

EPISODE 1744

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FT: So Money episode 1744, how to master modern home economics; managing family, money, and million-dollar real estate.

***LS:** The other thing that I've noticed that I think is just crazy is like we all are relying on so much less childcare than we used to because of the pandemic. We're under some assumption that flexible workplaces means that we need less childcare, and I don't know. I'm doing it. I'm guilty of it, too, and it's driving me crazy."*

[INTRO]

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FT: Welcome to So Money, everybody. I'm Farnoosh Torabi. Monday, November 4th. It's election eve. As we sit on the cusp of this pivotal presidential election, our conversation around household dynamics, economic support, and policies that affect working families has never been more relevant. In today's episode, we're going to dive into these timely issues with Lindsey Stanberry. She's the creator of The Purse. It's a newsletter where she sheds light on the modern landscape of home economics and the financial realities that shape the lives of women in particular.

Lindsey is a seasoned journalist and editor known for her thoughtful exploration of personal finance topics. She previously led the Work & Money section at Refiner29 where she launched the immensely popular Money Diaries series. She's also worked at prestigious outlets like Fortune and CNBC. In 2023, she founded The Purse, a newsletter that dives into how money intersects with women's lives, encompassing topics from childcare and family budgeting to the emotional load of managing a household.

Today, we're going to talk about the division of labor within households, the emotional and financial impacts of how tasks are shared among partners or managed by single parents, and

details on how one couple earning \$800,000 a year afforded a \$3.5 million Brooklyn townhome. They earn a lot of money, but there is much more to the story, and Lindsey's got the scoop. Here's Lindsey Stanberry.

[INTERVIEW]

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FT: Lindsey Stanberry, welcome back to So Money. I'm thrilled to have you on. You're a smart voice the personal finance space. I've known you for many years. Our paths intersected at Refinery29 and then later as you went on to work at Fortune and CNBC. Now, you have a new personal entrepreneurial adventure called The Purse. I love it. I'm a subscriber. I want people listening to lean in now and learn about this from you. Tell us about The Purse.

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LS: Thank you so much, Farnoosh. Yes. I realized the other day. I think we've known each other for a decade.

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FT: Wow.

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LS: Crazy. Through all those different adventures. Yes, I launched The Purse in June 2023, and it is a newsletter really about the culture of women and money. It digs into how money touches our lives in lots of different ways, whether that's childcare or how we talk to our kids about money. Or I wrote recently about how it seems like everybody's taking very fancy vacation but not me, and I'm jealous. It's a place where I process my feelings about money, but then I also invite other voices and just talk about their own feelings [inaudible 00:03:32].

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FT: It's so special. It's not just because your voice is so strong and so important and so relatable, but you bring in, as you say, a lot of other voices, including experts and everyday parents and women. It's deeply reported. Not surprising, you're a journalist. Tell me about how you ultimately decided to do this, the why behind it. I think part of it may have been just burnout from working in all these different media rooms. But to some extent, it's such a creative endeavor. I don't know if it could have existed in a standard traditional news environment or media company.

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LS: You and I connected when I was at Refinery29. While I was there, I ran the Work & Money section, and I ran a series called Money Diaries. It was very popular. That really was the thing that inspired me, inspired my passion for talking to real people about their finances. I had the opportunity as a journalist to interview a lot of famous people over the years, but I really like – at the heart of it, I love talking to real women about their experiences with money. I worked in several big newsrooms but always had this sort of idea that I wanted something that didn't exist. I wanted a place where women could go and talk about money and feel community but also educational, but also juicy and fun.

I think that you're right. I'm not sure that it could have really existed, at least not at a place like CNBC and Fortune, which are wonderful publications that have a lot of value but just a different audience and a different tone and a different sense of things. It was definitely a little bit of burnout, and it was a little bit of desire to just try it and in a lot of ways inspired by people like you who have built such amazing independent careers. But also in some ways, it's never been more affordable to stand up your own media platform.

