

# Our New Year's resolution

Lis Hughes explains why Frank Taylor & Associates has taken up the Practice Sales Promise

Lis Hughes

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At the start of every year, most people put together a wish list of good intentions to see them through the year.

As a business we are no different and now we are reflecting on our intentions from 2018, which resulted in us supporting the Practice Sales Promise, along with other leading dental sales agents. While none of our good intentions are new to us this year, they are now firmly fixed as part of our framework of service. They reflect how we believe a specialist dental agent should practice.

So, why is it so important for a non-regulated sector to want to work to such guidelines?

It is because our clients are the most important aspect of our work and ensuring that we can fulfil our clients wishes in an ethical way with integrity is vital to us.

There are guidelines for property surveyors (the infamous Red Book) and the National Association of Estate Agents (NAEA) for residential estate agents, but nothing that bridges the gap to commercial sales agents.

Therefore, we've taken up the promise so that our customers know what they can expect from us and so we can carry on delivering our high standards of service.

The 15 points of the Practice Sales Promise are:

1. We respect and observe the highest levels of integrity, and respect confidentiality
2. We will always agree terms and conditions prior to engaging in any formal work
3. We have no hidden fees and our fee structure will be clearly explained at the outset with complete transparency on who is liable for fees, with any financial bias declared
4. We fully comply with the Information Commissioners Office for Data Protection
5. We deposit all money held on behalf of clients in a separate designated account
6. We will treat all clients with dignity and respect at all times
7. We allow easy access to the directors should it be necessary to complain about any aspects of our service
8. We will never put ourselves above the needs of our clients
9. We maintain an adequate number of technically-competent and client-

focused personnel, thereby ensuring our high standards of service

10. We will immediately declare any foreseeable financial bias or conflict of interest
11. We will disclose any new material information impacting on a transaction at the earliest opportunity
12. We ensure all client information is securely disposed of using a reputable shredding company who issue a certificate of safe destruction
13. We will explain what we expect from our clients
14. We will carry out our work in a timely manner
15. We will respond promptly to all enquiries.

If you are thinking about selling your practice this year, bear in mind the Practice Sales Promise as it provides you with the framework of what you should expect from a dental sales agent.

We absolutely expect to keep our new year's resolution and I wish you all the best with your own. **D**

IF YOU WOULD like to find out more, call Lis Hughes on 0330 088 1156.

## PRACTICE ONE - WEST MIDLANDS

**Practice type** - this is a three-surgery, fully private practice, based in a previously residential property on a prominent site, with both residential and commercial properties close by. There is parking at the practice for six cars.

**Practice gross** - the gross income is in the region of £400,000. The gross has been generated by the principal working four days a week, one full-time associate and they are supported by two full-time nurses and one full-time receptionists.

**Price achieved** - a price of £700,000 was achieved, which was in excess of the asking price.

**Agents comments** - the principal is selling the practice to focus on other interests but has agreed to stay on for two years in a part-time capacity. The practice achieved a higher-than-expected asking price as its criteria fitted the buyers perfectly - sometimes we only need one buyer to make the right offer.

## PRACTICE THREE - HOME COUNTIES

**Practice location** - this practice occupies a ground floor of a large detached property with parking for several cars at the front of the practice and ample street parking nearby.

**Practice type** - this is a three-surgery, predominantly-private practice established for over 50 years and is being sold to reduce the management responsibilities of the principal. The practice is being sold as leasehold.

**Practice gross** - the gross income at this practice was in the region of £900,000 with a 74% private, 26% capitation scheme. The income has been generated by the principal working two days a week, four associates working a combined 11 days a week and two hygienists working a combined three days a week. The clinical team is supported by a part-time practice manager, three part-time receptionists and five part-time nurses.

**Price achieved** - a price of £1,400,000 was achieved in line with the asking price.

**Agents comments** - this practice is situated within an area which is currently undergoing a large redevelopment. There is a main-line station within a mile of the practice and with central London just a 30-minute train-ride away, this is very much a commuter area. The buyer can see the opportunity to develop this practice.

## PRACTICE TWO - GREATER LONDON

**Practice type** - this is a four-surgery mixed practice based in a two-storey building which is being sold to enable the principal to focus on other projects.

**Practice gross** - the gross income is in the region of £400,000 and is a mix of 66% NHS-GDS contract with a UDA rate of £29.50 and 34% private. This is an associate-run practice and the gross has been generated by three associates, one working full-time, one four days a week and one three days a week. There is a hygienist working one day a week. The team are supported by a full-time practice manager and three part-time nurses.

**Price achieved** - a price of £985,000 was achieved, which was the asking price.

**Agents comments** - this practice has a 21-year lease with rent reviews every three years, and as an associate-run practice, it is still showing a net-adjusted profit of just over 40%. The incoming principal will take on a full-time role at the practice which will immediately improve the profitability of the practice.

## PRACTICE FOUR - M25 CORRIDOR

**Practice type** - this is a predominantly private three-surgery practice which has been established over 40 years. The practice is being sold as a leasehold, with 20 years on the lease. The principal is selling to facilitate his retirement.

**Practice gross** - the gross income is in the region of £950,000 and is a mix of 74% private and 26% NHS-GDS contract with a UDA value of £28. The income is generated by the principal working four days a week, and four part-time associates working a combined 10 days a week, with three hygienists working a combined five days a week. They are supported by a part-time practice manager, a full-time receptionist and three full-time nurses.

**Price achieved** - a price of £1,200,000 was achieved, which was in line with the asking price.

**Agents comments** - this practice is coming to the market as the current principal wanted to sell at the point he felt the practice was at its peak of efficiency and performance - this can be daunting for buyers who are always looking at ways they can improve the profitability of a business.

