



Your journey begins here.

edge
ADVISORS

LIFE ON THE EDGE





TABLE OF CONTENTS

Message from the Principals

Our Mission Statement

Our Journey

Trusted Partnerships

Our Services

Our Team Members

Edge • ucation

Client Testimonials

A MESSAGE FROM THE PRINCIPALS

Prior to forming Edge Advisors, many inspiring conversations transpired that led to how we could form a company focused on preserving private practice professions and solo owners. We knew there had to be a way to level the playing field for small to mid-sized companies and map a path to the same success and profitability of larger corporations. With a solution in hand, we found ourselves taking the first few steps toward building Edge Advisors.

Today, Edge consists of the highest caliber talent and is poised to elevate your practice or business to the next level. Being "good" isn't good enough to be on this team. The quality of our work is what stops critics from saying otherwise. When you engage Edge's services, prepare to have a team of tenacious, detail-oriented individuals seeking every opportunity to push you towards your greatest potential.

We are proud to offer our clients a robust portfolio of services. Whether you are seeking growth or are navigating transitions, our experience, know-how and commitment help guide you toward the opportunities that allow your business to reach its greatest potential.

Regardless of your practice or business' stage, Edge is committed to the highest level of service you deserve. Join us and discover the endless opportunities that await at Edge Advisors.

Andy Lehmkuhl

Principal

Marshall Watry

CPA / Principal

Tom Whalen

CPA / Principal



EDGE ADVISORS

Our Mission

The shortest distance between two points is a straight line. This is where you'll find the Edge.

We navigate our clients through the difficulties of business and practice management, locating the greatest potential to support their practice or business goals.

A JOURNEY OF A THOUSAND MILES BEGINS WITH A SINGLE STEP

Those first few steps taken to build Edge were both a frightening and exhilarating experience. The risks were great, but the rewards were even more significant. Defining and believing in our mission of leveling the playing field for small businesses, kept us steadfast and focused in our approach to developing a unique business that puts little guys like us first.

From Edge's humble beginnings, to our current position as the leader in practice and business consultation, join us on our journey and catch a glimpse of our past, present and your future with us on the Edge.





RECOGNIZING LOCAL, FAST-GROWING ENTREPRENEURS

Milwaukee's Future 50 Program, established in 1988, recognizes privately owned companies in the seven-county region of Milwaukee, WI that have been in business for at least three years and have shown significant revenue and employment growth.

As a proud recipient of the 2015 and 2016 MMAC Award, Edge looks forward to its continued growth in Milwaukee, the State of Wisconsin, and throughout the Midwest.



EDGEADVISE.COM





TRUSTED PARTNERSHIPS

One of the reasons we began Edge Advisors was because of a desire to change the process by which service-oriented companies work with their clients. You know the typical drill: you form a bond with the company and its employees, they do the work, the project ends and... that's it. The next time you have a need for outside counsel or services, you find another vendor and the process starts again.

We believe this process wastes your precious time. That's why Edge is committed to providing a wide array of services that are crucial to your business throughout – and at various points – of your journey.

Above all, we value the relationship we build with each client and strive to know your business as well as you do. This allows us to make recommendations that are in line with your values and your business goals, while continuously moving the needle of success forward.





OUR SERVICES

THE BEST OF THE BEST

Accounting & Tax

Practice Analysis

Buying / Selling a Practice

Valuations / Mergers

Contingency Recruitment

Associateships

Licensed Broker

Human Resources

Dental Specialty Recruitment

Dental Coaching



Accounting and Tax

Finding an accountant you can trust and rely on is critical. Finding one who possesses these qualities and is credentialed with the appropriate titles and time-tested results is even better. Our team of CPAs and accountants have the credibility and capabilities to see you through to the end.

Financial Statements

Whether you use QuickBooks or want someone to create the financial statements for you, we ensure you have a well-designed financial statement that will help you better understand your business. Having a financial statement created by a qualified accounting firm also lends additional credibility with banks and other third parties.

We provide:

- QuickBooks and Xero support
- Bookkeeping
- Check writing services

Financial Analysis

Because we focus on niche markets, we can assist in interpreting your financial statements on a deeper level.

- Are your costs in line with your industry?
- What are you doing well?
- What can be improved?

We provide this information to help elevate your business.

Taxes

We prepare all manner of tax returns and stand behind our work. Should you ever receive a notice about your taxes or face an audit, we'll help at no additional cost.

Tax Planning

No one likes to be surprised at tax time, and paying more taxes than is necessary should not be an option. Without taking a look at your tax situation two to three times per year, it's nearly impossible for any tax professional to save you precious dollars. While this process will not eliminate your taxes, we can ensure your tax burden is minimized as much as possible.

Payroll

Our payroll service will take a major compliance burden off your hands. Employees are paid via direct deposit, with online access to their paystubs. All taxes are submitted electronically and we file all quarterly and annual payroll tax returns.

Business Planning

Our CPAs can assist in determining when it's the right time to add employees, expand your business, reduce costs and many other topics. We're happy to create financial models that can be utilized by both you and outside parties when financing needs arise.

Valuations

What is your business worth? Not only can our Certified Valuation Analysts give you an answer to that question, but also we show you where improvements can be made to increase the value of your business in the future.

For more information, please contact

Marshall Watry at:

marshall@edgeadvise.com

or

715.864.9640



Practice Analysis

We call this “Behind the Numbers.” By digging deeper into your financial statements, we will deliver real results and provide advice that will invigorate your practice or business. We also provide statistical analysis and unparalleled insight as to why you fare better or worse than benchmarks with other practices or businesses in your area.

Customization

We won’t sell you a ‘one-way-fits-all’ platform. Instead, we take your unique facts and statistics, compare them to other similar models, and offer advice based on factual results.

Decision Making

During the life cycle of a practice, a doctor is constantly faced with life-changing decisions.

- When should you add an associate?
- Which programs should be implemented?
- Which marketing campaigns are best suited for your practice?
- Are you ready for an expansion?

These are all decisions where we can offer guidance and answers.

Enhanced Profits

Reducing expenditures is only half the equation. We’ll help you explore paths to increased profits such as marketing, contracting, improving technology, and more while weighing both the costs and benefits.

Evaluation

Our initial inventory will assess the following variables:

- Productivity & efficiency
- Overhead minimization
- Benchmarking key ratios
- Profitability maximization
- Developing goals and establishing accountability
- Assistance in securing favorable financial packages

For more information, please contact Marshall Watry at: marshall@edgeadvise.com or 715.864.9640



Buying a Practice

While purchasing your first practice is an extraordinarily exciting time, it can also be an overwhelming and even intimidating process. Enlisting the proper support team is key to not only your short-term success, but also in achieving your long-term goals. Edge has the ability to assist in your practice purchase by providing the services you need to get up and running in the most efficient way possible.

Document Review

The Edge team has experience with a vast array of valuation models. We are able to provide you with document explanations, identify pros and cons, translate complex elements, and offer advice based on the information provided to you by the seller. With our document review service, we can make the deal more advantageous for you.

Solutions

Much of the success we've experienced comes from applying a creative perspective on deals and thinking outside the box in order to create a win-win scenario between buyers and sellers. We will dissect the numbers and provide any and all possible solutions so you can make the best possible decision for you.

A Note On Priorities

Most doctors we speak with entered their field with the intent of owning their own practice. Sometimes, when 'life' happens, obtaining your practice loses its priority. With proper planning and a big picture outlook, Edge Advisors will keep you on track, help reach your greatest potential and achieve your goals.

For more information, please contact:

- **Andy Lehmkuhl** at: andy@edgeadvise.com or 414.255.5669
- **Jessica Lehmkuhl** at: jessica@edgeadvise.com or 920.532.4545



Selling a Practice

After years of owning your own practice, deciding to sell will likely be one of the most important decisions in your life. After all, your staff and patients have become family to you, so the decision to sell impacts many people you care about deeply. Rest assured, Edge will assist you in selling your practice with compassion and understanding throughout the entire journey.

How You Retire Matters.

When working with our clients, we see friends who require trust and guidance in planning for the next step in their career, not numbers. We work hard to understand your practice and goals while educating you on current market trends. If you are ready to retire, or ready to start planning for retirement, contact our team to begin an easy, no hassle conversation. We are here to help you develop a seamless strategy so you can begin planning your future.

Competitive Fees

When working with Edge on your practice transition, you are afforded the opportunity to decide the type of business relationship we engage in. You choose either an exclusive or non-exclusive relationship.

Depending on the type of relationship that works best for you, we charge 9% commission on the sale price (In contrast, our competitors charge, on average, 10% - 15% commission on the sale price).

Industry Experts

We average over 20 practices sold per year. Ask other brokers the same question and you most likely will not hear the same results.

What Matters To You?

Some dentists come to us with the need to retire next month, while others priority is finding the perfect practitioner for their staff and their patients. Many dentists are dependent on the sale price of their practice for retirement. What is important to you, and what are your factors? We meet face-to-face with every selling dentist to educate ourselves and our team on your community, your goals, your timeframes, and your expectations. From there, we'll make suggestions on how to realistically achieve what matters to you most.

For more information, please contact:

- Andy Lehmkuhl at: andy@edgeadvise.com or 414.255.5669
- Jessica Lehmkuhl at: jessica@edgeadvise.com or 920.532.4545



Valuations

How much is your business worth? For an owner selling a business or practice, its value is a key component to retirement and financial security. As a Certified Valuation Analyst, Edge Advisors can provide this information, and educate you on the factors that drive the value of your business or practice.

We've found many accountants (even CPAs) do not understand the many varieties of valuation formats in industries such as dentistry. Unfortunately, this leads to unrealistic expectations of purchase or sale prices.

Recognized as the leader in practice valuations throughout the Midwest, Edge is commonly contracted by several major lenders to review and draft valuations. With countless experience in valuations across the board, rest assured Edge has your back.



Mergers

Another important aspect of a practice is the amount of true active patients on its roster. A practice with 500 active patients generating \$700,000 in revenues is arguably worth less than a practice with 2,000 active patients and generating \$650,000 in revenue. An excellent way to increase your patient base is to consider a practice merger with another dentist in your area. Mergers are commonly a win/win for both parties as it allows for many positive points.

For example:

- A decrease in local competition
- Possible equipment upgrades
- Shared expenses
- Reduced supply costs
- Reduced marketing expenses
- Potential upgrade in location/facility
- On call coverage
- Well thought out retirement strategy

Our experienced team at Edge will provide guidance and assistance throughout this difficult process, leaving everyone satisfied that all considerations were given equal measure. Not managing this process correctly can lead to tension and frustration within the relationship for the unforeseeable future. Edge is properly qualified to handle both the heavy lifting and delicate handling of the merger process.

Other areas to consider:

- Developing a strong buy/sell document that outlines the exact steps and process to both long and short term plans
- Tax ramifications for merging
- What is best, LLC, C-Corp, S-Corp?
- Practice/office philosophy

For more information, please contact Andy Lehmkuhl at:
andy@edgeadvise.com or 414.255.5669



Contingency Recruitment

Often times in the world of recruitment you pay a fee just to have the privilege of working with a recruiter. Not at Edge. When you work with us you pay nothing unless we find you a great candidate. Our contingency-based relationship states that we don't get paid until the candidate signs on the dotted line. And that's the way it should be. It motivates our recruiting team to work faster and harder for you.

Best Of The Best

Our contingency process guides our way to the highest expectations. If a candidate is not of top-notch quality, we will not work with them. The applicants we present are obtained as a result of Edge's reputation, recruiting partners, and effective recruiting tools.

The Right Fit

With our web of networks and the timeliness of our system, we are able to match the right people to the right opportunities. Our extensive candidate list in the Midwest is continually evolving and growing.

For more information, please contact Nikki Paffenroth at: nikki@edgeadvise.com or 608.712.7890



Associateships

Search our database of available associateships at edgeadvise.com



Edge Advisors has worked diligently to build relationships with practices throughout the Midwest, and we are proud to assist in recruiting top talent. We are constantly adding new career opportunities to our already extensive list. However, if you can't find an ideal opportunity please check our website often as new positions are posted on a regular basis.

Additionally, you can contact a member of our associateship team to learn how we can further assist in your search.

No Commitments

There are no contracts to sign or costs to apply to jobs offered through Edge. We'll provide you with a list of openings and assist in finding the right opportunity for you.

The No Fail Plan

We are happy to assist in making your next great career move. If Edge cannot locate a position that suits your needs, we will work to understand your ideal position and facilitate efforts, ensuring you land the perfect job.