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FT: Let's get into it. You focus on these pillars within the Substack. One is home economics where you get into the math of how households – whatever the dynamic is, how they're operating. In some cases, how they purchased a multi-million-dollar townhome in Brooklyn. I love that one. We're going to get into that couple but also the division of labor. Let's just talk

about the division of labor for a second here because I think now, our two candidates have very different views on division of labor and how as a country we can support households around this idea of care, whether it's childcare, elder care, self-care.

This feels very modern. I think going back to what I was saying earlier about how this may have been a little bit of a harder sell in these legacy newsrooms is I think you're presenting ideas that have a lot of forward momentum. How are readers responding to this?

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LS: Yes. Division of labor, so that looks at couple. Typically, it's couples, although I featured a single mom this past month. It looks at families and how they divide up labor within the household. It's a day in their life, so it goes from the minute their alarm goes off to the minute their head hits the pillow at the end of the night. I was inspired by a couple of things. It started – I have a young reporter friend who's just getting married and she's, "I don't know. I don't know how parents do it." I was like [inaudible 00:06:58].

I kept going to these mom group things, and everybody was talking about *Fair Play*, Eve Rodsky's book. They all wanted to know how everybody was doing it. I was like, "That's interesting." Everybody wants to know how everybody else gets it done, and so we just – I just was like, "Let's try it." I started with my husband because I wanted to prove to him how much I did and [inaudible 00:07:25]. I think that a lot of women feel like there's a lot of emotional labor and unseen work that isn't clear from the day-to-day.

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FT: I agree. I agree.

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LS: Like doctors' appointments and like make –

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FT: Food planning.

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LS: Costume and food planning. It's actually funny. Through the process, it helped me appreciate how much he does and the emotional love that he carries that I don't really pay attention to.

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FT: Such as?

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LS: He and my son are very close, and he does a lot of the day-to-day childcare. That frees up a lot of my time to work and make the household runs. I think that it became very clear to me that we have figured out a balance. It's not always perfect. It's not always 5050, but we definitely, I think, after eight years of being parents, and we just celebrated our 15th wedding anniversary, figured out how to play to one another's strength.

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FT: I think it'd be an interesting exercise in our household to see how we are actually dividing up the labor, but I always joke. I'm serious about it that by the end of the day, we're both so exhausted that it's not like neither one of us isn't doing "enough" or maxed out by the end of the day.

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LS: Yes. Nobody's winning at this. The Purse readership really enjoys the series, and they often have a lot to say. It's funny because I did it, one, because I wanted to see everybody's wedding photos and, two, because I wanted to know what everybody was eating for dinner. If you look in

the back end, the links out to people's recipes is always very high, which I love because I clearly am not the only one struggling with this.

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FT: What were some patterns? What are some things that have stood out to you as far as, in this Division of Labor series, how households are – is there an area like laundry or food, a department that is just the bane of the load? I find so many couples argue about the laundry. They don't – one person in the relationship doesn't value outsourcing for something like, "Why should we pay to have that thing repaired? I'll just do it." But then that takes five more weeks and 17 trips to the hardware store. I want to learn a little bit more about under the hood and what people are really struggling with as it may be a pattern.

[00:09:43]

LS: Yes. I think the pattern is a lot of that emotional load that goes unnoticed, unappreciated. Doctors' appointments and school forms are always a big thing. I also think another big thing is just trying to have a social life as a parent and spending time away from home with friends or with a date night or just remembering that you're more than just mom and dad. I think that's a big thing that comes up again and again. I've had two couples who both will actually leave the house and go spend the night in a hotel locally one night a quarter just to have that alone time which feels extreme to me. But works for them.

[00:10:27]

FT: Let's talk about the single mom who is most recently featured in Division of Labor, Anna Davies. You used to work with her, I believe, and she is a solo mom by choice. She's 39. She has a nine-year-old daughter. What I thought was so immediately wonderful about her story is that she had the benefit of being proactive about this. Planting seeds, she always had a sense that this would be her fate and would save deliberately for a day where she may be an individual caregiver, a solo caregiver to a child. Her pregnancy was unplanned, but here she is, and she's so grateful that she had that foresight. Not all solo parents have that ability.

