

## EPISODE 1496

[INTRODUCTION]

*"BR: Thinking about like what is life after you kind of get past that big bump in middle age where we sort of have all the stuff going on. And then it kind of quiets down and you kind of look at your accounts and you go, "How'd I do?"*

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**FT:** Welcome to So Money, everybody. I'm Farnoosh Torabi. Today we're going to talk about something that I don't think we've ever done really for a whole 30 minutes on this show, which is to talk about what do you do when you've sort of like made it? You know, you've arrived in your financial life. You've paid off debt. You've built up your savings. You're investing. You've fully funded your college savings accounts and you've checked off all the things on your financial to-do list. You're probably in your 40s. Maybe your 50s. Maybe you have grown kids or you don't. And now you're wondering, "All right, now what?"

You start having these existential questions. It's a good problem to have. Don't get me wrong. But it requires some critical thinking and planning. And that's why I'm so happy to have our guest, Bobbi Rebel, on the show. Bobby, this is what she does. She's the founder of Financial Wellness Strategies, where she helps people invest in peace of mind. And she's the very famous author of *Launching Financial Grownups: Live Your Richest Life by Helping Your (Almost) Adult Kids Become Everyday Money Smart*.

She's appeared everywhere, from The Wall Street Journal, The New York Times, The Today Show, CNBC. She's a long-time financial journalist. And she talks about how to financial plan. How to think about your money when you feel like you are in this next phase of your financial life. You've achieved the big goals. Now what?

Talk about succession. We bring in some of the plot lines from Succession on HBO. If you're watching, even when you're a billionaire, you can feel not so great. Life isn't perfect. And then we talk about how to pass the torch to our growing kids who are on their way to building their

own financial lives. How to equip them with the right mindset around money? How much is too much help?

Here's Bobbi Rebell.

[INTERVIEW]

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**FT:** I thought it would be just good to have you back. You've got some updates in your professional life. And we were chatting offline about some like rich people problems. And I thought let's talk about that on So Money. You know, when you got enough and you're not sure how much more to keep working for when you've built generational wealth for your kids and you're worried they're going to spoil it all. Looking forward to those, to those conversations with you. But first, welcome back to the show. And you have an exciting announcement with your podcast. Tell us.

[00:03:07]

**BR:** Thank you so much. We did not know this when I picked the calendar date for this recording. But today, the day that we are recording, I am rebranding my podcast to Wellness for Financial Grownups in alignment with the consulting business I recently launched called Financial Wellness Strategies.

And the whole point is – and probably, I'm going to guess, this might be released in April, which is Financial Literacy Month. Financial literacy, super important. Table stakes for everything. But I really want to kind of get to the 2.0 of that, which is financial well all this, which is finding why we're doing all this stuff. What is the point of it?

And it's sort of – I don't know. Maybe it's my money middle-age crisis that I'm going through where I'm starting to think about, "Okay, we want to make the money, make the money, make the money." Get rid of debt. Do all the things. Check all the boxes, Farnoosh. But then, okay, what's the point?

And maybe this is coming because my kids are getting older. I have a teenager now. And we're sort of looking at that official emptiness. We're semi-empty nesters now. But as anyone with a teenager knows. But thinking about like what is life after you kind of get past that big bump in middle age where we sort of have all the stuff going on? And then it kind of quiets down and you kind of look at your accounts and you go, "How'd I do?"

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**FT:** Yeah. As you're speaking, I'm thinking about succession. And do you watch Succession on HBO?

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**BR:** I am a Succession dropout. I watched the first season. And I just felt this, they were just fighting so much. I was like, "Can you just get along?" You talk about rich people problems. You have so much.

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**FT:** Yeah, exactly.

[00:04:41]

**BR:** You're so mean to each other. Just stop it.

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**FT:** And this is not a spoiler, if anyone hasn't watched the first episode of the last season. But Logan Roy, played by Brian Cox, he has this sort of existential – they all are going through these existential problems. Even rich people start to wonder about the meaning of life.

And Logan Roy, who's obviously this billionaire, the patriarch. Owns the company, the conglomerate. He is going through a struggle with his children. They're not talking. And it's all bubbling up. And he starts to really question. It's like his birthday. And he's got all the money in the world. And yet, and yet, he is not well. Would you say he's financially well?

