

Bill Graham, Lance Kadatz

RIFCO Inc.



They had an idea and \$100,000 to get started. Bill Graham, Lance Kadatz and the other co-founders of auto finance firm RIFCO Inc. had the goal of providing financing to the roughly one third of Canadians who can't qualify at traditional banks. Graham and Kadatz already had entrepreneurial aspirations, as they owned consulting firms, a laundromat, a pre-school and a mobile home park. To them, an entrepreneur must be fully committed, both personally and financially, to achieving success. There were many sacrifices. In the first year of operations, Graham did not draw a salary. He was supporting his family off credit cards and had reached his credit limit before the company's cash flow was sufficient enough for him to draw even a modest salary. Kadatz, meanwhile, remembers the first time he considered himself an entrepreneur to be at an early company Christmas party. He looked around at the 12 employees (at the time) and realized that, "This company supports all these households including our own, so we better make good decisions," he says.

Graham says his formula for entrepreneurial success, especially during challenging economic times, rests on some simple values: integrity, excellence, facing reality, accountability, collaboration, innovation and reward.

The success of his business is directly linked to the community by its very nature. "Prosperous and stable companies and households are often the ones that can help those who are not," he says. "Of course, we don't stop there." RIFCO and its employees currently support a Haitian orphanage, for example, where the selfless workers of the orphanage came to speak with staff about their work.

HIGH PERFORMANCE FIRMS START WITH



HIGH PERFORMANCE PEOPLE

RiFCO
Auto Finance

RFC LISTED ON TSX