

DENTISTRY'S GUIDE

grand opening



HOW TO OPEN YOUR
NEW DENTAL OFFICE
IN 13 STEPS

--- Jayme Amos ---



Nearly Every Dentist Has Considered Opening a New Office....

But major concerns linger in the minds of every dentist who has considered a new facility...

- Where do you start in such an overwhelming process?
- Is it financially worth it with all the risks involved?
- How do doctors stay **on time, on budget and on quality?**
- Who can give unbiased guidance in such a complex process?

We'll answer each of those serious issues but first, I'd like to ask you to **imagine this...**

Imagine you are shaking hands, accepting the congratulations and compliments from friends and family as you stand proudly in your new office. This is the night of your first open house in your gorgeous new facility. The office is buzzing with everyone's comments about the modern, beautiful clean design and they're impressed. And you've earned it.

Imagine how empowered you'll feel, equipped with all the right clinical tools in the operatories. Imagine the pride you'll feel as you admire the facility with your custom-created design. Yes, this practice is yours and it's real. And envision the financial rewards you'll earn that can only come from having a practice which looks incredible and functions beautifully.

You can't help keep yourself from smiling. Your chest feels like it could burst with the pride of your accomplishment.

It's *your* day and *your* ideal practice. And it's a reality!

Then you pause and wonder how it all came together so smoothly. How did you create a facility that looks better than any other practice in town, at the price that was budgeted and all of it done on schedule? You remember your project was... fun!

You were able to be as involved as you wanted and contributed to the plan in the areas that meant the most to you.

How was it that your project was enjoyable and went so well?

In three words: Practice Project Team.

Your Practice Project Team is the one thing that you can count on to transform your future new-practice into one you thoroughly enjoy and earn tremendous benefits from. Nothing else will impact your new practice like your Practice Project Team. You chose your team wisely and the results prove it!

You found your Practice Project Team when you discovered the group from How To Open A Dental Office.com. They guided all the moving parts in the process to match ***your vision to a T, on budget, on time, and on quality.***

Your Practice Project Team listened to your vision and even guided you to the right location with excellent demographics tools. They connected you with the best resources in the state – like contractors, designers, lawyers, bankers and IT firms – and only trustworthy vendors who had at least 10 amazing projects to show you. **You didn't get what you bargained for – you got much, much more** in the form of a practice that takes your breath away when you remember that it's yours.

Your Practice Project Team coordinated everything for you based on decades of knowledge and dozens of successful dental office projects.

But not all new dental office projects are that fortunate...

For most of your colleagues, the new-practice process is weighed down with intimidating costs and hundreds of variables that confound the most intelligent and successful of practice owners. The stories of cost overruns, budget-busting design flaws, and months of construction delays can add up to tens of thousands of dollars. All this makes doctors wonder why they started the project in the first place. The stories are real and they make the process painful.

Your new office creation won't be like theirs.

Your project will be smooth and predictable and fun! You'll tell your Practice Project Team what's important to you and you'll know they can be trusted. You know because they have a proven track record. **You'll open on time, on budget and best of all, you'll have an office quality you're im-**

mensely proud of. Most importantly, you'll have an office that allows you to offer the best possible care for your patients.

There are 13 LifeCycle Stages to Opening Your New Practice.

These are necessary for EVERY new practice. I have learned and you're about to discover a level of understanding of these 13 LifeCycle Stages that will be unmatched among your colleagues.

Your confidence and awareness of the essential steps in opening your facility will rise to a level empowering you to take the next steps in your new practice process. With the knowledge of these 13 Stages and the right Practice Project Team, you can move forward boldly with the lowest risks and fewest complex variables. This has potential to be an incredibly exciting experience!

Many practice owners postpone the amazing experience of working in their ideal new practice because of all the confusion, finances and timing. Practice owners who implement the 13 LifeCycle Stages and choose the best Practice Project Team

will *fully enjoy* their new-office project.

Your clinical team will be thrilled, your patients will be wowed, your community will be impressed and your family will know you're creating a path to provide for them in the best way possible.



Dentists across the country are finding that its possible to make their dream practice a reality because...

HERE'S THE ONE THING YOU CAN COUNT ON TO **TRANSFORM YOUR EXPERIENCE OF OPENING YOUR NEW DENTAL OFFICE MORE PREDICTABLY THAN ANYTHING YOU'VE EVER CONSIDERED...**

Your Practice Project Team

From - [How To Open a Dental Office.com](http://HowToOpenADentalOffice.com)

Revealed in this chapter...

- **How you will DRASTICALLY REDUCE** confusion by choosing the right **TARGET...and it has nothing to do with your location.**
- **How you can get CHEAP FUNDING** faster than any other local business in town.
- **Why specific towns make your practice BOOM** and others **CRIPPLE** your practice's chances of growing profitably.

First, I need to make something clear from the start and I hope you'll take it as it's meant... because while its not my intention to come across as being mean, I do need to be firm about this...

If you attempt to open a new office *without* the right Practice Project Team you will either

- 1) waste an enormous amount of money or
- 2) an enormous amount of time or
- 3) become stressed and frustrated because of major disappointments.

And either way, it's a shame because you deserve to finally work in your own new facility, with your own modern standards of care being offered to patients while determining your own income potential.

I guarantee you that, if you choose the right Practice Project Team, you will astonish yourself with the process and the final result of your stunning new facility.

In fact, with the right steps taken, you will walk into your ideal practice much sooner, for much

less money and you'll have a blast putting it all together.

Reading this entire report could be a major turning point in your life. Of course, this will be a defining moment in your career but...

**Your *life* will be
transformed by this process.**

Your happiness will rise because you will have an incredible facility. Your clinical team will be re-charged and proud to recommend the practice. Your family life will improve because you'll spend your working-hours more fulfilled – and you'll come home with energy and passion for the ones you love!

Here we go.

These are the 13 Stages...

In this first chapter, we'll cover Stage #1 and most doctors look back on their project remembering

this first Stage is called your Target.

Stage #1 Your Target

Do you remember your favorite childhood family vacation? The kids got in the car and your parents put the key in the ignition. Did it matter if they pointed the car north on the highway versus south? Of course! It was your best childhood vacation - your parents surely had a plan. **They had a target.** And it's the same for your practice.

This project will be better than a vacation – this will be your ideal facility that provides for your family and lets you stand tall with pride in your town. Much more so than a vacation, you need a target.

