

# **So Long Corporate World. Hello Start-Up!**

**With Kathy Bickhaus**

Bickhaus, Schuetts & Associates

Merrill Lynch

Vice President – Wealth Management Advisor

**Heidi and Reid Rasmussen**

Entrepreneurs

**Title: Please see important information at the end of this program**

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HEIDI RASMUSSEN:

The biggest worry that you have when you do step off the cliff, and say I'm going to go be an entrepreneur...

...it's really, am I gonna end up eating catfood? You know, what is my retirement going to look like?

REID RASMUSSEN:

So from the early days as we talked about some of our goals, we knew we were heading towards entrepreneurship.

REID RASMUSSEN:

The inspiration for me was, the health care industry has a lot a headaches in it, and there's gonna be a real opportunity there. There's a need. People will pay for it. And I got some solutions for it.

HEIDI RASMUSSEN:

And I was like well, you should just start a business... Do it.

I very much had a sense of security.

I started at the retailer that I worked for I worked for when I was fifteen and a half. Worked for 27 years. Make it to Vice President level, which was super exciting. Totally expected to retire from the company.

And that's why I had no problem saying "well, just quit your job Reid and go start a company."

HEIDI RASMUSSEN:

I started getting some wind that there were going to be some massive layoffs.

I'm working away sitting at the kitchen table, doing some emails... and all of a sudden, literally my computer just totally shut down.

And I was like, "ok, there it is ladies and gentlemen, we're done here."

So, I'm unemployed for the first time in my career.

HEIDI RASMUSSEN (continues):

So, the question is, Now What? Now what do you want to do?

REID RASMUSSEN:

And I said, my gosh, how would you like to come and work with me?

The one thing that Heidi didn't want to do was give up her income and then come join me if it was going to put things at drastic risk. 'Cause there were things I was doing that were not...

HEIDI RASMUSSEN:  
Struggling.

REID RASMUSSEN:  
They were not producing an income. (laugh)

HEIDI RASMUSSEN:  
First things first... we called Kathy.

KATHY BICKHAUS:  
When Heidi and Reed walked into my office— they were going through anxiety. You know, "What does retirement look like? As I'm building my business? What does that scenario look like if I do this?"  
We already knew their financial picture-- it was easy to sit down and give 'em options...

REID RASMUSSEN:  
That day, a simple conversation with Kathy allowed us to be very clear on the fact that, if we can put this together in a year at this point and then start to put some money back in for savings...

For us, it was very much a pivotal moment.

So, our business is called, FRESH BENIES... as in it's a fresh approach to healthcare benefits all in one easy-to-use card.

HEIDI RASMUSSEN:  
What I was able to bring to the business is a different mindset. I was able to say, how about instead of, "you get physician telephonic counseling," why don't you say, "It's your 24/7 doctor BFF?"

So, we literally went through every word of every service and redid everything, from the ground up.

REID RASMUSSEN:  
And in an industry that does not have innovation, we stood out from the crowd.

KATHY BICKHAUS:  
They're both extremely talented. I had no doubt in my mind -- whatever option she would pick or they would pick that they would be successful.



REID RASMUSSEN:

We've tripled every year since. We are about to hire our eleventh employee...

HEIDI RASMUSSEN:

I think I'm amazed at what we've built in the past three years. And that the future is unlimited.

HEIDI RASMUSSEN:

Ahhhhh! (emotional reaction)

REID RASMUSSEN:

Yeah, I agree.

**GRAPHIC:** For Insights on how you can pursue *your* goals, **visit [ml.com](http://ml.com)**  
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