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The logo features a dark brown background with a yellow rope-like border. Inside the border is a yellow oval with a white outline. The text "PROFESSIONAL PRACTICE SALES" is centered within the oval in a bold, black, sans-serif font. The rope border is composed of a thick yellow rope with a black outline, forming a rectangular shape with rounded corners and a small loop at the top center.

PROFESSIONAL PRACTICE SALES



**“When
I sell my practice,
I want...”**



**“When I sell my practice,
I want...”**

- ... the most money for my hard work,
- ... confidentiality while my practice is “For Sale”,
- ...the process to flow smoothly and quickly where I am in control,
- ...to talk to interested Buyers right away,
- ...to protect my staff,
- ...the most qualified Successor possible,
- ...to be properly protected after the sale,
- ...complete satisfaction knowing I made the right decision!”

Since 1966, Professional Practice Sales has carefully crafted the business of brokering dental practices into a practiced art. We truly understand those issues that are dear to you.

Talk to Us
In this manner you shall come to realize that Professional Practice Sales operates at a higher standard. Expect it, demand it! Our reputation depends upon it. Do not settle for less.

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**Your Peers are
simply the best testimonials we
have regarding our services**

“In April, I asked Ray Irving to sell my practice. At about the same time, my friend also decided to sell his Santa Cruz practice. He employed the services of another practice brokerage firm. Within 2 weeks, I was deluged with calls and eventually was forced to restrict the number of dentists who were looking at the practice. The practice sold on June 22. By the way, my friend’s practice still hasn’t sold and last I heard he was putting his dreams on hold.”
John Fenn, DDS, Santa Cruz

“Before dealing with PPS, I did deal with other brokers who I will say were very friendly, but unfortunately couldn’t get done what they were hired to do; which was sell my practice. Ray on the other hand did what was asked of him. He brought in many prospective buyers as he assured me he would. Most importantly he got my practice sold in a minimum of time.”
Alan Siedman, DDS, San Leandro

“An unfortunate accident rendered me disabled. I engaged the unsuccessful services of two separate dental sales brokers. Months went by with no success or action. We contacted Dan Irving of Professional Practice Sales concerning the sale. I was somewhat skeptical. However, from the beginning of our association with Dan, we found him to be a man of action. I am extremely grateful to Dan for his assistance in the successful sale of my practice.”
Elmer Spencer, DMD, Turlock

“Earlier this year, I decided to sell my dental practice and retire. I did some research and asked some retired dentists to recommend a broker. Many of them suggested the Irving Brothers of Professional Practice Sales. I called Professional Practice Sales. Mr. Raymond Irving appraised and listed my practice for sale. I signed the contract on January 22nd and we closed escrow on April 15th. It took him less than 90 days to sell my practice.... Mr. Irving worked very hard and did an excellent job.”
Louise Cheng, DDS, San Francisco

“We have had an occasion to personally deal with every major dental practice brokerage firm in the State in our quest for purchasing a large, successful dental practice. We have dealt with all the prominent firms in Northern California in connection with the sale of a dental practice. None, in our experience, even approach the professional integrity of Dan Irving of PPS.”
Joan Burgren, DDS &
David Burgren, Esq, Woodland



Professional Practice Sales

www.PPSsellsDDS.com

“From the beginning of the relationship with Ray, things could not have been smoother. At our first meeting we came up with a sales price that was agreeable to both of us. He then placed ads in a timely manner and before I knew it we had a prospective buyer. He was a great help in getting the sale to go smoothly. I would highly recommend Professional Practice Sales if you are considering buying or selling a dental practice.”

Bergen James, DDS, San Francisco

“Dan Irving was so instrumental in helping us to achieve our goal of retirement. His skillful and professional manner of dealing with the buyers, making sure the whole procedure was on schedule, structuring the sale so there would be no areas of dispute, resulted in a satisfactory sale between two parties.”