For more information, please contact Nikki Paffenroth at: nikki@edgeadvise.com or 608.712.7890



Licensed Broker

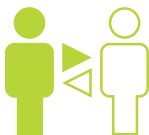
From market analysis to investment analysis, Edge Advisors will provide the tools needed to make qualified decisions based on real life experiences. Edge provides the services of a licensed and certified broker, whose knowledge and dedication have been put to the test in every situation.

From listing your practice's property in publications and websites across the U.S., to following up on and qualifying potential buyers, our broker will be at your side as the transaction progresses from an agreement to a close.

We offer the following services for your real estate needs:

- Financial analysis
- Market analysis
- Investment cash flow analysis
- Evaluation of similar properties
- Comparable analysis

For more information, please contact Jessica Lehmkuhl at: jessica@edgeadvise.com or 920.532.4545



Human Resources

At Edge Advisors we can help develop your Human Resources practices through our comprehensive services. Based on our in-depth understanding of the Human Resources field, we are able to offer insights and solutions to enhance your organization with your employees. After all, employees are your greatest assets.

We offer the following services for your human resources needs:

- | | | |
|---|--------------------|---|
| • Interview Questions
(Behavioral/Situational) | • Job Descriptions | • New Hire Forms
(I-9, Tax Forms, Direct Deposit, and Emergency Contact) |
| • Employee Handbook Drafting | • Offer Letter | • Performance Evaluations |
| • Employee Handbook Review | • PTO Request Form | • Exit Interview Form |

For more information, please contact Melissa Lehmkuhl at: melissa@edgeadvise.com or 920.450.0359



Dental Specialty Recruiting

Specialist Placement

Finding the right specialist or specialty office is like finding a needle in a haystack. When you team up with Edge Advisors on your search, you are immediately intertwined within a deeper network all throughout the Midwest. Our team is committed to beginning your search immediately and will schedule cadenced meetings to ensure we keep moving the search forward in the right direction. No stone will be left unturned until you've found what you are looking for.

Quality is Everything

Whether you're looking to hire a specialist in your general practice or you have a specialty practice and need an associate/partner, we have you covered. It is important to fill these roles quickly and with the top talent. In most cases, we exclusively and confidentially represent specialists looking for their next opportunity. Teaming up with Edge will get you access to talent you wouldn't find on your own. Our searches are contingent and you won't pay us a dime until we've found someone you're confident about and they've accepted your offer.

It's About Who You Know

Edge Advisors has your discretion in mind when looking at what practice is next for your career. They always say finding the right opportunity is all about who you know and with the vast network Edge has, we are able to identify more opportunities than those posted out on the job boards. At no cost to you, we help you qualify the opportunities we present and ensure they align with your career and personal goals.

We offer the following services for your dental specialty recruiting needs:

- Associate Recruitment (General & Specialists)
- Associate Compensation Models
- Associate to Partner Development
- Locum Tenens and Temporary Dentist Placement
- Analysis to Determine Associate Dentist Need
- Offer Letter
- Drafting Associate Documents:
 - Employment Agreement
 - Non Compete

For more information, please contact Nikki Paffenroth at:
nikki@edgeadvise.com or 608.712.7890



YOUR NAVIGATORS

At the heart of Edge's success is our team of accomplished professionals who are outstanding in their fields. Our team is dedicated to providing the highest level of customer service and is focused on your business' success.

We invite you to take a moment to "meet" the members of the Edge team and invite you to contact us directly.





Andy Lehmkuhl

Principal

Andy Lehmkuhl founded Edge Advisors with a self-promise to build a company with a unique and outstanding offering for dentists and other healthcare and medical professionals back in 2010. Andy was born in Rhinelander, Wisconsin and spent most of his early years in Oconto Falls. After graduating from the University of Wisconsin - Oshkosh with degrees in Marketing and Human Resources, Andy worked at developing dental networks in rural populations. He then gained 8 years experience as the Director of Professional Relations at Forward Dental, an affiliate of American Dental Partners, helping the group grow from 60 dentists to over 100 and more than doubling retention rates. It was here that his vision for a company that would cultivate transactions with a fresh and personable philosophy began.

Since starting Edge, Andy has transitioned over 200 dental practices, helped over 350 dentists find employment opportunities, valued over 250 dental offices and has consulted for dental practices as small as 2 employees to as many as 500. In 2019 Andy was awarded distinguished 'The Friends of Dentistry Award' by Wisconsin Dental Association Board of Trustees for his "dedication and service to the dental profession" and was an honored guest for the WDA Pyramid of Pride awards ceremony. He has been invited to sit on many Boards of Directors, from the Wisconsin Dental Association Foundation to the Association of Army Dentistry. Andy has developed into the Midwest's most knowledgeable and trusted consultant and dental transition specialist.

In 2011 Edge added their first accountant, this department was soon followed by a variety of other services that Edges offers today. In 2014 Edge Partners, co-founded Edge Wealth Advisors, in 2016 partners Watry and Lehmkuhl strategically sold their shares of the wealth management entity to refocus their attention back to Edge's core business of Transitions, Accounting, and Recruitment.

Through our team's and Andy's efforts, Edge has been a 2015 and 2016 Recipient of the prestigious Metropolitan Milwaukee Association of Commerce (MMAC) and Council of Small Business Executives (COSBE) Future 50 Award. In 2014 Andy was awarded the National Association of Certified Valuation Analysts (NACVA) 40 Under 40 for his work in valuing dental and medical practices, and is a past member of the Institute of Business Appraisers (IBA).

When away from work, Andy spends time with his wife Jessica, daughter Emerson and son Wesley. The Lehmkuhls are proud to share their house with their German Short-haired Pointers (Ollie and Fritz). He also enjoys traveling, carpentry, hunting, fishing, outdoors, hiking, coaching baseball, softball and basketball, all Wisconsin sports, and spending time at his cabin in Crivitz, Wisconsin.

Bio continued on the following page.

Other Roles

- Edge Advisors, LLC – President (2010 – Present)
- Board of Directors (3 Term) – The Association of Army Dentistry (2014 – 2019)
- Board of Directors – Dental Black Book (2015 - Present)
- Board of Directors (2 Term) – The Wisconsin Dental Association Foundation (2013 to 2017)
- Forward Dental – Director of Professional Relations (2002 - 2010)
- Doral Dental – Senior Network Development (2000 - 2002)

Accomplishments and Awards

- The National Society of Certified Healthcare Business Consultants (Past Member)
- Recipient of the Metro Milwaukee Association of Commerce and Council of Small Business Executives (COSBE) 'Future 50 Award' (2-time winner 2015 & 2016)
- National Association of Certified Valuation Analysts – 40 Under 40 (2014)
- Institute of Business Appraisers (IBA) (Past Member)

Published Author

- Dr.Bicuspid.com (2015) – “Michael Jordan in a Swimming Pool”
- Dr.Bicuspid.com (2015) – “Accurate Framework Leads to Better Practice Valuation”

Past and Reoccurring Speaking Engagements

Marquette University School of Dentistry – Practice Dynamics - “Dental Transitions and Associateships”

“As the course manager for the Practice Management Program at Marquette University’s Dental School, I have had the pleasure of working with the team at Edge Advisors. The Edge Advisors team engages our students with practice management and dental accounting material that improves the individual’s skill set and better prepares them for their dental career. I have heard nothing but positive feedback from our students on the presentations given by the Edge Advisors team. They have been an exceptional resource to the Practice Management Program at Marquette.” - Meghan Conger - Course Manager, Practice Dynamics - Marquette University School of Dentistry

University of Wisconsin – School of Veterinary Medicine - “Stepping Stones to Clinic Transitions”

“I approached Edge Advisors looking for a full-service business management team to present at my annual “Veterinarian’s Conference on Practice Management.” I was looking for presenters that would give good practical information in an unbiased manner – and boy did they deliver! The result was phenomenal! The presentations they gave received excellent reviews

from our conference attendees. From the program’s evaluations, 100% of the attendees agreed or strongly agreed that: Edge Advisor’s presentations were unbiased; attendees will be able to use what was taught by Edge Advisors; AND all attendees thought that the program was worth their time and money spent. You can’t get better feedback than that! We’ll be inviting this team back for future presentations.” – Kathy Nelson – Director of Continuing Education – University of Wisconsin School of Veterinary Medicine

Marquette University School of Dentistry – Senior Curriculum” (Dr. Bob Morris & Dr. Nic Shane) (2003-2011) “Dental School to Dentistry – Transitions and Associateships”

The Productive Dentist Academy – 2011 New Orleans “Dental Transitions”

Patterson Dental Supply Education Days – (2013 through Present) Dental Transition/Associateship

Past Wisconsin Dental Component Society Presenter, including:

- Washington/Ozaukee County Dental Society
- Waukesha County Dental Society
- Jefferson County Dental Society
- Winnebago County Dental Society Brown/Door/Kewaunee Dental Society
- Outagamie County Dental Society
- Racine County Dental Society
- Burlington Dental Society
- Kenosha County Dental Society
- Northern Wisconsin Dental Society
- Sauk/Juneau/Adams County Dental Society
- Southwestern District Dental Society
- La Crosse District Dental Society
- Marinette/Oconto County Dental Society
- Columbia/Dodge/Marquette County Dental Society

Past Dental Schools and Residency Programs Presenter, including:

- Marquette University SOD
- University of Iowa College of Dentistry
- University of Minnesota SOD
- UNMC College of Dentistry – Nebraska
- UIC – Rush Hospital Residency & Ortho Residency
- Northwestern Residency
- Marquette University – AEGD
- Meritor Hospital – Residency
- Minneapolis Veterans Affairs – GP

Contact Andy at: andy@edgeadvise.com or 414.255.5669



Marshall Watry

CPA / Partner

Marshall grew up in Rhinelander, WI attended college at the University of Wisconsin Eau Claire and after graduation accepted his first job in Madison, WI. It was at this mid sized accounting firm where he was placed into the 'healthcare group' and started specializing in work for dentists, veterinarians, and medical professionals. He eventually transferred to the Fox Valley area and it was a chance encounter with Andy Lehmkuhl at Edge Advisors that allowed him to couple his industry specific knowledge with the personalized service mid-size businesses deserve. Marshall is now a partner at Edge Advisors and leads the Accounting Division.

The main services Marshall provides to his clients are industry specific consulting, accounting, tax, tax planning, practice management, compensation structure, benchmarking, and general business consulting. It is his goal to help practice owners improve profitability and increase efficiency so they can achieve both

their business and individual goals. He has the ability to understand the practice needs but more importantly communicate with the key decision makers in a manner that is easy to understand.

Since joining Edge Marshall has contributed to and overseen significant growth in the accounting division. As the healthcare landscape changes, it is the mission of the Edge accounting group to 'preserve private practice dental and medical with private practice accounting'. Marshall is a CPA and member of the WICPA, AICPA, NSCHBC (National Society of Certified Healthcare Business Consultants), and Institute of Dental CPA's.

Marshall married his wife, Chrissi, in 2011 and they have four children. They reside in the Fox Valley area and enjoy music concerts and escaping to the lake to relax, boat, golf, and spend time with family and friends.

Contact Marshall at: marshall@edgeadvise.com or 715.864.9640



Tom Whalen

CPA / Partner

.....

Growing up just outside of Minneapolis, Tom has been raised to be a life-long Vikings fan. After graduating from UW-La Crosse with a degree in accounting, Tom crossed enemy lines and accepted a position with a mid-sized accounting firm in Appleton, WI and now resides in De Pere; only minutes away from Lambeau field.

Spending six years on the professional services team at his previous firm, the majority of Tom's time was spent working with dental and medical clients. Tom's hands-on style and personable demeanor led to early successes in his accounting career and helped build his reputation as a "go getter" and a name to recognize in the upcoming years.

In late 2016, Tom and Edge partnered together. The transition was an instant success, resulting in a perfect match of the high-quality results that Tom provides, and that Edge expects.

Since then, Tom has helped dozens of young doctors start their practices by helping them throughout the entire buying process and has helped dozens more already-established doctors run their practices in a more efficient manner, while saving thousands of dollars in taxes. In 2019, Tom obtained his Certified Valuation Analyst (CVA) designation, as he is always looking forward to helping new and existing clients any way he can.

When he's not in the office, Tom is likely hanging out with his family, hacking it up on the golf course, fishing/hunting, or watching some sort of sporting event. Tom and his wife, Stevie, both enjoy spending time outdoors, taking their two dogs for walks, and learning all the joys of parenthood as they raise their two girls, Aurora ("Rory") and Iris. Tom and Stevie are also looking forward to bringing a third kid to the group in May 2022.

.....

