a lawyer and he was busy and so I said, "Well I would do the bills." And so I had been doing the bills and then I got busy. I was writing a book and I just forgot to pay the bills one month and Sam's like, I thought you paid this?" And I said, "I just forgot," and he was like, "You can't forget!" Because Sam is actually even smarter than me about money.

And so it was such a moment where it was like, "Oh, I really have to" — and I wasn't writing about money and real estate at this point. I was doing freelance writing for the Tribune and about a dozen other publications. I was writing travel stories, I was writing business stories, I really hadn't focused in yet on personal finance. But this lesson of, "Hey, you really need to pay your bills on time, that's super important." That was a real eye opener for me and it's something that I've carried with me the way through.

The other thing I'll share with you that it's not really a money failing but it was one of those moments where I thought, "I'm at a critical juncture of my life and this is a turning point." So here I was a freelance writer, it wasn't like I was making very much money. I think my first year out I made \$17,000 a year, my mother was freaked out how I was going to pay the bills when I did pay them on time. Then Sam who is working for a big time law firm decided that he wanted to go out on his own.

He said "You know what? I'm never going to make the kind of money that big law firm people are going to make," you know partners make million dollars a year or more, "I'm never going to

make that but I really want to have a family life. I want to spend my life with you and the kids that we have someday. I'm willing to make that tradeoff, are you willing to make that tradeoff?" And of course I said, "Sure, of course! Let's do that." And suddenly we were two self-employed people with completely uncertain streams of income with the mortgage and our whole lives changed.

I developed a philosophy that I have used with thousands and thousands of people as I've helped them fix their finances, which is what I called my "Go to Zero strategy". Where we literally, Sam and I, took every single expense that we spent every day, every month, every week, whatever, we took it off the table and we started at ground zero and we said "Well, we need to pay our mortgage, that's the first thing we're going to pay every month. We need to buy food but we don't need to eat out, this is the second thing we're going to do."

And we walked through all of our expenses from ground zero and we literally rebuilt our budget based on the very uncertain income that two freelance writers were bringing in. Plus we then had to pay for health insurance, and that was a pivotal money moment for me in my life, changed everything.

[0:28:43]

FT: I am so going to do that, I'm going to ground zero. In the new year or maybe even a little bit before the New Year. This year's just been a real big spending year for us, we've been renovating and lots of ancillary costs with renovation and not the least of which is leaving your home and subletting in Manhattan or Brooklyn, good luck. It's been a real sobering experience, financially sobering experience. Yeah, we got to do that, go to Zero Strategy, I love it.

Ilyce, what about a So Money moment? Those were not so much failures, but like you said, the unknowns out there. You got to live to learn, but what would you say is a pivotal money moment for you that led to a lot of success, a So Money moment?

[0:29:37]

IG: I think you have to know when to get out of the business. So I was in the third company I started was a project for Humana and we were building a portal for Medicare and I put together the team, I was the Cofounder and co-publisher of it. It's called the Medicare News Group. It was absolutely amazing and we built this project up and my co-partner at the time was like, "I think I want to run this on my own." And I said — I figured I had put almost everything I could have into getting it launched and I love launching projects. Like I said, I'm starting another business now. I just love it, I find it to be really creative and really engaging.

And so I sold her my interest and that money, it was so significant that it allowed me to never have to worry about how I was going to pay for college for my two boys. I never had to worry about — It's not like I made tens of millions of dollars but for somebody like me who is a journalist by training and running a successful business, it was enough money to stick in the bank once, to sort of say, "I don't have to think about college expenses anymore for my kids, even if they want to go to grad school." That was a really significant win.

What was a really telling moment for me was how much stress, financial stress, I'd been under without even realizing it and this took that away, it just made it go away and it was a big number but the real win for me was how connected financial stress is to these goals, these financial goals we set for ourselves in life and how alleviating that stress just makes everything in life a little bit sweeter.