Donald Lippincott, DDS, Carmichael

“With all the trials and tribulations of 25 years of dentistry and the myriad of difficulties with various dentally associated people, I would most highly recommend Ray Irving of PPS. I had more than two dozen viable candidates (in days) as possible buyers for my practice. Ray astutely pointed me to the best candidates and was always there for immediate contact, even on his business trip to Chicago. Ray goes out of his way to travel any distance and almost any day. How does New Year’s Day sound?”

Todd Lee, DDS, Dublin

“We found that selling a practice is not as easy as it would seem. We had many anxious moments but you were always there to listen and give us expert advice. We have been so thankful we engaged your services.”

Harold Dent, DDS, Susanville

“I want to thank you for your help in the recent sale of my practice. Your advertising was well done and widely distributed. When we found the right buyer, the actual sale went so smoothly it was almost

anticlimactic! I would not hesitate to recommend you and Professional Practice Sales. Thanks again!”

Gary Amatangelo, DDS, Penn Valley

“Ray: I am writing to express my profound appreciation for finding a qualified buyer for my dental practice. Your depth of experience, professionalism, thoroughness, genuine concern, constant availability and integrity made the deal. I was very pleased with the dollar value received, for receiving all cash up front and for the timeliness of your transactions. You were worth every cent of your commission. I will always be grateful to you for helping me make this important transition in my life. Thank you!”

Leon Cooper, Jr., DDS, Salinas

“I would like to recommend Ray Irving of Professional Practice Sales. He was instrumental in selling my practice in Watsonville to the right buyer at a fair price. Both parties came out of the deal winners which is really the name of the game.”

Robert Erlach, DDS, Watsonville

“Thank you so much for your help in selling my dental practice. As you know, I had a very disappointing experience with another practice broker during the year before we started working together. The two experiences were like night and day, and I can’t thank you enough for the very professional way you handled the sale. It was so refreshing to work with someone so honest, reliable and competent. I was and am very pleased with all aspects of your work.”

Pamela Swenson, DDS, Turlock

“(Ray) you were very keen from the onset to match me with the “right” practice, one that reflected my personality and experience. You even discouraged me from purchasing a practice you had for sale in San Jose because you felt it didn’t fit me. While other practice brokers were trying to force-feed practices on me, you searched for the appropriate one for me. When this practice came on the market, you quickly contacted me, and told me that you thought you had definitely found the one I was looking for. And you were absolutely right!.... Even though I have practiced dentistry for 27 years, I have never enjoyed it as much as I do now. I’m not sure I would

be feeling this way if I purchased another practice less suited to my personal style.”

Joel Boriskin, DDS, Berkeley

“Your remarkable management, marketing and negotiating skills with prospects, attorneys and us as buyer and seller were the essential lubricant that smoothed the path to a successful and timely conclusion.”

Anthony Savage, DDS, Chico

“Just a note to say a very big thank you for your professionalism and persistence in helping me sell my practice. From the start of helping me establish a value on the practice thru the evaluation of the many offers we had on it. Your experience and understanding of the different phases made my part in the transaction so much less stressful. I realize the sale was much more complex and difficult in many ways and I would like to thank you again for helping me reach a successful and profitable conclusion.”

Richard Prince, DDS, Sacramento

“It has been my pleasure doing business with your company. I have had the experience of purchasing and also selling a practice through your company. Things came up which I did not anticipate, which could have presented enormous problems if not handled properly. I am pleased to say you guided me through these without incident. My recent sale has gone through without one problem.”

Clyde Crowson, DDS, Shingletown

“I knew I did not have the skills to do the “nitty-gritty” details that needed to be done to make a sale. You were the solid rock that I could lean on, refer all questions to, and could depend that you would make the right decisions.”

Milo Smith, DDS, Kingsburg

“As you know, Dan, I spoke with several brokers before choosing you. There is absolutely no question that I made the right choice. It was my pleasure to work with you. Your special knowledge of business is immense and I feel fortunate to have found you. Without your presence, I am certain that this

transaction would not have occurred in the timely manner in which it did.”