Always have a target!

Let me introduce you to Dr.



Kenny Le.

Dr. Le is a 38 year old doctor who has depth of experience from his

time as a dentist in the Navy and, later, an associate.

As an associate in a practice, he didn't feel like he was reaching his potential. Some days his schedule wasn't full.

First, we determined his target. "I want to run my own practice and be the one who sets the clinical standards. I want a practice that I can grow so I can reach my goals."

That was Dr. Le's tipping point. He knew he could accomplish more and be **more fulfilled** on his own terms. Up to this point, he had never heard of the group behind How To Open a Dental Office and no idea of the potency of working with the right Practice Project Team or how this decision was **about to transform his career and his life.** That's when he and I explained the process from the beginning...

"Dr. Le, there are 13 LifeCycle Stages to building a new office. If we go through these with my group as your Practice Project Team, **these stages are designed to cut down time and cost.** That means you'll be in the driver seat sooner, aiming for the growth you know you're capable of.

"My group at How to Open a Dental Office will meet with you multiple times during the first month to define your Target and point your practice journey in the right direction. We'll discuss your project and all the moving parts, watching every aspect of the project like a hawk from beginning to end."

Most doctors tell us it seems we care more about their success than any other person in their professional life!

How Long Does This Take? **4-12 months.**

After observing hundreds of projects, I can assure you it can't happen faster – we need to get this right the first time. You have too much at stake to risk being hasty. And we refuse to let things drag on because that gets expensive for you. My group becomes your quarterback and you're the coach. This sets the pace, all based on your Target.

This is the alignment of your Practice Project Team and your Target.

Got it?
Good.

Oh, one more thing. This is just the beginning. After your open house and we "cut the ribbon", when your *pièce de résistance* is revealed to the world, we'll stay by your side, with training, practice growth concepts and vendor connections.

This is much bigger than just a new practice. This is a transformation of your life.

And we're here to stand by your side, making sure you rave about this process for decades."

The Dramatic Results of Aligning your Target with your Practice Project Team

Let me show you how successful this was for Dr. Le.

After 2 years, he now attracts 70 new patients per month, is ready to add a third hygienist and could produce \$1 Million this year.

How in the world did he do that? Most practices don't experience that success in their first decade, let alone their first few years!

Of course, the team is excellent and the patient care is rock solid. But **it started with a facility** that had the capacity to allow him to grow.



We made sure he was in the best demographically chosen location, crafted the best office design, had the best equipment for his standard of care, the right contractor with a proven track record and appropriate financing. Then we took the confusion and overwhelming stress out of the picture completely by being the primary contact for the entire construction process while delivering updates to Dr. Le so **he could stay in control.**

The end result?

Now people know Dr. Le as a successful, confident, accomplished doctor who loves his practice and his life. That's the power of having the right Practice Project Team.

He has been transformed into a proud, profitable practice owner!

Can you imagine how Dr. Le feels now that he's caring for patients in the way *he* deems appropriate? He has a facility that he designed and saw in 3D Design plan that we created for him before a single hammer was swung. And now he earns more income that provides for him, his wife and his new baby girl. He is elated!

But wait! That's not all – not by a long shot. Because he worked with our group, he has a Practice Project Team by his side for decades to come. Here is what I mean by that...

You see, because he chose to work with us, we now work alongside him and his clinical team to find more clinical opportunities with his existing patients. Of the 2000+ existing patients, we an-

ticipate another \$500,000 of production growth next year too! **All while staying focused on the highest levels of clinical care**, done to Dr. Le's standard, in his own facility.

And my group knew how to help him because we understood his target...we could set him up on day-1 to have the capacity to grow the way he did.

Everything starts with a candid, clear conversation about the future.

It's our version of a consultation. That conversation starts with a phone call that you schedule with me as soon as possible. The earlier the better. Once we know the Target, we can begin coordinating all the variables on your behalf.

In order to make your new practice a personal and professional success, we first need to have a Target because the journey must begin with a direction – the first step must be taken toward *something*. Building a new practice is not a goal in itself; we must have some direction on how that will be done. Call me today and let's talk about your Target.

Who is the group at How to Open A Dental Office? What is a Practice Project Team?

Our group has become one of the most accomplished in dentistry. We're gaining a lot of attention. Why? Because our group is like your unofficial President with you as CEO. Yes, your President.

Let me explain.

You are the CEO, the one who casts vision for your completion of your new office. **You're busy** and have plenty of other things keeping you that way. You're probably making a living practicing chairside dentistry, you may be finishing a residency, maybe you're taking some time off. You're busy for good reasons and you must avoid the debilitating obstacles of coordinating contractors, local municipalities, engineers, architects, equipment installers and timing financial disbursements. As the CEO, you *can* accomplish all of those confusing things while doing what you do best the rest of the week, just as you always do – with incredible results!

But you need someone to carry out your vision while you're busy doing other things.

That is where we come in, working *like* a President, *for* the CEO, on the same team. You, as CEO, lead us, cast the vision for the project and have consistent discussions to ensure the project stays aligned with that vision. We don't take the title of President, but we bring your vision into a reality.

See, I've watched dentists try to build new offices without my group and saw them frustrated. They weren't being heard. Their timelines weren't met. The budgets got blown away. They were held hostage...they needed someone to act on their behalf like a President so they could be an effective CEO.

After you decide on your Target, there are 3 stages that stitch together. These happen before all the "fun" stuff. But they must be done – or you'll be done before you begin.

The next three stages will make you or break you regardless of how pretty your operatories are or precise your crown preps are. In stages 2, 3 and 4 you will make your financing affordable AND you'll pick a location that will lead to success....



Dr. Jay Freedman

Dr. Freedman was ready to upgrade his career.

His transformation brought his 30 year old practice into a modern marvel. He asked our group to run the project as his unofficial President, empowering him to lead as CEO. In his case, Dr. Freedman even went on vacation while the final stages of construction and interior design were being managed by our group! He could do this because he cast the vision, we listened and implemented on his behalf.

"I let Jayme and Brian know my vision, went away and came back to a completed practice - even with great color choices!"



Dr. Freedman could rest with confidence. He discovered the unreal satisfaction through casting his vision and having the right Practice Project Team bring it into a reality.

If doctors fresh out of dental school...60 year old seasoned dentists...and dentists ready to make that big change to become their own boss are all engaging the team at How To Open A Dental Office... imagine what YOU can do!

