Dental Practice Success Plan

Advisory Services for Maximizing Practice Success

Proactive Advisory Perspective

The big dental chains have the benefit of a full financial management team, analyzing profit and key performance indicators. In order to compete, independent dental practices need to gain the same deep insight into the success metrics that drive profitability.

The dental practices that work with our advisors can expect us to provide a proactive, forward-looking advisory perspective. Rather than simply providing year-end tax preparation, our goal is to contribute value throughout the year that results in superior practice and personal financial management.

Think of us as your outsourced financial management team. We provide a wide range of services that will ensure your practice remains competitive.

Communication: The Key to Success

We stay in close communication with you throughout the year to make sure you always know what’s coming up next and what we need from you. CPAs are notorious for failing to communicate or anticipate your needs. We don’t adopt that approach. We’re committed to consistent communication, and you’ll never wonder about next steps or when our next meeting is.

In addition to year-round communication, our team provides quarterly meetings to provide guidance throughout the year. These meetings give our clients the chance to look back, assess the current situation, plan ahead, and get advice on the issues that matter most to their success.

Advisory Meeting Schedule

<table>
<thead>
<tr>
<th>Q1 Jan-Mar</th>
<th>Q2 Apr-Jun</th>
<th>Q3 Jul-Sep</th>
<th>Q4 Oct-Dec</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tax Return &amp; Goal Setting</td>
<td>Key Performance Indicators &amp; Benchmarking</td>
<td>Retirement Planning</td>
<td>Fee Analysis &amp; Tax Planning Opportunities</td>
</tr>
</tbody>
</table>

A GOOD FIT?

Our clients:

1. Aspire to have a clear financial vision and plan for their practice

2. Want to achieve an outstanding return on their investment by focusing on strategic practice financial management

3. Want to maximize the financial opportunity of their practice

4. Want to maximize their retirement plan and personal financial success.

Advisory Meeting Schedule

BEND 300 SW Columbia Street Suite 201
Bend, OR 97702
phone (541) 382–3590
fax (541) 382–3587

EUGENE 260 Country Club Road Suite 100
Eugene, OR 97401
phone (541) 687–2320
fax (541) 485–0960

HILLSBORO 5635 NE Elam Young Pkwy.
Suite 100
Hillsboro, OR 97124
phone (503) 648–0521
fax (503) 648–2692

www.jrcpa.com

Securities offered through Avantax Investment ServicesSM, Member FINRA, SIPC. Investment advisory services offered through Avantax Advisory ServicesSM. Insurance services offered through an Avantax affiliated insurance agency.
## Practice Success Plan

### Advisory Services for Maximizing Practice Success

<table>
<thead>
<tr>
<th>Practice Success Plan</th>
<th>Bookkeeping Health Assessment</th>
<th>QuickBooks Accounting</th>
<th>Retirement Plan Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarterly Goal Setting</td>
<td>Chart of Accounts Assessment</td>
<td>Key Performance Indicators Dashboard</td>
<td>Third-Party Administration</td>
</tr>
<tr>
<td>Quarterly Review of Financial Statements</td>
<td>Reconciliation Reports Assessment</td>
<td>Reconciliation of the banking and credit card accounts</td>
<td>Custom Plan Design &amp; Plan Document</td>
</tr>
<tr>
<td>Quarterly Projections &amp; Estimates</td>
<td>Asset &amp; Equity Accounts Review</td>
<td>Verifying and entering the Principal and Interest splits for loan payments</td>
<td>Contribution Projections &amp; Tax Planning</td>
</tr>
<tr>
<td>Benchmarking &amp; Key Performance Indicators Analysis &amp; Review</td>
<td>Liabilities Review</td>
<td>Payroll Allocation for Staff, Hygiene, and Assistant</td>
<td>Year-Long Consulting</td>
</tr>
<tr>
<td>Tax Return for Dental Practice</td>
<td>Profit &amp; Loss Assessment</td>
<td>Entering of the depreciation and amortization</td>
<td>Compliance</td>
</tr>
<tr>
<td>Personal Budget &amp; Debt Management Review</td>
<td>Payroll Assessment</td>
<td>Review / analysis of the general ledger</td>
<td></td>
</tr>
<tr>
<td>Retirement Plan Contribution Review</td>
<td>Benefits Assessment</td>
<td>Financial information reports provided to client</td>
<td></td>
</tr>
<tr>
<td>Family Employment &amp; College Savings Strategy</td>
<td>Retirement Accounts Assessment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fee Analysis &amp; Optimization</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Jones & Roth Dental Team

- Jeremy Prickel, CPA*  
  Partner & Shareholder

- Mark Reynolds, CPA*  
  Partner & Shareholder

- Elliott Tracy, CPA*  
  Senior Manager

- Danny Richard  
  Senior Accountant

- Chance Hendrickson  
  Staff Accountant

- Lorie Toepfer  
  Accounting Specialist

- Ashley Miller  
  Executive Assistant

---

* Securities offered through Avantax Investment Services℠, Member FINRA, SIPC. Investment advisory services offered through Avantax Advisory Services℠. Insurance services offered through an Avantax affiliated insurance agency.