Stephen Holifield, DDS, Sacramento

“After having interviewed many of the other practice brokers, I quickly came to the realization that PPS was the most knowledgeable, the most experienced and the most professional of all of them. PPS has been more than fair to me both from the standpoint of being a buyer and a seller, and has made what normally is a very stressful experience into a very easy one.”

Anthony Dailley, DDS, San Pablo

“I wanted to thank you for the services you provided during the recent sale of my client’s dental practice. It was a difficult sale, and without your diligent attention to all of the issues that arose, I do not believe that the transaction could have been completed. You did an outstanding job for us!”

Edward Vernon, CPA, Sacramento

“I employed the services of Ray Irving of Professional Practice Sales to sell my dental practice, and was completely impressed with his abilities. Ray performed a thorough and fair analysis of my practice in order to establish a solid fair market value. You can rely upon his experience and knowledge, which is based upon his own unique and in-depth expertise in selling dental practices. Since he is well known and respected in the dental community, Ray is also able to tap into the maximum potential number of buyers. As an example, I left on a two week ski trip and when I returned there were already twelve prospective buyers lined up! In addition, the sale process was done in complete confidence, and Ray was able to ensure complete discretion. In summary, Ray was able to provide me with sound fact-based advice. He expedited the sale under extreme discretion, and successfully maximized the practice price. I highly recommend Ray to broker the sale of dental practices.”

Carolyn Hitchcock, DDS, Cupertino



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(AGD & CA Board 7hrs C.E. units)

at

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William Lundergan DDS, MA

Dr. Lundergan is professor and chair of the Department of Periodontics at the University of the Pacific Arthur A. Dugoni School of Dentistry. He earned his certificate in periodontics from the University of Connecticut in 1983 and received a Master's of Education from the University of the Pacific in 1994.

He has served as a consultant to the California State Board of Dental Examiners and Veterans Administration dental clinics in Palo Alto and Martinez, California. He is a contributing author to the textbook, "Critical Decisions in Periodontology."

This Seminar will cover

- I. Pathogenesis of Periodontal Disease
- II. Periodontal Inflammation and Systemic Disease
- III. Classification of Periodontal Disease and Conditions
- IV. Periodontal Examination and Diagnosis
- V. Surgical and non-surgical approach
- VI. Periodontal Pharmacotherapeutics
- VII. Periodontal Instrumentation
- VIII. Periodontal Referral Guidelines. Risk benefit assessment .
- IX. Periodontal – Restorative Considerations





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vol. 0506

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LOOK INSIDE FOR DETAILS.

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With I-Max Easy, sharing resources becomes the key to profitably managing your practice, regardless of its current configuration.

Increased safety

The digital sensor technology is more sensitive, allowing the radiation dosage needed to take an image to be significantly reduced.

Higher quality

The image is digitized at source, when the image is taken, to avoid the risk of information loss.

Greater control

Digital technology is very flexible and enables post-compensation of anomalies to "fix" any exposure errors.

Easier storage

The image is available immediately and stored automatically in the patient file. It can easily be sent over the Internet to a colleague or a health insurance agency, or printed on paper.

Additional benefits

Going digital will cut out developing costs and associated pollutants, and free up the space previously occupied by the darkroom.

Group Practice

The unit is supplied with a Compact Flash card that can be used to store images without a PC connection. The removable card can then be taken to any other PC in the practice.



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Is it safe?
Yes it is,
FDA approved.