**IF YOU'VE GOT A FEW DOZEN FRIDAYS
AND A FEW MORE LUNCH HOURS FOR PLANNING...
I ***GUARANTEE*** WE CAN CREATE YOU A NEW FACILITY
THAT WILL **SHOCK** YOUR PATIENTS, COLLEAGUES AND FAMILY!**

Most dentists open a new office with only half of the knowledge they need. It's the other half that will shock everyone around you with your success, satisfaction and accomplishment. All I ask is that you refrain from disbelieving while I show you my proof. It will take just a few minutes and the rewards will be enormous...

In this chapter...

- **Why** – whether you're a general dentist or a specialist, regardless of your school debt – **YOU ARE LITERALLY JUST MONTHS** away from experiencing the amazing feeling of walking into your own gorgeous, stunning facility.
- How we will help you squash the risk and carve the **MOST SUCCESSFUL PATH** by drastically minimizing monthly payments.
- **3 vital paradigm shifts YOU MUST DISCOVER** if you have any hope of choosing the right location that will yield you dramatically more patients and profits.

What I'm about to tell you may sound like a big pile of hype...but it's actually the empowering truth you need to know.

If you'll suspend disbelief for just a few moments, I guarantee that what you're about to discover will transform your process and experience of opening your new practice. **In fact, it will embolden you with confidence, pride, profits and clinical excellence** unlike any new-practice information you've heard before...and it will do it more convincingly than you've ever experienced.

I'm going to prove everything I claim to you in just a moment, but first, I want you to know that what I'm about to tell you will seem like the opposite of what most dental school professors and local colleagues like to say. I'm often viewed as a

heretic among the "old guard" in dentistry but I'm going to set the record straight. Its not heresy we are talking about here...its apostasy. Not in a religious sense, but apostasy in the sense of my defection and revolt from the most ineffective, expensive and time-wasting processes that other dentists use to pursue their new facilities. And as I think you'll see, **the real secret of getting your stunning, profitable, ideal practice is a mystery to most in dentistry.** But not you – not after you discover the rest of these 13 LifeCycle Stages of a new dental practice!

STAGE #2 - FINANCING

You Must Avoid - the typical banks!

The local banks don't have what you need. The bank who says they "do small business loans" will make the process nearly impossible for your long

term success. If you can – once and for all – dismiss the comfort with the bank down the street and consider a dental-specific bank, you will be in much, much better financial shape. They may have great checking account rates but for you, for all dentists, I urge you NOT to use your local bank. I won't make many friends in the local banking community telling you this but it's the truth and doctors who work with me find out very quickly about some of the banking horror stories we see out there. A few doctors have even come to me, asking for suggestions because they're trapped in bad loans with high interest rates and five-digit prepayment penalties. Some banks push special start-up business loans, some have government backed loans, others have special healthcare loans. They're not the right fit for dental practices. Run from those!

You Must Find the Right Practice Project Team to guide you.

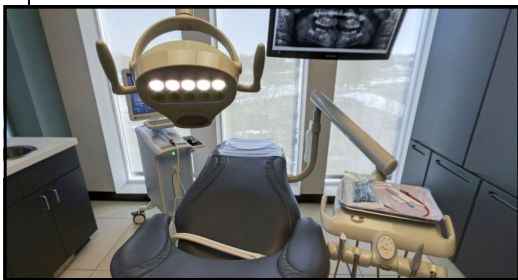
**The right team must be able to
SHOW YOU
at least 10 amazing successful practices.**

With that, you can discover the best bank for your specific project. Don't let the local bank coordinate this without a long history and proven track record of funding dental practices!

STAGE #3 - DEMOGRAPHICS ANALYSIS

You Must Avoid - the nice towns!

Talk about a sacred cow.



Look: The hard truth to face is that **the pretty town is rarely the right town.**

A dentist who

chooses a practice location by the possibility of walking to the coffee shop on the way to the office is asking for financial trouble. A decision process guided incorrectly could be the cause of years of your practice languishing. The walk to the coffee shop may be enticing but the practice may never reach its potential because its in the wrong demographical location.

Is there a small chance that the pretty town is the best for practice growth? Perhaps, but I'm sorry to tell you that the things of the nice towns are great for dreams but the reality is that your practice needs patients to have profits.

Your practice will thrive because it will be in the right town, not just the pretty town.

The right town will fill your practice with patients and profits so you can provide for your family, save for retirement and take amazing vacations. With the wrong location, you'll never experience those things.

**The great news...
there is a proven way to find the right location...
a location with LOTS of patients for you.**

With the right demographics analysis you can have a stunning practice – AND it will be profitable!

There are 12 demographics criteria that matter to dentists. How do I know? I've seen these 12 criteria matter to dentists and their potential of attracting TONS OF NEW PATIENTS.

These criteria matter so very, very much that I even spent the time to write a book on demographics for dentists called "Choosing the Right Practice Location".

The rest of all the demographics data out there is all fluff. Within those 12, there are 2 of the criteria that will literally determine your chances of success. But before we go deep into that discussion...

STAGE #4 - SITE SELECTION

Pretty Buildings can Kill your Practice's Success

You Must Team Up with the right Practice Project Team because they will know how to guide you to a location free of future disaster.

There are plenty of obvious pieces of the site selection topic like a good sign, visibility, good traffic, etc. But **there are three severely overlooked site selection topics** that can turn into **horror stories** if not avoided. First, is the danger of a local municipality that has overbearing restrictions. Second is avoiding devious landlords like the plague. Third is the world-changing power of demographics.

Here's the scoop on building restrictions: Some towns will have horrible restrictions...and sometimes dentists end up in those buildings. One doctor we know signed the lease to build her new office. That town, unbeknownst to her, was in the middle of a fight with the EPA because of their outdated sewer system. The result? The Dr. fought for months (while paying rent) just to get permission to use the sewer system! And, at that, she was only allowed to use 1 operatory until an annual municipality review. Shocking but true.

That pretty building with the slick landlord can rob you of a future retirement...choose your site wisely.

