

**FIRST CHOICE PRACTICE SALES, INC.***a California Corporation (01916111)*

**BUSY RETAIL LOCATION! ROOM TO GROW TO \$1M+!**  
**3 HYGIENE DAYS PER WEEK AND MOSTLY PPO PATIENTS!**  
**SELLER NET 40% ON 4 DAYS!**

**LISTING #** 20 - 410      **PRICE \$:** \$679,000      **A/R'S:** Negotiable  
**Location:** Oceanside      **Est.** (1988) 2015      **POPULATION:** Mixed  
**DESCRIPTION:**      **# of Ops:** 5      **# Not Plumbed:** 0      **Sq. Ft.** 1,455

<b>Lease</b> <u>x</u>	<b>Own</b>	<b>Option/Renew</b> <u>1</u>	<b>Yrs. Remain</b> <u>5 yrs.</u>	<b>\$/Month</b> <u>\$4,003</u>
<b>Off. Hours</b>	<b>M</b>	<b>T</b>	<b>W</b>	<b>TH</b>
	<u>9 - 6</u>	<u>9 - 6 + H</u>	<u>Staff</u>	<u>Staff</u>
				<b>FR</b>
				<u>7 - 4 + H</u>
				<b>SAT</b>
				<u>9 - 6 + H</u>
				<b>SUN</b>
				<u>closed</u>

**STAFF**

<b>Front:</b>	<u>2</u>	<b>Salary:</b>	<u>\$13 / \$16</u>	<b>Will Stay</b>	<u>Yes</u>
<b>Back:</b>	<u>2</u>	<b>Salary:</b>	<u>\$14 / \$14</u>	<b>Will Stay</b>	<u>Yes</u>
<b>Other:</b>	<u>Hygienist</u>	<b>Salary:</b>	<u>\$48/hr.</u>	<b>Will Stay</b>	<u>Yes</u>
<b>Other:</b>	<u>Prosthodontist (as needed)</u>	<b>Salary:</b>	<u>40-45%</u>	<b>Will Stay</b>	<u>Yes</u>

**PATIENT PROFILE:**

<b>% Group</b>	<b>5-10 Yrs:</b>	<u>1%</u>	<b>11-19 Yrs:</b>	<u>4%</u>	<b>20-49 Yrs:</b>	<u>50%</u>	<b>50-75+:</b>	<u>45%</u>
<b>% Reimb</b>	<b>Cash</b>	<u>30%</u>	<b>Idemn</b>	<u></u>	<b>PPO</b>	<u>70%</u>	<b>Plans</b>	<u></u>
	<b>Medical</b>	<u>No</u>	<b>Cap</b>	<u>No</u>	<b>Avg. Cap</b>	<u>0</u>		
<b>%Revenue</b>	<b>Restorative</b>	<u>38%</u>	<b>Crown &amp; Bridge</b>	<u>25%</u>	<b>Endo</b>	<u>4%</u>	<b>Perio</b>	<u>11%</u>
	<b>Oral Surgery</b>	<u>8%</u>	<b>Prosthetics</b>	<u>2%</u>	<b>Ortho</b>	<u>3%</u>	<b>Implant</b>	<u>9%</u>

**Procedures referred out:** Retreats, Perio, some Ortho, difficult 3<sup>rd</sup> molars, some implants

**PRACTICE STATS:** \*(Need to verify with Buyer Audit) (approx)

<b># Active Charts</b>	<u>2,500+</u>	<b># of Recalls per month*</b>	<u>150 - 175</u>
<b># of New Patients per month*</b>	<u>25+</u>	<b>Total # of New Patients YTD*</b>	<u></u>
<b>Any one referral source account for more than 10% of practice revenue?</b>		<b>Yes</b>	<b>No</b>
<b>Does practice employ a hygienist?</b>	<u>Yes</u>	<b>Number of days</b>	<u>3</u>
		<b>% of Gross</b>	<u>15%</u>

**FINANCIAL:** (Need to verify with Tax Returns and Financial Information by Seller)

<b>2017</b>	<u>\$540,834</u>	<b>2018</b>	<u>\$656,250</u>	<b>2019</b>	<u>\$723,351</u>	<b>Current YTD</b>	<u>\$411,142 as of 10/2</u>
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**EQUIPMENT:**

<b># Chairs</b>	<u>5</u>	<b>Hygiene</b>	<u></u>	<b>Avg. Age</b>	<u>Mixed</u>
<b># X-Rays</b>	<u>5</u>	<b>Pano</b>	<u>No</u>	<b>Other</b>	<u>One Dexis sensor</u>
<b>Special Equip owned:</b>	<b>Laser</b>	<u>Yes</u>	<b>Intraoral Camera</b>	<u>Yes</u>	<b>Other</b>
<b>Practice Computerized?</b>	<u>Yes</u>		<b>Software</b>	<u>Dentrix</u>	

**COMMENTS:** Oceanside G.P. Well established since 1989. One of the best retail locations in Oceanside with a major anchor, many retail locations next door and huge medical clinic with lots of foot traffic. This seller has increased the business by 50% over the past 5 years. Growing hygiene and plenty of PPO patients! Add Dential for a huge boost!

# FIRST CHOICE PRACTICE SALES, INC.

a California Corporation (01916111)

## REGISTRATION AGREEMENT – CONFIDENTIALITY

**IMPORTANT: Please fax back this form to obtain the office location and financial data @ 949-548-0525**

In consideration of **FIRST CHOICE PRACTICE SALES INC.**, hereinafter called **FIRST CHOICE**, supplying me with confidential information concerning the following businesses, or any other businesses to which you may otherwise introduce me, I agree to use such confidential information obtained only for purposes of evaluation to purchase. I further agree not to divulge such information to others, except to secure professional advice. **I further agree not to directly contact the owner, employees, landlord, suppliers or disturb any business relationship which includes requesting a position as an associate or asking for permission to visit the practice during practice hours of the seller without first obtaining seller's permission through FIRST CHOICE PRACTICE SALES, INC.**

Should I, or anyone to whom I have introduced those confidential business listings that you previously presented to me, purchase or acquire an interest in any of those businesses, I agree to conduct all negotiations through your office. I further understand that the seller will be responsible for the payment of the commission to **FIRST CHOICE PRACTICE SALES**. I further understand and agree that if I should purchase all or any portion, lease, become an associate of or come into possession of the business through direct negotiations with the seller and without **FIRST CHOICE's** involvement, within one year from date hereof, then a commission is due **FIRST CHOICE** and I will assume responsibility for the payment of that commission.

The commission referred to above is ten percent (10%) of the total purchase price or \$12,500, whichever is greater. Should any controversy arise as a result of this agreement, **FIRST CHOICE** and I hereby agree to have the matter settled by and under the rules of the American Arbitration Association without the necessity of a court order. All rights of discovery allowed by law may be used and the prevailing party shall be entitled to actual attorney fees and costs. Any decision shall be final and binding upon myself and **FIRST CHOICE**.

### **NO AGENCY RELATIONSHIP IS CREATED BY SIGNING THIS AGREEMENT.**

Listing No. 20 – 410

Location Oceanside

Accepted and Agreed to:

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Agent

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

\_\_\_\_\_  
Address

P. O. Box 8445  
Newport Beach, CA 92660  
(949) 548-4559

\_\_\_\_\_  
City Zip

\_\_\_\_\_  
Phone (Circle One: Mobile/Home/Business)

\_\_\_\_\_  
E-mail Address

Any additions or deletions to this page other than information we have requested will void your request and we will not provide any additional information. Thank you.

**PLEASE FAX BACK TO: 949 548-0525**