Why is now a great time to build your practice?

If you’ve been thinking about building your own dental practice, now’s a great time to jump in. Market conditions continue to support favorable mortgage rates and construction costs, while the U.S. government has reached out to small businesses with even greater tax deductions for equipment purchases in 2011.

In addition, owning your commercial property still appears to be a reliable and potentially profitable investment for your future.

**Favorable commercial property values**
Commercial property values are at their lowest level in decades, providing purchasers an opportunity to obtain far more for their investment than they could have just a few years ago. Plus, property values are likely to increase over time as the economy recovers, making commercial real estate a relatively secure long-term investment.

Commercial property can also become a potentially valuable source of retirement revenue — either through outright sale of your practice and the underlying property or through sale of your practice and lease of the property, creating a lifelong revenue stream.

**Historically low mortgage rates**
As with residential properties, commercial real estate mortgages continue to be at historically low levels. Today it is possible to secure long-term commercial mortgage payments that rival the rental payments for a comparable leased space.

In addition, down payments for financing can be as low as 10 percent of the total loan amount if financing is obtained through an SBA program.

**Stable construction costs**
Costs for construction materials such as plywood, copper and diesel fuel have climbed during the “great recession,” jumping 5.4 percent during 2010.* Nevertheless, construction companies are still holding the line on bid prices due to intense competition and weak demand for their services.

As demand for commercial building construction increases with a recovering economy, expect construction costs to increase as well. Now is an excellent time to build your own practice while the costs of building remain relatively stable.

**Section 179 tax deduction**
Higher allowable IRS Section 179 tax deductions for 2011 mean your investment in building your practice actually costs less. The 2011 deduction limit is $560,000, up from $250,000 previously, and can be used to write off the costs of purchasing new or used equipment, including new software.

The 2011 limit on equipment purchases that qualify for the deduction is $2 million, up from $800,000 last year. In addition, the government offers a 100 percent “bonus” depreciation on new equipment, taken after the $500,000 deduction limit is reached.

In addition, you can purchase equipment for your new practice any time during the year, and as long as the equipment is placed in service during the 2011 tax year, you can write it off for 2011 — even if you do not start making payments on your purchase until 2012.

So if you’re considering building your own practice, don’t wait. Current market conditions have created an unprecedented opportunity to...
GC America Inc. is very pleased to announce a series of promotions that will help the victims of the recent earthquake and tsunami in Japan. The RESTORE JAPAN promotion features GC America’s restorative line of products. Depending on the promotional offer utilized, up to 10% of the sales will go directly to help the devastated areas through coordination by JDA (Japan Dental Association - www.jda.or.jp/en/index.html). You will also receive a GC America RESTORE JAPAN gift in appreciation for your donation.

Promotions begin June 1st, 2011.

For more information contact your authorized GC America dealer, visit www.gcamerica.com or scan the QR code below with your smart phone.

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The ultimate online presence

Part I of an interview with Dr. Sean Fahimi, president of Solution21, a website design and marketing company.

We hear millions of visitors search online for dentists every month. How important is it for a dentist to have an online presence?

An online presence is not a luxury anymore. It used to be that all people expected to see about you online was your phone number or directions to your office. Now having a website is as important as having a business card.

Why is the look of a website so important?

When a patient is searching the Internet for a dentist, the only piece of information he or she has is the website. Fair or not, that is how your practice is judged. So it is very important that your website reflects a professional image.

How can a website stand out?

These days, in each area there are several websites that compete for patient’s attention. There are many similarities between dental websites, so you want to find something that makes you stand out. For example, you don’t want to use a template based system that generates designs that are exactly the same. You want to make sure your design is exclusive to your area. Also, you want to offer features that are unique, such as patient education videos, spokespersons or a video introduction.

Is it possible to appear on search engines quickly?

Yes, the most reliable form of marketing online is pay-per-click advertisement. There are thousands of SEO companies out there, but you want to work with one that is right for you. For example, you don’t want to use a template based system that generates designs that are exactly the same. You want to make sure your design is exclusive to your area.

PhotoMed wireless flashes and bracket system

The Metz MS-1 Wireless Macro Flash is the lightest macro flash available for clinical photography. The MS-1 attaches to the end of the lens and does not require bulky power packs or cords like most macro flashes.