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**BR:** Right. He does not have financial wellness. Because at the end of the day, what has the money done other than – again, I've only watched a season and a half. But the general just is the money tears this family apart. And that's very expensive. My tagline for the company is invest in peace of mind. And this family does not have peace of mind no matter how much money they have. And I found it very sad.

Now I do feel, with all the media hype, I may reinvest in succession. And I'm being encouraged by you to maybe get back into it. But I just found it very upsetting that these people have so much and yet have so little.

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**FT:** That's fair.

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**BR:** And I just couldn't watch it.

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**FT:** I mean, you can't help but look at it through that lens because you're Bobbi Rebell. But for the general population, we're more interested, I think, in like the family dynamics.

I do think it's so fascinating how they're so wealthy. And there's actually an article about this. The sets. Not the sets. They go into these massive compounds, these homes, these apartments, luxury, over the top. And to them it's like just a Tuesday. And I'm like, "If I was in this

luxury apartment, I'd be like, "Did you check out the third bathroom on the eighth floor? Oh, my God." You know? But it's like nothing to them.

And no matter how wealthy you get, you never want to get to the point where it doesn't even matter anymore. It's desensitized. Life is desensitized. What's your advice for those of us? And obviously, we're not talking about the billionaires now. But those of us who we feel like we've arrived in our financial lives. We've cleared off the debts. We've got the retirement plans going. We have achieved some goals, like buying a home and saving for college. All of it. We feel like "we've arrived". And I'm using air quotes. Or on the right track. Now what? Now, what is your financial life about?

[00:07:15]

**BR:** You are reading my mind, Farnoosh. Thank you so much. I mean, this is exactly what I am exploring with this new business. Because it is. It's exactly. We need the security. We need the knowledge. We want to set up the things so that we feel we are secure. Emergency funds. We have the retirement funds. We've gotten control of our debt. And then that is exactly what now?

I mean, I became a certified financial planner a few years ago really to get myself in a good place with financial literacy so I could come to people with informed decision. Now, I joined the Financial Therapy Association. I'm working to become – this is the first time I'm saying this. Now I'm putting it out there. This is one of my things. I actually do it. I'm becoming a certified financial therapist. Let's hope I pass the test. I know.

I haven't said that before. Everybody, cheer me on. Because I do want to be able to have these meaningful discussions with clients and help people come to exactly what you are talking about. After we get the security, after we achieve our goals, after we have the stuff, what's next?

I mean, my husband and I have been going through this. We had a big SUV that we had to buy. We never liked this. I'm not going to name the brand. But it was the classic, big, black three – you can put eight people in this and everyone's luggage. We had to have it. We had three little kids. We had the car seats. The whole thing. And now it's time to get a new car.

It was tough because we decided to buy a luxury car. We bought more car than we needed. And coming to terms with the fact that we can afford it. We didn't go crazy-crazy. But it was really hard. It's like what does this say about us? Have we become those people? Is it bad that we kind of are excited about our cool new car that we're getting next week? What does that say about our values? Should we be doing something more for charity? Should we be doing more to buffer our retirement savings?

You have these sort of mid-life – I can't call it a crisis because it's good. These are good problems to have. But just these sort of reckonings with who you are? What your identity is? And how money fits into the mix when you're sort of in the thick of the life?

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**FT:** It's money at the intersection of mental health, societal expectations. You use the word should. Like, should we do this?

[00:09:29]

**BR:** Yeah.

[00:09:29]

**FT:** And we all go through those calculus, you know? We're like you're drawn to doing something. But then something is like, "Well, I feel guilty about this." Or what's everyone going to think? How do you reconcile with that? Part of me just says F it, you know? Do what you want to do. If the money is there and it makes you happy. Who cares if you're like mimicking Kim Kardashian and all the materialism that you see on Bravo TV? Get yourself the handbag. Get yourself whatever you want.

I feel, at a certain point, once you have your foundation laid and you're doing this not at the expense of, say, retirement or you're paying down debt, then do it. I want you to enjoy that car, Bobbi.

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**BR:** Thank you. I'm still coming – we haven't picked it up yet. I'm still coming to terms with it. But it's a yes and a no. Yes. Yes to everything you said you should. Because it is okay. You probably have given advice to so many people. And it's great advice. Focus on your needs versus your wants.

