

“Never lose focus on what you want”



Is an individual born with certain characteristics that predispose him or her to entrepreneurial endeavors? Or does environmental context, such as early exposure to entrepreneurialism, make the entrepreneur? Vicente Ríos is certainly a combination of both.

Ríos was born into a family involved in the real-estate industry. As a teenager, he started working part time in summer jobs as an employee of the building-maintenance crew for his father’s properties. As a result, he started grasping knowledge of the real-estate industry at a very young age. It turns out that these summer jobs trained him not to run his family’s business but to start his own commercial real-estate company from the ground up.

However, although Ríos knew what he wanted, he waited for the perfect time to start his business. Before plunging into entrepreneurship, he decided to give the banking profession a try after he graduated from Babson College with a finance degree. He accepted a position as special assistant to former Government Development Bank (GDB) President Marcos Rodríguez-Ema. However, after two years at the GDB, Ríos realized banking wasn’t his thing.

In 1997, he decided to leave the GDB to return to the real-estate industry. That’s when he joined Omni Puerto Rico Corp. as an office industrial specialist. “I further expanded my knowledge of Puerto Rico’s commercial real-estate market during the seven years I worked at Omni for Miguel Figueroa,” Ríos said. The executive admits this work experience at Omni finished shaping and preparing him for his venture. “Miguel was my mentor all those years, and I’m really thankful for all the knowledge and experience he shared with me.”

At this point, his academic background in finance along with his knowledge of the real-estate industry assembled like a jigsaw puzzle, shaping the path on which he was meant to start his journey to entrepreneurship.

Born and raised in an entrepreneurial family must have somehow influenced his entrepreneurial spirit. However, entrepreneurship takes other factors such as a daring attitude, talent, charisma, eagerness to grow and willingness to work hard for no one else but for himself. He definitely had them all, plus the experience and industry knowledge. After seven years with Omni, one day he woke up and felt he was ready to go for it. That’s when Ríos Commercial Corp. was born in 2003.

Today, Ríos Commercial is a reputable commercial real-estate company that provides professional and individualized real-estate services and specializes in office, industrial and retail leasing and sales throughout the San Juan metropolitan area, which includes

Hato Rey, Santurce, Guaynabo, Río Piedras, Bayamón and Carolina. The company’s areas of expertise include industrial, office and commercial brokerage, asset acquisition and disposition, client representation, investment analysis, consulting, market analysis and site selection.

To ensure his business success, the entrepreneur is a firm believer in constantly educating himself through affiliations with trade organizations, networking and always staying on top of things. Building upon his academic education and work experience, Vicente Ríos has three of the most prestigious and coveted designations in the real-estate field: CCIM (Certified Commercial Investment Member), SIOR (Society of Industrial & Office Realtors) and CIPS (Certified International Property Specialist).

In fact, as proof of his successful performance, Ríos Commercial was recently invited to join Corfac International, a worldwide association of leading entrepreneurial and privately held commercial real-estate service providers. Corfac International invites firms to join the organization based on geographic markets and their ability to respond to the service requirements of clients and colleagues. “Our affiliation with Corfac allows us to offer local clients enhanced market expertise, global reach and powerful marketing resources while still maintaining our independence, entrepreneurial culture and local focus,” Ríos commented.

One of the company’s major achievements was a multimillion-dollar deal in which Banco Santander Puerto Rico’s main building on the Golden Mile along with another operations site were sold as a sale-leaseback transaction in 2007. “We have successfully represented tenants in finding, negotiating and obtaining the most flexible lease agreements with the best-possible terms for our clients,” the 15-year commercial real-estate veteran stated.

The company’s mission is to serve its clients with the utmost level of integrity and experience, never losing focus of its clients’ interests and needs. Ríos Commercial Corp. provides professional and individualized care for all its commercial clients, whether the transaction is small or large. Ríos’ client roster ranges from small businesses to Fortune 500 companies.

“We are committed to providing clients specialized real-estate service. We believe our clients deserve superior results and, at Ríos Commercial, we provide the tools that only a market leader with local expertise and comprehensive services can offer,” he said. “With our experience and unparalleled local-market knowledge, our goal is to help our clients find the true value and economic opportunities that exist in smart commercial and industrial real-estate investments,” stated the real-estate executive, noting this is how his company has been able to thrive despite prevailing economic circumstances.

PROFESSIONAL JOURNEY

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| <b>1991-1995:</b><br><b>Studied</b><br><b>at Babson</b><br><b>College and</b><br><b>earned a</b><br><b>finance degree</b> | <b>1995:</b><br><b>Started</b><br><b>working at the</b><br><b>Government</b><br><b>Development</b><br><b>Bank</b> | <b>1997:</b><br><b>Joined Omni</b><br><b>Puerto Rico</b><br><b>Corp. as</b><br><b>an office</b><br><b>industrial</b><br><b>specialist</b> | <b>2003:</b><br><b>Founded</b><br><b>Ríos</b><br><b>Commercial</b> | <b>2009:</b><br><b>Ríos</b><br><b>Commercial</b><br><b>becomes</b><br><b>member of</b><br><b>CORFAC</b><br><b>International</b> |
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