Contact Tom at: tom@edgeadvise.com or 763.843.9526



Drew Lockie

Director of Operations

Andrew 'Drew' Lockie (pronounced 'lowkey'), was born and raised on a family farm in NE Iowa with the values of hard work and loyalty imprinted on him at a young age. While attending undergrad at Wartburg College, Drew earned his way on to the football team, and was fortunate enough to play throughout college. A love for competing coupled with his desire to continue in college football brought Drew to Eau Claire, WI where he worked with the football team as a Graduate Assistant coach. Fast forward more than 20 years, and his wife (Melissa), son (Nick) and four dogs, are proud to call the Chippewa Valley home.

Drew spent the past 20 years working for one of the largest DSO's - Smile Brands affiliate, Midwest Dental. Over the years Drew led Midwest's efforts in practice staffing and retention efforts, practice acquisitions, and doctor recruitment. By the time Midwest Dental was sold in December of 2020 to Smile Brands, Drew had been instrumental in growing the business and team from a group of 26 practices in Wisconsin and Minnesota to one that spanned more than 270 practices in 13 states. With the transition to Midwest Dental's new entity, Drew was selected to lead the entire Talent Acquisition department on a national level. When he left in June of 2022 the organization supported over 650 practices in 30 states.

Drew is beyond thrilled to join Edge and bring his work ethic, dental relationships, and overall experience to the team. Drew first met

Edge Founder, Andy Lehmkuhl back in 2002 on a golf course - they were both recruiting Marquette dental students for competing dental companies, Midwest Dental and Forward Dental. Drew and Andy have kept in touch monthly ever since bouncing ideas off of each other. They have collaborated on projects and developed an amazing working relationship and a true friendship. On Mother's Day weekend of 2022, Drew reached out to his friend at Edge to inquire if there might be a role for him there. In his own words, Drew described his initial interest as follows: "For a couple of years, I'd had the feeling that my personal style and way of developing relationships and a team didn't align with what a billion-dollar business needs. I knew the team at Edge still valued the one-on-one approach and truly fights for what's right for each individual they work with to create "a win / win" for everyone. I was craving that type of culture again. Fortunately, Andy, Marshall, Jessica, and Tom sat down, listened, and we discovered there's both a need and desire to expand our services here at Edge." Drew will work alongside the current team at Edge to offer recruitment, practice transitions, and any other services deemed necessary in current and new markets for Edge.

While home will continue to be the Eau Claire area for Drew and Melissa, no city or state will be too far out of reach for this hard working Iowa farm kid to work in. Their snowboard loving, car enthusiast son also plans to attend college in the Upper Midwest further deepening their roots. If not in Eau Claire, they've been

Bio continued on the following page.

known to spend as much time as possible on the water boating in the Prairie Du Chien area during the summer months, watching sports of all sorts, partaking of Wisconsin campfires and relaxing over a cold beer (and a glass of nice wine on occasion). Regrettably for the Wisconsinites, Drew won't waiver in his loyalty

to the Chicago Bears, even though his mom is a huge Packers fan and his Grandpa a loyal Viking guy. Drew had to be different – and his friends at Edge are happy to remind him that it's been a long time since 1985, when the Bears won their first, only, and LAST Super Bowl (and he just laughs it off – he's going to be a great fit here)!

Contact Drew at: drew.lockie@edgeadvise.com or 715.579.4076



Jessica Lehmkuhl

Broker

Jessica is the go to person at Edge for getting your problems straightened out and the process running efficiently. At an early age Jessica set out to accomplish her goals at a rapid rate. After graduating in three years with a double major in Political Science and Spanish (with a semester in Spain) she entered the world of financial services. Within a short period of time Jessica earned her Series 6 and 63 FINRA licenses and worked directly with retirement plan participants to maximize their options as they approached their own ride into the sunset. This transitioned into a role in back office operations for Northwestern Mutual Investment Services where she quickly rose through the ranks to become a Senior Investment Specialist.

Jessica and Andy (Edge Founder) shared a spirited enthusiasm for entrepreneurship and it didn't take long into their careers before they had a conversation on how to best utilize their knowledge and expertise, which lead to the start of Edge. The vision was to move from the standard corporate role to a more personal client relationship based role. Jessica's expertise in the financial services brokerage world along with her desire to enter into the healthcare arena allowed her to maximize her best skill set-that of client service.

As the business of Edge grew and a glaring need for an ethical and realistic broker in the field of dental transitions became apparent, Jessica developed into the qualified independent professional the industry needed in the capacity of transitions with Edge.

Since client service was an innate talent Jessica became a State of Wisconsin licensed broker in 2010. Ever since then she has made it her mission to treat all of the clients at Edge as though they were family and to follow the company's underlying theme of "preserving private practice dentistry". As the industry surrounding dental practice transitions has changed, Jessica has focused on delivering to clients the best possible service on their terms, and we can say that she has done a pretty darn good job at it.

Including being wife to Andy, Jessica is also a proud mother to two active kids, daughter Emerson and son Wesley. She is also an enthusiastic dog-mom to the two family pets, German short-haired pointers Frank and Ollie, and the house is always full of craziness and life. Jessica loves a good glass of wine (especially when she cooks), reading, traveling the world, and spending time at their cabin in Crivitz and with her Mom and Dad in the Milwaukee area.

Contact Jessica at: jessica@edgeadvise.com or 920.532.4545



Mike Ball

CPA

Mike is one of the newest partners to the Edge Advisors team. Working in the Fox Valley for several competitors, Mike had heard many great things about Edge and understood that this was the type of company that he envisioned himself becoming a part of. His partnership with Edge grew out of a need to find a more personal balance between client service and client relationship. Mike instantly recognized the value that he could add to Edge Advisors and the opportunity Edge could provide him to grow an intimate client base. Mike relishes the challenge set forth by Edge to be more than just a tax voice to his clients and grow with them as they grow. He brings an excellent set of skills to the table to do just that.

Mike was born and raised in Kaukauna, Wisconsin and attended the University of Wisconsin-Whitewater where he graduated with degrees in Accounting and Finance. After graduation, Mike returned to the Fox Valley where he joined Schenck, SC which later merged into Clifton Larsen Allen. In 2016 Mike earned his CPA and advanced through the ranks to the role as Senior Accountant. In his numerous years of experience working with Schenck and CLA, he worked

primarily on the tax services team implementing tax strategies for his business and individual clients. Mike provided tax planning and preparation for many small to large businesses and high net worth individuals.

He was also heavily involved in staff recruitment as well as being a go-to person for staff. Mike has always been someone who values his relationships and naturally puts himself in his client's shoes to better understand their needs and desires. Mike's skillset and strong desire to help clients grow is what drives him to be a successful advisor here at Edge. His simple goal is to have a relational partnership with his clients to help them financially and personally.

Mike's passion outside of the office starts with his family. His wife Danielle and he have a black lab named Hank that everyone says they treat as a real human child. When they're not throwing the frisbee for Hank, they can be found playing any number of sports including golf, volleyball, kickball, and softball to name a few. Mike has a family cabin near Crivitz, WI where he enjoys boating, fishing, and relaxation.

Contact Mike at: mike@edgeadvise.com or 920.419.0476



Adam Hughes

CPA

Adam is another one of our highly talented CPAs focused on working with dentists, veterinarians, chiropractors, and other medical professionals. He was born and raised in Wisconsin Rapids and knew in high school that he wanted to be an accountant. When Adam left the nest, he ventured out to La Crosse and received his bachelor's degree in Accounting from UW-La Crosse College of Business Administration.

In 2011, Adam began his professional career working for a large, national CPA firm, Baker Tilly, in the Fox Valley. During his 8 years here, Adam climbed the ranks while providing both business and individual tax and advisory services. Adam earned high praise from clients for his responsiveness and detailed, solution-based approach. It was here that Adam thrived and was attracted toward helping small businesses succeed. After a few years, Adam began taking on more custom roles and becoming several of his clients behind the scenes "CFO". Adam has been told that his outgoing personality does not fit the "typical accountant" persona (in a good way), and that he is exceptional at translating complex business or tax situations in a way that is understandable to his clients.

Adam joined Edge in Fall 2019 eager to work exclusively in the niche market that Edge serves. Adam is eager to develop trust and rapport with his clients and help them navigate all phases of the business life cycle. Adam is ready to help healthcare professionals understand the intricate metrics that take business from 'Good to Great' and ensure their success for years to come. He looks forward to serving as a valuable business partner to his clients and offer creative solutions to help business owners achieve their financial goals.

Adam and his wife, Kenzi, were married in 2018 and currently live in the surrounding Appleton area. The Hughes family roster also includes their easy-going daughter – Arabella ("Ari"), an energetic golden retriever – Nova Jean, and a lazy cat – Tyra. Together, the Hughes clan enjoys spending time outside. Whether it's at the family cabin up-north, at the park down the street, or in the backyard at home, you'll hear them laughing and having a great time. Adam is also an avid sports fan and is loyal to his Wisconsin roots on the college and professional sports scene.

Contact Adam at: adam@edgeadvise.com or 715.459.2197



AJ Rheinschmidt

CPA

A new member of the Edge team, AJ is a CPA focused on partnering with dental, veterinarian, and other medical practices. AJ's passion for servicing small businesses aligns perfectly with the core values Edge executes day in and day out. With the internal motto of 'Being good, is not good enough', AJ has been a key component for many of his client's success stories. Like our other CPAs, AJ's enthusiasm leads him and his clients to grow as he proudly serves them with a smile.

A local native to Mosinee, Wisconsin, AJ obtained his bachelor's degree in Accounting at UW-Green Bay. While attending college AJ was hired at Baker Tilly, a national CPA firm, where he began his career as a small business tax advisor and advancing through the corporate ranks to Senior Tax Accountant. During his tenure there he formed both a professional relationship and personal friendship with fellow Edge Advisors, Tom Whalen and Adam Hughes.

AJ eventually left Baker Tilly and moved back to the Mosinee and Wausau area where he was recruited to another large national CPA firm, Wipfli. For the past four years, AJ has specifically worked with small business healthcare clients and was promoted to Tax Manager. With an extremely strong and extensive tax foundation, AJ helps businesses implement efficient strategies while providing advice that is easy to understand and execute. AJ always takes a holistic approach in his advisory to develop a well thought plan in order for his clients to meet their financial and personal goals.

AJ lives out in the county with his wife, Chelsea, and two sons, Everett and Leo. While not at work, AJ and his boys are often out on an adventure in the woods, and usually come back with a few bumps and bruises. He and his family also have a love for everything Disney, which could easily be determined by the countless photos, quotes, and toys spread throughout their home.

Contact AJ at: aj@edgeadvise.com or 715.581.7765



Adam Pritzl

CPA, CVA

Adam G. Pritzl, CPA, CVA joined Edge Advisors in December 2021. He came to the firm with ten years of prior public accounting experience. Adam graduated from the University of Wisconsin – Oshkosh in 2011 with a Bachelor of Business Administration. In December 2018, Adam successfully completed the National Association of Certified Valuation Analysts certification in Ft. Lauderdale, Florida and received his CVA license in early 2019.

Adam brings commitment and superior service to each client he works with. His passion is assisting clients in growing their net worth in a variety of ways. Adam believes in a simple, straight forward approach that avoids unnecessary complexity and costs. His projects include individual, partnership, and corporate tax returns. In addition, he completes compilations and general accounting and bookkeeping services. Adam also assists clients with QuickBooks and provides QuickBooks training.

Outside of tax season, Adam works on various valuation engagements including succession planning, litigation, divorce, and estate and gift. Another large portion of his time is spent retirement planning and being as tax efficient as possible to maximize retirement funds.

Adam's responsiveness and organizational skills help keep clients working towards their goals. He has experience working with a variety of different businesses and complex tax situations, he finds gratification in helping clients understand and obtain their financial and business objectives.

Outside of the office, Adam enjoys outdoor activities with his wife Casie. These include hunting, fishing, watersports, camping, skiing, and snowmobiling. They also love to travel outside of tax season, mainly to destinations around the U.S. in search of the next adventure.

Contact Adam at: adamp@edgeadvise.com or 920.740.9936



Jake Schnese

CPA

Once could say that Jake Schnese, CPA, was destined to become a part of Edge Advisors. His wife, Whitney, is a Registered Dental Hygienist and had heard many great things about Edge. Pair this connection with a good friend/former CPA colleague and current Edge partner, Adam Hughes, quietly whispering in Jake's ear about the freedom and flexibility that Edge provides and a destiny was fulfilled.

Jake was born and raised in Appleton, graduating from Appleton East High School. From there Jake went on to the University of Wisconsin-Oshkosh to play a little baseball and get a degree. It didn't take long before baseball was in the background and a focus on a double major in Accounting and Finance emerged. After graduating in 2017, he quickly set his sights on obtaining his CPA certification – which he obtained in short order.

