

Sylvain Perret

LinkedIn: <https://www.linkedin.com/in/sylvain-perret-florida>

Career Highlights

Business Banking Market Executive, France/French West Indies
Entrepreneurial Growth Consultant, France/USA
International Business Broker, Europe/USA
Real Estate Broker, France/USA
Currently attending Evening Executive MBA at UCF

Professional history

Business Owner 2012-present: *Integrity International Borkers, LLC doing business as Objectif USA & Objectif USA Immobilier* – This company was founded in Florida in 2012 and is currently active.

Objectif USA assists entrepreneurs in locating and buying a US business; the business also helps with E2 visa applications, to materialize the goal of expatriation and US business ownership. www.objectif-usa.com

Objectif USA Immobilier helps European investors buy income-producing real estate (condos, houses, multifamily properties) in the US. www.objectifusaimmobilier.com

Integrity International Brokers is the equivalent of both websites above but 100% oriented US buyers and sellers of real estate and businesses. www.int-brokers.com

Import/Export – Traded in European products brought into the US through our husband & wife company My French Neighbor, LLC (www.my-french-neighbor.com), created the websites and marketplace accounts and managed the online advertisement and social media.

Merchant Banking, Consumer Credit 1993-2010 –17-year experience in banking, in France and Guadeloupe. With *Credit Mutuel CIC*, in roles of Credit Manager, Business Account Executive, Branch Manager. With *LCL Banking and Insurance France*, as Client Accounts Executive.

As Director, Business Loan Department

- Assist local branches in business loan analysis
- Make decisions on business loans outside of branches' authority level
- Meet local and national referrers and negotiate referral requirements and fees
- Train staff members and branch management on business lending, risk & economic assessment, etc.
- Participate in regional risk & business loan committees

As a Branch Manager

- Manage, train a team of 10-12 people; identify high-potential individuals for promotion
- Ensure branch profitability and growth per annual goals
- Marketing: local customer events, meet with local representatives (mayor, police)
- Provide reporting to headquarters
- Interface with the most important customers (by risk or asset)

Business Consulting and Strategy – Worked for over 20 years advising scratch startups, business purchases, expansions, troubled business turnarounds, relocations, market repositioning.

- Consultant to businesses – as banker and as business broker – as well as somewhat of an educator to those working in B2B scenarios (such as bank employees and brokerage staff).

Business Brokerage – Licensed broker assisting European entrepreneurs to relocate to the USA by buying a US business (or occasionally to open a US subsidiary of their current business) and securing the appropriate visa.

Seller Services

- Identify, meet business owners willing to sell their business
- Valuation of the business via IBBA's standard practice
- Negotiate a listing agreement if we are mutual to work together
- Create advertising materials presenting the business in the best light
- Get business pre-approved for a commercial bank loan (buyers have a financing solution immediately)

Buyer Services

- Identify, meet non-US residents seeking to buy an existing business in the USA
- Identify their background, strengths, financial capabilities, motivations for moving
- Define businesses that match customer criteria and contact sellers & brokers to identify same
- Visit short-listed businesses with the buyer
- Make offers; perform due diligence; close
- Assist buyers as needed with E2 immigration visas (also called Investor Visa)
- Deal with landlords for lease approval & re-assignment
- Provide after-purchase services, such as licensing or insurance support

Real Estate –Active real estate broker licensing in Florida and real estate agent credentials in France; assisted investors in both France and the USA.

Professional Certifications - Membership

- Business Broker (member of Business Brokers of Florida) 2015
- CBI – Certified Business Intermediary. (IBBA – International Business Brokers Association (<https://www.ibba.org/>) 2017. Only approximately 500 business brokers are CBI certified in the United States
- Licensed Real Estate Broker, Florida 2015 (previously Real Estate Sales Agent for 3 years) and France 2018-2021
- Member of Realtor®, FIABCI: International Real Estate Federation, BNI Elite in Orlando.

Board Participation

- Alliance Française of Greater Orlando (current) www.aforlando.org
- IMA Internet Merchants Association (through 2018) www.imamerchants.org

Awards & Achievements

- Achieved the Million Dollar Plus Award from Business Brokers of Florida in 2016 & 2017. Out of 1000 business brokers, approximately 80 achieve this award every year (selling for more than \$ 1 million worth of businesses)
- The company blog Objectif USA is a reference in France for those who seek to apply for an E2 visa. Our articles rank first on Google in French speaking countries for many relevant keywords in our industry, such as "E2 visa", since 3 years

- Contribution of articles about entrepreneurship on “Envie d’entreprendre » , one of the most visited Entrepreneur blogs in France
- Interviewed by Les Echos (top Economic Newspaper in France) about rental property investment in the US for French people for their yearly Tax Issue
- Created a network of bank branches in the French West Indies from A to Z: build-out management, recruiting, marketing between 2007 and 2010.
- Hired and promoted many employees during my career. Some of whom now have some of the highest positions in the bank industry in France.
- Helped two French entrepreneurs create their companies, which then had successful IPOs and are now listed on the stock exchange.

Education

- Currently attending **Executive Evening MBA at University of Central Florida (2019-2022)**
- **Diplôme de Institut Technique de Banque 1997** (Bachelor’s level evaluated by World Education Service): corporate banking, securities law, finance
- **IUT St Etienne (*DUT Gestion Entreprise & Administration*): business administration and management 1991** Associate degree in Finance and Accounting

Hobbies

- Running: participated to half-marathons, personal record of 1 hour 57 minutes in 2013
- WordPress & Search Engine Optimization: Constant learner and contributing to online forums, Facebook groups, and events such as WordCamp Orlando.