At a certain point, you can pivot and focus on your wants because you've taken care of your needs. That's a really nice place to be in. But you also do want to think to what end am I doing this? Why do I want to have the fancy car? Why do I want to have whatever material thing? Why do I suddenly want to eat out every single night? There are people that do that, which boggles my mind because I think it's very excessive. But people do that. They enjoy it. They can afford it. You have to think about what is your goal and then back into it from there. You have the money to get there. But is that the right goal?

Like you said, you're talking about the Roy family on Succession. We're going to bring everything back to Succession on this show.

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**FT:** Yeah, I guess?

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**BR:** What is the point of all these houses? Why bother? It sounds exhausting to go from house to house, constantly traveling.

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**FT:** It does. Yes.

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**BR:** I mean, I got annoyed. They're always getting on the private planes with these entourages. And then the cars pull up to get them off the planes. I mean, it's a little exhausting. Maybe they want to just kind of sit and chill by the pool.

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**FT:** It's like plastic surgery. You get a little bit of a nip-tuck here. And then it just becomes a way of life. And I don't think that they would know what to do with themselves if they didn't have all of the things. At a certain point, it's like lifestyle creep. You know, you think about when you and I were starting out, right? As 20-somethings in New York. We were content with our tiny apartments, and our ramen noodles and our T.J. Maxx handbag. But then you make more money and then you start to go for the bigger things.

And then you can't even imagine – right now if someone said to me, "You can never eat out again," which I didn't when I first moved to New York. I stayed home and I cooked. I would be very sad. And it's not like I can't do it, but something happened along the way. I adjusted up.

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**BR:** There's nothing wrong with that. I mean, we – the other thing that's interesting is how we brand things. You talked about lifestyle creep. And then you said adjusted. They're the same thing. But you're saying them differently, right? Let's think about that, right?

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**FT:** Right. Watch what you're telling yourself. Yeah.

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**BR:** People vilify lifestyle creep. I'm sure you've had many guests on, maybe even I have said this, saying to people, "Watch out for lifestyle creep." There're a lot of young people that are being laid off now that are very upset because they had lifestyle creep. They thought that they were going to have these high-paying jobs that they got right out of school that pay six figures



forever. I'm rooting for all of them. If you got laid off to get a new job. But lifestyle creep is real. And peer group pressure is very real.

At the same time, and this is something I have talked about many times, I have real issues with upgrading my lifestyle. I am literally talking publicly about how sick to my stomach I am about this decision we've made. And I know, rationally, it's fine. It's going to be fine. Even the luxury car we got, it's like really not that luxury. It's not that expensive. It's fine. But I can't even get past it. We just got nice sheets, Farnoosh. I mean, it's like moving past the Target sheets. It's like I can't even –

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**FT:** Target sheets are really good though. They are worth more than they cost.

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**BR:** Yes. And that's a good thing. Because my son, who's away at school, does seem to mysteriously – they evaporate. And I keep buying and sending him more Target sheet – they'd come in a full set, everyone. They're great if you have kids going to camp or school. Target sheets, for sure.

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**FT:** I second that. It sounds like – to put a pin in this. And I want to move on to generational wealth building. Because that's a big buzzy term right now. But what does it really involve? And we talk a lot about like the investments to open for your kids before we even get to the conversations you're supposed to have with your kids. Because I think it's quite frightening to hand over a five-figure, six-figure investment account to your kid when they're 25.

But to put a pin on this conversation about adjusting up and when you have your financial ducks in a row, what's next? It sounds like, Bobbi, that your financial planning is not over.

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**BR:** No.

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**FT:** It's about redefining your new financial plan, which good news, is more about what you want to do with your money rather than what you need to do with your money.

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**BR:** Well, exactly. Like I said, it's a shift from needs versus wants, to wants versus you've already got the needs covered. And understanding that it's okay to feel the um enjoyment of some of your financial success. And maybe you're investing success. I mean, I remember my grandfather who taught me so much about investing, and he would say, "Every day is a great day for investing," he says.