Jake began his career with a large national firm, Baker Tilly US, LLP, focusing on corporate and individual taxation. There he rose through the ranks to become a Tax Manager. Prior to his arrival at Edge, and after his work with Baker Tilly, Jake worked at a local Fox Valley tax firm focusing on small business taxation with more

emphasis on direct client relationship building. Jake's desire was to continue to expand upon those relationships that he had nurtured through all facets of his client's business goals.

At Edge, Jake has the freedom to place an emphasis on building strong client-advisor relationships. He believes in a proactive approach to advisory services which is solidified by responsiveness and attention to detail. Jake is always eager to assist clients in understanding the implications of tax law, and the accounting process, in order to achieve their corporate and personal financial goals.

Jake, and his wife Whitney, currently reside in Neenah on famous Doty Island. The Schnese family shares the same core value with Edge for preserving private practice dentistry and privately owned businesses. In their spare time, Jake and Whitney enjoy going on hikes with their Husky (Maya), spending time with their two cats (Jordy and Bobbi) and exploring the National Parks. Jake is also an avid baseball fan and enjoys tuning into Brewers' games on a regular basis.

Contact Jake at: jake.schnese@edgeadvise.com or 920.903.6888



Jack Marx

CPA

Jack grew up in Scandinavia, WI and attended nearby University of Wisconsin Stevens Point where he majored in Business and Economics as well as lettering in football all four years he was there. Soon after graduating, Jack was hired on at Wells Fargo Financial where he specialized in consumer loans and credit. A random call from an old friend changed Jack's career path and also gave him the ultimate ice breaker, as he accepted a position as a deckhand on a charter fishing boat in Sitka, Alaska and headed north, where he would go on to work for 8 years, eventually captaining a boat of his own. While you wouldn't have seen Jack on any of the Alaskan wilderness or fish catching shows, his experiences in the great north could fill up several hours of entertainment.

Once his need for adventure had been fulfilled, he moved back to Wisconsin full time and finished his upper level accounting classes at the University of Wisconsin Oshkosh which allowed him to sit and pass the CPA exam. Prior to joining Edge, Jack spent

the previous 5 years working on his craft at a regional accounting firm in the Fox Valley where he had exposure to individual, business and estate/ trust tax issues.

Jack prides himself in his easy to get along with attitude and no nonsense take on accounting. Keep it simple, be available, treat your clients with respect and do good work. These aligning of values have lead Jack to a position with Edge, where he will use his experience to take individuals and their businesses through anything life throws at them, big or small. His goal is to create lasting relationships and provide value to all his clients, wherever they may be in their respective business life cycle.

Jack still calls Scandinavia home and in his free time he can be found in the outdoors hunting and fishing. Jack and his wife, Nikki, enjoy traveling, spending time at the lake, and chasing their two children, Leo, 3 and Rosie, 1.

Contact Jack at: jack.marx@edgeadvise.com or 715.482.0449



Dr. Peter Steinert

Dental Coaching and Recruitment Specialist

Dr. Peter Steinert is a welcomed addition to the team at Edge Advisors, helping with Recruitment, Coaching and Mentoring. Dr. Peter – as we call him – has led quite the dental life beginning with graduating from the prestigious Marquette University School of Dentistry in 1990, which was followed by a Dental Residency at the University of Washington. In 1991, he opened and operated a solo private dental practice, Steinert Dental, in Sheboygan, Wisconsin for 25 years. His health-centered philosophy improved the oral and overall health of thousands of patients in the surrounding areas. After transitioning his dental office in 2016, Dr. Peter joined a local dental group with 12 locations and held the role as Chief Dental Officer. In 2019 Dr. Peter had the opportunity to watch this group become acquired by one of the largest DSOs in the United States.

Dr. Peter has furthered his unique understanding of people through his work with students of the Marquette University School of Dentistry, coaching the dentists and teams of several dental offices, and his close association with the company, Equilibria, considered the personality diversity experts. Dr. Peter is a certified

Equilibria coach. Dr. Peter is currently engaged with the curriculum of Coach Training World with the goal of attaining the elite International Coaching Federation's (ICF) coaching credential, which is a testament to his belief in lifelong personal and professional development

Utilizing these experiences have greatly improved Dr. Peter's success in matching dentists with opportunities that truly benefit the patients we are privileged to serve, the lives of dentists, team members, and the Profession of Dentistry as a whole.

Dr. Peter is also the founder and CEO of practisUgroup and through this, he is a highly sought after dental whole person coach with a passion for dentistry. He is committed to helping dentists understand themselves and those around them better, so they can live and lead with conscious intent.

In his spare time, Dr. Peter enjoys spending time with his wife, Julie, their dog, Teddy Bear, traveling to see their children, Christian and Benjamin, and golfing in Kohler, WI.

Contact Peter at: drpeter@edgeadvise.com or 920.917.2566



Nikki Paffenroth

Director of Recruitment

Nikki Paffenroth leads the recruitment team at Edge Advisors. She uses a consultative talent acquisition approach and begins each search by helping to identify your practice's "sizzle" and what sets your opportunity apart from your competitor's associateship opening. From there, she's with you every step of the way: providing tips on interviewing best practices, peeling back the curtain and maintaining transparency with the candidate's job search, assisting with contract negotiations, helping to implement an onboarding plan and following up once an associate has started.

Nikki's hard work and dedication to finding the hard-to-reach dentists, quick locum tenens situations, and part-time dentists has led to her reputation of the "go-to" person in Wisconsin for recruitment needs. It is her mission to help practice owners and associates by aligning their practice philosophies and goals to ensure a long-term fit.

Nikki grew up in Waunakee, Wisconsin and received her Bachelor's Degree in Marketing at the University of Wisconsin – Milwaukee. She spent the first four years of her career in Milwaukee, Wisconsin as a headhunter for a boutique recruitment firm. It was here where she discovered her passion for helping people find their dream

career opportunity. After moving to the Fox Valley in 2014 and spending several more years recruiting in the Fox Valley for larger corporations like JJ Keller and Oshkosh Truck, Nikki decided to shift her career to what has become her passion, the dental field.

She brings a unique and fresh perspective to Edge Advisors, not only as a consultant, but also as an Edge client and practice owner. Her husband, Dr. Trent Paffenroth, is a second-generation dentist/practice owner and has been around the business and practice of dentistry for most of his life. Having this proximity to dentistry has given Nikki an intimate understanding of the needs dental professionals and their teams require. She understands the challenges and expectations of a successful practice. In addition to dental recruiting and practice operations, Nikki has also become a dental practice management continuing education "junkie" and keeps her finger on the pulse. She regularly listens to podcasts featuring the latest and greatest as well as attends events as time permits.

She has been married to Dr. Trent since 2018. They enjoy spending time with their sons and their dog (a Silver Lab named "Captain"). She enjoys exercising, boating, snowmobiling, and spending time with family and friends.

Contact Nikki at: nikki@edgeadvise.com or 608.712.7890



Melissa Lehmkuhl

HR Consultant

.....

Melissa Lehmkuhl graduating from the University of Wisconsin Oshkosh with a double major in Human Resources and Marketing. After graduation, Melissa Lehmkuhl started her career at a start-up Financial Services Company focused on HR Generalist Work. She has since held several HR leadership positions in construction, manufacturing, and service organizations. Through these experiences Melissa discovered her passion for serving employees making a career in Human Resources a great fit.

Melissa is a certified Professional in Human Resources (PHR) and has been involved in numerous HR organizations including Society for Human Resources Management (SHRM), MRA, and the Business Health Care Group Consortium (BHCGC). Her involvement with these agencies has helped her broaden her experiences in

talent acquisition and retention, employee relations, benefits administration, continuous improvement, and performance management.

Melissa effectively builds relationships with her clients through a collaborative approach. She seeks value added opportunities for these organizations, while helping them develop and achieve their strategic goals. She will provide HR solutions and will build an HR infrastructure for her clients through compliance and people. Her diverse background has enabled her to bring an innovative, practical and fresh perspective to Human Resources.

After over 17 years of experience, Melissa still brings an enthusiastic approach and delivers results.

.....

Contact Melissa at: melissa@edgeadvise.com or 920.450.0359

EDGE•UCATION

We're firm believers in sharing information that will assist in your success.

Edge's reputation for guest writing, speaking at seminars and conferences on all topics of business and practice management have set us apart from our competition.

Connect with us on social media to find the information you that can help you at any stage of your business or practice.

Get **EDGE•UCATED** at:

• Facebook • Podcasts • Public Speaking

Or visit: **EDGEADVISE.COM**





TESTIMONIALS

OUR FANS

Testimonials (Andy)

"Words are actually inadequate for me to convey the measure of gratitude and deep appreciation that I have for Andy and Jessica Lehmkuhl and their outstanding team at Edge Advisors as it relates to the sale and transition of my dental practice! Andy is simply an "extraordinary" human being! His remarkable acumen of the "Dental Business Sphere", along with his genuinely sincere and affable persona immediately placed me at ease, secure in the knowledge that my interests were going to be in very skilled and dedicated hands!

Throughout my transition, Andy made himself, almost "to a fault", available to me 24/7. His accountability and response time to my inquiries/concerns was consistently amazing! Andy ALWAYS gave me the impression, whenever we spoke, that I was his ONLY Client, even though I always knew better. His time became my time, and I was never "on the clock!" Andy and his team were steadfastly persistent, throughout the process, in their perseverance to achieve an "optimal outcome" for my practice transition... and BOY... DID THEY DELIVER!!!

In closing, I wish to state with the staunchest of convictions, if you are pondering or mulling over the sale of your dental practice, STOP pondering, STOP mulling it over, and CONTACT Andy Lehmkuhl and Edge Advisors. It will ABSOLUTELY BE one of the BEST, MOST GRATIFYING, AND WISEST decisions you will ever have made!

• **Gerry Vogler, D.D.S. – Random Lake, WI.**

"Andy Lehmkuhl and Edge Advisors, simply put, 'knocked it out of the park' for me. From the first time I met Andy I felt I was in expert hands. He soon found an interested buyer and guided me through the entire process. I received a fair price for my practice and building and could not be happier with how it all turned out! I only write testimonials when my expectations are exceeded and they certainly were!"

• **Dave Wilson, D.D.S. – Rice Lake, WI.**

"There is only one word to describe Andy's professionalism, trustworthiness and uncanny ability to get the job done... phenomenal!!!! I have dealt with numerous dental brokers throughout my 40+ year career. He is undoubtedly one of a kind. I hold him in the utmost regard and highly recommend him for any type of practice transition. He will exceed your expectations! Andy's ability to get results quickly is nothing short of miraculous. Words alone cannot convey the respect that I have towards Andy's knowledge, ethics and thoroughness. I have taught and lectured to hundreds of dentists throughout North America. In so doing I have rubbed shoulders with many of the true giants in our profession. I now realize that Andy Lehmkuhl is truly a giant in the realm of practice transitions. He consummated the sale of my large practice plus real estate in a matter of weeks not months. I highly recommend Andy to any perspective buyer, seller or associate search. Plain and simple, Andy will get the job done, done well and in an expedient fashion."

• **Charles Flume, D.D.S. – West Salem, WI.**

"Transitions are never easy; and the details involved in selling your practice can be daunting. When a unique opportunity presented itself and being able to take it meant selling my practice much sooner than my family had ever planned, it was a huge relief to know that we had Andy working hard to make that transition happen.

Knowing that time was of essence, Andy was able to bring several potential buyers through the practice within a matter of days, thanks to his familiarity and relationship building with many dentists throughout the state. As dentists, we know that building relationships is the key to success, and Edge has built relationships with banks, attorneys, accountants and other professions that helped get our deal done within a tight timeline. I was impressed with Andy's tireless ability to overcome complications and possible hurdles and it was reassuring to know that he was always just a phone call away. Whenever we had a question or concern, Andy was there to promptly address those issues, and the icing on the cake was that all his expertise and hard work came at a price that was very reasonable and fair."

• **Douglas Anderson, D.D.S.**

"As a young dentist making my first career transition, the process seemed daunting. What type of practice am I looking for, what types of questions should I be asking, how do I wade through complicated practice financials? There were so many questions, I knew I needed some guidance. Hands down one of the best decisions I made throughout my transition was working with Andy Lehmkuhl and the team at Edge Advisors. Andy was able to effectively guide me through the process of practice transition in every aspect. Beginning with proper practice identification and valuation, through the intricacies of contract negotiation, his team was always available. Dental transitions can be challenging and time consuming. They require deep understanding of practice dynamics and the ever-changing dental marketplace. With years practice transition experience in Wisconsin, Edge Advisors exceeded my expectations. Always one call away, Andy was open and available around the clock to answer my constant questions. He was willing, open, and able to ensure I understood each step of my transition. His team constantly worked to provide unbiased materials to further my understanding and comprehension. Andy made sure that I had all the information necessary to make the best decision for my family; for that we are forever thankful! We would highly recommend working with the team at Edge and would do so again if the need ever arises."