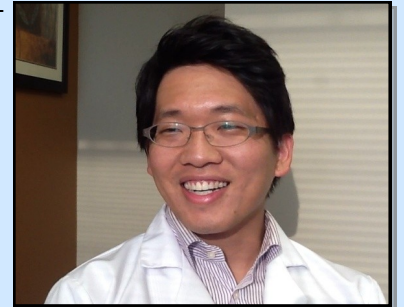
The second issue is that of devious landlords. If you plan on leasing, there are dozens of money sucking tools that landlords will use against you... while making you think you got a great deal on your lease. What if you found a clause that allowed your landlord to force you to move at no expense to him? Ugh. What about a common clause saying the landlord has final approval on associates or buyers? It happens. There are dozens of frightening clauses in leases that keep dentists vulnerable but you won't be this way! You'll have the right Practice Project Team to guide you through the dangerous parts of leasing.

Demographics can change your [dental] world.

When Dr. Lee first started working with our group from How To Open A Dental Office, he already spent months trying to decide where and how to get the project started. He was as an exhausted associate in a downtown practice. His exhaustion came from a style of practicing he knew would never fit in his future practice. But he also knew there were some ideas he could borrow and build on in his new practice.

Dr. Elliot Lee found the right site and Demographics lead him there.

"Opening a dental practice is like sitting down to write a long letter. Its very hard to get started... but once you make the first few scribbles, the rest of the work begins to flow out of you...that starting point for me with my practice was working with Jayme.



Jayme gave us demographic information about possible locations and with that information I was able to start. Without that information it would have been very hard to start."

Now he has a stunning practice in a town poised for long term growth. As a matter of fact, in his 12th month in business, he brought in 40 new patients! That's not common but neither was all of his preparation and the right demographics.

When you have the right team working on your behalf, you'll have your practice in a wonderful town, protected by the right building, poised for tremendous growth. Plenty of patients, plenty of profits and plenty of sleep filled, stress free nights will follow the well prepared dentist.

Site selection is no game. There is an infinitely deeper part of the conversation that goes beyond the *look* of pretty buildings.

Please Turn...

THE PRECONSTRUCTION STAGES Stages 5, 6, 7 and 8

WHO ELSE WILL **AVOID** THESE EXPENSIVE MISTAKES IN THE PRECONSTRUCTION STAGES?

Most dentists spend years training for their career but with their new office project, they risk it all to trial and error. Don't be like them! Avoid the mistakes that many others make by setting up the rest of your career for success during the preconstruction stages in Stages 5, 6, 7 and 8.

In this chapter...

- The **URGENCY** of the pre-Construction phase cannot be underestimated...it sets the momentum of the entire project for **BETTER** or for **WORSE**.
- **SAVE \$45,000** on construction costs – unlike one doctor who unknowingly made a painful and expensive choice.
- Discover the **40 Points of Office Design** distilled down to just **4 simple categories**.
- How you can ensure **YOUR practice** will have a guarantee to work with our group and put our expertise to work for you that no one else gets...**IF YOU TAKE ACTION...**

STAGE #5 – FLOOR PLAN AND OFFICE DESIGN

4 – 8 FRIDAYS

You Must Stop: Working in a Way that Will Force an Early Retirement on You.

You Must Include: The right office design for your long term health AND patient care AND profits.

All the best clinical dentistry balances two things: Form and Function. The reality for your Office Design is that we must maintain a similar balance of Form and Function.

We walk clients through 40 points of office design—each of which is crucial to your practice meeting its potential—but there are 4 categories that we can emphasize if we're going to properly balance Form and Function.

1. Attractive 2. Efficient 3. Profitable 4. Enabling

1. Attractive: Form matters. Patients rarely know the quality of your occlusal carving but they do know if the design of your office takes cues from the 80's. Don't take this lightly. Too many doctors

have never reached their potential, only to find that patients won't stay or refer other patients because your practice's image doesn't reflect the quality of dentistry. Don't let this happen to you!

Remember, patients only know how to rate you based on what they know. And now, with all the prominence of home improvement shows, stores and magazines, people are acutely aware of attractive design. Incorporate attractive design into your office and you'll reap rewards seen and unseen.

2 and 3. Efficient and Profitable: What if I told you your future profit potential was correlated to your facility design? Its true!

Function and form must blend together for an efficient traffic pattern in your floor plan. Profits can be accelerated or torpedoed with the proper placement of operatories, the sterilization center and other zones in your new facility. Another way of saying this is:

**Your Ability to Earn a Profit Consistently
is Directly Tied to Your Office Design.**

Please Turn...

How To Open A Dental Office

As our group designs floor plans, we find the strongest intersection of Form and Function taking place in Efficiency and Profitability.

For example, if your practice design traffic pattern flows well, the team can work at its best and happiest levels. If the design balances considerations for profitability, you will be able to perform the most procedures in the least amount of time. You'll



spend fewer times getting out of your chair, fewer trips to the sterilization area and shorter periods of downtime, unproductive time and wasted time.

Consider this: 1 minute of wasted time, per patient in office inefficiency can easily account for hundreds of dollars per day of collections...a number that quickly balloons to tens of thousands of dollars per year.

Efficiency and Profitability hold all 40 points of your office design together like a good cement holding the crown to the prep.

4. Enabling: The Right Practice Project Team will guide you to a design that considers office flow AND your long term health.

We all like imagining the new *layout* of the office but the wrong design will force your early retirement - this is no joke!

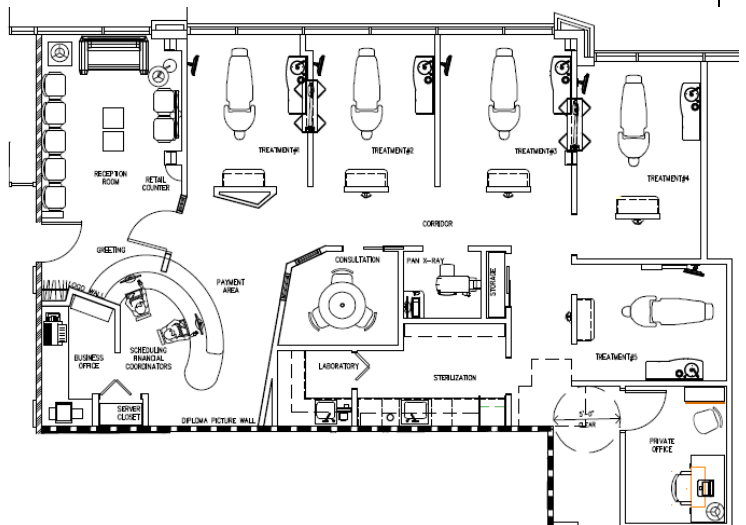
The floor plan design is exciting stuff. It takes your dream a step a toward tangible...but it must be

professionally blended with the right **ergonomic** concerns. It's been said that...