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LS: Anna's got a great story. I asked her to do Division of Labor after she called me out on LinkedIn because I had referred to a weekend alone parenting as solo parenting.

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FT: Which I thought was okay to say. You're not supposed to say single parenting. I'm solo parenting, which is technically what you're doing. But I guess, yes, hits a nerve.

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LS: Which is what – yes. [inaudible 00:11:29] and hits a nerve. I totally appreciate that. I think we all have things that hit a nerve, and I think it's always good to reframe situations. It's hard being a parent. Kudos to her for figuring it out. The thing that I loved most about her story was this community that she's built around her. I'm always a firm believer that it's all about the village, right? She has figured out how to build one.

She had a crazy story that she shared about during the pandemic, how she had gotten laid off from her job. She had a “friend”, in quotation marks, who was taking advantage. Was dropping her daughter off and expecting Anna to watch her and not offering to pay anything. Well, she was in a two-income family, working full-time. From the friend's perspective, maybe it would have been awkward to offer to pay. I don't know how you navigate that, but it is an interesting thing to think about.

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FT: It also makes me wonder about just the perception of what your time is worth as someone who might be home, even though you're working, but you're home. Maybe it's not like you don't have this rigorous sort of get on a train, get into an office, put on a suit kind of job. I don't know how much that plays into it. She's home anyway, right?

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LS: She's already watching her daughter. At that time, her daughter would have been five, and that's little. That's not like you ignore them.

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FT: No. Interesting. She also – well, you said the community was such a wonderful component to her life. She designed that. I think what I liked about her essay or her interview with you was just that I want to tell other women that if they want to become single moms that they can do it, that you don't need another partner. You can create your own family externally.

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LS: Yes. Then you decide what's what, which is pretty empowering.

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FT: How, again, does this tie into money? I want you to tell us a little about why the division of labor is also a financial issue.

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LS: Yes. I think it's a huge financial issue. I think what you were just saying then about the perception of what your time is valued at is really important. I think that oftentimes married couples with children don't think about their extracurricular time as having value, but it definitely does. I think all couples need to have hard conversations about how you divide things up.

One of my very favorite division of laborers came from my friend, Rebecca Gale, who was somebody I grew up with in Cincinnati. We stayed in touch over the years. She is a writer and has her own Substack about childcare, so it was very appropriate. Her husband is a lawyer, so he earns significantly more than she does. They have a pretty frank and honest conversation about the fact that, ultimately, his career comes first. If wish comes to shove and there's a childcare issue, she's the one who handles it. If they have a child who needs some extra

attention and the husband really is very involved with this kid and has formed this bond that helps him immensely, and so you see very clearly how the husband is stepping up. It's not like it all falls on Rebecca. [Aaron? inaudible 00:14:40] does a lot. But it's really – I think that is why it's a big financial issue.

Then a big, like a huge pet peeve of mine is this idea that childcare for some reason comes out of the wife's paycheck. It blows my mind. It's like you're a family. Everyone's benefiting from somebody having childcare. Why you don't see your salaries as a combined force to pay for the things you need. I don't really understand. Part of the reason that I think division of labor is important and one of the questions I ask is what kind of child services, childcare, or support services in general; Instacart to a housekeeper, to daycare.

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FT: To a tutor, someone to help homework. We talked about the five-year-olds not being able to be left alone. My son comes home at three o'clock, and I'm home. While he's 10 and he can absolutely – I wouldn't leave him home alone, although my parents did that to me in the eighties. But he needs homework help. Some days, he does it, but it's – you got – but I know I have a friend who she and her husband worked. They were like two ships sailing in the night. She worked early mornings. He worked late nights. They had a caregiver to do the morning shuffle of getting the kids to school and then separately someone in the afternoon. Her strengths were in child development and teaching because they realized they needed two different people for the different –

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LS: Different needs.