• **Andrew Welles, D.D.S.**

"I was seeking guidance when deciding it was time to retire and sell my practice. I was referred to Edge Advisors by the WDA. I met with Andy Lehmkuhl and felt that he and the Edge team would be capable of leading me through this important process. Andy is extremely skilled at what he does and is very professional. He truly does work to get you the best deal possible. The group at Edge Advisors honestly make you feel like they are there to serve your needs and look out for your best interests. I am retiring, knowing that my patients and practice are in the best hands to go forward. I highly recommend utilizing Edge Advisors for your dental practice transition needs."

• **Bruce Holmstrom, D.D.S. – Glendale, WI.**

Testimonials (Andy)

"My first experience with Andy at Edge Advisors was when I was only six months removed from dental school. I called Andy up and told him that I wanted to purchase a practice by the end of the year. Andy listened to the type of practice I was looking for and within a few weeks he had found a perfect fit for me. Just a few months later I was the owner of the practice. Throughout the entire process Andy and his team were an invaluable resource. Andy was always available to talk on the phone after hours; Andy understands dentists work all day and he makes himself available when we are. When something needs to get done Andy does it with rapid efficiency. Having been a recent graduate I was very inexperienced doing any sort of business transaction. I received the utmost sound and ethical advice from Andy regarding the purchase. Andy was there to help every step of the way and coached me through the various obstacles. And the Edge Advisors services don't stop at closing. Marshall Watry has been my accountant in the new practice from the beginning. Like Andy, Marshall is always available to talk and answer questions. Our regular conferences foster the confidence and support that I need on the financial side of dentistry. With a rapidly growing practice, the support of Edge Advisors is imperative and I encourage anyone to reach out and give them a try."

• Dan Stevens, D.D.S. – Mayville, WI.

"Edge and Andy Lehmkuhl are without a doubt, the leading practice transition specialists in the state of WI. Andy Lehmkuhl is establishing himself as the foremost authority on dental practice transitions. Andy stands head and shoulders above the competition. What sets him apart from his competition is the relationship he establishes with each client but most importantly, the results he delivers with each and every transaction. Andy was the first and only person I called when I contemplated my transition and he delivered on everything I asked and everything he said he would do. He values the people he works for and is concerned about how he is perceived by the dental profession. His integrity is obvious. If you're looking to buy or sell a practice or just for an associate, contact Andy, you will be very glad that you did."

• Ryan Gonzalez, D.D.S. – Winneconne, WI.

"I can't give enough praise to Andy and the Edge Advisor team. They are, by far, the most connected, professional, and hardest working team of brokers there is. After practicing dentistry for 35 years, I had what I thought a very successful rural practice. But, I was also told by many of my colleagues it would take years to sell my practice, if it would sell at all. I started looking to sell at 61 years old. With limited success on my own, I called Andy. He came in and looked at my office, and my production numbers and said he hoped I was serious about selling because he could have my practice sold in 3 to 6 months. Well, he was right. I was shocked at the number of quality candidates he immediately introduced me to. Within a short period of time, one individual stood out as the best fit for not only our patients, but also the staff. We closed on the practice on December 28, 2012 because of Andy's knowledge and experience on how to get things done efficiently. Andy was also instrumental in selling my building and AR to the purchaser. So, I was able to walk away clean. Andy and his wife Jessica are more than just dental practice broker and real estate agent. I think of them now as friends as their hard work helped to make my dream come true. I wholeheartedly recommend Andy and Edge Advisors only to those serious about selling their practice."

• Pat Dowling, D.D.S. – Winneconne, WI.

"I recently purchased a dental practice that was represented by Edge Advisors. Even though Edge represented the seller, Andy and his crew were very forthcoming and honest while I was conducting my due diligence; they made me feel as if they were representing both the buyer and the seller, having purchased other dental practices I know this is not always the case with the seller's representation. The practice purchase went smoother than I could have predicted, and long after the closing date Andy continues to stay in touch and check in periodically. Andy's integrity is unbelievable. He is an outstanding individual. I can honestly say that Andy will be the first person I call for any future dental practice transitions, and I highly recommend him to anyone, buyer or seller, looking for a dental practice."

• Alex White, D.D.S. – Berlin, WI.

"I highly recommend Andy Lehmkuhl and Edge Advisors if you are planning a practice transition. I retained the services of Edge in the spring of 2017 to manage the sale of my dental practice. From start to finish, the process moved smoothly according to the plan Andy formulated when we began."

My first task was to complete a detailed profile of my business. After analysis of this document, Andy was able to plan a strategy for the sale. He planned everything from marketing, timelines, buyer qualifications, interviews with potential buyers, to financial expectations.

Because of the extensive network of contacts with other dental professionals, Andy was able to market my practice through Southeastern Wisconsin. I started interviewing qualified buyers within weeks. They came with an array of transition possibilities, from individuals, partnerships, multi-dentist clinics, to corporate facilities.

In the end, Andy found just the right office that was perfect for me and my patients! It was small enough to keep that personal, friendly touch and large enough to offer the latest technology. Andy's involvement didn't end there either! He and his associates negotiated with my landlord, provided contracts for dismantling my office, and advised on patient communication. I will say that the best move I made was deciding to work with Edge. Andy worked tirelessly and diligently on my behalf. He followed through on all of his responsibilities and went above and beyond my expectations! So, again, I wholeheartedly recommend Andy Lehmkuhl and Edge Advisors for the transition/sale of your dental practice."

• Eileen Langyel, D.D.S. – West Allis, WI.

"Andy and Jessica are "people persons". They handled a difficult situation and sale for me with ease (or so it seemed to me). With a calm demeanor they managed lengthy negotiations to completion. Thanks!"

• Dann Rowe, D.D.S. – Luck, WI.

Testimonials (Andy)

"I have worked with Andy Lehmkuhl and his team for years. I had been looking for a very specific type of practice that proved challenging to find. Andy persisted and eventually found exactly what I was looking for. Circumstances dictated an extremely quick transition and Edge was instrumental in guiding and expediting the process along. I am very satisfied with my experience and would not hesitate to recommend them to any of my dental colleagues. I continue to use Edge's services today, and look forward to a long and fruitful relationship with Andy and the Edge team."

• Trent Paffenroth, D.D.S. – Greenville, WI.

"I had no idea what was involved with selling a dental practice until I made the decision to retire. I have a friend/classmate in a neighboring town who had gone through the process and I called him for advice. He told me I needed to make only one phone call, that was to Andy Lehmkuhl. Andy took charge from day one but ALWAYS had my interests in the forefront. He always took time to explain the details, of which there were many. I never felt like I was left hanging or ignored. Between Andy and Jessica, the fine points went very smooth. My classmate was right, you only need to make one phone call. That is to Edge Advisors. Andy, thanks for all your help and concern."

• Gary Eggert, D.D.S. – Berlin, WI.

"Andy Lehmkuhl is the ultimate professional. Never having retired before I was nervous every step of the way. Andy's experience allowed him to anticipate my concerns and he greatly reduced them as we went through the process. He correctly interpreted my desires and objectives and he found a way for me to get the right buyer and at the right price for both of us. I would recommend his services to anyone."

• Gregory E. Custer, D.D.S. – Mequon, WI.

"Transitioning into retirement can be a very stressful time. Having a dedicated and knowledgeable broker has made this transition quite satisfying. Edge Advisors from Andy and Jessica on down to the entire support staff, where there whenever I had any questions or need for direction. My transition was quicker and easier than I had imagined or hoped for. Edge Advisors always had my best interest through out the negotiations. Thank you, Edge Advisors for your professionalism and personal touch."

• Charles F Strehlow D.D.S. – New Berlin, WI.

"My experience with Andy can be summed up with nothing else but "phenomenal." I had been an associate for 7 years before deciding to buy an existing practice. The entire deal hit multiple road blocks not related to me or Andy and if it wasn't for his exceptional guidance and knowledgeable input throughout this process this deal would have never come to fruition. I am so grateful and fortunate that he was "keeping the ship on course" even with multiple serious obstacles in the way. Due to these circumstances, the deal dragged on for over one year but with perseverance, patience, and exceptional reason, we all had a very successful conclusion in this very challenging situation. He is a true master in balancing the needs and desires of both parties and coming up with a perfectly reasonable compromise. I would highly recommend him to any of my colleagues without any hesitation whatsoever."

• Alan Harvey, D.M.D, Oral Surgeon – Evanston, IL

"On August 31, 2016 I sold my dental practice and building. This sale would not have happened without Andy Lehmkuhl and his team at Edge Advisors. Andy was relentless in finding the right people to take over our practice. He and his team know what they are doing and guide you through every step along the way. I can not say enough good things about Edge Advisors."

• Kurt A. Aschim, D.D.S. – Marinette, WI.

"When I made my decision to sell my practice, I asked and answered myself two questions. Q #1: "How many dental practices will I sell in my life?" A: "One". Q # 2: "What do I know about selling a dental practice?" A: "Nothing". It would have been folly for me to engage in one of the largest financial transactions of my life without proper representation. With that thought, I employed Edge Advisors on my behalf. Let's face it, nobody wants to pay commissions on the sale of their practice. Yet, when done properly, those commission dollars are dollars well spent. Andy Lehmkuhl and Edge explained, engaged and then executed a fair and equitable Buy/Sell Agreement.

I found the weekly e-mail communications discussing the progress of the process to be reassuring. In addition the questions and concerns that I had of virtually any aspect of the process were handled efficiently and effectively. At the end of the day, there were no surprises, as the all the Buy/Sell details were discussed on the front end. As well, I left my practice with no skeletons in the closet, as due diligence was well served. With the knowledge and experience that Andy and his staff have accumulated, Edge Advisors has set the standard in their industry."

• David C. Mason, D.D.S. – Green Bay, WI

"I met Andy Lehmkuhl and Edge at my local dental society meeting. He is a very sincere and likable man who always had my best interest in mind through a very emotional process. His knowledge and professionalism on dental transitions and his connections in the dental world, especially the Midwest, is impressive. Like most dentists I carried extremely high expectations into the transition process and Andy exceeded them all. I gave him four months to close the deal and he accomplished this and secured my original asking price. Andy is the best at what he does and I would not hesitate to recommend him to anyone."

• Chuck Kessler, D.D.S. – Onalaska, WI.

Testimonials (Andy)

"When I first decided to start the process of retirement and the sale of my practice, I didn't know where to start. I had heard of Edge Advisors somewhere along the way. I asked my accountant who replied that he had a number (3-4) clients who had used Edge to successfully sell their practice. From my first call to you, I was encouraged. You arranged to meet with me promptly and clearly explained how the sale process worked. You and your capable staff provided me with a framework to pull together the information necessary to determine the practice value. You helped me to understand what a realistic value was by using a variety of methods to be sure the valuation was accurate. You then had interested buyers quickly scheduled to examine my practice.

Once a buyer made an offer, you helped me to evaluate the offer. Once I accepted the offer, you helped move the process along by using your extensive experience to complete the necessary paperwork. I can't thank you enough for the support you provided throughout the whole process. As I seller, I always felt that you clearly represented me and my best interests. I really feel the commission cost was worth every penny. Please feel free to have any prospective clients contact me if they have any questions about my sale."

• **David R. Laste, D.D.S. – Wauwatosa, WI.**

"Working with Andy Lehmkuhl and his staff was very enjoyable. He has a very key and low pressure style of doing business. His response time was excellent and he kept all promises that he made. Andy knew I was under extreme pressure and on a very short time line because of my upcoming deployment with the USAR DENTAL CORPS. Thanks again for a job well done."

• **Major Allen Langeberg, D.D.S. – Mequon, WI.**

"Andy and his team have been very helpful throughout the process of buying and operating our dental practice. During our search, Andy was always willing to go the extra mile and answer any questions we had. He helped us find a great practice that fit what we wanted, and we have remained satisfied one year after our purchase. We also have utilized Edge Advisors' other services and are happy with the professionalism and quality that we have received."

• **Dan Branson D.D.S. – Brodhead, WI.**

"I would like to extend my sincere gratitude for all the work you and your team did to help make this possible. The professional dedication that you demonstrated during our practice transition made all the difference! Your focus and ability to guide us during the process was encouraging. You are a true asset to your field and the dental profession."