1/3 of dentists who retire early do so because of musculoskeletal disorder

This won't happen to you, right? Our group at How to Open a Dental Office will guide you through the most dangerous ways the physical side of dentistry takes clinicians out of their career.

Patients will see your stunning office design. They'll like the look and they're be wowed by your sense of modern care. But few will know all the precision that went into the your plans. Sure, the ceilings will be an attractive height, the building will be accessible to wheelchairs according to local code, your treatment rooms will feel open, the sterilization center will be positioned properly for best efficiency and a hundred other things will be planned out just right. What patients won't know is that you're one of the dentists who will be best positioned – physically positioned – to provide care to them for decades **without a forced early retirement** because of musculoskeletal disorder.



With the proper spacing of chair, light, unit, cabinetry and equipment, you can effectively extend your desired working years because you'll have a body that is taken care of.

Please Turn...

And this brings us to...

STAGE #6 - EQUIPMENT SELECTION

1-3 FRIDAYS

Lets make sure you're not one of those dentists with a practice that can't reach its potential, a hunched back and a forced early retirement.

As we co-create the office floor plans with you, we incorporate equipment that matches your unique clinical preferences. Over the patient delivery? Rear? Side? Dual operatory entry? 12 O'clock Cabinetry? Nitrous? 3D Radiography? Anticipated patient base proportionate to sterilization center size? The list goes on infinitely but our group listens closely, matching your clinical style and blending it with your facility's Form and Function.

And in all cases, we plan for the proper positioning of you AND the equipment. The equipment selec-

tions are custom-positioned and overlayed onto the construction plans. This is one of the most crucial junctions in the process of opening your office:

Your Practice Project Team MUST be able to Tie The Elements of Dentistry and Construction Together With Precision.

The intersection of your unique dental requirements and the all elements of an intertwining, complex construction process happen here, now. Get this right, and you'll be one of the dentists who remembers this as one of the best experiences of your career!

With our joined efforts, we incorporate your vision into the right form and function of a plan. It's a powerful moment where you experience the first glimpse into your new facility. **The moment is one of chills when you realize its happening.**

STAGE #7 - CONSTRUCTION BIDDING

1-3 FRIDAYS

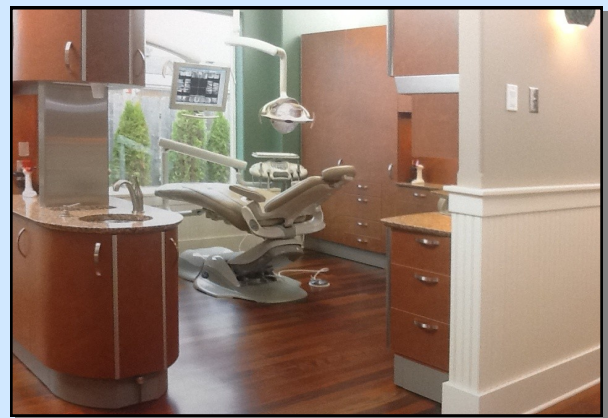
You Must Avoid – the typical cost-driven contractor comparison.

You Must Include – Your Practice Project Team in choosing the right contractor who will finish on time, on budget and on quality. In other words, you must have...

The Best Dental Contractor. Period.

There are so few times that a non dental contractor has created a happy dentist in a new office project that we may need to look back in the history books to find the most recent evidence of one.

Your golfing buddy who builds high end homes and commercial projects isn't the guy. The husband of your lifelong friend who needs the work isn't the right guy. The local contractor with some impressive awards...still not the right guy. Our team can sniff out the right (or wrong) contractor a mile away and a year ahead of time.



Why make such a big deal about this whole contractor thing?

There are three reasons...

- 1. Time** (alot) **2. Money** (alot) **3. Stress** (tons)

If you care nothing about Time, Money or Stress, please use any contractor you desire. Otherwise, I beg of you to trust me on this!

The thousands of unforeseen, nuanced issues specific to a dental construction project are vastly differ-

Please Turn...

ent from contractor's other projects.

See, dental construction bids MUST include very specific elements...there are about two dozen unique to dentistry. If any of those elements are missing or priced incorrectly, it becomes obvious that something is wrong. Like my dad told me when I was a kid, "if it seems too good to be true, it probably is". True dental contractors will bid in reality.



Dr. Jennifer Duncan knows what its like to get contractor bids from the right contractors. We introduced her to two of the best in the region and she was able to choose confidently, knowing we guided her with our experience of doing this dozens of times.

When examining both bids from the final two contractors, it was clear which one was best suited for her. She created a drop-dead-gorgeous facility from scratch and has a tidal wave of momentum carrying her success forward now. **It was on time, on budget and on quality.**

STAGE #8 - BUILDING PERMITS

Ugh. **Permits.**

This is one area where I may to take grandma's advice about saying nothing when having nothing nice to say.

Employees of local permitting departments tend to be good people. But for some reason good people don't mean good, efficient local government services.

When it comes to permits for building dental offices, the fluctuations are stupefying.

Each municipality has its unique code requirements, timelines, favorite people in the community and unwritten rules. Were a doctor to get on their bad side, it could mean another year of

delays. Meanwhile, other municipalities stun me with their rapid turnaround time. Perhaps there's a rhyme and reason to this but I can't find it. Regardless of permitting speed, my team CONTINUES to work on your behalf. We apply all our experience to the local code requirements and coordinate that with the architects, engineers, contractors and dental equipment installation.

Your funds will be dispersed at the right times with guidance from our group – not too early—keeping more money in your pocket and less spent on interest payments, mortgages and leases.

If these components are managed correctly, you will save a LOT of money.

My group submits two full sets of drawings to the building department for plan approval and we do this in conjunction with all the other vendors being on the same page.



With a well planned, unified front, we can avoid unnecessary delays in the permitting stage. In situations where revisions are needed, we handle the necessary corrections...then ...we obtain the building permit! That is an exciting day!
Pre-Construction Stages 5, 6, 7 and 8 are DONE.

TRUE STORY...

A doctor we know selected the local contractor who had no dental specific experience. Trying to be a nice local member of the community, the result was that the doctor was left with 4 months of delays and **\$45,000 of overages.** The contractor probably meant well and wanted to do things up to the doctor's standards but without the right knowledge, he was doomed before he started. The irony of this? The local contractor's bid seemed glaringly too low from the outset. That's a polite way of saying he gambled...and it's the doctor who lost. Let our group help you avoid this loss!

