

For Those Thinking About Selling Their Dental Practice, the Two Years Before the Sale Matter Most

Productive Dentist Academy Hosts a September 14 Doctor Mastermind on the Five Factors Buyers Scrutinize When Determining Practice Value

ANACORTES, WI, UNITED STATES, August 31, 2026 /EINPresswire.com/ -- For dental practice owners considering a sale or transition in the next several years, the work that influences what their practice will ultimately be worth may need to begin much earlier than they think.

Productive Dentist Academy (PDA) Co-founder & CEO Victoria Peterson, S.S.D., CEPA, will lead ["Exit Ready in 24 Months: Strategic Growth for Equity."](#)

a Doctor Mastermind on Monday, September 14, at 7pm Eastern. The peer-driven conversation will explore how dental practice owners can use the 24 months leading up to a potential transaction to strengthen business performance, reduce risk, and build greater transferable value.

"Practice value is built through consistency over time," Peterson says. "Buyers want to understand whether the business can perform predictably, whether its systems and team can support continued success, and how much of that success depends on the current owner. Those are things you cannot manufacture a few months before a sale."

During the one-hour Mastermind, attendees will explore five areas that can significantly influence how a prospective buyer evaluates a dental practice:

- **Intangibles:** Reputation, team stability and other characteristics that may not appear directly on a profit-and-loss statement but can influence perceived value.
- **Owner Dependency:** How heavily production, relationships and decision-making depend on the practice owner remaining actively involved.



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*PDA Co-founder & CEO
Victoria Peterson*

- **Transferability:** Whether the practice operates through established systems and processes that can continue under new ownership.
- **Revenue Consistency:** Why buyers look closely at sustained month-to-month performance and what a two-year financial history can reveal about the health of the business.
- **Documentation:** The systems, responsibilities and institutional knowledge that need to exist outside the mind of a single doctor or team member.

Practice owners who wait until a sale is on the horizon may have already missed opportunities to strengthen the value of the business. Two practices with similar production and profitability today can look very different to a buyer two years from now depending on the decisions their owners make in the meantime.

“The goal is to create a business whose value is understandable, sustainable and transferable,” says Peterson. “That gives an owner more options when the time comes to make a decision about the future of the practice, whether that means selling, bringing in a partner, reducing clinical time or continuing to own it for years to come.”

The Mastermind draws from concepts explored in PDA's Investment Grade Practice™ framework, which encourages dentists to build businesses that support both strong clinical care and long-term enterprise value. Many of the same characteristics that make a practice more attractive to a future buyer – strong systems, stable teams, consistent performance and reduced owner dependency – can also make the practice healthier and easier to operate today.

“Exit Ready in 24 Months: Strategic Growth for Equity” will be held virtually on Monday, September 14, 2026, at 7pm Eastern.

To register, visit: <https://productivedentist.zoom.us/meeting/register/0ZLRXsqwT1GN25EfL-f3rA>

[About Productive Dentist Academy \(PDA\)](#)

Productive Dentist Academy (PDA) is an award-winning dental business and marketing consulting firm based in Anacortes, WA. At PDA, we know independent dentists are uncertain about the future of private practice and are concerned there may be no other option than to sell to a dental service organization (DSO). That's why PDA built the Investment Grade Practice™ platform to be the advocate and level the playing field so independent dentists can optimize profitability, improve patient experience, and align teams to the dentist's core vision. Founded in 2004, employee-owned PDA empowers thousands of dentists internationally so they can make

confident decisions as a leader, re-engage their passion, and achieve financial and personal satisfaction. For more information, call 800-757-6077, email info@productivedentist.com, or visit <http://www.productivedentist.com>.

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