



We get it. You've been living on a student budget for years. Your education debt is through the roof. You want to start practicing and earning income ... now!

The decisions you make will influence your entire career in endodontics. It's vital that you take the right steps to end up where you want to be.

Endo Mastery programs help you get started quickly and set you up for incredible future success. Avoid pitfalls, failed associateships, and high-risk practice purchases with great advice from endo's top coaches.



“With coaching from Endo Mastery, I transitioned effortlessly from associating to owning my practice.

In a very short timeframe, I will be debt-free with an amazing team, abundant referrals, and a lifestyle income far higher than I ever thought possible.”

—DR. CARLA WEBB, SARASOTA FL



**READY TO ASSOCIATE OR
START A NEW PRACTICE?**

**WE HAVE OPPORTUNITIES TO
SUPPORT YOUR BEST START
IN ENDODONTICS!**

DECISION TIME FOR RESIDENTS AND NEW ENDODONTISTS

What is the best path to your ideal career in endodontics?

FACTORS TO CONSIDER

Location – Where do you want to live? Is there a particular community or lifestyle that interests you? Is being near family important to you or your spouse?

Demographics – Does the area you are considering have a greater chance of succeeding due to a high patient-to-dentist ratio and a favorable GP-to-endodontist ratio?

Business Aptitude – Are you ready for the challenges of practice ownership, or do you want to learn business management in another practice first, or do you love the idea of never having the stress of managing an office or team?

Income Expectations – What level of income do you want now, and what level in the future? Are you comfortable to top-out around \$350,000 like most endodontists, or do you want to earn 2 to 3 times more in an elite practice?

Debt Obligation – Are your debt obligations low enough that you could qualify for a practice acquisition loan, or do you need to pay down debt first before proceeding to acquire a practice? How quickly can you become debt-free and start living your best life with financial freedom?

Life Goals – What options are compatible with your life goals now and in the future. What kind of home do you want to own? How much vacation time do you want? How will the needs and goals of your family change and evolve over time?

Professional Support – Do you have the right mentors to help you navigate the first stages of your career? With the right advice and coaching, you can avoid common mistakes, quickly move toward your vision, and achieve higher levels of success sooner.

CAREER START PATHS

SHORT-TERM ASSOCIATESHIP

Work as an associate in an endodontic practice while you search for better opportunities that match your vision. Develop your clinical skills and observe how a typical practice is run. Get on your feet financially, start to pay off debt and save for your next step.

LONG-TERM ASSOCIATESHIP

Avoid the stress of managing a practice and choose to be a long-term associate. Great option if you strongly desire to be in a particular area and can't afford to buy or build a practice. Be sure to understand your long-term income potential and avoid practices that will limit your future growth due to insufficient patient flow.

OWNERSHIP: ASSOCIATE WITH BUY-IN/OUT

Establish yourself as an associate in a practice where you have a future buy-in/out agreement with an owner doctor seeking a partner or planning to retire. Earn associate income while you reduce your educational debt and save for the upcoming practice purchase.

OWNERSHIP: PRACTICE ACQUISITION

Take over a practice from a selling doctor with a short transition period before they leave. The ability to finance the purchase and service your debt is key. Mastering the business operations at the same time you are getting up to speed clinically and developing referral relationships will require significant energy and focus at first.

OWNERSHIP: NEW PRACTICE START-UP

Start your own practice from the ground up by securing a lease, equipping your office, and hiring your first team. Lower costs than buying a practice but higher risk without an established referral network. Marketing to potential referring offices will be vital to establish survival cashflow and income may be low at first

ASSOCIATE OPTIONS

The secret to great success as an associate is finding a practice that is already a great success and ready for you!

TYPICAL ASSOCIATE OPPORTUNITIES

ADVANTAGES

- Develop your clinical skills more fully.
- Begin earning income as a practicing endodontist without taking on additional debt.
- Pay down your educational debt and associate as a financial stepping stone to future practice ownership.
- Live and work in your desired community if it is already saturated with endodontic practices.
- “Try out” different communities, or give yourself time to figure out where you want to be.
- Avoid the hassle, stress, and management burden of owning a practice.

DISADVANTAGES

- Joining a practice with insufficient patient flow that will limit your income potential (while protecting the owner).
- Joining a practice with inefficient systems and teams that take your energy and time away from clinical care.
- Joining a practice that participates in every discounted insurance scheme, which dilutes your compensation.
- In corporate group practices, having to travel around to various offices that may not be fully equipped for endo.
- Tempting signing bonuses or income guarantees for a short period, and then compensation drops.
- Excessive non-compete clauses that kick in on day 1 and lock you out of the community if the associateship fails.

