

MAKING HEALTHY INVESTMENTS IN YOUR PRACTICE

Hear from a Patterson financing team member about opportunities for practice empowerment.



At times in the lifecycle of a dental practice, needs can exceed capacity. Your personnel, space, tools, and technology can only accommodate a certain level of productivity, and you can either upgrade, or see your business plateau.

But here's the catch: While your projections for the future might show the potential for incredible growth, the resources might not be in place to support your goals. Enter Patterson Dental Credit Lead Michele McArdle.



**Michele
McArdle**
Patterson
Dental
Credit Lead

With nearly 30 years of experience helping customers like you, McArdle is passionate about helping customers not only get qualified for the resources they need to make a difference – she loves to see them do it in the healthiest way possible.



WHEN YOU'RE READY, WE'RE READY

As a practice owner, you have a team around you to help you make the best possible clinical decision on every case. At Patterson, our representatives are there to help you accomplish the same result with your equipment purchases.

“We rely on sales representatives. They are trained to look at productivity numbers and see if it is the right time for an office to bring in CEREC or other equipment,” McArdle said. “Like, if a practice is sending out a lot of crowns to their lab, it could certainly be time to bring in equipment that would maximize their productivity and build greater efficiency into each day.”

When it comes down to it, McArdle encourages curious practice owners to take action. And through the Patterson prequalified financing program, they only need to contact Patterson Financial Services to move forward.

“If a customer is prequalified, there’s no worry about whether the funds will be there or not. It’s the security of knowing that you have a budget number in mind that you can bring to your sales rep,” McArdle said.

TIMING IS EVERYTHING

So, when is the best time to invest? According to McArdle, it’s a pretty simple answer.

“When the equipment provides the greatest economic benefit to the practice, and if the monthly payment fits into their budget, then Patterson is comfortable helping provide the necessary resources to make that next step happen,” said McArdle, who mentioned that financing contract lengths are from **six months** to **seven years**, depending on what a practice needs.

On top of simply becoming qualified for Patterson financing, McArdle said that there are times of year that are the very best to bring in new equipment.

“We know that year-end is a busy time – we have special financing rates, and practices are almost always advised to take advantage of Section 179 benefits to achieve the maximum tax benefit,” McArdle said.

In 2018, Section 179 tax code changed to allow deductions for up to \$1,000,000 in qualifying expenses during the first year of ownership. Add this to simple loan prequalification and timely financing rates, and it’s easy to make a compelling argument for investment.

“Our goal is to make it as easy as possible to get what you need – it’s not like walking into a bank,” McArdle said. “We understand the equipment, and since we already know our customers, we don’t require collateral or cosigners. It’s all about helping practices become as successful as possible.”

Find out more about how the comprehensive **PATTERSON YEAR-END FINANCING PROGRAM** can propel your practice forward.

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