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FT: Kids that they had and the needs that they had. I've heard this, too, from women who are building businesses. I just think that one of the great things about women who work and have their own money and then they have their kids is that they know almost, I would say, better than

men, how to spend the money to bring the most value to keep the house running and to invest in the people in the home and in the home. I feel like women know exactly how to spend the money, and it's a little bit of a harder sell for the men. Yes.

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LS: Agree. I think thinking of childcare, especially when your children are young, as an investment in your career is really important. We should all be doing it more. I will say the other thing that I've noticed that I think is just crazy is we all are ring on so much less childcare than we used to because of the pandemic. We're under some assumption that flexible workplaces means that we need less childcare. I don't know. I'm doing it. I'm guilty of it, too, and it's driving me crazy.

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FT: Yes. I can't – I know I went from having so much childcare when they were little before COVID to I have an after-care program that my daughter uses. But my son comes home. My brother, who is not a parent yet, watched our kids for two days with his wife. They came to our home. They stayed overnight while we had to go on a trip. At the end of it, he said – and I left a whole schedule. I left maps. I left schedules. I left food ideas, food in the fridge. He said, “How do parents who work – what do they do at three o'clock?” Yes. I said, “You have asked the question we have all stopped asking.”

I can tell you why. It's because school was developed in an industrial era when men mostly worked, if not only worked, and women were home. Three o'clock, school bell rings. Kids come out. There's a parent home, usually mom, and that has not evolved. Do you think we'll ever get to a place where school will adjust to the reality of how couples are dividing the labor at home?

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LS: I got to tell you my biggest fear is that there will actually be a real push to four-day work weeks. But then it'll also be like four-day school weeks, and our kids home three days on weekends.

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FT: It's totally not in the direction that we need. I know. Next, we're going to dive into the details of how one couple earning \$800,000 a year afforded a \$3.5 million Brooklyn townhome. They earn a nice bit of money, but there is a lot more to this story, and it was the topic of a recent The Purse newsletter, plus Lindsey's travel envy and the financial realities of family vacations coming up. But, first, a commercial break.

All right, this is fun. Let's talk about home economics. This is another feature in The Purse, and I was obsessed with this because I feel like I was this Brooklyn couple years ago, right? They're making – dual-income, they have a kid.

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LS: One on the way.

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FT: Young child, one on the way. Their dream was to own a townhome, which was always my dream, too, but I got quickly priced out and also other reasons. I read the headline, and I saw, okay, couple thinking combine \$800,000 a year and buying a \$3.5 million townhome. I said that salary, no bank is giving you a mortgage on that salary with that loan, unless it's a shady bank. There's got to be something else going on. Tell us how that couple afforded that home.

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LS: They both were in tech, and they had a lot of equity.

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FT: The down payment was what? Like 50%? They put a lot down, probably.

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LS: They put a million down, I think. A third.

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FT: A third, okay. It got to a place where they could probably get a qualified loan, and then the mortgage was within their means.

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LS: Yes. It's a \$12,000 mortgage, but it's also – the brownstone has two rental units. [inaudible 00:20:12], so they're earning \$7,200 a month in rent.

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FT: Wow.

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LS: Yes. That more than halves their mortgage. They're probably paying around \$5,000. Amazing. Also, it is not a renovated brownstone. It hasn't been updated since the forties.

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FT: That's how expensive Brooklyn is, everybody. You pay \$3.5 million, and it still needs about a million dollars.

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LS: [inaudible 00:20:39] dollars in work.

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FT: Upgrades that aren't – you want to get to code? Okay.

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LS: Yes. You want to get to code. They're planning on next year to take it down to the studs and renovate it for which they will sell another chunk of equity. They had close to \$10 million in assets beyond the house.

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FT: Wow. Oh, my gosh. Okay. I think I skipped that part, and it's not a lot. I was like, "Okay, their equity is like seven figures." As you were interviewing them or reflecting on their spending and their aspirations, too, I thought they said they wanted to buy another house in North Fork and have another kid. It's like they're really spending a lot of money.