**THE #1 REASON ASSOCIATESHIPS
FAIL IS THAT THE PRACTICE
CAN'T SUPPORT YOUR
PRODUCTIVITY AND
INCOME AT A HIGH LEVEL.**



**Don't crash and burn
in the wrong practice!**

OPPORTUNITIES FOR LONG-TERM ASSOCIATES IN ENDO MASTERY PRACTICES

We have doctors with incredible practices who need associates!

Unlike most endodontic practices, Endo Mastery's client practices have received extensive coaching in clinical efficiency, team performance, practice systems and marketing. The average Endo Mastery practice is 2 to 3 times more productive, which creates especially desirable associate opportunities.

Our clients' practices:

- Support your clinical growth with coaching to optimize clinical efficiency with great patient outcomes.
- Have teams that are trained to the highest standards in endodontics.
- Operate with high profitability and stress-free efficiency with Endo Mastery's exclusive systems and strategies for growth and success.
- Have broad-based referral networks and focused marketing strategies that are primed for growth by expanding the clinical capacity of the practice.
- Seek long-term associates who are invested in the community, build relationships, and provide excellent care.
- Offer excellent compensation in a highly productive environment, giving you the opportunity to earn significantly more as an associate (\$300,000 to \$600,000+).
- Provide a great lifestyle working fewer days for higher income and plenty of vacation time.

Most importantly, our clients truly want you to succeed at the highest level and have a great career in their offices.



"Within two years of Endo Mastery coaching, my start up practice is producing at an incredible level, I have a solid referral base, and I'm ready to bring on an associate!"

—DR. ANDREW MARTENS, SPRINGFIELD IL

**CALL OR EMAIL TODAY TO
GET MORE INFORMATION
ABOUT ASSOCIATE OPPORTUNITIES**

**1-800-482-7563
info@endomastery.com**

**OR SCAN THE QR CODE BELOW
TO REQUEST A FREE MAP WITH
CONTACT DETAILS FOR OUR DOCTORS**



OWNERSHIP OPTIONS

Without the right support, your first years as a practice owner are likely to be the most stressful and risky years of your life.

PRACTICE PURCHASE RISKS

- Taking on additional debt (on top of educational debt) and being in debt for many years.
- Inexperience with business management leads to costly mistakes and stress.
- Inheriting the facility, equipment, and systems of the previous owner (which may not be ideal).
- Referring doctors of the previous owner have no loyalty and stop referring.
- Patient flow, productivity and cashflow may be very low at the beginning.
- Having to continue in the debt/student budget mode for years until profitability increases.
- Team members with established mindsets and resistant to change or improvement.
- Unable to achieve the lifestyle you want during the start-up years (tied to the practice).
- Limited profitability hampers other goals you have, such as the right home for your family.
- Earning less as an owner than you would have earned as an associate in another practice.

ENDO MASTERY **NEW PRACTICE COACHING** PROGRAM

- Professional guidance for the business, timeline and cashflow complexities of buying or starting a practice.
- Advice to lease and equip your office inexpensively, minimize unneeded expenses and manage hard costs for opening.
- Master clinical efficiency with high productivity.
- Optimize teamwork, eliminate drama, and have fun.
- Create a schedule that drives growth without stress.
- Grow referral relationships with effective marketing.
- Eradicate debt quickly and become financially free in a few years, rather than a decade or more.
- Work less, earn more, love your practice and life.

GET A FREE CONSULTATION
ABOUT BUYING OR
PURCHASING A PRACTICE

1-800-482-7563
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PROVEN ENDODONTIC SUCCESS

Experience the best that endodontics can offer!

“You are not going to find anyone more genuinely dedicated to your success in endodontics than Ace and the Endo Mastery team. Even though my practice is achieving higher profits than I ever imagined, it’s more than just money. Endo Mastery transformed my life.”

—DR. MICHAEL FELDMAN, NEW YORK

**RESIDENT AND NEW
DOCTOR COACHING
PROGRAMS**

**ELITE PRACTICE COACHING
FOR ESTABLISHED
PRACTICES**

**TEAM SEMINARS AND
TRAINING**

**FINANCIAL FREEDOM
STRATEGIES**



DR. ALBERT (ACE) GOERIG
OWNER AND CO-FOUNDER

Dr. Goerig is a Diplomate of the American Board of Endodontists with extensively published articles and contributing author to numerous endodontic textbooks. As a nationally recognized leader and speaker at dental meetings throughout the United States, Canada and abroad, Dr. Goerig is passionate about endodontics as a profession and as a means to an incredible life.

His private practice in Olympia, WA is among the top 1% of endo practices nationwide. Dr. Goerig is the co-founder and owner of Endo Mastery, which coaches endodontists with his highly successful strategies for clinical efficiency, practice growth and financial freedom.

ENDO-OWNED AND EXCLUSIVELY ENDO!