He would say, "If stocks went down, it's a great time to buy a stock that you were looking at." And if stocks went up, he's like, "You can leave your money there. But don't forget, you never lose money taking profits." And it's okay to take profits in your life. Take a step back and enjoy what you have earned responsibly. Of course, looking at the big picture. Don't be silly about things. But it's okay to do things that you enjoy.

It's okay – for example, I joke. Literally, we've been in this apartment for 16 years and we just now – and there's a couple minor items, like a few light fixtures. We just now have everything in the apartment I chose or very much proactively chose to keep. There's a few hand-me-downs that I really like that we're keeping on purpose.

But when I moved in, we literally had all hand-me-down furniture. And we had three kids. My sympathies to everyone out there, financial sympathies, to anyone out there who's locked and loaded with three kids ready to go through all the tuition years, all the child carriers, all the doctor visit years. We were staring at that 16 years ago with three kids. And we bought nothing for years.

I mean, I got a dining room table. It is the first one I owned. It arrived like two months ago. We ordered it a year ago. So, pandemic. Supply chain issues. But literally, my first dining room table that I paid for came. And I'm a Gen-Xer. We're just going to say that. It takes time.

But I love my dining room table. It's glass. The chairs are suede. That's a big thing, because I do have a 15-year-old. We're now covering it with towels, which is lovely. You still get past that. But we had – literally, until then, I had chairs that were hand-me-down from my sister that came with the house she bought, okay? With ripped fabric – they weren't even hers. That, literally, was a fabric that was ripped that we intended to recover. And then I decided, "No, we're going to go for it." And actually, purchase actual new chairs.

I'm giving myself a little therapy here with you, Farnoosh. But I want people to know that when you do have the money, please get the stuff. It's okay. Get the stuff. Buy yourself a chair.

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**FT:** At the same time, like you said, you had three small kids. Raising them in New York City, no less. The dining room chair would have gotten destroyed. The dining room table would have been destroyed.

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**BR:** Well, that's what we said. We knew that, yeah.

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**FT:** Yeah. You were able to rather put that money towards I think what I think is objectively more important, which was like your children. Investing in them. Their schooling. Their health.

Now, this question comes from our sponsor Prudential, Bobbi. And it is this, "What was a moment that propelled you to the next level of your financial life?"

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**BR:** Love this question. Okay. The moment that propelled me to the next level of my financial life has to be becoming a parent. And I know that's probably not the most original answer. But it is the most honest. And I actually became basically an instant parent of three seemingly overnight. I went from being single to being married. Then we have – let's call it a honeymoon baby with my now teenager.

And soon after we had him, we also got custody. My husband and I got custody of his children from his first marriage. Instantly, I had three kids in the mix, full-time. And I'm not going to kid you, it was a lot.

And as anyone knows, kids are expensive. They're amazing. They're wonderful. They're priceless and worth every penny. But the stakes change. And one of the reasons that I wrote my book, *Launching Financial Grownups* – Yes, I'm plugging it again. But one of the reasons I wrote it is because I was inspired by my almost adult children to teach them about money. Because, ultimately, we, as the parents, as the grandparents, as just anyone that cares about a young person, we are the stakeholders. You realize that this is when things really change. When you have other people that are dependent on you, your job is to support them but also to get them to a place where they can find their own confidence to support themselves and live their best – I don't know. Financial grownup lives? Can I say that? A little cheesy. But anyway. That's my moment.

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**FT:** Oh, I love that answer. And it transitions us so perfectly on this topic of generational wealth, which I'm sure you have been seeing a lot. It's very buzzy. And I think our parents weren't thinking about generational wealth. They were thinking about supporting us. But this idea of like making sure your money lasts and having a financial legacy that lives through your kids I think is a grand goal. And I'm certainly hoping for that.

But what are the actual steps to doing this right? Because I think we sometimes rush to the like where do I invest for my kid? Do I open up this trust fund? Do I get this custodial account? It's

like, "Yeah. But hold on a second. There's a little bit of groundwork that needs to be done beforehand."

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**BR:** Well, first of all, all the things that you're saying are things that we as parents do. They're like a task list. It goes to the whole financial literacy thing. Part of your own financial planning should be planning for your children and doing those things. And in many cases, it does make sense to work with a financial advisor.

