



Visit Countrywide on the web at www.ddsbrokers.com for more valuable information and exclusive practice listings.

Martin and Risë Mattler are principals of Countrywide Practice Brokerage, a full service practice sales and appraisal firm headquartered in Manhattan.

Copyright ©
Countrywide Practice Brokerage, Inc.

Contact us

1.800.222.7848
1.877.269.1291 fax

www.ddsbrokers.com
info@ddsbrokers.com

319 E. 24th Street
Suite 23-G
New York, NY 10010

11 Cottontail Road
Greenwich, CT 06807

We often meet dentists who are **seeking a viable way to grow a part-time practice** (grossing under \$375,000 annually) that has seemed to plateau.

When asked why the practice isn't growing, they usually provide one of these reasons:

- The dentist decided not to participate in reduced fee plans popular in the area;
- The patient demographics have changed and the dentist has failed to attract new patients who've moved into the practice neighborhood;
- The dentist believes there is too much competition in the area.

While all these reasons are valid, **sometimes the dentist has become overly vested in the practice that he started** and is now reluctant to make changes.

Some dentists are in a start-up or they bought a practice with few patients because it was a low cost way to get started.

While these scenarios can work well for some dentists, it may become a career anchor for practitioners who are less entrepreneurial.

If you have a part-time practice that needs a boost, **we recommend building or diversifying your patient pool** by considering one of the following options:

1. You can **look for a dental practice for sale nearby and merge your patients** into it. This can provide a full-time opportunity with a larger patient base. Also, you might find a practice that will merge into your location and have the seller work in your practice for a transition period to help transfer the patients. One consideration worth noting with this option is that it usually provides few opportunities.

2. You can **look for a full time practice outside your immediate area** that will enhance your income and lifestyle now, rather than 5-10 years in the future. In this case, it's likely that you will need to sell your current practice, perhaps to another dentist in a similar situation.

3. You can **find a second part-time practice that offers different patient demographics** (say you're insurance-based and the second practice is fee for service) or is closer to your home. This option works best when you can hire an associate to work at one of the offices, possibly the former owner of the practice you're purchasing. Otherwise, it can be difficult to build two part-time locations.

Whatever way you choose to go, **we believe that change can be good for you and your career.** It can renew your excitement and enthusiasm for your profession, enabling you to become even more successful over time.