ANNOUNCING: HOW TO OPEN A DENTAL OFFICE.COM IS FORCED TO
LIMIT THE FACILITIES THEY BUILD!

Who's Ever Heard of A New-Office Planning Team With Clients So **Thrilled** That The Team Was Forced To Limit New Practices And Turn Some Away?

Your new-office is of utmost importance so we only work with 24 clients per year.
If you act now by scheduling a free consultation with my team, I'll show you how you can
get the practice of your dreams and have a distinct advantage!

In this chapter...

- Why every doctor we work with feels FULLY SUPPORTED even AFTER your facility is completed.
- How incredible would it be if all vendors acted like a deeply interested PARTNER in YOUR PRACTICE'S SUCCESS
- How you can secure a place and put our group to work FOR YOU before other doctors take the remaining slots...but you must take ACTION!

STAGE #9

YOUR MARKETING PLAN COMMENCES

I hope you're sitting up straight to take in a hard truth: If you build it, they won't necessarily come.

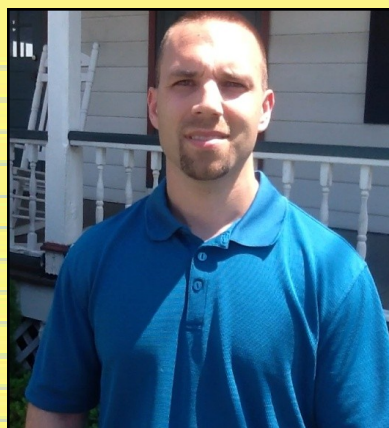
The majority of potential patients don't wake up each day and say, "jeez, I wish I could find a beautiful, modern dental practice to trust today".

So what do we do?

In today's world of stiff competition, PPOs and new realities of patient perception, marketing is essential. And it works!

The results of using the right marketing strategies will blow your mind with new patient flow.

So imagine, if you will, what it might be like if the team who coordinated the creation of your new facility was also one of the most skilled practice marketing experts?



Dr. Jason Petkevis

In Front of His Stunning New Facility's
Historic Site Location

**"I've worked with Jayme on marketing
and coding analyses which have helped
me open my new practice"**

**Who ever heard of a new office project team with
a successful track record of marketing for new**

patients?!

It's been said that knowledge is power...but its applied knowledge that matters.

The *knowledge* of practice marketing is one thing but doctors who work with our group actually *ap-
ply that knowledge*. After all, how much better is a practice **bustling with new patients** who trust you, pay on time and say yes to treatment plans?

Dr. Jason Petkevis worked with our group and found that we involved ourselves in the **success of the entire practice**. That includes marketing for patients. In his new location, marketing was essential and continues to play a big part of his success. With his transformation of an historic building to a fantastic award-deserving gorgeous facility, you would want this kind of experience too.

For existing practice owners, this marketing effort will be your intentional planning process that *includes* the existing patients.

**Your patients will be
more committed to the new practice
if they play a role in its creation.**

We'll assist you in creating a marketing strategy to make this happen with **PREDICTABLE RESULTS**. We'll plan out the best patient engagement tools, patient mailers and communications pieces to get the most bang for your buck and help make the new facility even more profitable than the first!

FOR DOCTORS OPENING A NEW PRACTICE

By the time you open, my group will have worked with you on choosing a location that will be best for new patient growth. We'll have reviewed **ALL THE PROVEN CONCEPTS** found in my book, "Choosing the Right Practice Location". We'll

team up with insurance companies, strategically mine local patient data toward building you a **MASSIVE NEW PATIENT FLOW** and we'll do all this so you can practice dentistry from opening day. This is the confidence and practice growth concept that your colleagues may never experience but you will have the resources at your finger tips with the right Practice Project Team.



**The timing of all this marketing must be
coordinated properly to get the best results.**

We'll walk you through each step of this and get you the right tools to make it happen. Printing, mailing, design and strategy will all be synchronized and we'll make it work beautifully for your success.

Because of all this personal attention you'll be getting, we work with only 2 doctors per month.

Because of this, you'll be **CONFIDENT** knowing you will get all the attention you deserve and need to make this the practice experience of your dreams. This will be a dream come true, creating you a facility that will **transform the way you feel about your practice** and shock the patients, family and community around you!

THE MOST SHOCKING HAZARDS AND HIGHEST SAVINGS ARE IN STAGES 10,11 AND 12.

The #1 Way to Minimize Risk With Total Confidence Becomes **Blatantly Apparent** During the Creation Stages!

The Hammers Will Start Swinging To Build Your New Facility But If You're Not On Guard And
You Don't Have At Least 10 Experiences Building A New Practice,
These Stages Could Cost You a Fortune...That You'll Never Have a Chance to Recover.

In this chapter...

- How the MOST SATISFIED Doctors have an Advocate looking out for your interests on the construction site...and its not the contractor.
- Which one single “oops” would have cost a month of delays and thousands of dollars.
- Learn TWO SECRET cost savers that will yield you a guaranteed \$10,000 of savings!

STAGE #10 - CONSTRUCTION

10-12 Weeks

You Must Avoid – the unwatched, unmanaged, unchecked construction project.

You Must Include – an advocate who will save you time, money and stress!

Consider Dr. Ashley McDowell's story...

She had just entered into a legacy practice and was ready to make her mark by enhancing 4 of the operatories and the sterilization center.

This project would bring the outdated, clinically-limiting facility to a place where they could be recognized as **the best practice in the county**. Her requirements were steep, her budget limited and her window of time was tiny...just 9 weeks...all while the rest of the practice needed to stay open and productive. A very tall order, indeed.

When Dr. McDowell first came to us, we discussed her Target then considered the marketing strategies for her success. We then planned out her PER-

FECT PLAN which would create her dream facility without having to move the practice to a new location and without losing any production in the process.

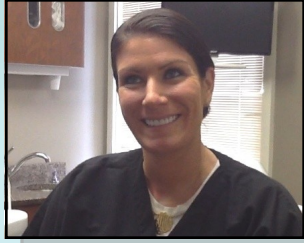
Our group connected her to the best-of-breed vendors and then she made her final, wise choice of a contractor.