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LS: [inaudible 00:21:20] money.

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FT: Did you ever talk to them about that? Where does that desire come from to be such spenders?

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LS: I think that they've really –

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FT: I think it's great. I'm not saying it's a bad thing.

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LS: No. It's not a bad thing. It's really interesting because they went from living in a relatively modest rental to upgrading to this three-million-dollar home. I don't know if you've been through this, Farnoosh, but I definitely had some friends who like, "We're going along. Everything seems like we're on the same page." Then all of a sudden, they have a very expensive house and it's, "Oh, how did that happen?"

I think this couple since having a child has gone through a pretty radical lifestyle upgrade. I think they're trying to figure it out and how that looks and how that works. I didn't talk to them afterwards, but I imagine seeing it all out of the page. I don't know. It would have freaked me out. But this thing that I think is really interesting is just a few days before I had featured a couple in Massachusetts who was a teacher and a carpenter and they were making \$150,000 a year, which is a nice salary but not \$800,000. They had a home that they owned. Of course, these people fell at the same form, right? They're sharing the same expenses.

At the end of the day, we're all just spending our money on the same things. If you have a lot more interesting expenses, you don't. You're just buying. You're just spending twice as much on groceries because you can afford it, which is fine and really interesting.

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FT: Yes. Working in tech as this couple does, I wonder what the risks are there. I think that while they have all this equity, is it guaranteed what they cash out of that equity? It's not just on paper. Obviously, that's helped them get the house that they want and all of that. But, yes, they're in a spending phase and also a high-earning phase, and they're making some good investments with the rental properties and the second home. I was ultimately happy for them, and I think it was interesting. I think one of them kept saying, "We don't have family money. We just want to be clear." That's how it happens if you're in your 30s and you're buying a five-million-dollar townhome.

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LS: You have either family money or you have a job that provides you equity.

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FT: Yes.

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LS: They don't have family money, but they don't not have family money.

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FT: Right. [inaudible 00:23:45]. She said, "Oh. We'll just probably inherit a few million."

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LS: It's not a little bit of money.

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FT: That money is there, so in case they really need it.

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LS: If all hell breaks loose, definitely it seems like they –

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FT: Early inheritance.

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LS: Yes, right.

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FT: You brought up spending on the same things, but I want to bring in your travel envy because not everybody is spending on the same sort of travel. I'm like you. I do – we have done some nice trips. But when I go to plan the next one, I have all this agita because I'm like, “It's just going to be a pain in the ass.” It's almost – it was easier to travel when they were younger than now because they have opinions, and they don't want to do things, and they have strong personality. It's just really hard to travel with our family. Maybe we're just unique in that way.

Therefore, I don't feel like I want to spend \$10,000 on airline tickets, which you can – I'm not going first class, by the way. For four people to go to San Diego, this time last year, it was like \$8,000, and it was my brother's wedding. I couldn't not go. This is why I travel. I go to travel for weddings, for a family member. I travel to see my parents. I'm hoping the next trip can be somewhere sunny on a beach. But, also, I'm like I don't want to spend all that money and then it's work while I'm there.

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LS: Yes. I was watching an old episode of Modern Family, and the mom, the woman who has – I can't think of what her name is. They're all in Hawaii on a vacation. The husband is trying to make it romantic and she's, “I'm on a family vacation, which for a mom means a business trip.” [inaudible 00:25:23] because almost like it's the opposite for mom. I don't know. Do you feel like this? Whenever I traveled for work, especially at Fortune because we do these beautiful conferences and stay at these really nice hotels, and I'd be like, “This is vacation.”

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FT: Yes. A work trip is a vacation, a real work trip, whereas a family trip is, yes. Unfortunately, you can't expense any that.

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LS: You can't. Although both of us as content creators, I'm sure we're trying to be creative about

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FT: What did you find in your investigation? Because a lot of this was the FOMO was being fed by social media, and I'm with you. I'm like, "Is everyone moving to London?" I don't understand. In my feed, right? It just seems like I like one thing, and then I just get all these other people that are doing all these extravagant travels. I do think some of it is pay for play.