• **Rich Tonelli, D.D.S. – Green Bay, WI.**

"I first met Andy in 2007 as I was preparing to transition from an active duty practice in the U.S. Navy to a civilian practice. I knew I wasn't ready to strike out on my own having no private practice experience so I worked with Andy and was hired as an associate in a very large group practice. It was exactly what I needed coming out of the military. I was content with my practice but I knew there was something more out there, I just didn't know how to find it. Andy and I had kept in contact all along and four years later we got to talking about another practice transition. I told Andy that if I was going to move on he had to find me the perfect opportunity. I had my doubts. I gave Andy a miniscule geographic region that he had to stay within, along with all the requirements for the practice, and I have to say, I was amazed. Andy found opportunities for me that I didn't know existed. At the end of the day, we looked closely at about 7 practices before he helped me choose the right one. I've been in my new practice for 5 months now and life is good. I'm very grateful for all of Andy's help and expertise. I would absolutely recommend Andy to any dentist looking to transition into a new practice."

• **Bradley Meer, D.D.S. – Eau Claire, WI.**

"I've known the Edge team for about 5 years now, and can say without a doubt that Andy, Jessica and the team are fantastic. Andy is always quick to respond to requests for information, professional in his demeanor, and is a valuable source of advice and guidance for me. Edge has helped me find good dental practices to join my company, and have always offered great insight and advice along the way. I use Edge for my accounting services, and am beyond thrilled to have Tom Whalen watching my business interests. This group is very team oriented, and they respect my time. I have dealt with numerous other companies while buying dental practices. I truly believe they are the gold standard for practice transitions in Wisconsin, and the entire Midwest. Andy gets the job done, period."

• **Mike Murphy, D.D.S. – Northern Wisconsin**

"The Edge Dental team are very professional, and proactive in getting the practice sold for the best possible price.

I always felt like they very well served my best interest, and have no regrets in choosing them. They have the connections to find candidate(s) and get a good deal done. I would recommend them to anyone.

• **William Meier, D.D.S. – Oconto, WI.**

"A smooth fantastic experience. The group at Edge Advisors really make you feel like they are there to serve your needs and look out for your best interests. When selling my practice due to a family emergency, they were able to find several interested buyers in a very short period and had my practice sold in less than 1 month. I highly recommend using them for all of your dental transition needs or finding a dental associate. You will be very satisfied with their personal service and knowledge."

• **Christine Woodward, D.D.S. – Chippewa Falls, WI.**

Testimonials (Andy)

"I cannot overstate how pleased Laurie and I are, both with the way we were treated by the Lehmkuhls and with the results. We had been trying to sell our progressive solo practice in northwestern Wisconsin for 9 years, listing in consecutive fashion with three other well-known agencies, one of them twice. Few opportunities surfaced during those nine years, and those that did were not quality. We had the impression that there was little motivation on the part of these agents to promote our listing because of our location, even though our numbers were positive.

I interviewed Andy aggressively in 2015 because of a financially negative experience with one of our previous agencies, but Andy handled it well. Another year went by with nothing for us through our agent at the time. However, during this year I heard a number of positive comments about Andy from some of my colleagues. So, with anxiety born of previous failed listings, we called Andy and Jessica again. At first, they were hesitant because we are so far away from them, but eventually they agreed, on the condition that we drive to them (near Green Bay) to initiate the listing. This turned out to be the best trip we have ever made (with the possible exception of our honeymoon 48 years ago). Andy warned us that it might take awhile but assured us that eventually it would happen. It was clear immediately that this was going to be an entirely different experience. Creative steps were being taken to put the practice in front of potential buyers, and communication occurred nearly every week. It did take awhile, as Andy had warned, but in the spring of 2017, as a result of one of those creative marketing strategies, a serious buyer appeared. The negotiation phase began, and Andy assumed this responsibility for us, communicating only when decisions were needed. The deal survived through all of that, in no small part due to Andy's tenacity and extensive knowledge regarding the process. We closed on January 2, 2018.

And what has happened since? Well, the new dentist is now my dentist, there has been zero staff turnover, and I receive thanks regularly from my former staff for finding such a good new boss for them. My former patients are pretty much all still in the practice, and I have not heard a single complaint from any of them. The new owner has brought his youth, his energy and his creativity to the practice, and is making improvements

to what I thought was already a pretty good practice. Now, every time I drive my car or ride my bike past the office I get a warm, happy feeling. There are two reasons: First, this office is going in the right direction and is going to do well. Second, I don't have to go there anymore, except twice a year for checkups!"

• **Dellin R. Bakkum, D.D.S. – Spooner, WI.**

"I have been practicing dentistry for 34 years in a small (pop 1500) rural Wisconsin town. As I near retirement age, I decided to engage the services of Andy Lehmkuhl with Edge Advisors to help me transition the practice. I found Andy and his team to be very competent, friendly, thorough, and effective throughout the process. It took just over a year for Andy to find a situation that worked well for me. I would recommend his services to anyone interested in selling their practice."

• **Paul Miller, D.D.S. – Markesan, WI.**

"Andy and Edge Advisors are truly professionals, dedicated, trustworthy and most of all ethical. They had my back through the entire process of marketing, negotiations, and selling my practice. Working with Andy you quickly realize that the focus is on you and your best interests. If you hold ethics and fairness in high esteem, Andy should be your choice."

• **Tom Macak, D.D.S. – Plover, WI.**

"I recently had the pleasure of working with Andy during the purchase of a dental practice. He listened to exactly what we were looking for and he made it happen! Andy was an invaluable help and without him we may have missed this wonderful opportunity. He was there every step of the way and responded to our questions and concerns in a very timely manner. Andy is a true professional and also knows how to make a situation that can be very stressful, feel comfortable and flow seamlessly. We could not have asked for a better experience. Thank you, Andy and Edge!"

• **Rachel Wozniak, D.M.D. – Marinette, WI.**

"Colleagues, after practicing dentistry for 37 years in a rental office space, I became aware of the distinct possibility that I was at risk to lose my lease. After considering the many companies out there offering to transition/broker my practice I chose to meet with only one, Andy Lehmkuhl of Edge Advisors. After our face-to-face meeting I instinctively knew I had made the right choice. After going through the valuation process, the marketing efforts began. During this time I was able to work with several of Edge's other team members, most notably Jessica Lehmkuhl. I can only say it is comforting to work with such competent and professional people. In February of 2017 I did receive a certified letter that my lease was to be terminated. Now the clock was ticking. Andy and his team identified the best fit for my transition/sale and the negotiations began. It was clear that Edge represents the seller, but Andy and staff were instrumental in guiding the buyer to structure a deal that worked for both parties. I was able to complete a deal that gave my patients a quality practice to go to in the area, offered jobs to my staff, and an employment contract for myself that will enable me to continue working for a few years. I also have a structured deal to get my full asking price.

In summary, I can only say that I can recommend the services of Andy Lehmkuhl and Edge Advisors without reservation. Whether you are selling or buying a practice, you will be well served by contacting Edge Advisors."

• **Wayne Myhre, D.D.S. – Hillsboro, WI.**

"Dear Andy, Thank you for all your hard work brokering my practice. Like so many events in life, until you go through it you just don't know what it all involves. What I'm trying to say is, "Holy Cow, selling a practice makes selling a house look like selling a car." I really feel that you put your heart and soul into making my sale a success. When you approach others who are considering selling, let them know that I for one am a satisfied client. You did tons of stuff I never even considered would be necessary. You were fair, honest, considerate, available."

• **Dana Lubet, D.D.S. – Middleton, WI.**

Testimonials (Andy)

"I am pleased to write a testimonial for Andy Lehmkuhl of Edge Advisors. The 'standard' brokerage firms did not secure me a sale for my practice, but Andy was able to garner a successful sale. Andy has a high energy level, numerous connections throughout dentistry in both private and group practice, and he succinctly knows the dental business inside and out. Andy was accessible to us from start to finish during the negotiation and sale process. If you are in need of a broker, I would highly recommend you use Andy Lehmkuhl. He's the best in the business. As a side note, praising people does not come easy for me, but in Andy's case, this testimonial truly comes from the heart. Go get Andy!"

• Daniel Wadzinski, D.D.S. – Verona, WI.

"I feel very fortunate to have Andy Lehmkuhl and Edge Advisors as my dental practice transition team. Andy is a very honest and forthright person who asks what parameters are needed for your practice sale and then listens to the response. Andy brought qualified candidates to interviews and studied the dynamics of the interaction. In my personal situation, we had to redefine the specifics of the transition. Andy was very supportive in the specifics that were needed to make the sale and transition work. Then the real Andy came out; he introduced me to the one most qualified and compatible dentist. Dr. Patel and I are now growing Bayshore Dental into an even more vibrant and quality practice. Thank you Andy for your patience, direction, and persistence in finding the right doctor for my practice."

• William Toburen, D.D.S. – Whitefish Bay, WI.

"I have worked with Andy Lehmkuhl and his team at Edge Advisors to sell my dental practice and building. They were extremely knowledgeable, friendly and worked very hard for the best possible outcome for all parties concerned in the transaction. I would highly recommend them and encourage anyone thinking about selling their practice and office to give them a call."

• Daniel J Johaneck D.D.S. – Appleton, WI.

"I must admit I was worried when I made the first call to Edge Advisors last October. My dental practice was the result of 38 years of my life. I love practicing dentistry, and I wasn't sure I wanted to give that up and retire. After talking with you, I thought "OK, this guy seems to know what he's talking about". You understood my needs and desires – to start a transition to retirement that was still somewhat open ended, but with definite direction. The Edge Advisors Team started with an evaluation of my dental practice that proved to be spot on. You introduced me to interested groups that you felt would be a good fit. Edge assisted me in garnering a generous offer and made contacts that sealed the deal."

From the beginning to the closing, your guidance, knowledge of the industry, patience and confidence was invaluable. The decision to use Edge Advisors thru this stage of my career was an excellent one, and I truly appreciate your expertise. Thanks to all at Edge Advisors."

• William Skarie, D.D.S. – Weston, WI.

"Edge Advisors helped me transition out of the Army into an incredible practice opportunity. Andy Lehmkuhl and Marshall Watry worked tirelessly with me while I was in Alaska for about fifteen months. We spent many, many hours on the phone evaluating and discussing practices in the Midwest and Northwest before finding a fantastic practice opportunity in Wisconsin. Andy and Marshall ALWAYS presented a realistic picture and did not give poor advice or let ME make poor decisions. They are the leading practice transition specialists in the Midwest for a reason. Their numerous years of experience enable them to give prompt and sound advice. Andy is very professional and went out of his way to help make this practice transition happen. Thank you!!

Edge Advisors can help in all aspects of your dental practice. Whether you are a new practice owner or established, Andy and Edge Advisors can help your practice. I cannot say enough good things about Andy, Marshall and the Edge Advisor team and I enthusiastically recommend and endorse them. They are energetic professionals who will go the extra mile to help you succeed."

• Forrest Gearhart, D.M.D. – Adams-Friendship, WI.

"The entire Edge Advisors team provided a premium service. Andy and Marshall's services allowed me to transition out of the military into my own office while being stationed in North Pole, Alaska. Andy found no less than a dozen practices that fit my criteria and set up meetings with every one that I wanted to see (he was even there in person through everyone). Marshall was incredibly attentive with figures, often responding within minutes of my emails."

Edge continues to be very attentive as my practice accountants. In addition, I have utilized many of their other services specialized toward the dental field. Overall, I would have thought that transitioning a dental practice from 3,300 miles away and a couple different time zones would have been much more difficult, and I'm sure it would have been without the constant support of Edge. I would expect that you will be hearing their names more and more often in the Midwest as I'm sure they are helping improve and strengthen the field of dentistry of solo and independent dentists."

• Gregory Furdek, D.D.S. – New Holstein, WI.

"I cannot say enough about Andy Lehmkuhl and the entire staff at Edge Advisors. To say that Andy has been helpful to myself and several other of my dental school classmates would be a gross understatement. As a new graduate, trying to figure out the daunting business side of dentistry was very overwhelming. Andy went above and beyond to make sure we were all well-informed and guided us to make the right decisions for not only ourselves but our families. His knowledge in this field is second to none and his resources and colleagues are priceless. Andy is an honest, down-to-earth guy that makes his clients always feel like they're his number one priority. He is very professional, but also somehow makes you feel like a friend. I look forward to working with Andy and his team for many years to come and would not hesitate to recommend him my colleagues; in fact, I think not utilizing Andy and his team in some respect would be a great disservice to yourself and your practice."

• Linnea E. Morton, D.D.S. – Racine, WI.

Testimonials (Andy)

"Edge Advisors made selling my practice a pleasure. The whole process went very smooth. They kept in touch on a regular basis and we never really felt like we didn't know what was going on. Jessica is a true asset to the company. Thank you for all your help Jessica and Andy and Staff."

