The Numbers Game:
Buying or Start-up an Orthodontic Office

The systematic demographic approach by
Scott McDonald

Determining which is a better deal:

Demographic Assumptions:
- Will area continue to grow & develop (thus supporting office space demand)?
- Will the demographic character of the population grow, shrink, or change?
- Will factors such as referral base, schools, retail, transportation accessibility, office visibility or employment change?

Determining which is a better deal:

Most Important:
- Will area continue to grow & develop (thus supporting office space demand)?
- Will the demographic character of the population grow, shrink, or change?
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Pros and Cons

**BUT!**

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**BUT!**

- Offices not always available for sale
- Retiring doctors often older than they once were
- Amounts requested not reasonable considering production
- Baby Bust is a reality
Key Factors in Orthodontic Site Selection

1. Accessibility
2. Visibility
3. Proximity

Contact Information

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Perfect Place to Put a Practice Podcast
Scott McDonald & Associates, Inc.