[00:26:13]

LS: Yes. It's really funny. When I started writing the essay, I was like, "Everyone I know is going on these fancy trips." Then I started to go through it super creeper, going through everybody's Instagram feeds. Then I started thinking of my friends. I have a friend who, "This summer, we're not taking a family vacation. We're spending \$10,000 to rebuild our front steps." As homeowners and families with kids, life is expensive. Usually, a fancy, nice European vacation is not part of that equation. So then it dawned on me like, "Oh, wait. I'm looking too much at Instagram, and what I'm seeing is not reality." But the Bankrate's survey I found said 36% of Americans were going into debt this summer to pay for vacation.

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FT: Wow.

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LS: And doesn't have kids. Yes.

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FT: I did a whole thing on people who would like to have children are on the fence because they hear it's \$300,000 between the age of zero and 18. I go, "Yes." If you're spending 20,000 a year

on vacations, you are spending that money, whether you have kids or not. I think sometimes the assumption is that when I have a family or when I grow my family and I have a child and someone I'm caring for that nothing will change in my budget. What I'm spending on today and the lifestyle I have today is locked in. Then on top of that, you add a kid. How do I make that work? Then I said, "I don't want to burst your bubble, but you're not going to have the same life."

What's your biggest piece of advice, now that you have been married for 15 years? Your son is getting older. You've interviewed all these families. Your biggest piece of advice for someone who wants to have a family, grow a family, have kids but is worried about the cost and perhaps also even the lifestyle adjustments. What are the questions you should ask yourself before you do it?

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LS: It's like decision on whether or not to have kids. My mother gave me a piece of advice when I was on the fence, and she was like, "What else are you going to do?" At the time, I was like, "Mom, now that I have a kid and I see how it's changed my world." I'm like, "What else was I going to do?" You can continue to do those fun things that you did in your 20s and 30s. But when you have a kid, you get to do all these other fun things that you don't even know what it is.

I wrote this essay for Mother's Day about how I felt like motherhood was getting such a bad rep these days, and the media line on parenthood is that it's horrible and expensive and drudgery. Yes, all of those things, but also joyful and funny and exciting and interesting and world-expanding. I love motherhood. I give it a big A+. I think that when you're beginning to think about doing it, doing some research and understanding the expenses is really important. Saving is really important.

I remember I had a conversation with a young woman at Refinery who was like, "If only you can save to have a baby." I was like, "You can save for anything. You can choose any goal and save for it."

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FT: You can save while you're pregnant. You can save while you're already a parent. It's just what's your priority.

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LS: What's your priority? I think that understanding childcare versus daycare versus relying on family versus leaning back into your career. The good news is there are so many great resources out there right now, and it's not hard to find them. Even just falling down a Reddit rabbit hole can reveal some really interesting things. Do your research. Do your research like you would plan a trip. Go look at parenthood in that way because it is a big adventure. An expensive one but I think it's – what else are you going to do?

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FT: I have friends who go, “I got a long list, Farnoosh. I got a lot of things I would rather do. I'd rather start a business. I'd rather travel to Greece every year.” I don't know. I think I'm like, “And you can have a kid and do that.”

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LS: You can have a kid and do those things. Your life does not completely stop. It just changes.

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FT: It evolves. It changes. Have you spoken to Neha Ruch? She's the –

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LS: We were talking about this. I was thinking she's a fantastic resource, perfect.

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FT: Yes. She's been on the podcast. I think that you two would click because she's also here to rebrand not just parenthood but stay-at-home motherhood and what that means and taking a pause. I was just talking to a woman at coffee today in town who was a producer for many years. When her son turned 10, 11, 12, I worked from 7am till 8pm. I was always on my phone, and I have all these saved voicemails from my son when he was 10, 11, 12. Leaving me voicemails saying, "Mommy, it's your son. When are you coming home tonight? Mommy, it's your son. Can you pick me up a ruler from CBS on your way home for my math test tomorrow? Mommy, it's your son. Are you going to be here for dinner?"

