



In everything we do, we believe in **Challenging the Status Quo** by helping everyone achieve **Economic Security and Well-Being.**

We just happen to have a **win-win, carefree business ownership model** that allows you to achieve these goals, as a CEO, while generating **significant monthly cash flow.**

Our unique, carefree, business model is an **absentee-owned**, fully managed, turnkey, **high-yield**, patient delivery system designed to provide a dentist \$500,000 of additional new patient revenue while the **franchisee's profit** is **\$165** of each **\$1,000** of paid dental treatments (**16.5%**).

NO Dental Experience Required

Absentee-Owned

- Franchise owner may contract with a marketing company that is responsible for running the business.
- Franchise owner's remaining responsibilities are reconciling monthly reports with accounts, oversight and taxes.

Fully-Managed

- Marketing company is responsible for 100% of day-to-day, hands-on management of the Franchise.

Dental Support Franchise

- Protected, turnkey dental support business organized in a results-proven franchise format.
- A patient service department that is designed to produce a minimum of 5 new patients per month who spend at least \$1,000 annually.

5-Year Track Record

- Franchise has been built on a proven platform with more than 5-years of research, development and actual performance.
- The performance has consistently produced results greater than necessary to achieve projections.

High-Yield Patient Delivery System

- Designed to provide a dentist \$500,000 of additional revenues per year from High-Yield Patients (Super Patients).
- Franchisee's profit is \$165 of each \$1,000 of paid dental treatments (16.5%).

Bottom Line

- Franchise unit cost = \$25,000 (IRA Funds Accepted)
 - Includes options to purchase two additional, price protected franchise units at \$25,000 each.
- Fully operational (under management after 180-days).
- Annual projected income = \$10,620 per franchise unit
 - Fully Leveraged: \$29,242.
- Franchisee receives 16.5% of patient collections.

History of Success

- Dental Profession:
 - Highest Service Industry Success Rate: 98% capacity of only one-fifth of proven results with dental collections of only one-half of average results.

Learn more about our proven, proprietary, new patient delivery system for dental offices with 5-years of consistent performance.





Feasibility Modeling Illustration

The cells with magenta numbers highlighted in yellow may be changed by a prospective franchisee to create a custom feasibility model.

This Feasibility Modeling tool allows a prospective Franchisee to analyze the business model with their own assumptions to determine hypothetical best case, worse case and expected case scenarios.

Prospective Franchisee Assumptions						
Franchises		New Patient Assumptions		Loan Terms for Additional Franchises ³		Other
Franchise Units	1	New Patients per Week per Franchise Unit	1.25	Term (years)	10	
Single Franchise Fee	\$25,000	New Patients per Month per Franchise Unit	5.21	Interest Rate	7%	
Total Franchise Fees	25,000	New Patients per Year per Franchise Unit	62.5	Percentage Financed	80%	Referrals from new patients not included
Training & Opening Costs ¹	Included	Average First Year New Patient Revenue	\$1,000	Amount Financed	\$20,000	
Total Franchise Costs	\$25,000	Average Second Year Patient Revenue	\$0	Down Payment	\$5,000	Income taxes not considered
Franchise Purchase Options	2	Annual Inflation Adjustment	3.0%	Monthly Loan pmt	\$232.22	
Use Marketing Support Services ²	Yes			Annual Loan pmt	\$2,786.60	