I don't think people should blindly just throw all their money into a 529 because they're restricted. Be mindful of how you save and how you invest for your children. And that's a personal decision. We're not going to go too deep into that.

But as your children get older, and my focus is really on older children, it's important to both include them in the conversation. But also take a step back and let them figure some things out and make some mistakes.

I wrote this book, as you mentioned so kindly. It's called *Launching Financial Grownups*. And I included some of my experiences with my father. And just like I know, I'm very excited for your book. We're going to get to hear more about your family. But he used to sit us down and he would say to us – this is when we were in college. I had two siblings. "Tell me what you need for the semester." Very generous, I want to point that out.

We use the word privileged, advantage, whatever it may be. But I had to come to him with a budget for what I needed for the semester. And then he would, in theory, give me the money for the semester. I had to do some budgeting and planning on my own.

And I said to him, in the process of this book, I said, "Well, what would have happened?" And by the way, I never went to him to ask for more. It wasn't an option. It was not perceived. It never occurred to me that I could have more than what I asked for. That was one conversation. And then you have the next semester.

And I said, "Well, what would you have done if I had come to you and said, "Dad, I ran out of money?" Or, "Dad, I have credit card debt." Or, Dad, what do I do? Things are more expensive than I expected." Which did happen, by the way, when I went abroad. They were more expensive than I expected.

And he said, "I would have done –" He said, "It didn't occur to me." He said, "I never thought through that, first of all." It never occurred to him that that would happen. And he felt – basically, he wrote a check and he was done. And he said, "I guess, now that I'm thinking about it, you guys would have gotten jobs and figured it out." I look at that and I'm like, "That's so simple." But he just kind of said, "I'm giving you this amount of help and figure it out."

Now the door was always opened if I wanted to talk to him, and I should have, I think, looking back. But he didn't overthink things. He really just kind of gave us the support that he thought was appropriate, was available, and then lived his life.

There's a beauty to that having been myself an admitted helicopter parent. And to some degree, a concierge parent. I think that it's important for parents though to also not assume that their kids will have the information they need. A lot of kids take jobs and they get handed a link to their corporate benefits. Very often, they're working from home.

I had an HR person sit down with me and walk me through my benefits when I started my first job at CNBC. Her name was Suzanne. I still remember. She told me, "I don't have time –" exactly. I don't have time to go through the 401k. But I'm putting 6% in because that's what the company matches. Still has that money to that day. Thank you, Suzanne. That's not happening these days.

And I write about this in *Launching Financial Grownups*. When my oldest got her first job at a consulting firm, she got a link. And if the kid doesn't click on the link or doesn't bother to know these things, they're not opening a 401k. They're not doing those things.

It's really important that parents have proactive discussions with their young adults so that they understand what's out there. Whether it's be – if they're an entrepreneur, they need to understand that, yes, you do need to get health insurance. And by the way, big open secret no

one notices, we noticed it because it happened to our 23-year-old, they don't roll off your health insurance until 26. They roll off the dental and eye care at 23.

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**FT:** Oh.

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**BR:** Yes. Yes. So, things to think about. And things to think about even with if –

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**FT:** Those insurance plans are crappy anyway. Let's be honest.

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**BR:** They are. They are. But they're something. Let me tell you, again, three kids with braces. Yeah, the other thing that we talked about before we started that I do want to get in here is that we talk so much about how to help our kids become financial grown-ups. And yet, as a society, we tend to have this sort of – we look down on – we call them the nepo babies when it comes to Hollywood. We look down on trust fund kids. But at the end of the day, don't you want your kid to be a trust fund kid? Don't you want your kid to have money to manage to have as a backstop? To have as a safety net?

Because if you teach them – well, first of all, they're not going out and having that midlife spending splurge that we talked about. But also, when you know you have money in the bank, when you know you have that backstop, when you know your parents will be there for you if you need, but you never want to ask, you will have the courage to take career risks in your life. And to take investment risks in your life that are amazing, and wonderful and have huge opportunities when you're younger. I don't think I would have had the courage to become a broadcast journalist if I didn't know that my parents had my back.

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**FT:** Another thing for parents to think about. Because I've witnessed this in my own life, where – okay, your dad, he kind of like gave you the ground. He gave you the money but then he went, as you said, lived his own life. But there are some parents that will give you the money and then there's a feeling of entitlement. Some kids wouldn't have felt comfortable becoming the broadcast journalist. They felt like my parents invested so much in me. They've saved and saved and given me so much that I need to do what they want.

