



Interview ▶ Success in the real estate sector



César Rivero is an entrepreneur, investor, a person excited about the business world, a great friend and a lifer. Spanish national and resident in Madrid, looking for new business opportunities around the world, also in Andorra.

The three words that most define him, said by himself, are excited, constant and positive.

–You started in the world of entrepreneurship a few years ago. How did you start your career?

–When I was young I started doing tattoos at home but at 18 my mother kicked me out of the house and I went to live at my sister's house in Madrid. I was hired at Pans&Company, a fast food restaurant, I worked there for a year, but I didn't like it, it was a very precarious job and I only got paid three euros an hour.

At that time I started a self-help book, focused on finance and I started to like authors like Robert Kiyosaki, Donald Trump, Napoleon Hill, books that encourage you to undertake, to get out of the pre-established idea of studying, work and retire. I saw entrepreneurship as an alternative.

The easiest route I found was sales. I had several jobs and ended up in a real estate agency. While there, one day an investor came along looking for properties to renovate and sell, and we decided to partner with him. The business was that we would look for the property for him, he would renovate it, and when we sold it, we would keep a commission on the sale.

Thus began our business model and in 2018 we decided to set up the business on our own, rented an office and hit the ground running. That same year we did between 20 and 25 operations with this investor, but we started to attract others. We were not a fund where they gave us the money, but if a person wanted to buy, renovate and sell a house, we told them how to do it. We got suppliers for the renovation and, in addition, we sold the properties. It was a 360 degree reform and sale service.

–How many companies do you have today? And what does each of them do?

–For now, I have stayed with the businesses that are being more profitable and those that have the most foresight for the future. One of them is Viflip, the evolution of the flipping house, we renovate to sell, but in this case without buying. The business model is based on the association with the owner who wants to sell, and since the house is not in optimal condition, the market devalues its price. We invest in reform. The owner does not have to invest mo-



CÉSAR RIVERO

César Rivero

Entrepreneur

«No matter how well things go, there's always work to be done»



«I am now 28 years old and my idea is to semi-retire when I turn 35. I will not stop working completely but I will slow down a lot»

ney or time. Our team arrives, renovates the house, sells it, generating up to 35% revaluation, and of the surplus that has been generated, 50% is kept by the owner, and 50% is kept by us. It is a model that has made it possible for the owner to sell his house for more money. Currently, we are in Madrid, Malaga and Valencia, and we are expanding to different cities with a franchise model.

Then we have Liberfy, an online management company, specialized in real estate business and digital business. It focuses on little-known businesses such as flipping houses, rent to rent, people selling videos, etc. In just one year we got a thousand customers.

So we have Liberfy, Viflip for owners who want to sell, but not sell at a loss, and Inversores which is a

training school. A long time ago we started recording and documenting everything we did. People started asking me for advice and that's when I decided to do a training.

–What makes your training different from other courses?

–I teach how to enter the sector without money, using methods such as flipping houses. With this you can earn between 15,000 and 30,000 euros in a few months and, moreover, without any prior investment. People are attracted to see the life I had lived and how it has changed me thanks to these businesses, and they see that I can bring things that other types of investors cannot give them.

–How many students have gone th-

rough the training school?

– So far we have had about 12,000 students. It's something I didn't expect when I started. For me it is also a way to diversify the business. After having trained so many people, there are people who are very satisfied and others who are not so much. I'm honest and I always say that the business can work or not, I can't control everything, it also depends on the person and how they work and move after completing the training. Each person is themselves and their circumstances, I had to freak out.

–Speaking of these circumstances, how do you go from nothing to everything?

–Little by little, with effort and working day by day. And, above all, un-

derstanding that you are never done and that you never stop learning and that no matter how well you are doing, you always have a lot left to do. I always think that I am a learner and I have to keep working. Even though I've had times when I had nothing, I've always thought that what I had was what I deserved. When I had nothing I was doing nothing to have something, and when I started to earn a good living I also deserved it for the effort.

-You have several companies, how do you manage them?

-I have divided the companies into departments: marketing, finance, human resources, operations and sales. Each company has a leader for each department and there are executors who are the employees. And, in addition, each of the companies has a director who is the one who captains the ship. I was in charge of 'Inversores' but now there is another person. Now I am the communicator, the one who is on social networks, opens new lines of business, does the interviews, in other words, the visible face and public relations of the company. I focused a lot on marketing, which is what I had always wanted to study at university and I couldn't.



«I teach my students to enter the sector without money. To date, 12,000 people have passed through the school»

-One of your companies is dedicated to Rent to Rent, why is this system the revolution in the real estate sector?

-When you discover that you can have income of between 700 and 1,500 euros per month managing the exploitation of a home with a contract and an investment of between 15 and 30,000 euros, you realize that it is a good business. The catch is in the difficulty of making this business legal. It is very easy to rent as a home and sublet, but this is not rent to rent. The business consists of going to a property owner on behalf of your company and selling them the services of managing and operating their property. I as a company pay you the income plus VAT less personal income tax. The contract is for exploitation. If you don't do it like that it's not legal. The problem is that it's hard to get owners to let you go. It can be achieved but it is not easy at all. We teach our students how to trust the owners and how to do it legally.

-Having arrived where you have, how do you manage to maintain your direction and motivation?

- No one can achieve it. Motivation and always being well is impossible. Messages that say you al-

ways have to be good and be positive don't work. There are days when you really feel like working on the projects you have, but other days you don't feel like doing anything.

I want to retire with enough money to be able to travel and do what I want. Right now I could do it, but I haven't done everything I want to do. I have a date, at the age of 35 I would like to retire, now I am 28. It would be a retirement between quotes because what I want is to slow down. Staying motivated and focused is always very difficult.

-What attracts you most to Andorra and what do you plan to do here?

- I come here because my partner lives here. I met her when I went skiing, I fell in love with her and a little bit with the place.

There are many Spanish entrepreneurs who leave there due to fiscal and also media pressure, and come to countries like Andorra. I'm still in Spain, but I'm looking to do projects here. In Mexico we have a property for tourist rental, I am buying another in Texas, and I want to do something similar here in Andorra. I am looking for land to build luxury villas for rent.

-What is success for you? And hap-

piness?

- It is being able to do what I like, being able to choose where I am, what I do and with whom. And also being able to lead the life I want to lead.

Happiness is accompanied by success. Ability to choose, freedom, waking up and deciding whether or not to go to the office, go to the mountains, etc. The moments in which you decide to prioritize yourself help a lot in your happiness.

-How is your day to day?

-They are very different. I have meetings, I go to talk to the directors who report to me, I go around the offices, I go to record the renovations of the houses, etc.

-What is César Rivero's secret?

- Be very constant and persevering. When I have something in mind I don't stop until I achieve it. I always see the glass as half full. I'm unrealistic, but being that way helped me because even though things weren't going well for me, I always thought that I would do something and that I would end up making millions of euros and even though I didn't expect all that I have achieved, I was sure that I would go far. ≡

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