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Our Founding Story



As founders, Rob Frohwein and Kathryn Petralia had experienced their share of hiring issues, from lengthy recruiting cycles to high attrition. They wanted to find a solution that would not only curb today's retention and recruiting issues, but bring long-lasting financial freedom to employees. Together, they embarked on a mission to find out what leaders in the human resources sector needed that employer-forgivable loans didn't bring to the table.

They approached that core audience



Built on HubSpot of Keep Financial. HR

available to us, we do it in a

heartbeat. It's just really hard to
execute.' Rob and Kathryn decided to
take their execution plan
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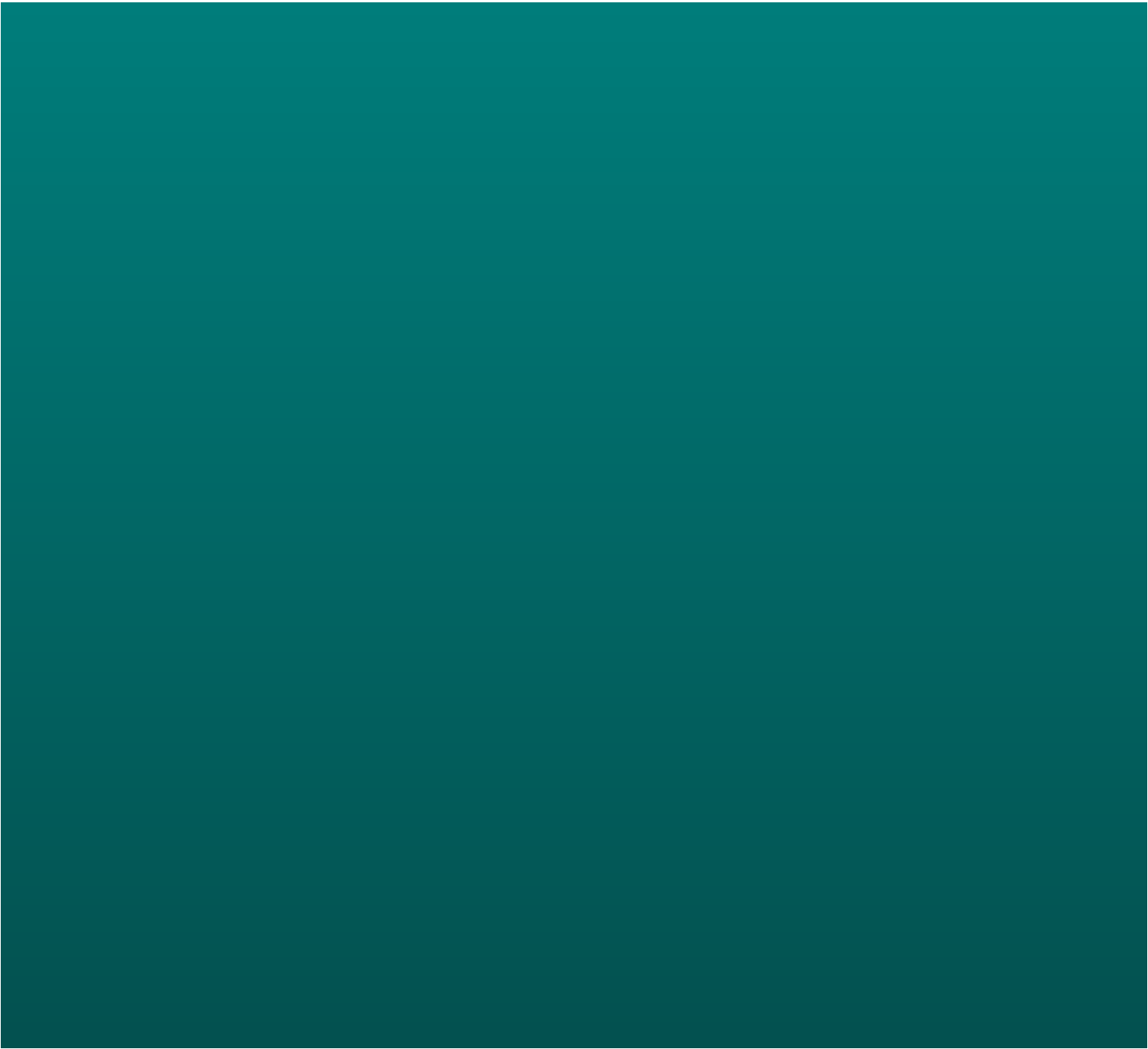
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