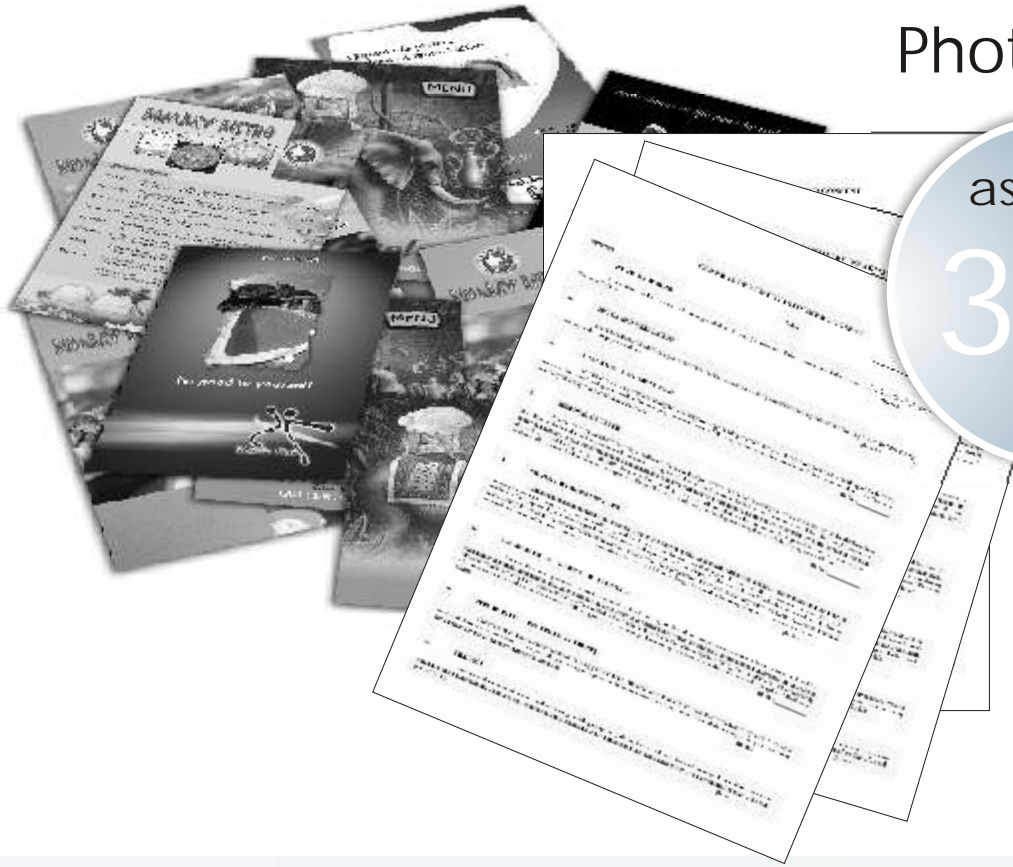
The external backscatter shield and internal radiation shielding are specifically designed to protect the operator from exposure. In fact, the exposure is less than 1% of the allowed occupational doses.

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You can choose a logo from our extensive library collection and have it printed on your business cards for FREE. Please refer to page 73 to view your options. If you already have a logo that you want on your business cards, there is a one time set-up fee of \$9.99. Another option is to have our team of designers help you develop a customized logo, starting at \$150.

You can choose from a wide variety of fonts from our extensive library collection ABSOLUTELY FREE. Please refer to page 73 to view your options.

Customize your DESIGNS

First Name Last Name



COMPANY NAME

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ITEM # BC2001

We provide the option for you to customize the font of your Company Name. Please select a font from our library on page 73.

Add your business address, telephone number(s), email address and even a personal quote. All at no additional charge.

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Turn your business card into a calendar. Potential clients now have more than one reason to pull out your business card.

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COMPANY NAME
2006

January	February	March
S M T W T F S S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
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October	November	December
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ITEM # BC2002

APPOINTMENT REMINDER

HAS AN APPOINTMENT ON

DAY MONTH YEAR

AT _____ AM _____ PM

If unable to keep appointment, kindly give 24 hours notice period

ITEM # BC2003

Name : _____
Date : _____
Time : _____

2006

January	February	March
S M T W T F S S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
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October	November	December
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ITEM # BC2004

