

The **5** Money Personalities

ROGERS & COWAN

FOR IMMEDIATE RELEASE

Contact: Tracy Cole

Rogers & Cowan

310-871-8349

tcole@rogersandcowan.com

THE MONEY COUPLE CONTINUES TO BUILD MOMENTUM THROUGH NATIONAL BOOK TOUR, MEDIA APPEARANCES AND SOCIAL MEDIA PLATFORMS



Los Angeles, Calif. (January 18, 2013) - Bestselling authors and money relationship experts, **Scott & Bethany Palmer**, most popularly known as **The Money Couple®**, recently embarked on a national book tour in support of their latest release, [*The 5 Money Personalities: Speaking the Same Love and Money Language*](#) (Thomas Nelson, January 2013). Experts in reviving relationships and helping couples see eye-to-eye on day-to-day money issues, The Money Couple has identified **The 5 Money Personalities™** and teach audiences the difference between money and finances—something often overlooked by many financial experts.

With 40 years of combined financial planning experience, The Money Couple noticed about half of their clients were getting divorced. Together, they set to find out why couples struggle with money. They discovered a vast difference between a financial strategy (i.e. retirement planning, debt reduction, etc.) and the day-to-day decisions couples make where money is involved.

“The US has a 40-50% divorce rate and when couples are asked why, the most common answer is money,” says Scott Palmer. “The key to a healthy relationship is not just about managing money, but understanding how the other approaches money.”

“[The Money Personality Profile](#) is just one of the tools we offer to help couples build a strong, healthy money relationship,” adds Bethany. “We believe that we have **cracked the code to divorce** and are on a mission to save marriages and have a lifetime goal to **reduce the divorce rate by 10%.**”

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The Money Couple's revolutionary message is rapidly spreading throughout the nation. With multiple appearances and interviews with leading television, radio, and print outlets, The Money Couple has been featured on *HLN's "Making it in America," Fox News Channel, PARADE magazine, Yahoo.com!, Fox Radio, KTLA-TV (Los Angeles), USA Radio* and *CBS-TV's "The Couch,"* among others. In addition, The Money Couple are also regular contributors for *foxnews.com* and continue their ongoing platform as the Money Relationship experts for *KWGN (FOX-TV/Denver, Colo.)*.

To coincide with media appearances, The Money Couple has seen a recent surge in social media activity. **Facebook page likes** are **up 22.39%** while www.TheMoneyCouple.com visits are **up 78.14%**, showing strong engagement with content; specifically related to the Money Personality Profile where nearly **5,000** people have logged on to complete the profile to find out their Primary and Secondary Money personalities.

For more information about The Money Couple and to access the FREE Money Personality Profile, please visit www.TheMoneyCouple.com.

About The Money Couple®

Scott and Bethany Palmer, **The Money Couple®**, have dedicated their lives to helping others strengthen their relationships. During their four combined decades as financial planners, they witnessed an increasing trend of marriages ending in divorce over money. So after years of research and work with a statistical scientist, they created **The 5 Money Personalities™** to help couples everywhere reverse that trend and communicate positively and effectively about money. Their newest book ***The 5 Money Personalities™: Speaking the Same Love and Money Language*** explains the primary and secondary Money Personalities, opposite dynamics, financial infidelity, why we fight and ways to fight fair, and how to use this new money language to reclaim their newlywed dreams.

For media inquiries, please contact Rogers & Cowan:

Tracy Cole
Rogers & Cowan
310.871.8349

tcole@rogersandcowan.com

Christina Garvin
Rogers & Cowan
310.854.8144

cgarvin@rogersandcowan.com