



Extravagant Claims by Carl Burroughs

There is a piece of folk law that says that if something looks too good to be true, it usually is. Carl Burroughs has emailed numerous dentists about a new venture 'Smiles Inc.' with extravagant claims, saying that 'feedback is tremendous' and in the 16 years, I 'Carl Burroughs' have been consulting to the dental profession, 'I have never witnessed such a universal acceptance of any business concept by practice owners'.

These extravagant claims are hogwash as comments received from dentists, both verbal and emailed, indicate that there is far from the acclamation claimed by Mr Burroughs.

I believe that the concept which involves selling a percentage of each dental practice and signing an administration agreement effectively surrenders long term control over a practice, even though the initial sale may only be 49%. It may leave the practice owner tied to an arrangement which effectively makes the part owner who bought in the only buyer of the remainder when it comes time to sell.

If Mr Burroughs's corporate history concerning companies he has been associated is used as a guide, then this indicates that extreme care needs to be taken in any business dealings promoted by him.

Above all dentists need to think carefully and obtain knowledgeable advice about any business scheme offered to them.

Best wishes to all dentists,

GRAHAM MIDDLETON