Nikon and Canon cameras that have built-in wireless flash transmitters can control the MS-1 wirelessly for a perfect exposure every time. Both Canon and Nikon make compact flash transmitters for older cameras that do not have them built-in.

The PhotoMed website lists the camera models that are “ready to go” for use with the MS-1 macro flash.

PhotoMed 270EX Wireless Flash and R2 Bracket System

PhotoMed’s new R2 Dual Point Flash Bracket is designed to give you maximum flexibility in flash positioning. Bring the flash heads in toward the lens for posterior views and mirror shots.

Spread the flash heads out to the side for anterior esthetic images and natural looking smile shots. Each flash head can be repositioned “on the fly” with one hand.

Canon’s new 270EX II flashes are the smallest models available for Canon with the ability to be controlled wirelessly. Newer Canon cameras have built-in wireless flash transmitters that can control the 270EX II flashes for a perfect exposure every time. Canon also makes a compact flash transmitter for older cameras.

For more information about the complete lineup available, please visit the company at www.photomed.net or call (800) 998-7765.

Ultradent launches VALO Cordless

Ultradent recently announced the launch of VALO Cordless, another expertly engineered development in LED curing light technology.

VALO Cordless maintains the powerful efficiency of broadband technology offered by the multiple award winning VALO and adds a battery-operated, cordless wand for mobility.

VALO Cordless features custom, multi-wavelength light emitting diodes (LEDs) to produce high intensity light at 595-480 nm — capable of polymerizing all light-cured dental materials. This intensity can penetrate porcelain and is capable of curing underlying resin cements similar to a quality halogen light.

VALO Cordless comes with VALO rechargeable batteries and a battery charger suitable for power outlets from 100 to 240 volts. The standard lithium-iron-phosphate rechargeable batteries are safe, inexpensive and optimized for power and longevity.

The new handpiece is designed to rest in a standard dental unit bracket, or can be custom mounted using the bracket included in the kit. It offers consistent curing intensity and output in a durable, aerospace aluminum body with a Teflon coating and a sleek, ergonomic design.

For more information, please contact Ultradent’s customer service at (800) 552-3212 or visit us at www.valo-led.com.

About Ultradent

Ultradent Products, is a leading developer of high-tech dental materials, devices and instruments worldwide. Ultradent’s mission is to improve the level of dental healthcare and to make dental procedures more predictable and hassle-free.

Consistent with its mission, Ultradent works to improve the quality of life and health of individuals through financial and charitable programs.
can guarantee results. I personally would avoid any form of obligation or contracts. A company that is confident of results would allow clients to cancel a program that does not work for them.

**What is local listing?**
All major search engines offer an interactive map. As part of this service, they offer a business listing that connects businesses to their locations on the map. They also allow business such as dental offices to claim these listings and optimize them for their potential patients. This is a tool that should be used by every dentist.

For more information, please contact Solution21 at (877) 423-8125.

Part II of this interview will be published in the next edition of Dental Tribune.
According to EMS, the innovative Air-Flow® handy Perio is the first and only portable perio device that enables safe and effective removal of subgingival biofilm. Based on the successful Air-Flow handy 2+ series and the Air-Flow Master, which was awarded an innovation prize, this handpiece again provides the dentist with an ergonomic masterpiece that EMS says is ideal for treating patients and enables the complete removal of biofilm. The transparent dome and the powder chamber have come out in pink. In this combination, the white, handy instrument is once again an eye-catcher.

Together with the Air-Flow powder Perio, the single-use Perio nozzle reaches down to the base of the periodontal pocket.

Biofilm impairs the removal of bacteria
Microorganisms establish themselves and multiply. The bacterial community develops its own protection: microbes come off and colonize new areas. In some cases, the body’s immune system is helpless. To prevent the penetration of microbes, the body triggers a bone deterioration process as an “emergency response.” Because the biofilm protects the bacteria against pharmaceuticals, treatment has been very difficult to date.

That is why EMS wants to mount an attack on damaging biofilm as part of subgingival prophylaxis treatment with an application summed up in the words “Air-Flow goes subgingival.”

Using this method, dentists can also effectively treat the never-ending increase in the number of cases of peri-implantitis among implant patients and counter the impending loss of implants.

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