

## ARTIFICIAL APPRAISAL



If you're heading to the ODA ASM this week, expect to be bombarded with AI sales pitches at every turn.

### TRADE SHOW TIPS:

#1 Start with a plan. Identify at least five people you don't already know who can actually help you, whether that is growing your business, improving operational efficiency, or increasing the value of your practice. Be intentional with your time.

### WHAT TO AVOID:

1. Don't spend your day meeting with the sales representatives you see every month in your office.
2. Your dental reps are important to your practice. You can always connect with them next month to review what is new.
3. Catching up with classmates matters but try to save that for the evenings if possible.
4. Do not get pulled into the flashy free drink events. It's usually the same old wine & dine routine.

### So, can AI help us right now?

Let's look at it practically, especially in high-touch, relationship-driven industries. Take a credit application. When a bank is deciding whether to lend, are they using AI to assess your character or your business ethics?

No. That is still 100% human judgment.

Do they use algorithms and spreadsheets to calculate risk? Yes, of course. But I would argue that 80 to 90% of the lending decision remains human-driven.

Consider chartered accountants. They design tax strategies tailored to you and your family, and they process income tax returns. Does the Canada Revenue Agency provide software to support filing? Absolutely.



Do accountants use technology to process and file returns? Of course they do.

But your private financial data is not handed over to AI to interpret independently. It is incorporated into your tax, financial, and estate planning through a human-led process.

What about lawyers? Are they using AI to research case law? Yes. Will AI provide fully customized legal advice for your situation? Maybe.

Ask your accountant or lawyer if they believe AI will replace them anytime soon. You will likely hear measured, cautious responses, consistent with the nature of those professions.

You know where this is going – right?

**So, let's talk about dental practice appraisal, my core competency. Is it at risk?**

First question: Can AI curate an accurate dental practice appraisal?

As of today - not a chance.

Can it generate a fast, free practice evaluation? Absolutely, in seconds.

Try asking your preferred AI tool, "What is the value of a dental practice?" See what you get. Draw your own conclusions.

At this stage, much of what AI produces appears to rely on limited or biased data inputs.

It is entirely possible that those feeding the system are shaping outputs to reflect their own interests.

That is common in the early stages of an emerging technology.

For example, buyers prefer lower valuations. Could they influence AI models to emphasize metrics that support that outcome? Possibly.

Buyers often have more time and incentive to engage with these systems than sellers. That alone should make you cautious. So, watch out!

AI depends on data, and that data comes from HUMANS. Early datasets can be incomplete, skewed, or even manipulated.

It is not unlike a gold miner salting drill results. Some may remember the Bre-X scandal.

Over time, AI will improve, especially as more reliable, science-based, real-world data becomes available.

Think of a future cloud built collectively, much like Wikipedia.

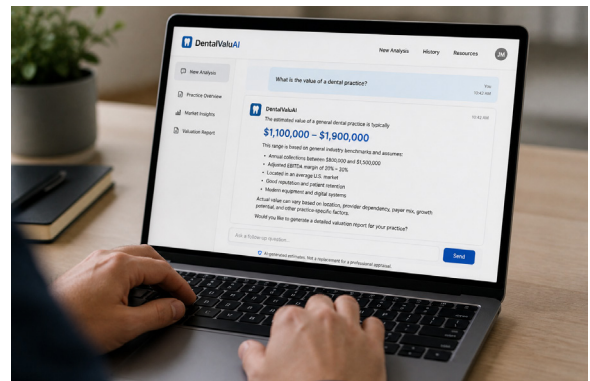
**So where does that leave us today?**

AI needs more credible, arm's length, open-market data to learn effectively. Right now, much of what it produces is based on fragmented data and often unreliable inputs.

Why? Because firms like ours hold extensive proprietary databases, and we do not upload that data to the cloud.

**AI in 2026 is much like a first-year dental student, promising but not ready for prime time.**

Machine learning takes time.



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Machines may be faster, but they are not more intuitive.  
There is nothing wrong with relying on time-tested methods.  
There is nothing wrong with being cautious.  
And there is nothing wrong with questioning new trends as they emerge.  
Personally, I will continue to rely on proven processes and a track record I trust.

#### **Conclusions:**

Who do we trust to supply the data that will ultimately power Artificial Appraisals (“AA”)?

Right now, the dental metrics data pool is shallow at this exceedingly early juncture for AI.

If we move too quickly, we risk hitting our heads in the shallow end.

PS: This special edition of my newsletter is being published on Thursday, May 7th.

### **Want to connect? I will be at the ODA ASM on May 7th and 8th (afternoons), Exhibit #705.**

Also, please consider attending my Gala on Saturday, May 9th: [White Knight GALA for dental charities.](#)

#### **Random Thoughts:**

AI will not replace humans when it comes to valuing assets that carry ‘emotional’ weight.  
Take residential real estate. Can AI truly feel what you felt when you found the perfect home?  
Can it replace matchmaking or the process of finding a meaningful relationship??  
Can it replace a dentist’s dexterity and hands-on skill? Not a chance.  
Right now, AI feels like the latest must-have talking point, something often presented with more flash than substance.  
Remember when emotional intelligence (EI) became the buzzword of the decade?  
Gurus and therapists thrust EI about like the mantra of the century.  
It was everywhere, promoted as essential to success and positioned as something we all need to master.  
Like many trends, it had its moment.  
And like many, it eventually faded into the background of broader business thinking.

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