With military-like precision of timing and implementation, the construction process started with demolition and then initial framing. The project demanded the precision of all the planning and the final pieces of the project came together in the last week. Today, her facility is a SHOW STOPPER!

Now she has a new associate, frequently takes off for excellent continuing education trips, has a motivated team and **production levels are higher than ever!**

Check out the Construction Checklist on the next page and be sure to make a big mental note of that last item: **Job Site Checks!**

Job-site checks are crucial to your project pro-



Dr. Ashley McDowell
...in her own words...

“Coming out of Dental school I was a little stressed, worrying about how I would make money and pay back my loans...**but being able to practice in a modern, newer, state of the art practice makes it fun and exciting** and makes me want to continue on!

I would recommend any dentist to 100% do it. ...its fulfilling and its gratifying...its exciting to see how far we’ve come in this whole journey.

It’s difficult and its exciting!

I would recommend that any dentist looking to start a construction project to work with Jayme...I’m extremely happy with everything.”

gressing smoothly. Too many doctors leave the project to unattended contractors or under-experienced outsiders to their peril. There are specific phases in the creation of a dental facility that beg for job checks and our group handles this for you.

We don’t let any vendor move to the next phase in construction until passing the tests we have for checking things like the internal structure, plumbing and electrical work in the floors and walls, unique electrical needs, X-ray location reinforcement in the walls, NO2 and O2 layouts and piping are checked, and the general intent and function of the floor plan designs are followed. Each of those elements of our job site checks take place before our final check of all rough-in work prior to drywall.

Imagine the mess the following story could have caused...one of our clients’ contractors built two entries into each of the 6 operatories; a door on the assistant side and a door on the doctor side. Because of space limitations, each operatory

needed to have one of the entries built to be 8 inches narrower than the other. That’s acceptable, and in many cases, desirable. What was bad was when we found during a job site check that the narrower doorway was on the assistant side! That’s horrible news because the doctor’s side is used more often. You get in and out of the operatory more than anyone and you need to function in that space for the rest of your career.

Seemingly insignificant issues like this story are unpredictable but can **cost you tens of thousands of dollars** if not caught early by someone who has run this kind of dental-specific project dozens of times.

Dental Construction Projects Are Overwhelming **Here is the basic checklist:**

- Review and verify the construction contract
- Plan a timeline for each phase
- Demolition
- Grounding of plumbing and electrical
- Framing of the interior structure
- Complete plumbing, electrical and technology wiring in floors and walls
- Drywall and taping
- Ceiling installation
- Painting
- Lighting and fixtures installed
- Placement of cabinets
- Floor Installation
- Install mechanical room equipment
- Furnish with dental equipment and office furniture
- Install and test technology
- “Job Site Checks” throughout the process

These kinds of issues can be averted and avoided...but only if you have a team on your side...**an advocate who can watch all aspects of the project on your behalf.**

Please Turn...

STAGE #11 - EQUIPMENT INSTALLATION

Less than 1 week.

You will save time, money and stress through this process with the right Practice Project Team.

Your new facility will have a significant amount of money invested in your new equipment – and it will reward you, your staff and your patients well!



The Pelton & Crane 3000
With Massaging Back Feature

But it is imperative that the team who is tasked with planning out the installation has done this dozens and dozens of times.

We're talking about **six figure budgets of dental equipment** and it must be treated with respect and care...and it needs to be handled by a team who has your current AND future success in mind.

Here are 2 secret cost-saving equipment concepts that will save you thousands of dollars.

First – make sure you choose equipment with the longest warranty! This may sound like a simple-man's advice but with the hundreds of other considerations on your plate, this is one that some of the "big name" dental equipment companies gloss over. They do this by conveniently not mentioning a pathetically weak 1-year warranty. With a major investment, you want the confidence and assurance that it will last longer than that, right?!

There are high-end and mid-range equipment choices out there with **5 year warranties**. Choose these and you'll save yourself potentially thousands of dollars.

The second secret is boring...but oh-so valuable. **It has to do with your water bill.** Yes, that's right.

Water is not only "not free", many say the price is expected to rise. On top of that, most areas in the country will charge you to dispose of the water in the sewage system too! It's a double whammy!!

Why is the water bill one of the highest bills in a dental office? Think of all the visible ways you use water – rinsing, hand washing, toilets, sinks, drinking. But then there are two that get overlooked: handpieces and vacuum pumps. I'm serious!

Handpieces use a LOT of water over the course of the month and now, with the clinical advancements of electric handpieces and the cost of water should be eliminated from your handpiece usage. Vacuum pumps are the biggest culprit of water use. For a few hundred dollars more, you can get

what is called a "dry pump" and use a fraction of the water, **lowering your bill for decades.** Between the cost of "buying" the water and the cost of disposing of the water, you could save a large amount each month!

Between handpieces and a vacuum pump, if you save \$90 per month for 10 years, you will save more than \$10,000!!

With the Architects, Engineers, General Contractors and Sub-Contractors, all being involved in portions of the dental equipment requirements, you must have the right team guiding your project.



Will This Vacuum Pump Save You Money Or Cost You Money?
The Right Team Will Guide You!

STAGE #12 - DRY RUN

1-2 Days

Dress Rehearsals Exist For Good Reason!

Before we open your doors to the world we want to make sure everything works. There will be computer systems, alarm systems, phone systems, sterilization center, office lights, overhead lights, airlines for handpieces, chairs and lab equipment. There is radiography that needs to be checked, mechanical room equipment that needs to be tested and of course, your dental stool need to be adjusted to make sure you're ergonomically going to be comfortable for the coming years.

This is the time when the ones who love you most and offer you the most grace should be in the chair. We've even coordinated an intriguing "free dentistry day" where the indigent can come to the practice on those first opening days – **what a powerful way to market the practice AND get great dress rehearsal experience!**

But the point of this is simple:

**The team will
be along side you on opening day**

We want you to be comfortable and confident. There will be an immensely powerful sense of accomplishment, pride and achievement and we will be next to you. Like a good gymnast on a high risk



event, we will "spot" you...we will be in the trenches with you on opening day to make sure this day sets you up for many, many more successes.

You'll be able to care for patients, **breath easy and focus** on the skill you've invested so much of your life in.

You're the CEO, we will be your President.

We will carry out your vision, acting on your behalf, keeping your goals and priorities as if they are our own. **This will be the one of the most fulfilling moments of your career and you will never forget it.**

You will and can rise to this challenge on this dress rehearsal day and you will have all the confidence in knowing you have the right Practice Project Team along side you.

