Ralco International, Inc.: Confidentiality, celerity and the best deal possible

By Maria Alejandra Pulgar

In the life cycle of any business there are times when having adequate and timely advice makes a difference on the results of important decisions. It is in those moments that counting on the business brokerage experience of Ralco International Inc. and affiliates enables business owners to get the best value for their company in a merger or acquisition (M&A).

When a business owner "first thinks about what to do with his company, regardless of being satisfied or not with the results, then is the best time to request the services of Ralco. If the owner is unhappy, we can help him detect the flaws and if he is satisfied perhaps we can detect when it is the best chance to sell the company as he will get more profit on the transaction". Those are the words of Mr. Raul Herrero, founder of Ralco International Inc., a global business brokerage and M&A consulting firm, whose experience of more than 30 years has allowed many companies to successfully perform this type of operations and transform their organizations.

Ralco International Inc. and affiliates provides advice for those business owners or principals interested in buying, selling, funding or reorganizing their companies. Ralco and affilates services are targeted to those entrepreneurs whose business has grown enough to sell at a profit, especially companies that have achieved between two and 50 million dollars in sales, regardless of their legal definition (LLC, DBA, Inc., etc.). Every business can benefit from Ralco consultancy service and support at the time of sale or liquidation as this allows them to maximize the sale price and minimize the time required to perform the operation. In addition, The US offers resident visas to qualified foreign investors who invest in excess of $1,000,000 ($500,000 in certain areas) in a new or existing business that generates employment. The search for such business opportunities to match them with adequate investors is part of the services offered by Ralco International Inc. which also include:

- Assistance with brokerage for selling or buying businesses
- Assistance with business valuations
- Definition of business and financial strategies.
- Assistance with finding adequate financing
- Preparation of business plans
- Enterprise reorganizations and restructurings.

Mr. Herrero explained that the difference between the service provided by Ralco and investment banking is that the latter " provides funding and makes investments, while a brokerage firm like Ralco and affiliates will find funding for companies from banks and other financial institutions as needed, and also will connect entrepreneurs who want to sell with those who want to buy, helping them materialize a mutually satisfactory transaction". Ralco also provides custom consulting to family businesses, helping entrepreneurs to define their strategy for transfer to subsequent generations. Legal counsel for the negotiations is not part of the Ralco International Inc. services; however they have the support of a legal team that provides that service.

The consulting team of Ralco International Inc. and affiliates is comprised of a multidisciplinary staff with high academic education and extensive international experience in the financial, commercial and industrial fields, certified with all required licenses to provide services within the scope defined in the company. Their experienced background and education allow the consultants to quickly and accurately identify the needs of those businesses that contract their services and therefore it speeds up the process of determining negotiating strategies for M&A, identifying "where they are, where to go and how to get there for all the companies involved, regardless of the kind of business they do", says Mr. Herrero. That is why when a business owner hires Ralco services he can be sure to get "Confidentiality, celerity and the best deal possible."

For Mr. Herrero, Human Capital is the most important asset of all the businesses he works with. It is their interest and concern for the welfare of staff involved in business transactions that constitutes the key differentiator of Ralco and affiliates in the field of business brokerage. "Companies are defined by their people, the human factor is the most important in any activity, whether business, craft or service. The human factor is what determines the rate of success in any activity. "In a merger or business acquisition, it is critical to take into account how the interaction between sellers and buyers will be from the point of view of staff, as this can result in a success or total failure if there is no homogeneity in the personnel included in the transactions.

The result of this study is ensuring that the most significant human capital of the companies involved will stay after the business M&A transaction is completed. "Banks work with money, factories work with machines, but what make the difference in a company is their human resources. It is always the creativity, dedication and interest of the staff what distinguishes a successful company from one that it is not. "

For an entrepreneur who has put his effort to create a profitable business is essential to have experienced people at the time of transforming their business operations. "Familiarity with a business or being a good businessman does not qualify someone as a Merger & Acquisitions specialist", concludes Mr. Raul Herrero. When facing decisions involving major changes, no matter how small the organization, the advice since the beginning of the process of an expert company like Ralco International Inc. is the key to success.