



How Couples Are Turning Money Stress into Financial Intimacy

Tackling financial strategy together can strengthen emotional connection and trust

DENVER — October 20, 2026 — Money: it's the ultimate taboo for many couples and remains one of the leading causes of relationship stress and divorce. To change this dynamic, Firestone Financial Group and the Center for Relationship Education have teamed up to help couples reframe how they talk about money, transforming the most common trigger for arguments into a powerful tool for deep emotional connection.

For most couples, discussing personal finances feels like an emotional trap. The joint initiative, focused on the concept of financial intimacy, combines expert financial strategy with relationship education. The goal: to show couples that money can unite them rather than divide them, serving as a foundation for vulnerability and trust.

"Talking about money shouldn't be a source of anxiety. It can actually be the most productive conversation a couple ever has," said Nelisha Firestone, founder of Firestone Financial Group. "When you align your financial strategies, you are actually building a foundation of trust for your shared future."

The financial intimacy initiative is focused on four primary pillars aimed at helping to bring couples closer together:

- **Breaking the Taboo:** How to overcome the deep-seated emotional anxiety tied to money management.
- **Syncing Shared Goals:** The need to align long-term financial dreams for a shared future.
- **Stopping Financial Secrets:** How to build complete transparency to eliminate hidden relationship stress.
- **Providing Actionable Tools:** Practical strategies to kickstart healthy, constructive conversations.

"True financial intimacy requires two perspectives: emotional safety and financial transparency," said Lauren Reitsema, president of the Center for Relationship Education. "Our curriculum content bridges that gap, giving people practical tools to break down traditional taboos and strengthen a bond that integrates finances as a form of healthy connection."

To support couples and partner organizations, Reitsema and Firestone have teamed up for a number of educational opportunities to support the concept of financial intimacy:

- **Webinars:** Interactive online sessions to help couples learn the practical steps toward financial intimacy.
- **Panel Discussions and Speaking Engagements:** Keynote presentations and group workshops centered on reframing the money/relationship dynamic.
- **Media Interviews:** Expert commentary for journalists looking for a dual perspective on the psychology of relationships and wealth management.

For more information about the Financial Intimacy program, [click here](#).

About Firestone Financial Group

Firestone Financial Group helps business owners build, preserve, and pass on wealth tied up in their greatest asset – their business. Serving more than 130 high-net-worth households, the practice is focused on empowering business owners to plan for the future and navigate life transitions. Firestone Financial Group is led by Certified Exit Planning Advisor (CEPA) Nelisha Firestone, and is focused on one clear mission: to help business owners protect themselves and their loved ones by identifying financial blind spots, maximizing the value of their business, and identifying a highly profitable exit strategy. For more information, visit firestonefingroup.com or follow Firestone Financial Group on [LinkedIn](#).

About the Center for Relationship Education

The Center for Relationship Education (CRE) is a nonprofit organization dedicated to equipping people of all ages with the skills needed to build healthy, thriving relationships. Founded in 2003, CRE provides research-supported relationship education, curricula and training designed for children, teens, adults, couples, educators, organizations and corporate teams. Through its REAL Essentials curriculum and community-based programs, CRE teaches practical skills in communication, decision-making, conflict resolution and relationship development. Today, CRE's programs and resources reach communities in 47 states and seven countries, advancing its mission to make relationship skills training accessible to everyone. For more information, visit myrelationshipcenter.org.

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