

Pay as you grow with a deferred payment agreement

Richard Porter explores the reasons why now is the perfect time to expand what the dental practice has to offer patients, and shares a simple and stress-free way to get the financing you need via an exclusive 'buy now, pay later' scheme

As surprising as it may seem, given everything that we have been through in the past two years, now is the perfect time to invest in your practice for a more secure future.

Did you know, for example, that the demand for cosmetic dentistry has grown significantly, in no small part thanks to the so-called 'zoom boom', and that this increase shows no sign of abating?

Data supports this concept, with market research by Mintel suggesting that although cosmetic dentistry was indeed hit hard by COVID-19 restrictions, strong demand is keeping opportunities high.¹



What's more, dentistry has been singled out as a crucial indicator of whether things are getting back to normal. This idea was highlighted in The New York Times, which suggested: 'If not for coronavirus, you'd expect your local dentist office to be doing just fine.'²

Indicating that dental practices tend to be stable businesses that stay in situ for decades, coupled with that fact that there is no 'clear substitute' for their services,² it seems certain that the demand for dentistry can only go in one direction.

Think of it this way – if a patient wants their teeth cleaned, they have to come to a dental practice, either via the dentist or direct access. Dental hygiene is undergoing a huge shift, with many dentists seeing the opportunities that these experts in patient education and professional prophylaxis have to offer.

Not least of these is a pathway to cosmetic dentistry, typified by the guided biofilm therapy (GBT) protocol from EMS, which ensures patients understand what it takes to have a healthy mouth and a smile they are happy to show off.

Buy now, start paying in a few months!

Of course, it is natural to have some concerns about making changes and any significant investments, however there is a simple and achievable solution currently being offered by WestWon, a well-established provider of asset finance and leasing for equipment to companies in the UK, including dentistry.

We understand that with many expensive pieces of equipment and machinery used in the day-to-day role of dental surgeries, the cost for supplying the best quality apparatus can be high, and often not practical to purchase upfront.

However, our time-limited deferred payment enables you to purchase your dental equipment with no repayments until June 2022. This gives you and your team ample opportunity to get well on your way in terms of the return on your investment before you even have to think about making a payment.

Put simply, subject to a few obligation-free checks for the approval, and the value being over £5000, order your equipment with any supplier, and the finance repayments will not begin until June 2022!

This will also benefit you if the suppliers are requesting a deposit upon ordering.

The sooner you get the equipment installed, the sooner you can take advantage of this deal; this is a time-limited offer and applications need to be approved prior to the end of May 2022.

Branch out and plant a tree

The benefit here is not just for you and your patients, either. As one of the first climate positive leasing and asset finance companies in the UK, for every month of a finance agreement we will plant a tree on your behalf.

We don't need anything from you, and you will receive a certificate of plantation as well as a link to our very own WestWon forest where you can see your trees being brought to life. In the meantime, feel free



to have a look around our virtual woodland here: <https://ecologi.com/westwonlimited>

Our aim is to plant 100,000 trees within The WestWon Woodland and remove 7,500 tonnes of CO₂ from the atmosphere in the next five years. With the UK average carbon footprint thought to be between 6 and 10 tonnes of CO₂ per person per year, depending on the data source, either way you can see what a difference this scheme will make in the fight against climate change.

A flexible approach to finance

Our funding options enable you to obtain equipment finance for a start-up

business or inject some cash into an established business, as well as doing your bit for the environment.

For more information please get in touch on 01494 611 456 or send an email to richard.porter@westwon.co.uk

References

- <https://reports.mintel.com/display/1089575/?highlight#hit1>. Accessed 17 January 2022
- <https://www.nytimes.com/2020/06/10/upshot/dentists-coronavirus-economic-indicator.html>. Accessed 17 January 2022 ■



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Dental Leasing & Asset Finance

About the author

Richard Porter is the Divisional Director of the Professions sector within WestWon and has over 25 years' experience within the Dental Sector, supporting clients and partners in their quest for business growth by providing expert and timely finance services.

