**14 Trends & Applications**

**Jack of all trades, master of none**

Peter Dunn

Misplaced demand seems to have created a society of ‘one-stop shops’. We can now buy insurance from supermarkets, candles from post offices and shoes from pharmacists. Where will it end—contact lenses from libraries? Everyone is familiar with the phrase ‘Jack of all trades, master of none’. Many companies that became experts in their field have now branched out into other areas and although one major supermarket in the UK has set up an in-store dental practice, the service has yet to be rolled out nationally. Sometimes convenience is beneficial. The facility to collect your prescription from the supermarket pharmacy is helpful but are generalists properly placed to assist you in choosing your ideal pension or investment portfolio and are you willing to chance it?

The cost of convenience

A generalist financial services or accountancy practice will appear to offer the full gamut of services to all manner of trades and professions, but their package tends to be fairly off the shelf to cater for their own websites. Generally the outcome is anything but professional and actually undermines the value. Guilt free planning specialists dedicated to the dental industry have offered by pharmacies but it failed, as the service has yet to be rolled out nationally. Sometimes convenience is beneficial. The facility to collect your prescription from the supermarket pharmacy is helpful but are generalists properly placed to assist you in choosing your ideal pension or investment portfolio and are you willing to chance it?

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Investing in specialists

The dictionary defines an investment as ‘to commit money to a particular use in order to earn a financial return’. That means there is a reasonable expectation that your investment in professional advice should result in an otherwise better outcome.

Savvy dental professionals appreciate the worth of seeking specialist advice from experts who understand the intricacies specific to the dental industry and how this specialist knowledge can affect long-term decisions.

Specialists from financial planners, banks, accountants, insurance companies and solicitors, to business consultants, mentors, life coaches, marketing specialists and practice valuers, can offer the best terms and services specific to you and your needs. They understand your world—and its challenges.

Being outcome focused

The goal for most forward-thinking dental professionals is to be financially independent and for their families to be secure. The aim is to minimise tax liabilities, enjoy a strong capital base, good income and sufficient, quality time to enjoy the fruits of their labour.

Dental specialists are ideally suited to help you with any one of these scenarios; purchasing a practice; practice finance; property in a pension fund; practice insurance; business protection. They can structure the purchase of your practice property in the most tax-efficient way, and when selling your business, they will strive to guarantee you the best possible value.

Ensure every aspect of your financial future is safer with expert advice from specialists who have an affinity with the dental profession. From business development to investing and saving, tax planning to retirement and pensions, mortgage to finance—wouldn’t you feel more assured knowing that someone who understands you, your market and your needs is helping you to make those important decisions correctly?

Be risk averse

There are times when taking risks can help you to reap fantastic returns, but wouldn’t you prefer those risks to be calculated and supported by expert advice that increases your chance of success? Opt for convenience when that is all that matters but for those big life decisions, like your long-term financial success, choose a specialist partner and benefit from their thorough understanding of the dental industry. Take advantage of the step change in expertise and advice you receive when engaging someone who understands your language and tailors their services to the differing stages of your very unique career: someone who understands who have an affinity from specialists...