[0:31:25]

FT: What a gift to be able to afford college for your sons and grad school if they choose to go that path. I think that you're right, especially when it comes to affording college, this is a huge, huge problem in our country. I think it was Pew that just came out with a study recently that looked at student loans in this country and never before in our history has there been a generation saddled with so much debt so early on in life, that could also be why they're not buying homes.

[0:31:56]

IG: Oh yes.

[0:31:59]

FT: Wonderful. Ilyce, almost wrapped here but I can't let you go without finding out what is your number one financial habit. It sounds like you already have some good habits in place, going to zero, your go to zero strategy when life needs it.

But from a more consistency in point, what's something that you do every week, every day that helps with your financial planning?

[0:32:24]

IG: I think Sam and I check in about money all the time. He has been tracking our money on QuickBooks and Quicken for the entire time we've been together basically. We've got this incredible record of what we spend, what we spend it on, he knows to the penny, where all the money is in the family. I think that that's been very helpful and then when our kids turned 18, actually even younger, we've always talked to our kids about our money and what we've earned and they've respected the privacy that we have as a family around that. But we started very early with money lessons.

I think one of the most rewarding things is we did this as all growing up for them, I think it's such a great idea for other people, we told them that, "if you put money in the bank, we'll double it. This is your rate of return," and we explain what that was. "You take money out to buy junk and we're going to take our share back." Our kids basically never took any money out of the bank, they just piled money, and money and money in. And when our older son turned 18, we pulled out the different accounts that all of that money had added up and when I tell you it was well into the double digits.

He was amazed! It's enough to start a business, it's enough to have a down payment on a small rental property, it would be more than enough to pay for a year or two of graduate school depending on what he did although with that money set aside. This is money that he actually invested and we said, "Look, you're 18, you could take this and go buy a car, you can take this and blow it at gambling. But if you take this money out, then we're going to take our share

back.” He said, “Oh no,” he said, “I’m going to only use this for the future,” and I know that he will and they’ve learned those lessons. I think the habit of talking to our kids early about our money, about their money and about the consequences of money has paid off and both of them are super smart about it.

[0:34:23]

FT: Yeah, I always say, “If you can teach your kids delaying gratification and self-restraint you’re more than halfway through teaching them the success principles of life.” It’s so true.

Ilyce, round robin time, we’re going to do some fill in the blanks, I start a sentence, you finish it. Here we go.

If I won the lottery tomorrow, let’s say \$100 million dollars, the first thing I would do is _____.

[0:34:51]

IG: Give away most of it.

[0:34:53]

FT: We’re going to get to where in a second but first, one thing that I spend on that makes my life easier or better or both is _____.

[0:35:02]

IG: Help in the house.

[0:35:04]

FT: Oh yeah, for sure. My biggest splurge that I spend a lot of money on but I wouldn’t have it any other way is _____.

[0:35:14]

IG: Gifts for my sons and my husband.

[0:35:18]

FT: The one thing I wish I had learned about money growing up is _____.

[0:35:24]

IG: How to make even more of it. [Laughs]

[0:35:26]

FT: Yeah. It sounds like we had a similar childhood in that regard. When I donate — here we go — when I donate I like to give to _____ because _____?

[0:35:38]

IG: So right now I'm giving to UNICEF. In addition to giving money, I'm giving my time as the co-chair of the Chicago Humanitarian awards, which by the time this airs, will have already taken place on October 23rd. I give to UNICEF because they're doing amazing work with women and children around the world, eradicating diseases after the Nepal earthquake, they've been incredible about resources on the ground; money and water and food and helping keep kids out of the sex trade around the world. I'm so impressed with the leadership and how they really do such an incredible job for so many people who don't have a voice. So I give money and time to them.

[0:36:23]

FT: Wonderful. Last but not least, I'm Ilyce Glink and I'm So Money because _____.

[0:36:31]

IG: I care more about your money than probably you do. I want that to change.

[0:36:36]

FT: Yes, because if no one really cares more about your money than you, or no one really should, but we like you and thank you for that Ilyce and I'm so happy that finally get the chance to show you off on this podcast. Thanks for visiting and hope to have you back soon!

[0:36:52]

IG: Anytime, it's been a pleasure to be here with you.

[END]