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BC2005



BC2006



BC2007



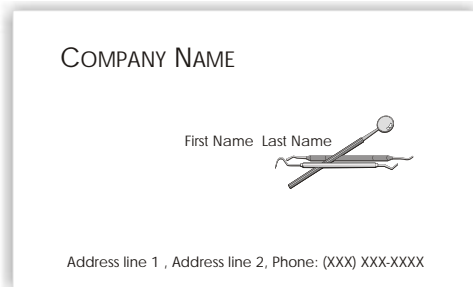
BC2008



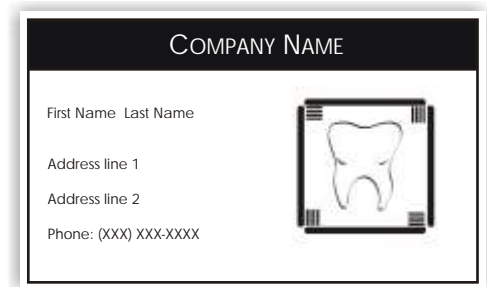
BC2006



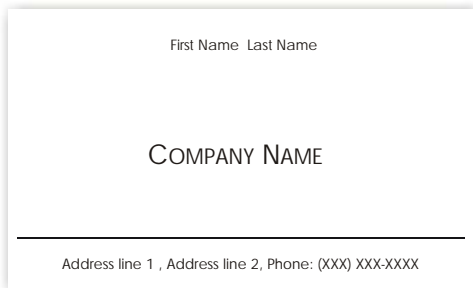
BC2007



BC2008



BC2009



BC2010



BC2011

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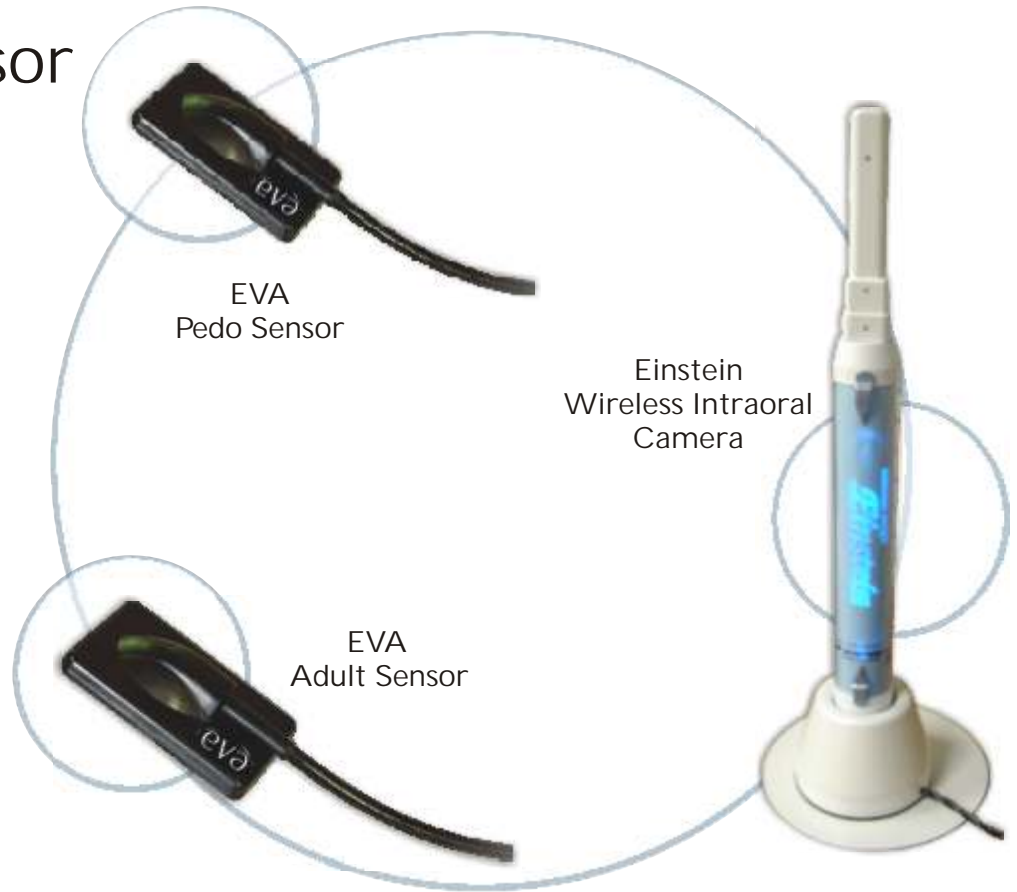
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