• **Todd Krueger, D.D.S. – West Allis, WI.**

"I just wanted to thank you for all of your diligent work in making my transition a success. Penny and I will be eternally grateful for the way in which you handled all of the details and the personal attention you gave us. The fact that you were as concerned as we were that the deal had to be a Win-Win situation for both parties helped everyone involved feel comfortable with the transition arrangement and terms. I am quite sure that the doctor who purchased our practice had all of the trust and confidence in you that we did. Your understanding of our needs, the time constraints involved and the needs of the purchaser along with your diligence in seeing to all of the details, made the whole experience of transitioning less stressful. We wish you the best in your future endeavors and will highly recommend you to my colleagues who are considering selling their practice or hiring an associate."

• **Anthony Sciascia, D.D.S – Mondovi, WI.**

"I have worked with Jeff Vanden Heuvel for more than 30 years. When I made the decision to sell my rural practice and retire I was surprised when Jeff referred me to Andy Lehmkuhl instead of handling the sale himself. When I asked why he simply said that Andy is the best in the business. It proved to be absolutely true. I was expecting the transition to take at least a year. Andy had my practice sold and I was completely retired within three months of our first meeting. I received full asking price with no contingencies. Andy and his company worked extremely hard to make the transition happen so quickly and smooth. Everything was done with my best interests in mind. I couldn't be happier with how Andy's team handled the whole process."

• **Vernon Goin, D.D.S. – Brillion, WI.**

"To my colleagues and fellow practitioners, When the time comes to transition your practice, you could not be better served than by engaging the services of Andy Lehmkuhl of Edge Advisors. Andy and his superb team represented me in the sale of my general dental practice in 2014. They valued my practice fairly and favorably, quickly produced multiple full-price offers, and were able to structure the terms of the sale to maximize tax advantages. Andy is very well-respected in the dental community, has a vast network of contacts and counselors and is, in the final analysis, an expert closer."

Earlier in my career, I sold a practice for health reasons. I was represented by one of the major names in practice transitions, and because of this, I may have a bit more experience than others in dealing with practice brokers. The experience I had with Edge Advisors was so superior to that of the first sale that comparing the two sales is not possible. Edge does it fairly, quickly, and when it's complete you will still have people there that you will want for friends. It will never get any better than that."

• **John E. Knutson, D.D.S. – Burlington, WI.**

"University of Wisconsin – School of Veterinary Medicine
Stepping Stones to Clinic Transitions"

"I approached Edge Advisors looking for a full-service business management team to present at my annual "Veterinarian's Conference on Practice Management." I was looking for presenters that would give good practical information in an unbiased manner – and boy did they deliver! The result was phenomenal! The presentations they gave received excellent reviews from our conference attendees. From the program's evaluations, 100% of the attendees agreed or strongly agreed that: Edge Advisor's presentations were unbiased; attendees will be able to use what was taught by Edge Advisors; AND all attendees thought that the program was worth their time and money spent. You can't get better feedback than that! We'll be inviting this team back for future presentations."

• **Kathy Nelson – Director of Continuing Education
University of Wisconsin School of Veterinary Medicine**

"Fellow Doctor - After 28 years as a solo practitioner, I decided to check out my options. Months earlier I had attended an Outagamie County Dental Society meeting with Andy Lehmkuhl as the continuing education speaker and was very impressed. Within an amazingly short time of contacting Andy, he had developed a number of options for me to sell my practice. I was pleasantly surprised at the value he felt my practice had. Rather than suggest that I lower my price to sell my building and practice to the first serious buyer, Andy brought in a second party that was willing to pay top-dollar for the practice while leasing my building to them at an attractive rate. I realize that Andy could have made himself considerably more money in commission if he had encouraged me to sell the building and the practice to the first buyer. Andy clearly demonstrated his integrity and ethics to get his seller the best deal possible."

I should also mention that all of this occurred in an amazingly short time to accommodate my need. Andy's staff was extremely polite, professional and helpful in guiding us through the process in a way that was never overwhelming. Should you have any questions for me in regards to Edge Advisors, I'd be happy to share with you our wonderful experience. I can be reached at: lschulz@new.rr.com or 920-989-2586."

• **Sid Schulz, D.D.S. – Sherwood, WI.**

"My experience with Andy & Edge has been a successful one. He listened to me and what my concerns were. He then found a perfect fit for me that not only worked for the employer, but also for me as a candidate. Andy cares about making sure both parties get what they want so that a successful, long term arrangement can be made."

Andy persistently worked for me to get me to a situation I am thrilled with. He's very easy to work with, available to answer questions, and takes a personal interest in his clients. I would and have recommended Andy to several of my friends."

• **Andy Lindner, D.D.S. – Rhinelander, WI.**

Testimonials (Andy)

"I have relied on Andy and Tom at Edge to help me analyze and acquire the right practice for me. Andy spent a whole day driving me all over southeastern WI to look at different offices for sale. I have dealt with other brokers and Andy has been by far the most honest and easiest to communicate with. Tom spent a lot of time helping me analyzing a practice of interest and worked around my busy schedule. I think any dentist would be smart to utilize Edge as they really know the dental landscape in our state and want us private docs to thrive."

- **Jacob Ferris, D.M.D. – Wisconsin**

"Andy, Jessica, and their team at Edge Advisors literally went the extra mile to secure the sale of my practice. With my remote location in northern Wisconsin and the presence of a large government-sponsored clinic in town, the sale was beyond challenging, but the professionals at Edge hung in there and found a great buyer. They kept me informed at every step along the way, and made the transition to retirement go smoothly. I highly recommend enlisting the services of Edge Advisors if retirement is beckoning!"

- **Bruce H. Klockow, D.D.S. – Park Falls, WI.**

"The first thing that comes to my mind when I think of Andy Lehmkuhl is he is a man of his word. I have known Andy for three years and when I learned he started his own consulting company, I was certain I would utilize his services and confident he would deliver the best practice opportunity for me and my family. He has not disappointed. Andy was always available, followed through on every proposal, and took the necessary time to make sure the fit was correct. I never felt Andy was "just making a deal"; he treated me with respect. I am a young dentist, and I promise that whether you are retiring or just out of school, Andy will do what is right for you. I have recommended Andy to many of my colleagues, and will continue to do so. Thank you, Andy."

- **Brandon Roth, D.D.S. – Menasha, WI.**

"Edge Advisors helped me find a great dental practice and negotiate the purchase as I transitioned out of the military. I had my sights set on a specific practice I wanted to purchase, but the seller's terms were not favorable and after a few months of negotiating it seemed as if we wouldn't be able to come to an agreement. Andy came up with a really creative offer in the 11th hour and turned the whole deal around. I was able to buy the practice and the building at the same time when purchasing the real estate (which I wanted) was previously non-negotiable. I highly recommend the team at Edge Advisors for anyone looking to navigate a practice purchase or sale. They have a fresh take on our industry and a creative energy you won't find elsewhere."

- **Jonathon Hardy, D.M.D. – Somerset, KY.**

"It was a pleasure to work with Andy and the rest of the Edge Advisors staff as I sought to transition my practice. He worked energetically, expediently and ethically to create the most beneficial situation available for me. He was always available to discuss my concerns and frequently anticipated potentially difficult areas. It was obvious throughout the entire process that his goal was to create a satisfying and seamless process as possible."

- **Gene D. Lasky, D.D.S. – Milwaukee, WI.**

"Working with Edge Advisors to complete my practice acquisition was very helpful. Although Andy and his team represented the selling doctor they were helpful in giving me contacts whom were knowledgeable enough to guide me through the process. From accounting to lenders and lawyers they were there at every step to get us to the next step. Andy was always willing to help and be my first resource. I don't feel there is any other practice transition team out there that is as organized and comprehensive as Edge advisors."

- **Dan Ross, D.D.S. – Milwaukee WI**

"From start to finish, Andy Lehmkuhl and his team at Edge Advisors were there all the way. Andy has managed to assemble a team of dedicated professionals that allows the transition process to be nearly seamless. Whether it is helping the selling dentist understand what the transition process will be, or crossing all the t's and dotting all the i's for financing, Andy and his team are there each step of the way. I look forward to working with Andy for years to come. There are no guarantees of success in the business of dentistry, but Andy and his team at Edge Advisors are as close as you're ever likely to come."

- **Craig L. Smith, D.D.S. – Mequon, WI.**

"Andy Lehmkuhl and his partners at Edge have made entering the working world a lot more manageable and a lot less daunting. In a time where dental students are given almost zero business experience or connections; Andy has been a precious resource for me as I begin my career. His eagerness to help along with his affable demeanor has been refreshing and invaluable in at time of such financial insecurity. Everyone at Edge is a true professional and I highly recommend them to anyone needing consultation in the dental profession."

- **Nick Valeri, D.D.S., M.S., Orthodontist**

"I'm Dr. Scott Behringer of The Smile Clinic in Manitowoc, WI. I have a fee for service sedation and cosmetic dental practice with over 30 years of experience. Edge Advisors has been an incredible asset in going forward to transition our practice. Andy and Jessica understand the complicated task of valuing a practice and appreciate it throughout the transition process. I am ecstatic over their efforts for our team of professionals."

- **Scott Behringer, D.D.S. – Manitowoc, WI.**

Testimonials (Andy)

"Selling a dental practice is truly a place most dentists have never been. To say health professionals lack knowledge and experience when it comes to practice sales is probably a gross understatement. I didn't know much about Andy when I first contacted him, but he came highly recommended by others that had worked with him. I can now add my name to the list of people that endorse Andy and his team in the sale of a dental practice. If and when you sell your dental practice, you will need a coach. Someone that can guide you through the process. Someone that can answer your questions. Someone familiar with all the steps, documentation, and contracts necessary. And, of course, someone who can reassure you and make you feel comfortable throughout the process. The sale of my practice went smoothly and according to plan. I believe Andy's level of organization and his ability to keep things moving made that possible. He was always there to answer questions and lend his experience. He made sure the sale was done correctly. My experience with Andy Lehmkuhl and Edge Advisors achieved my goal of selling a dental practice at a fair price. I believe Andy and Edge Advisors can make that happen for you."

• **Scott Williams, D.D.S. – New Berlin, WI.**

"Finding the right Associate Dentist for any practice is usually a challenge. Matching clinical philosophies, personalities, work styles, and skill set is complex. I am a Dental Practice Management Consultant and brought in Andy Lehmkuhl and his team at Edge to help find and secure just the right person for my client. Edge was able to quickly grasp our market demographics, service mix, and practice personality and find a handful of quality/qualified dentists to interview. Andy took personal responsibility in helping us draft and negotiate a win-win agreement for both the practice and the Associate. The process was simple and we got a great dentist & teammate. Andy and his team are a permanent entry in my business book. I would recommend them to anyone."

• **Wesley M. Jankowski, CEO/Founder, StraightLine Professional Development & The CEODentist**

"I already had a purchaser for my practice so we used Andy to write our contract and guide us through the transition process. Some transition consultants are biased toward the purchaser because they have a future with them in consulting or practice management."

Andy was candid, honest and totally unbiased. He is a forthright person who made himself available to us at all times. Even returning phone calls while he was on vacation. He understands the institutions that finance dental practice purchases and his connections to all the right people facilitate a smooth exchange. There is a reason for his "Best in Wisconsin" reputation!"

• **Newell L. Easley, D.D.S. – Burlington, WI.**

"I have worked with Andy Lehmkuhl throughout my career. He set me up with interviews when I was looking to be an associate, and also helped me find a purchase a practice. What I really liked about Andy is he is ALWAYS there. When I would call looking for advice or guidance, he would answer at all times and help me with whatever problem I was facing. He went beyond the extra mile to help and at all times I felt like I was his most important client. Everyone at Edge Dental has my full endorsement."

• **James Gunelson, D.D.S. – Stanley, WI.**

"Marquette University School of Dentistry – Practice Dynamics Class – "Dental Transitions and Associateships"

"As the course manager for the Practice Management Program at Marquette University's Dental School, I have had the pleasure of working with the team at Edge Advisors. The Edge Advisors team engages our students with practice management and dental accounting material that improves the individual's skill set and better prepares them for their dental career. I have heard nothing but positive feedback from our students on the presentations given by the Edge Advisors team. They have been an exceptional resource to the Practice Management Program at Marquette."

• **Meghan Conger – Course Manager, Practice Dynamics – Marquette University School of Dentistry**

"When my DIY approach to buying a practice hit multiple roadblocks, I turned to Edge Advisors and they made this challenging and overwhelming process feel effortless. Andy, Jessica, Kara, and Mike were great resources and promptly answered every question, keeping the sellers and our team in the loop at all times. They coordinated a complex lending process involving two different banks, each with different requirements and documentation needs. Highly recommend Edge if you're looking for a transition that feels like a win-win situation for everyone involved."

