

CASE STUDY

Finding the Value

This true story is written with the kind permission of our clients. The story they have shared is intended to help other dentists do things differently to them, when planning their exit.

Here is Alistair's story

Gaining reassurance and great outcomes from old haunts

I'm Alistair Morrison, recent, but now previous owner of Riversdale Dental Practice, Gainsborough. I've been in the process of considering my retirement for several years and had previous contact with both Lily Head Dental Practice Sales as well as other Agents.

In the early stages of 2020, I made contact with Chris Mayor, Head of Practice Sale and Lily Head. Chris used to look after me for many years as an Account Manager for Denplan. I knew him well, felt he was someone I could trust and also someone with a good knowledge, experience and network within my local area. Chris and I had spoken for many years about the prospect of selling my practice. I felt that my practice may prove tricky to sell, or have little value and therefore had some considerations that it may be a case of either selling the list of patients locally for a lesser value, or just closing the door at the time I wanted to exit Dentistry.

Chris performed an in-depth review of the Practice, it's financials and potential in terms of interest to the market. Chris was open and honest in terms of potential considerations, which could make it more difficult to sell, such as its location – a small market town in Lincolnshire, also independent purchasers views around any perceived capital expenditure required to update the practice, this balanced with the reassurance that I had something of value to sell. With realistic expectations set, also a price for both the Goodwill and Freehold I felt reasonable, I agreed to proceed with marketing my practice through Lily Head.

The initial weeks yielded positive interest, this at a time where we were just out of the initial lockdown of COVID. This therefore being a period of uncertainty, delays in dental practice transactions and increased rigour applied by Lenders. Chris countered with reassurance that despite the pandemic, this was a time that more and more Associates/new independent Buyers were showing an interest in securing their own future through practice ownership and being in control of their own destiny. Not long after bringing the practice to market, we had a number of offers on the table. These started low, but increased through the leveraging and negotiations agreed by me and managed by Chris, which in turn resulted in meeting the sale price we marketed the practice for. Chris

knew that price was an important factor, as anyone selling their practice would want to feel they achieved a fair deal, but also worked with those interested to identify their fit/suitability to the Team (including my Wife as an ongoing

Associate), my Patients and the reputation I had as an honest and trustworthy dentist.

At the 11th hour, I had contact from an old colleague. He was a younger Dentist who I'd worked with previously at another practice. It cropped up in conversation that I was selling and he highlighted his interest in buying. I passed his details on to Chris and he and Chris worked together to match the other offers already on the table, also to connect and guide him around the requirements, considerations and connections needed to progress with an assured sale. Due to our previous relationship and my knowledge of his ethos and credibility as a clinician, I felt happy to accept his offer over and above those of others. He felt the value was fair, this backed by the fact we had more experienced purchasers offering on the Practice. Chris also connected our new buyer with Martin How of Lily Head Finance, this providing him with professional support around funding and comfort for us that it was a financially viable option for him.

10 months down the line, we now have the proud and happy new owner of Riversdale Dental Practice! A sale transaction that has had it's ups, downs, lumps and bumps, but the assurance of a certain and positive outcome from the start. This due to finding the right Buyer, also the support, guidance, chasing and chivvyng Chris has provided to us both throughout. It's been a tiresome and, at times, somewhat frustrating and stressful process, but I'm relieved to now be able to focus on my retirement, with a realisation that I've not only achieved a good value for my practice, but also that all of the important factors were understood and delivered on. Now, for me, it's more time with family and on the golf course, with the added tittle here and there.

"Not long after bringing the practice to market, we had a number of offers on the table. These started low, but increased through the leveraging and negotiations agreed by me and managed by Chris"