Charter Franchise Analytical Model												\$25,000
	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	10-Yr Totals	
<i>Number of Franchises</i>	1	1	2	3	3	3	3	3	3	3		
<i>New Patients per Franchise</i>	31.25	62.50	62.50	62.50	62.50	62.50	62.50	62.50	62.50	62.50		
<i>Total New Patients</i>	31.25	62.50	93.75	156.25	187.50	187.50	187.50	187.50	187.50	187.50	1,469	
<i>Average Annual 1st Year Revenue per Patient</i>	\$ 1,000	\$ 1,030	\$ 1,061	\$ 1,093	\$ 1,126	\$ 1,159	\$ 1,194	\$ 1,230	\$ 1,267	\$ 1,305		
<i>Average Annual 2nd Year Revenue per Patient</i>		-	-	-	-	-	-	-	-	-		
<i>Total Patient Collections</i>	\$ 31,250	\$ 64,375	\$ 99,459	\$ 170,739	\$ 211,033	\$ 217,364	\$ 223,885	\$ 230,601	\$ 237,519	\$ 244,645	\$ 1,730,870	
<i>Practice Management Company</i>	35%	\$ 10,938	\$ 22,531	\$ 34,811	\$ 59,759	\$ 73,862	\$ 76,077	\$ 78,360	\$ 80,710	\$ 83,132	\$ 85,626	\$ 605,805
<i>Practice Management Co Fee</i>	1.8%	197	406	627	1,076	1,330	1,369	1,410	1,453	1,496	1,541	10,904
<i>Net to Franchises</i>	98.2%	\$ 10,741	\$ 22,126	\$ 34,184	\$ 58,683	\$ 72,532	\$ 74,708	\$ 76,949	\$ 79,258	\$ 81,635	\$ 84,084	\$ 594,900
Total Franchise Revenue ⁴	100%	\$ 10,741	\$ 22,126	\$ 34,184	\$ 58,683	\$ 72,532	\$ 74,708	\$ 76,949	\$ 79,258	\$ 81,635	\$ 84,084	\$ 594,900
Franchise Revenue Detail												
<i>Franchisor Royalty</i>	4%	\$ 430	\$ 885	\$ 1,367	\$ 2,347	\$ 2,901	\$ 2,988	\$ 3,078	\$ 3,170	\$ 3,265	\$ 3,363	\$ 23,796
<i>Dental Support Services</i>	19%	2,041	4,204	6,495	11,150	13,781	14,195	14,620	15,059	15,511	15,976	113,031
<i>Marketing Support Services</i>	29%	3,115	6,416	9,913	17,018	21,034	21,665	22,315	22,985	23,674	24,384	172,521
<i>Franchisee Net Profit</i>	48%	5,156	10,620	16,408	28,168	34,815	35,860	36,936	38,044	39,185	40,361	285,552
<i>Sub-Totals</i>	100%	\$ 10,741	\$ 22,126	\$ 34,184	\$ 58,683	\$ 72,532	\$ 74,708	\$ 76,949	\$ 79,258	\$ 81,635	\$ 84,084	\$ 594,900
Financing												
<i>Franchise Loan Payments</i>			\$ 2,787	\$ 5,573	\$ 5,573	\$ 5,573	\$ 5,573	\$ 5,573	\$ 5,573	\$ 5,573	\$ 5,573	\$ 41,799
Net Franchisee Revenue		\$ 5,156	\$ 10,620	\$ 13,622	\$ 22,595	\$ 29,242	\$ 30,287	\$ 31,362	\$ 32,470	\$ 33,612	\$ 34,787	\$ 243,753
<i>Cumulative Net Franchise Revenue</i>		\$ 5,156	\$ 15,776	\$ 29,398	\$ 51,992	\$ 81,234	\$ 111,521	\$ 142,883	\$ 175,354	\$ 208,966	\$ 243,753	\$ 243,753
<i>Total Franchise Out-of-Pocket Costs</i>		\$ 25,000	\$ 25,000	\$ 30,000	\$ 35,000	\$ 35,000	\$ 35,000	\$ 35,000	\$ 35,000	\$ 35,000	\$ 35,000	\$ 35,000
<i>Return Relative to Franchise Costs</i>		20.62%	42.48%	45.41%	64.56%	83.55%	86.53%	89.61%	92.77%	96.03%	99.39%	720.95%
<i>Cumulative Return Relative to Franchise Costs</i>		20.62%	63.10%	108.51%	173.07%	256.61%	343.15%	432.75%	525.53%	621.56%	720.95%	

THIS MODEL IS FOR ANALYTICAL PURPOSES ONLY. IT IS NOT AN INDICATION OF PAST RESULTS NOR FUTURE EXPECTATIONS. THE CALCULATIONS ARE THE RESULT OF SPECIFIC ASSUMPTIONS RELATIVE TO NEW PATIENTS, DENTAL CARE COSTS AND ALLOCATIONS OF CASH FLOWS AS A RESULT OF THE INPUT OF THE USER.

¹ Initial Opening Costs equals \$5,000 per Franchise Unit plus Initial Training Costs of \$2,500. (These costs are added to in the Total Franchise Fees when Franchisee elects to use Marketing Support Services.)

² If Franchisee does not utilize vendor Marketing Support Services, Franchisee and Franchisor will provide the essential services by increasing the Franchisee Revenues Share by increased by 14% and the Franchise Fee by 15%.

³ Assumes that Franchisee can qualify for financing. Financing is not provided by the Franchisor at this time.

⁴ Represents 100% of the Dental Support Platform revenue subject to the influence of the Franchisee.