



# Procuring practice buyers and sellers

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- CEO, Pathways to Success
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Association of Practice Management Educators

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RESOURCES

APME

PMC

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We created this website to be a resource  
for all your Practice Management needs

optometrybusiness.com

## RESOURCES

### PMC-VI-VSP SECO Lectures

SECO Student Debt: The Numbers Actually Work in Your Favor

SECO How to Maximize Your Profit from Vision Plans

SECO How to Get the Maximum Value for Your Practice

SECO Starting Cold versus Buying a Practice

SECO Procuring Practice Buyers & Sellers

SECO Onboarding Staff

SECO How to Increase Your Practice Net

SECO How to Use Your Practice as a Personal Wealth Generator



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## BUYING OR SELLING AN OPTOMETRY PRACTICE STARTS HERE

BUYING OR SELLING A PRACTICE IS A MAJOR LIFE DECISION. TRANSITIONING INTO OR OUT OF PRACTICE OWNERSHIP CAN BE EXCITING YET CHALLENGING.

THE **PRACTICE MANAGEMENT CENTER (PMC)** HELPS MAKE THE OVERALL EXPERIENCE FOR DOCTORS A SMOOTH AND SEAMLESS ONE - FROM START TO WELL BEYOND THE TRANSITION.

CLICK ON **REGISTER** BELOW TO START THE PROCESS.

THEN, UPLOAD THE **PRACTICE INFORMATION** IN STEP 2 USING THE **PASSWORD** SENT TO YOU WHEN YOU REGISTERED. (IF YOU DO NOT HAVE A PRACTICE FOR US TO EVALUATE, THEN YOU CAN SKIP STEP 2.)



### STEP 1

With no registration or upfront fees, getting started is easy - just click on the REGISTER button below to start the process.

### STEP 2

At the top of the email we send you after registering is a password. Use the password with this step to upload the practice information. (If you don't have a practice for us to evaluate, then you can skip this step.)

# Course Description

- Knowledge is power. In a negotiation, the more you know about the other side, the better position you are to close the deal. This course teaches what the seller is looking for as well as what the buyer is looking for. Then, this course gives the overall picture of how the entire process works.

# Course Objectives

## **The attendee will be able to ...**

- Understand the seller challenges
- Understand the buyer challenges
- Understand how the process works

Introduction:  
Knowledge is  
power - What  
makes a good  
deal

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Buyer must be able  
to buy & run the  
practice

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The seller has to  
agree to a reasonable  
price & terms

# Understand the seller challenges

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What is your time frame?

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Can't demonstrate or  
calculate practice net cash flow

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Retirement funding may be incomplete

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Finding a buyer

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Don't know how cash flow is used to determine  
practice value

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Not ready to retire – but want to slow down

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Don't know what a buyer wants

# Understand the buyer challenges

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Student Debt is not a barrier to practice ownership

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Practice Net Cash Flow must

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Pay acquisition debt service

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Provide an adequate living for the buyer including

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Student Debt Payments

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Buy practice big enough for needed cash flow

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Counter intuitive

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Vision One Prequalification

# Understand how the process works

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Emotion – I have to buy at any cost / Right Now

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Inability to perform due diligence

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Calculation of practice cash

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Successfully negotiating with a Seller and Broker

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Creating a successful transition plan

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Immediate issues

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Patient retention

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Business continuity

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Non-compete/non-solicit agreement

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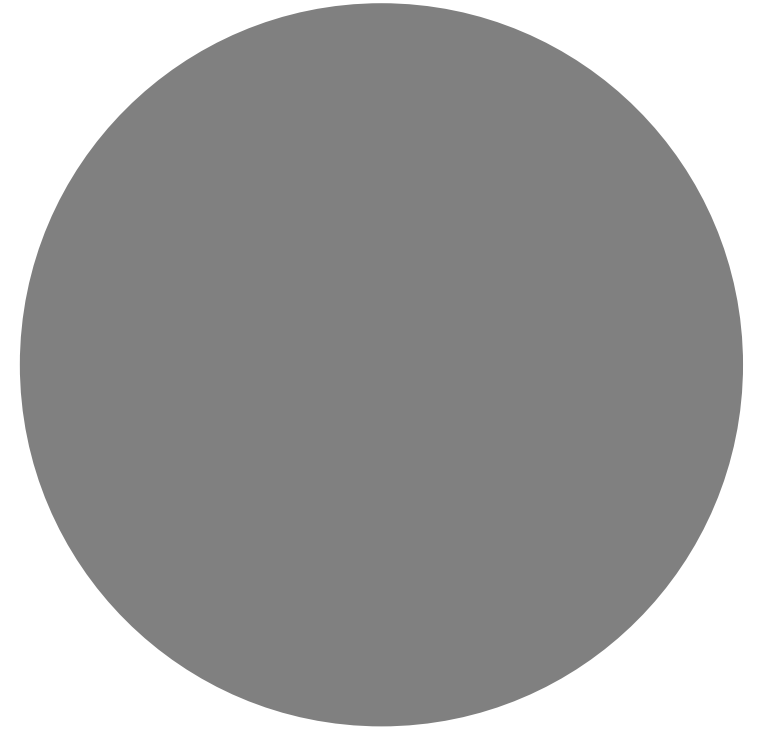
Seller working in practice

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I can't afford to hire "my team" to look out for my interests

# Buyer & Seller Representation

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# Thank You!



Vision One



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optometry  
match

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