STAGE #13 - GRAND OPENING

30 seconds

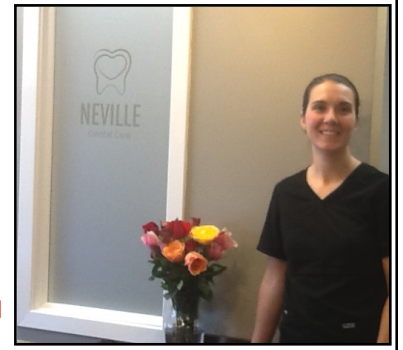
Cut The Ribbon!! Imagine the joy and the experience of that moment.

Your family will be impressed. Your patients will be honored. Your staff will be emboldened. Your community will be captivated.

This is your moment. Soak it all in.
You've earned it!!



Please Turn...



In 2013, Dr. Abigale Neville built the practice of her dreams.

In her own words: "The first day, walking in the door of my OWN practice, I felt overwhelmed yet I had tears in my eyes. It was sheer HAPPINESS and FREEDOM...I could start tearing up now. It's an unbelievable accomplishment in life...and as silly as it sounds it is a dream come true.

Getting to this point is incredibly gratifying".

3 years ago, Dr. Neville came to our team and asked if we could help her find the right location. She was an associate, satisfied but not fulfilled. She was competent, skilled, passionate and ready for the next stage of her career.

She wanted more than a challenge – she wanted to build a legacy that represented the quality and care that she stood for. It all started with a phone call as a simple consultation. We got to know her vision and her target and went to work to help create the future practice she envisioned. And now her dream has become her everyday reality. — You can do this too!

Limited Space Available For New Dental Office Projects

WANTED:

Only 24 Eager, Determined, Ready-For-Freedom Dentists...

Both New and Seasoned Doctors ... To Join Us In Creating Your Ideal Practice.

Your New Office Project Will Be Exciting...Done On Time, On Budget And On Quality.

Now, Your Only Remaining Chance to Work With The Right Practice Project Team Is Ready...

Trust Me...The Window Of Opportunity Will Close ...

Your Chance To Create Your Ideal Practice In The Timeframe You Want Most May Disappear...

So Hurry...I Don't Want You To Miss Out!

Our team has raving clients and we're inviting you to become one of our 24 clients this year.

Only 24 doctors will experience the major transformation in their professional lives and their personal lives...as a DIRECT result of TAKING ACTION NOW!

Why limit clients? The commitment and passion we devote to our clients demands our intense focus. We'll put it all on the line for your project's success.

Your new facility can exist in just a handful of Fridays if you take action. Your new office could be stunning, on time, on budget and on quality. It will well you up with the earned pride of accomplishment.

So come join us on this incredible transformation, won't you? All you have to do is say, **"I'm ready for the FREEDOM and HAPINESS of a new office...ready for satisfaction I know is possible with a new facility"**

We realize you may be a skeptic. That's why we want you to "try before you buy." So pick up the phone and call me on my personal cell phone. We'll discuss your vision and your target. I want to hear your plans and

dreams and support you toward that goal. I'm serious.

This is my direct line. I'd like to hear from you. If I'm busy, I'll ask you to pick a time for me to call you back so we can talk about everything in detail. Sound good?

(610) 564-3224

There's no pressure and no obligations. No charges, no gimmicks, no catch.

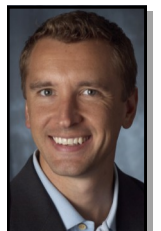
I've published this report to make the process of what we do for our doctor-clients visible to all.

We really would like to have your story be the next huge success. Give us a call now, won't you?

Sincerely,

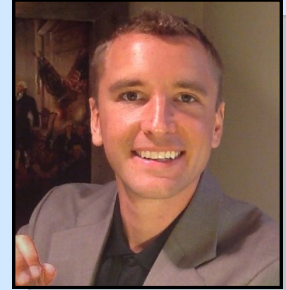
Jayme, Founder

www.HowToOpenADentalOffice.com



PS: Just to be clear, we can only handle 24 projects per year... only 2 per month. That means if you want a new facility sometime in the next year, we should talk right away. **Call me today!**

“To The Dentists Who Want More: Lets Create Your Ideal Facility ... The Most Fulfilling Practice Is Closer Than You Think ...”



PLEASE NOTE: The Countdown Has Already Begun...

☒ **YES, JAYME!** I want to be one of the 24 dentists who start **THIS YEAR** to create my ideal facility. I'm ready for this and see it's possible to build a practice I know I can be proud of. I understand that once you've reached 24 clients, this year will be closed to me.

The only way to gain access after that is by being placed on a waiting list and hoping another project completes months ahead of schedule. Please sign me up for my free consultation before all available slots disappear.

SPECIAL NOTICE - Here's something else: because I'm a big believer that success in any practice is the direct result of taking action...

I've added a smokin' collection of special bonuses for a select few **"Fast Movers"**.

Here's how those bonuses break down (and be sure to see what the first 3 get below):

- ☐ **For the first 10 to schedule a consultation for this year:** You'll get a FREE copy of my newest book, now a Bestseller, "Choosing the Right Practice Location" which discusses the affects of Demographics, PPOs, Taxes and Retirement on your location decision...the only book dedicated to this important topic (purchasable on Amazon for \$67).
- ☐ **For the first 5 to schedule a consultation for this year:** You will get a FREE demographics analysis where you're going to build. We will analyze the 12 crucial criteria and discuss the power of two that will make or break the project (Value \$649).
- ☐ **For the first 3 to schedule a consultation for this year:** You will get a FREE pass on our 1-day annual limo-bus tour to visit 3 premier dental practices. This is a backstage pass to see true success in action (for you and a partner/spouse). You'll be able to speak with other attending colleagues, learn from the practice owners who built the facilities we visit and you'll hear from the best-known Dental CPAs in the industry. You don't want to miss this if you're considering a new facility! (Value \$997).

Name: _____

Address: _____

City/State/Zip: _____

Phone: Cell: _____ Home: _____ Work: _____

Email: _____

PLEASE COMPLETE THIS FORM AND EMAIL IT TO MY PERSONAL INBOX:

jayme@HowToOpenADentalOffice.com

**OR CALL MY CELL PHONE at (610) 564.3224 and tell me you want to
schedule your free consultation now.**