This might sound crazy to some people hearing this. But I have seen this with my own eyes, Bobbi, where kids feel beholden to pursuing what their parents expect of them, going to medical school, going to law school, doing the "safer career track", not being creative, not taking chances. Because there's a control that comes with the money. And so, how do you let go as a parent?

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**BR:** This is the heart of my book. You have to listen to your kids and you have to pull back your expectations. And you have to – because it's going to backfire. You know, the kid that you say has to go to medical school is going to end up being a firefighter or whatever it is. The kid that you say has to be a lawyer is going to end –

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**FT:** With debt, by the way. With a lot of debt. That's the problem. Right.

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**BR:** With debt. With debt. Oh. I mean, half the student loan – not literally half. But a lot of the student loan crisis is people that don't finish their degrees because they got into something because society says they should do that. I mean, we could do a whole episode on our feelings about college. I mean, you're heading in there. I have one left to go. Two done. Let me tell you.



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**FT:** Don't rush me.

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**BR:** Let me tell you. I have publicly said, everyone could look up the tuition for NYU. I mean, we have paid. And we did that because we love our kids and we want them to succeed in what they want to do. But it's really important to have these conversations and say, "If you're choosing this profession, how does that look financially?" You tell me.

And one more note about my dear dad, who's amazing. Wanted me to work on Wall Street. Still wants me to work on Wall Street. But he made a compromise. The reason I went to business news was because that's where the money was.

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**FT:** Yeah, same.

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**BR:** There was a lot more money. And that was the deal we made. And he never said, "Oh, I paid for college. You have to do this." I really respect that. Because as a parent now, I can see that that was probably really hard when you pay for – I went to a private college. Very expensive. Went to private high school. A lot of money invested. But I went into journalism. Not the most lucrative career. And that must have been really hard.

You have to let your kids live their own life but then let them live within what they earn. And that's the key thing. Step back. Do not subsidize. If you want to subsidize for a short period of time to get them going, that's fine. You can subsidize their rent but have an off-ramp. I talk about all this in the book.

You have to have the guard rails up and not be a permanent subsidy. Because they have to live within the life that they choose. The lifestyle has to match the life. And many parents go in. I call them concierge parents. They're there at any time through technology to solve your problems usually with money. And you don't want to do that for your kid. Because what you do ultimately is you rob them of the confidence that they can do it on their own. And it's really undermining to children to tell them you don't have the confidence in them that they can do it. If you love your kids, give them space to live their life.

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**FT:** Yeah. Well, and to take a page out of my mother's personal finance guidebook for parents, you could put the fear of God in your children. My parents were very much there for me. I mean, they've supported me every step of the way. They paid for my undergraduate degree. They helped me um afford my life in New York when I was in grad school. They wanted me to take out some debt for that though. That was mine. They felt like having skin in the game was important.

But I'll never forget my mother, in college, turned to me at one point during a visit and said that they will not be there to help me in a bailout. She had caught wind of her nephew who had gotten into a ton of credit card debt. Her sister, his mother, paid it all off. My mother was mortified by this.

And for her, like a light bulb went off. She turned to me and was like, "Just in case you are secretly racking up credit card debt, we will not be here for you in the event that you need a bailout." And I was a few thousand-dollar dollars in the hole to be quite honest and I was frightened. And I said to myself, "Okay, got it. Got it." And I did get myself out of that hole.

My parents didn't make it easy. And I think that was a good thing. They were there to appoint. After that, there's an expectation, a good healthy expectation that you're going to be able to take it from here. And if you mess up, consider it an early lesson in how to manage your money well. And those lessons have to happen. If they don't – better they happen in your early 20s than in your 50s.

[00:29:51]

**BR:** Yeah. And look, as parents, what you don't want to do is tell your kids you will never be there for them because then they will hide it from you. If you tell them never to come to you for help in a really, really tough way, you run the risk of them hiding things. Strike that balance. Let them know you're going to help them find your way out of it. You might not write them a check though.