When she got enough of those voicemails, she said, "I got to stop. I got to go and be with my son and raise him." Then she went back to work after he was in high school, but I applaud women who do that if that's what they want to do, and they have a plan. I think it's important to look at it as a pivot that is not forever. It's important to find your path after your kids are growing up because, yes, he doesn't need her as much now and then to ask your question. What are you going to do?

[00:31:32]

LS: Yes. What are you going to do? I think we forget how short this time is over our whole lives. It's short when they're little, and then it's short when they're at what I think is the sun stage versus four to – I don't know. I'm at eight and I'm happy with it. I'll let you know when we hit 15, and when they'll need you more. My son said to me the other day, "You can't be out three nights in a row. You can't do it." When he was two, he didn't notice.

[00:32:01]

FT: One of the best pieces of parenting advice I got when I was pregnant, a woman who I knew who was further along in her career, she worked. She's very senior, and she had two kids who were in their tweens. She said that when your children are babies and infants and napping half the day that this is the time to really ramp up your career. Invest in your skills. Invest in your network. Take the project. Go on the business trip.

That way, when they're older and they have questions and they're coming home from school and they really do need you. It's not just a matter of are they fed, do they have a nap. They really do. There's no substitute. Then you have, hopefully, laid a foundation in your career and in your bank account to be able to make some choices that you want to make at that point to show up more for your family and specifically your kids.

[00:32:54]

LS: Yes. I also think that it's great for your kids to see you as an independent –

[00:32:59]

FT: Absolutely.

[00:33:00]

LS: I often think, eventually, it's done, and he gets to go have another life. It's also important for you to maintain your life and your friends and your relationship with your partner because one day, it will just be the two of us again.

[00:33:14]

FT: Congrats on your 15-year anniversary.

[00:33:16]

LS: Thank you.

[00:33:17]

FT: Lindsey, tell us how we can subscribe to The Purse and also what the experience is.

[00:33:22]

LS: Yes. The newsletter comes out once a week, and you can subscribe to it on Substack. It's just thepurse.substack.com. We're on Instagram. Not posting expensive travel vacations or pictures, so don't worry about that. That's @read_thepurse on Instagram. Yes, it's lots of fun. I think your readers will really like it. I do agree –

[00:33:44]

FT: Oh, I know they will. If you like So Money, you will love The Purse. It's such a deep dive into the intricacies of thinking about money, managing your money, relating to your money as a woman, single, married, divorced. Really fresh, takes on issues that we're all thinking about but maybe not talking about. Lindsey, you're the one to trust to bring this to us because –

[00:34:08]

LS: Never can I try to tap Farnoosh for her expertise. We'll see her on the pages of The Purse, for sure.

[00:34:14]

FT: We'll put the link in our show notes for those who want to learn more and subscribe. Lindsey, thank you, and I'll see you on the other side of our 2024 election.

[00:34:23]

LS: Sounds good. Thanks, Farnoosh.

[END OF INTERVIEW]

[00:34:27]

FT: Thanks so much to Lindsey for joining us. To subscribe to The Purse, go to thepurse.substack.com. I'll share that link in our show notes. As a reminder, tomorrow, election

night, is our final investing workshop of the year. If you've already voted by 7pm Eastern tomorrow, consider joining me to learn everything you need to know to get started with investing and make some important money moves as we close out the year and head into the new year.

Get ahead with any resolutions you may have about getting smarter with your money and investing in your future. It's a 90-minute live session. It's also going to be recorded for all who register. Go to somoneworkshop.com and save your seat. We'll talk about the best ways to invest, a shortcut to selecting your investments, how to address your fear of investing, and how I invest. I'm going to pull back the curtain on all my investment choices. I hope to see you there. But most importantly, please, please cast your vote. I hope your day is So Money.

[END]