



OVERHEAD GUIDELINES

NOTE: This write-up is being provided as suggestions, guidelines and ideas from which to do financial planning for your office. This is not to be taken as a guarantee that the information provided is appropriate to your practice. Each practice is individually responsible for ensuring that any system implemented complies with the applicable federal, state and local accounting, tax and employment laws, rules and regulations governing the place in which your practice is located. These suggestions do NOT constitute legal or accounting advice. You should seek advice from your own accounting and legal advisors as to what is appropriate to implement in your practice, prior to implementation. DDS Success, LLC is not responsible for any claims, real or otherwise, associated with this document or any part thereof.

CATEGORY	% GUIDELINE
Rent & Mortgage Expenses	4-5%
Lease Expenses	***1
Loan & Lines of Credit	***
Credit Cards	***
Insurance Coverages	4.00%
Outside Services	2.00%
Utilities	0.50%
Phones	0.25%
Dues	***
Licensing	***
Subscriptions & SAAS ²	0.75%
Staff Payroll Expenses	22.50%
Associate Doctor Payroll Expenses	***
Owner/Doctor Payroll Expenses	***
Pensions/Retirement Plans	***
Advertising ³	3-5%
PR & Promotions	0.50%
Continuing Education	1-5%
Office Expenses	1.25%
Business Related Taxes	***
Medical/Dental Supplies	4.00%
Lab Expenses	6.50%
Clear Aligner Lab Expenses	***
Back Bills	***
Other Expenses	***
TOTAL	50.25% - 57.25%
NET PROFIT	42.75% - 49.75%

1- "***" there is no set percentage for this category, or there may be no expenses in this category (for example, you may have no loans or lines of credit, and/or your office may not offer clear aligners).

2- "SAAS" is an abbreviation for "Software as a Service." This would be subscription-based software accessed via the internet where you pay monthly (or yearly) for the right to use it. It may include your practice management software, dental analytic software, finance software and the like.

3- Advertising percentage is difficult to set or "cap" as it is based on how aggressive the doctor/owner is looking to grow the practice. The amount listed on this sheet is meant to be *at least* a minimum advertising spend to maintain some growth. Practices that are looking to grow more aggressively may (and often do) spend more.