



"You Have a Buyer—But You Still Need a Broker!"

Opening Question:

"If you had a buyer for your house but skipped the real estate agent, would you be confident you're getting the best deal, avoiding legal pitfalls, and ensuring a smooth closing?"

Many dentists think that once they have a buyer, they can handle the sale themselves and save money. But selling a dental practice is far more complex than a handshake agreement. Here's why having a broker is still essential:

1. Protecting You from Costly Mistakes

Even with a buyer in place, **structuring the deal properly** is critical. Without a broker:

- You may **undervalue your practice** by failing to structure it for maximum tax benefits.
- You might **overlook critical contract terms**, leading to disputes or legal issues later.
- You could **lose leverage in negotiations**, especially if the buyer has experienced advisors on their side.

2. Negotiating Beyond Price

Price is only part of the equation. A broker ensures that **terms** are favorable to you, including:

- Payment structure and options to work with (lump sum vs. earnout, seller financing, etc.)
- Transition timeline and post-sale involvement
- Employee retention agreements
- Handling patient attrition risks
- Limits your liability exposure
- Shows buyer the value and why it is a beneficial transaction at our asking price
- Introduces buyer to lenders and Qualifies buyer for transaction
- Acts as a sounding board and filter between buyer and seller
- Uses experience to overcome obstacles

3. Managing the Due Diligence Process

A broker **coordinates with attorneys, accountants, and lenders**, ensuring nothing falls through the cracks. They help:

- Keep the process on schedule
- Address potential red flags before they become deal-breakers
- Avoid unnecessary delays that can lead to the buyer backing out

4. Compliance & Legal Protections

A poorly structured sale can lead to unexpected tax burdens, post-sale liabilities, or even lawsuits. Brokers help ensure:

- Proper documentation for a **legally sound transaction**
- Compliance with state regulations and transfer requirements
- A fair and balanced contract that protects your interests

5. Maximizing Your Take-Home Value

Even with a buyer, a broker helps you get the **best possible financial outcome**. Often, the increased value they negotiate **more than covers their fee**—and then some.

Closing: A Broker is Your Insurance Policy for a Smooth, Profitable Sale

You've spent years building your practice—this is one of the most important financial transactions of your life. Having a broker ensures you don't leave money on the table, make costly mistakes, or take unnecessary risks.

Would you like to schedule a quick call to see how we can make this process smoother and more profitable for you?

