

Rydell Combines Selling Businesses With Financial Planning

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Two-part Harmony

Ron Rydell, CFP®, president of Rydell Financial, LLC, knows when something sounds good. He spent 35 years as a choral conductor, has sung in the great concert halls of the United States and Europe, and still sings with various groups around the Twin Cities. But while music is in his heart, a passion for sales and finance runs through his veins – specifically, a desire to help people sell their businesses and invest the proceeds.



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—Ron Rydell

Rydell started his sales career while still in college, as a top seller for Wear-Ever Aluminum. After he graduated and while working as a music teacher, he started selling life insurance. Although he has no shortage of education, degrees and certifications, he says there is really only one way to learn the craft of selling: by selling. “I just wanted to be involved with business deals. The big challenge has always been to learn about the companies involved, but no matter what you’re selling, it’s always about relationships.”

A Unique and Useful Combination

In addition to his outstanding salesmanship, Rydell brings financial planning expertise to every deal. “Mine is the only firm I know of that can incorporate the financial planning process into a sell-side engagement,” he says. “This is important, because after I help my clients sell their businesses, I can determine how best to invest the influx of liquid cash. It’s a unique form of one-stop shopping, and it can save the client considerable time and money, not to mention the benefits they get from skillful investing.”

The way Rydell puts together his virtual workforce is also unique. By using contracted employees hand-picked for each engagement, he is able to assemble the most effective team possible. This enables him to use talented specialists he would not be able to afford as traditional employees. “In addition, I spend more on technology and continuing education than any of my competitors, because the only way to get ahead is to know more,” says Rydell. It all adds up to faster sales and higher selling prices, the two things a seller values the most.

What You Can Expect From Rydell Financial

- The best effort and a total team commitment to excellent service.
- No surprises.
- A top-quality presentation.
- Absolute confidentiality.
- Candor.
- A sense of urgency.
- A comfortable working relationship.
- And most importantly, the best possible price for your company.

The Art of Gauging an Engagement

“I’m very picky about the engagements I take,” says Rydell. “If I feel a business won’t sell, I won’t waste anybody’s time on it. But on the flip side, we are committed to selling every engagement we accept. We look not just for financial readiness in a seller, but for mental readiness as well — conviction toward making the deal.” Another key Rydell advantage is the confidential memorandums he uses to introduce a business to potential buyers. These “dynamite documents” attract a lot of attention as they present and promote engagements.

“Our clients can count on our very strong work ethic,” says Rydell. “We do what we say we’re going to do, and we complete our work through extremely prompt and cordial service.” After all, making a business deal is like making music. Getting the individual components to work together may not always be easy, but in the end, it sounds good to everyone involved.



Rydell Financial, LLC

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