

## The Veld Group and the growth of Hispanic Owned Businesses In Los Angeles

By The Veld Group

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*According to the 2002 U.S. Census, Hispanic-owned businesses in 1997-2002 grew three times the national average. In 2002 recognizing the evolving population of The LA area, The Veld Group expanded its outreach to Hispanics led by Robert A. Rodriguez.*

The Veld Group likely completes more California business sale transactions in Spanish than any other business brokerage!

According to the 2002 U.S. Census, the number of Hispanic-owned businesses grew 31 percent between 1997 and 2002 — three times the national average for all businesses. In 2002 in recognition of the evolving population of The Los Angeles area The Veld Group, a full-service Business Brokerage, Mergers & Acquisitions, Valuations and Consulting firm based in Los Angeles, California acquired San Diego based Integrity Valuations, a business valuation and accounting firm that managed several of San Diego's leading hospitality group's portfolios, and was responsible for over 500 business appraisal and valuation projects.

Integrity Valuations principal, Mr. Robert A. Rodriguez, is a Certified Public Accountant (C.P.A.) as well as a licensed California Real Estate Broker with 14 years of experience selling, acquiring, merging and consulting businesses. Mr. Rodriguez received a Bachelor of Arts degree in Accounting from the University of San Diego (U.S.D.), where he was a key contributor to his fraternal organization's community outreach program. Mr. Rodriguez's career began as a mortgage loan officer at Wells Fargo Bank, where he implemented and managed their Spanish Loan Hotline, one of the first of its kind. Mr. Rodriguez left Wells Fargo to join Howard Publications, where he began his accounting career.

Mr. Rodriguez's most recent accolades include becoming one of The Veld Group's most successful business brokers, where he has been responsible for over 100 business sale transactions to date.

In 2002 there were 1,510 Hispanic-owned firms with 100 employees or more, generating more than \$42 billion in gross receipts according to the census. As that number continues to grow The Veld Group will continue to add to its skill set. The skills that have led to The Veld Group's unprecedented track record of selling 82% of their business listings within their engagement period.

If you would like more information about this topic or to speak with Robert Rodriguez please call 866.458.8353

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While the company regularly boasts 100's of business sales per annum in its core segments, The Veld Group also prides itself in its ability to sell non-traditional companies, or those perceived to be particularly challenging sales due to their size (large or small), complexity, industry, regulatory environment or general market dynamics.

Category	Business brokerage, Business sales
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