

## What To Look For In a Broker

A Broker should have been in the business operating full-time for at least ten years and should be handling a minimum of 15 transitions per year.

- A Broker should have recognition from respected peers.
  
- A Broker should have been participating in a national professional valuation group for at least 5 years.
  
- A Broker should maintain a web site which explains the brokerage credentials and shows all the active listings.
  
- A Broker should be affiliated with a national professional group such as American Dental Sales which offers support for marketing and for professional growth.
  
- A Broker should have an active calendar of speaking engagements at the local and national levels.
  
- A Broker should write actively for such publications as Dental Economics, New York State Dental Journal, and journals of component societies.
  

A Broker should have a clean business history—no law suits, licensure or tax problems, no complaints filed with the Better Business Bureau or other organizations.

- A Broker should be recognized by the Courts and arbitration boards.
  
- A Broker should have practice management perspective to provide in-depth evaluations.
  
- A Broker should be able to offer creative solutions to difficult, multi-faceted problems.
  
- A Broker should be a straight talker and exhibit professionalism.
  
- A Broker should advertise his practices for sale in dental publications such as Dental Economics, New York State Dental Journal, and the Journal of the American Dental Association.
  
- A Broker should have the reputation of putting together win-win transitions for the buyer and seller.
  
- A Broker should have the ability to secure the best and lowest cost practice acquisition financing available.

- A Broker should be able to make seemingly complicated situations simple.
  
- A Broker should provide clean paper work which documents a thorough analysis of a practice.
  
- A Broker should respond to people in a timely fashion.
  
- A Broker should exhibit enthusiasm and professionalism.
  
- A Broker must carefully listen to clients in order to know their needs.
  
- A Broker should attend dental meetings at the local, state, and national levels.
- A Broker should provide complete services such as:
  - Full and accurate appraisals
  - Litigation support
  - Practice management consultation or can refer it out
  - Pre- and post-sale transition preparation and advice
  
- A Broker should build long-term relationships with clients rather than just satisfying short term needs.