

WHAT IS THE RIGHT LOCATION TO START A DENTAL PRACTICE?



I get this question more than any other. I find that older established dentists tend to have golden handcuffs that keep them tied in and around an area, whereas new dentists are willing to scale any mountain or drive any distance to be in the “perfect” location.

I try to reinforce the following points:

- 1 Dentistry, as a whole, is a very good business. Because reimbursables haven't been squeezed and many of the procedures are paid out of pocket by patients, dentists haven't seen the kind of pricing pressure most of other medical practices have seen.
- 2 If you're in Atlanta, you've chosen a good market already. We service the greater Atlanta area (from Cumming to Gainesville to Conyers to Stockbridge to Newnan to Fayetteville to Canton) and because we (typically) have positive job growth, all other demographic variables tend to fall into place.
- 3 Whether you realize it now or not, family and social obligations will become more and more important in your life. At 25, spending hours in a car to get to the perfect location might be fine, but at 35, you're going to want to see a t-ball game more than the Braves.

Because of these three factors, we tend to get dentists to focus on finding a home first. We don't do any residential real estate, but if dentists can find a place where they like their neighbors and are investing in the schools and community, then everything else falls into place.

We have extensive demographic tools (dental spending and dental office revenue numbers laid over GIS locational data points) that confirm their gut feeling, but at the end of the day, if you connect with a parent on your child's soccer team, they're not driving across town to see you.

Practicing within community, all other factors being equal, is the secret sauce to making a successful FIRST practice.