

WHY CHASING THE “PERFECT PRACTICE” COULD BE HOLDING YOU BACK



Every buyer dreams of finding the “perfect” dental practice: a place that checks every box on an extensive wish list—street-level visibility, new equipment, a prime location, a strong and dedicated team, a loyal patient base, and, of course, an impeccable reputation. It makes sense—if you’re making a significant investment, you want the best possible return. But waiting for a flawless practice could come with a significant cost.

In today’s competitive market, this approach often means waiting years before the “ideal” practice appears, if it does at all. And even then, you’ll likely face fierce competition from other buyers, each hoping to secure that same dream practice. The reality is that, just like with real estate, “perfect” doesn’t necessarily translate to profitable or attainable, especially in the short term.

Savvy buyers are shifting their perspective. Rather than holding out for an idealized practice, they’re opting for practices with imperfections—opportunities that are ripe for the right dentist or entrepreneurial mind to unlock their potential. These practices might need updated equipment, a fresh marketing strategy, or operational improvements. Perhaps the office location isn’t exactly prime, the patient base could use some expansion, some high-





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value procedures are being referred out, or the hours of operation could be optimized. These imperfections represent opportunities to significantly enhance the practice’s revenue stream and overall value over time.

Consider the Long-Term Potential

Buying a practice doesn’t have to mean settling down for the rest of your career. Many buyers find that, with some focused effort, they can grow the equity of a “less-than-perfect” practice in just a few years, often realizing substantial returns when it’s time to move on or expand. This is especially true in rural areas where there’s less competition, lower overheads, and more room for impactful improvements.

So, if you’re in the market for a dental practice, it may be time to broaden your perspective. Instead of focusing solely on what a practice is today, start envisioning what it could become. Investing your time and resources into a promising but imperfect practice can turn out to be one of the most rewarding moves you make in your career.

Transforming Imperfections into Opportunities

For ambitious buyers with vision, many of these “almost-there” practices hold the potential to become thriving, high-revenue clinics. They may not be perfect, but for the right person, they could represent the opportunity of a lifetime.

If you want to know where the hidden gems are in BC right now, contact us at marcia@roicorp.com (604) 220-2396 & elliott@roicorp.com (604) 690-4822



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