

# *Pursuit of Happiness*



*It is critical to take vacations to reduce stress and balance your life. Now there's no excuse NOT to do it ... thanks to Rami Lazarescu.*

**I**f you refuse to listen to the passionate and enthusiastic words of wisdom from Rami Lazarescu, the Guru of Happiness, then take it from any psychologist, therapist or business coach.

*"Take a vacation!"*

The importance of vacationing – at least once annually – is critical to your mind, body and soul, your well-being and health, your family and your work ... and *your future*.

"What's funny is that we bet *against* ourselves that an unlikely calamity will occur," Lazarescu says. "We have car insurance, health insurance, life insurance. We even have *legal insurance*. We have every kind of insurance you can think of – and all of that insurance does what? It's protecting you from an unlikely calamity."

He pauses for a moment and says philosophically and

quietly, "We as individuals have plans for education, plans for retirement, plans for virtually everything, so why not make plans for vacation, a plan for happiness? If we insure ourselves for sickness and death, why shouldn't we insure happiness and fun?"

He's right, isn't he?

Lazarescu is sitting in the conference room of his Irvine, California office. He is excited by nature, a definite A+ personality. His passion, energy and enthusiasm for his work is clearly evident as he talks about his business, Happiness Assurance.

He rattles off statistics and quotes from philosophers and well-known psychologists about the importance of traveling, of letting go, of getting away.

It's not something to think about, he says. It's something *you have to do*.

"It's a fact that vacations reduce stress, increase happiness, help reconnect with your loved ones and balance





your life,” he says, point blank.

He certainly won’t get any arguments from doctors, psychologists, therapists and businesses coaches, who all plead with their patients and clients to “*take a vacation.*”

According to Elizabeth Scott, a stress management expert, this is how vacations transform people’s lives, health and mindset:

**Promotes Creativity.** Vacations are a vehicle for self-discovery and to help an individual feel reborn -- to feel great again and refreshed.

**Eliminate Burnout.** People who take vacations are less likely to burnout, making them more creative and productive in life and in work.

**Health.** Vacations “recharge your batteries” and keep stress levels lower.

**Promotes Overall Well-Being.** One study says that three days after vacation, peoples’ physical complaints, quality of sleep and mood dramatically improve. And these benefits were still present ... *five weeks later.*

**Strengthens Bonds.** Spending time and enjoying life with loved ones keeps relationships strong, enabling you to enjoy good times more and helping you through the stress of the hard times. “Vacation experiences contribute more to our happiness than money or ‘stuff,’” Lazarescu says.

**Improves Job Performance.** The psychological

benefits that come with a vacation leads to increased quality of life, which leads to increased quality of work on the job.

“What this all means is that vacations are a gift to yourself that keeps on giving,” Lazarescu says.

“When people return from vacation, they’re ready to take on the world again,” he adds.

“We gain perspective on our problems, get to relax with our families and friends, and get a break from our usual routines.”

British researcher Scott McCabe did a study in which he found that the personal benefits of a vacation broadens horizons and the opportunity for learning and intercultural communication, peace and understanding, and personal and social development.

He even went as far as to suggest that families be given some form of financial assistance from employers if they are unable to *afford vacations.*



K, so how did Lazarescu wind up launching Happiness Assurance into what has emerged over two decades as a successful and thriving business?

The Romanian-born entrepreneur was educated in Israel and later moved to South Africa,

where he ran an electronics company.

While on vacation in Hawaii in 1993, he was sitting in a Jacuzzi with a martini in one hand and a book in the other when a gentleman approached. Their conversation turned to business and travel. When Lazarescu discovered the gentleman had paid five times more for his vacation, Lazarescu was stunned.

that it is worth every penny, and that it isn't just important *but critical* to plan ahead.

"I was thinking about how I could take my passion of traveling and start a business," he says.

He did just that, packing his family up and moving to Southern California. And things could not have turned out better.



"I realized at that moment that there may be a viable business here," he says with his typical exuberance.

"I'm not only guy in the world who can enjoy a vacation for 20 cents on the dollar."

He was already a huge proponent of taking twice-annual family vacations. He had already spent years telling family, friends and associates about the health benefits of vacationing,

Lazarescu has emerged as a genuine vacation and traveling expert who has forged partnerships with the biggest hotel chains in the world to guarantee his clients get "a steal of a deal" whether they're traveling to Hawaii, Europe, Mexico or any other place in the world. He works with 1,979 hotels in the U.S. and abroad.

There's nothing Lazarescu loves more – other

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than vacationing himself – than displaying his statistical charts, one of which shows a family paying \$4,680 for a five-star hotel in Hawaii, while his clients paid \$2,800 for the same seven-day trip over the same exact days in the same hotel.

He smiles every time he shows the chart.

“I love spreading happiness,” he says with a wide grin.

And nothing spells happiness more than vacationing with your family, best friends and other loved ones – at *half the cost*.

Take it from Christina Martel, an astute real estate business executive from Orange County, Calif. who demands nothing shy of perfection.

“As a real estate investor, I know what is – and what is not – a good deal, and [what Happiness Assurances offers] is a great deal,” she says. “I got the vacation of my dreams -- and got it seamlessly.”

When she was looking for a vacation spot, Martel had specific criteria – a lot of it.

“I was going with my girlfriends and I wanted us to have our own private space – and I wanted it to be absolutely luxurious,” she says. “I wanted it to be an area where we could do things separately or together and feel very comfortable doing that. I wanted it to be safe. I

wanted it to have access to a beach, pools and spa treatments.

“And the vacation we chose [in Nuevo Vallarta, Mexico] had everything: a fabulous suite with two bedrooms overlooking the ocean. It was wonderfully elegant.”

Martel did a comprehensive comparison of Happiness Assurance vs. other companies “and Rami’s program is head and shoulders above the others in terms of value and service,” she says.

“My vacation was beyond awesome – it so far exceeded my expectations that I can’t wait to go my next one. I’ve never had this experience before – and I’ve traveled a lot. It was just an amazing and unbelievable value.”

**L**azarescu is never at a loss ... for words, statistics, facts and philosophical quotes about the importance of vacationing. He points out to his guest that according to a CNN survey, Americans in 2013 *forfeited* over \$34.3 billion worth of vacation time.

“Can you believe *that*?” he says.

What’s interesting about Happiness Assurance is that Lazarescu’s clients can pay for the lodging portion of their vacation monthly, quarterly or in one chunk. He loves to say,



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*— Rami Lazarescu*

“for \$8 a day – for the cost a latte and cup of coffee – you can take a dream vacation.”

No contracts, no memberships. Just 50% off -- and possibly more.

“Time and money are always the excuses we give ourselves why not to vacation,” Lazarescu says. “Everyone knows that memorable experiences contribute more to our happiness than money or ‘stuff.’”

He pauses and says, “So what Happiness Assurance does is solve both the money and time issues. People can’t give themselves any more excuses to postpone happiness.

“By recharging our batteries and changing our mindset with vacations, we will be more productive, effective and profitable in every area of our lives.”



“Happiness,” he adds, “is a better investment than any of the other calamity-related insurances.”

Clement Pepe of Laguna Hills, Calif., has utilized Happiness Assurance for trips to Kauai, Greece, England and Canada. “The value Rami’s company provides,” he says, “is incomparable.”

At the end of the day, after a long day phone calls and booking dream vacations for more clients, Lazarescu leans back in his chair and breathes a deep sigh of relief.

As his guest departs, he says with a grin, “Wait, one last thing: remember -- life is short. Don’t postpone happiness.”

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