I mean, that's what we did look. We've done that with our middle child who wanted to finance a film. We didn't write them a check. We sat there and figured out how he was going to finance it. And he came up with a plan to raise money for his film rather than just writing him the check, which we could have done. But I think it was much better for him because he came in and he didn't raise as much money as he thought he needed. And you know what he did? He adjusted his budget. And there you go. And the movie's great.

[00:30:36]

**FT:** That's a great thing to end on, Bobbi, which is just that kids are sometimes way more resilient, resourceful and capable than, as parents, we give them credit for. This starts as young as I think their tween years, when the kids come to you curious about money, or wanting a job, or curious about how you run your business. What do you make? How do you budget? To engage them. Because this is who they may be at the core as somebody who is financially curious. And if you can just support that and nourish that, I mean, that goes a very long way. And making sure that they then become a good financial grown-up.

[00:31:14]

**BR:** Yes. A good financial grown-up with lots of curiosity, as you say. I like that. I'm going to use that, Farnoosh.

[00:31:19]

**FT:** Curiosity. The first episode on So Money was Tony Robbins who said that – I think he said like why he's so money. Or I used to ask my guest, "Why are you so money?" And he goes, "Because I stay curious. I don't assume I know everything."

[00:31:33]

**BR:** I like that.

[00:31:33]

**FT:** Bobbi, thank you so much, my friend, for coming back and always delivering just gems for our audience. Your book is launching, *Financial Grownups*. Your new consultancy, tell us again about that and where we can find out more.

[00:31:48]

**BR:** My consulting and education firm is Financial Wellness Strategies. You can find it at [financialwellnessstrategies.com](https://financialwellnessstrategies.com). We do educational resources, workshops, webinars and so on for employee groups. If you are in HR or you put together employee events, hit me up, I would love to help you.

We also do consulting with family offices and wealth management firms to help people communicate better about generational wealth. Basically, the whole idea is to go beyond financial literacy and into financial wellness and invest in peace of mind, which, no coincidence, is my little tagline.

[00:31:48]

**FT:** Yeah, I love it.

[00:32:21]

**BR:** Invest of peace of mind, my friend. And thank you for having me. And I can't wait to talk about your next book, by the way. I love that it's a personal book, Farnoosh. You are a brave woman.

[00:32:30]

**FT:** Yeah, it's very personal. I don't know if I've expressed that enough. But it's deeply, deeply personal. I really go there. It started as more of a memoir. Lots of stories. But me being me, I was like, "I need to have takeaways." Because otherwise like – my life is interesting. But it's not what we're used to in memoirs, which is like I got over some sort of death-defying event and have found myself in the tropics alone backpacking. That's not what happens.

[00:33:07]

**BR:** Yes. Yes. Although, that sort of manufactured. I think you're referencing the *Eat, Pray, Love*.

[00:33:13]

**FT:** Yeah.

[00:33:13]

**BR:** And I feel like there's a story behind the story on that. She actually did it to write the book. But maybe I'm wrong. I did love the book. But your book is not going to be *Eat, Pray, Love*. But I love your comedy routines. For those of you – I'm sure everybody knows that you do amazing comedy.

[00:33:31]

**FT:** Around the house mostly these days.

[00:33:32]

**BR:** No. But you've done some stage shows.

[00:33:34]

**FT:** Yeah.

[00:33:35]

**BR:** I know your voice will be through this book. And I can't wait to read it.

[00:33:42]

**FT:** Thank you.

[00:33:43]

**BR:** And you're a brave woman to put yourself out there like that.

[00:33:45]

**FT:** Thank you.

[00:33:45]

**BR:** And I love everything you do. And have me on anytime. And I hope you'll come back –

[00:33:50]

**FT:** Well, it was great to be on your show here, Bobbi. Thanks for having me.

[00:33:53]

**BR:** Yeah. Come on Wellness for Financial Growth.

[00:33:59]

**FT:** All right. I'll see you next time. Thank you.

[00:33:59]

**BR:** Big kisses. Bye-bye.

[OUTRO]

[00:34:04]

**FT:** Thanks so much to Bobbi for joining us. Again, her book is called launching *Financial Grownups*. We'll put all those links in our show notes. Thanks for tuning in everybody. I'll see you back here on Wednesday. And I hope your day is so money.

[END]