

WHY TOILETS MATTER

By Timothy A. Brown

This note was sent to me after I published "Count the Toilets" newsletter:

I welcome feedback to my articles. Feel free to email me at timothy@roicorp.com or TEXT me at (416) 520-7420.

This is an actual sign in a dental office. This older medical building upgraded to door codes to access the bathrooms. And they change the codes on occasion!

"Timothy, I enjoyed your article a few weeks ago about dental office design. I am here to tell you toilets really do matter when it comes to the value of dental practices.

In a recent article, Timothy A. Brown argued that such amenities impact the valuation of a dental practice, and he is right – they really do. They matter to staff, they matter to patients, and they matter when it comes to your valuation.



As a practicing clinician for 10 years who is now shifting into the world of appraisal and valuation, I have had the opportunity to work in many different practice settings. I have first-hand experience when it comes to this topic.

Working in a dental practice is an amazing and rewarding experience. You leave the office at the end of each day knowing you improved the lives of your patients. However, the work is also mentally and physically draining. From the moment you walk into the office, it is "go-time."

It is important to have a comfortable space where you can change into scrubs or take a breath between patients. Unfortunately, this is not an option in many offices.

Like many dental clinicians, I am a busy working mom. When I returned to work after my parental leave, I needed to pump breast milk during the day. You will be disappointed to learn that I had to do this in the tiny, cramped public restroom in our office building.

I have worked in dental offices where staff and patients share a bathroom right beside the waiting room. Using the restroom is a necessary human function – we all do it. However, nobody needs (or wants) to see a professional exiting the bathroom knowing those hands will soon be in their mouth.

Both in terms of hygiene and comfort, the last place clinicians should be getting ready for work is a public bathroom. Dental offices need to have private bathrooms, in-office laundry, and a clean, comfortable place to get ready. This should be the gold standard, but it is not.

This topic has been discussed at every dental office I have worked in.

It is things like this that affect the happiness of your staff, your patients, and your practice valuation!"



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Timothy's Take:

This will be the last you hear from me about Toilets.

You may ask; ***"What is the point of these toilet articles?"***

It is about your Tangible Asset Backing (TAB). AKA The investment made in a dental office – including the staff facilities – and it matters to people thus it matters to Appraisal.

There is a dangerous trend to using only a multiple of earnings as the singular method of determining value.

It must be stopped!

This trend is disrespectful to exceptional (and costly) dental office designs!

Profitable dental offices will always sell. Even the 'ugly' offices will sell if they make money. But a lovely and well-designed office is more desirable, and some dentists want to work in a first-class environment!

Do not waist your money (and rent) on large waiting room and luxurious private offices.

The ROI is in the toilets!



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