2.
$$r^3 - 13 \, r + 12$$
 has a factor $(r - (-4))$ compute all other factors:
$$(r - 1) \, (r + 2) \, (r + 4)$$

$$(r - 3) \, (r + 2) \, (r + 4)$$

$$(r - 3) \, (r - 1) \, (r + 4)$$

$$(r - 2)^2 \, (r + 4)$$

Solution

Apply Long Division.

(r-3) (r-1) (r+4)