• **Sarah Blair, D.D.S. – West Allis, WI.**

"You learn real quickly working with Andy that he means business. I went from being a new graduate with a few 'less than exciting' job prospects to working at my dream job, in about three months. To put it simply, the guy gets things done and makes it look easy. He has a vast amount of experience in the field and an equally vast amount of connections throughout the state. He conducts himself in a very professional manner, and is able to work well with all types of people and personalities. He has a unique set of skills that make him very good at what he does, and I would definitely recommend him to anyone looking for a job or practice."

• **Neil Olson, D.D.S. – Superior, WI.**

"Thank you Andy (Edge Advisors) for the recent presentation to the La Crosse District Dental Society. Your presentation was well organized, informative and extremely pertinent to any dentist practicing in the Midwest. Your succinct talk would be helpful to any dentist regardless of age or stage of practice. Thank you."

• **Derek Nordeen, D.D.S., Diplomate American Board of Endodontics – La Crosse District Dental Society**

Testimonials (Andy)

"My experience with Edge Advisors has been extremely gratifying. I made the decision to go with Edge after meeting with Andy Lehmkuhl. I'm glad Edge decided to work with me as a solo rural dentist.

I actually met Andy at our lake cabin that I was in the process of remodeling. How many broker/advisors take the time to get to know you on a personal level before talking business? We connected immediately as he was also working on a lake cabin. We began sizing each other up to see if we wanted to develop that connection to a business relationship. Andy put me at ease as he told me about his company and I gave him a history of my practice and me.

We drove to my office and I gave him "the tour ". He asked a lot of questions and explained the process of different scenarios of practice transition. Keep in mind, my practice was a scratch start thirty years ago in a sleepy, small town in rural southern MN. Many brokers may have been put off by a solo rural dental office. Andy's small town philosophies and integrity are combined with big city thinking. Whether you're in a rural area like myself or in a large city group practice, Edge Advisors are equipped and connected to marry any buyer and seller. They'll find a solution for both parties.

I was later introduced to a potential buyer by Andy and his associate, Kyle Brill. We all met at my office on a summer night and Edge Advisors were terrific in introducing my practice. All transactions were done with the strictest confidentiality, which is paramount for a practice in a small town. Any breach in this would've been disastrous. Kyle became my main advisor as prospective buyers were introduced to me. Kyle is a great negotiator and a bridge between buyer and seller. A transition will not be successful if it's not a good for both parties. Kyle was excellent in keeping me informed with progress in finding an appropriate buyer. Edge is intimately connected with the dental schools and societies, suppliers and any affiliation with the dental industry. Edge Advisors can often be found giving lectures at state conventions and study clubs, etc. It's this type of expertise and networking that can locate and recruit a potential buyer. This process continued and I was still able to practice. Once a serious buyer was identified, Kyle was excellent with negotiating and helping with binding contracts. All of this was done with no interruption to the practice.

Ultimately, the practice sold seamlessly. Edge made an extremely emotional and stressful experience a rewarding process for me, the buyer and ultimately, my staff and patients. If they can sell a rural solo practice, they can help anyone. They did this with none of the surrounding towns and cities with competing dental clinics finding out about my potential sale. I owe a debt of gratitude to Andy and Kyle. From the initial meeting at my cabin, to signing contracts at the lawyer's office, Edge was the absolute best to work with. They treated me like I treat my patients and staff; with friendliness, care and expertise."

• **Bryan Johnson, D.D.S. – Madison Lake, Mn.**

"As Secretary/Treasurer of our state component dental society, I am always looking for speakers to come and present to our group. I received an email from Andy Lehmkuhl asking if we would like him to come and do a presentation. I was not sure of the subject matter, but took a risk and invited him. What a pleasant surprise. He gave a wonderful presentation to our group. He is not only very knowledgeable, but easy to listen to and entertaining. There is no doubt in any of our minds who we will contact should we need advice on buying or selling our practices. I definitely would recommend any dental group or single practitioner to listen to Andy before making your next buy or sell move. His advice will be priceless."

• **Mark D. Paschen, D.D.S. – Adams, Sauk, Juneau Dental Society**

"Thank you Andy (Edge Advisors) for your presentation to our dental society. Our members all enjoyed your fact filled presentation and open dialogue that night. Your insight into today's economic environment and how it relates to practice transition/valuation was well received. Thanks again for staying and answering all the questions asked that night. Your presentation definitely hit home for all of us!"

• **Bryon Kozak, D.D.S., M.S., – Kenosha County Dental Society**

"Thanks again for coming to speak at the Columbia, Dodge, Marquette Dental Society meeting. Your knowledge and experience in practice transitions and valuations was greatly appreciated. I personally enjoyed the low pressure, casual atmosphere in which the information was presented."

• **Ross Werner, D.D.S. – Columbia, Dodge, Marquette Dental Society**

"After unexpectedly losing my husband, I was approached by a large dental brokerage firm to help with the transition. That firm led me down a road that caused me to lose a great amount of money. After this, I contacted Edge Advisors and they came in and helped me every step of the way to a successful transition in an extremely short period of time. They showed compassion and genuine concern for me and my entire family, and I am thankful for the people that they are, and the business that they do. Dentists – take my advice, for the sake of your family, PLAN FOR THE FUTURE and call Andy."

• **Alana Havenstrite (Jon Havenstrite, D.D.S.) – Onalaska, WI.**

"A true professional and an honest man in helping with the transition to civilian practice. I have known Andy for over seven years when he recruited me for an Orthodontic position in Wisconsin. He is a caring, honest professional who really knows the dental field. He personally follows up to ensure a smooth transition."

• **James D'Anna, D.D.S., COL, USA (Retired)**

Testimonials (Marshall)

"We couldn't be happier with the service provided by Marshall Watry and his team at Edge Advisors. We are a large independent radiology practice who has been using Edge to manage both individual tax planning and complex practice financials. Partners' continue to be impressed with Marshall's expertise, and his prompt replies to our seemingly constant email and questions. Partners appreciate Marshall's honesty, and how he never tries to fake answers in the rare case he isn't completely sure about an issue. He simply researches the topic and quickly gets back to us with a comprehensive response. We feel that Edge provides us the peace of mind we need for accounting at a fair market price."

- **Dr. Dan Camacho - Radiology Associates of the Fox Valley**

"Our group had been using the same accounting firm for over 20 years but we knew it was time for a change. From the first meeting, we were impressed with Marshall, Jon and the team at Edge Advisors. Everything they said and laid out for the transition was followed through on, exceeding all expectations. Even though we transitioned with 6 weeks left in the year, Edge made the process easy for our office and staff. Marshall and Jon were able to complete the transition, close the year-end books and accurately communicate year end tax planning expectations to the owners. As we continue to partner with Edge Advisors we are looking forward to understating and improving the financial aspects of our practice. Thank you!"

- **Dr. Steve Eiler, Dr. Jessica Davis, and Dr. Brad Foss
Hillside Dental Associates**

"You had the least history with me (and my clinic) and hands down, you have been the most accurate, timely and best with planning in the shortest amount of time. Thank you so much; I look forward to getting together to re-evaluate and assess what else I can do to build a better business profile. In the meantime, thank you for your attention to the detail!"

- **M. Elizabeth Doolittle D.D.S.**

"Marshall has been a true blessing in our lives. He has been our accountant and a fantastic resource and adviser from the time I graduated dental school, through the purchase, growth, and sale of my first successful practice, and into my current situation as an owner in a prosperous partnership. His knowledge with practice evaluation, buy-side representation, contracts, and the business of dentistry has been exceptional.

His connections throughout the Wisconsin dental community are invaluable. Not only does he provide high-level accounting and tax services but his 'outside of the box' thinking has been beneficial on countless occasions. I am happy and grateful that I was connected with Marshall early on in my career and look forward to navigating the future with him by our side. Thank you!"

- **Brittany Burger, D.D.S.**

"Marshall and the team at Edge Advisors have taken care of our group from the day we switched to them. The efficiency they have added in payroll, bookkeeping, accounting and tax has not only helped us better understand our office but is saving substantial time. They also provided financial consulting advice which has put us in a better financial position to have continued success well into the future."

- **Linda Liebman - MAC Dental**

I am grateful to have been working with Marshall and his team for the last 5 years. During this time we moved from an office space we were leasing into our new office. Marshall provided sound advice and guidance through the planning process, the transition, and afterwards. I appreciate his specific knowledge of the dental industry as well as the prompt, well-informed response to questions. The amount and type of services provided to our office are based upon our preferences, allowing a working relationship that functions best for us. Thank you to Marshall and your team at Edge advisors."

- **Dr. Stephen Lasslo**

"I began working with Edge Dental's Accounting Division, specifically Marshall, right after the purchase of my second practice. The experience has always been positive and Marshall has been responsive through all my changes and chaos... even into my third practice acquisition! We have also been working with Brian, who has been very informative and responsive. My office manager and I have many questions as we not only value the service, but we also want to understand and improve on our data entry (Quickbooks). Brian has been integral to us improving in this area. I highly recommend Edge Dental's Accounting services as they are specific to the needs of a "dental" practice, provide a dependable and quality service, and provide this quality service at a reasonable fee that a sole practitioner like myself can justify and even appreciate paying. Consistent with my experiences with other divisions of Edge Dental, it is clear to me that Edge Dental only employs top notch individuals in their accounting division as the experience I have had has been excellent. Honesty, dependability, and quality... the best of the best!"

- **Dr. Rick Salm**

"I will say working with Marshall is excellent. I only have positive things to say about him. What I love about working with Edge CPA's is the way they have set me up for success. My book keeping is easier than ever. It takes less time, I actually understand what I am looking at and if I ever have a question, Marshall can pull up my account on his end and help me out. His response time is always rapid and he tends to take a moment to check in, which is a nice personal touch. I appreciate the monthly billing as well, it allows me to know what my accounting bill will be month after month rather than getting one lump sum of a random amount billed to me during tax season. Edge really has accounting figured out."

- **Nick Romenesko, DDS**

Testimonials (Marshall)

"I was referred to Andy and the Edge Advisors team shortly after graduating from dental school and moving back to Wisconsin. I was interested in purchasing my own private practice sooner than later in my career, but was fairly specific about the area in which I was willing to purchase. Nothing at the time turned out to be a good fit, but Andy kept in contact. He let me know immediately anytime a new possibility hit the market and informed me of associate opportunities to fill the void in the meantime. As luck would have it, a private transaction surfaced that I ultimately moved forward with. Even though it wasn't a practice deal that Edge was brokering, Marshall Watry and the rest of the Edge team advised us through the sale. We continue to work with Edge Advisors today. Marshall is our accountant, but also our friend, our families even exchange cards at Christmas time. Andy and Marshall are trusted advisors and hold extensive knowledge of many areas of the dental business. Both make themselves readily available anytime I have a question or need advice, often returning emails in a matter of minutes! I know without a doubt our partnership has been instrumental in the success of my practice in these early years. I would highly recommend their team to anyone."

- **Calen Leider, DDS**

"Our transition to Marshall Watry and Edge Advisors was prompted by a suggested tax structure change and resulted in significant tax savings. Their client service approach has fit well with our internal management team and their resources are available whenever we need them. The communication is exceptional both on a practice level and at an individual owner level."

- **Madison Oral Surgery and Dental Implants**

"Marshall and the team at Edge have been a great partner with my dental practice. Their dental industry knowledge has been extremely helpful as my practice expanded with a buildout and associate structuring. When I have questions the responsiveness is unparalleled in what I have experienced before with other accounting advisors. Thank you!"

- **Dan Winn, DDS**

"Marshall's ability to structure, navigate and clearly communicate ownership and corporate structure changes has been exceptional. As our practice has transitioned through retiring partners, to hiring associate dentists; to partner dentists; Marshall was able to communicate those complex transition in an easy and understandable manner. In addition, his willingness to communicate with our staff to implant the changes puts our minds at ease knowing that our internal and external financial teams are coordinating to maximize the practice potential."

- **Dr. Matt Bistan, Dr. Chris Hill, and Dr. Marc Stroobants
Signature Dental**

"We have been working with Marshall and the team at Edge Advisors since we purchased our practice in 2014. His industry insight, attention to detail, accounting/tax/financial knowledge and availability have exceeded all of our expectations and guided us to understanding the business of dentistry. Not only are the financial aspects of our practice in good hands but when we have a question and are not sure where to start we turn to Marshall and he is able to help or point us in the right direction. Thank you for being a great resource!"

- **Matt Karls, DDS and Sarah Karls, DDS**

"Marshall's great!! He's always readily available when I need him and that in itself speaks fathoms. He's straightened out a few big things (Employee SIMPLE IRA funding) that my prior accountant dropped the ball on. I had to cut a big check for twenty some thousand dollars to clear things up there which hurts no matter whom you are. I really enjoy working with Marshall and hope to continue our relationship for a long time! He does a great job for Edge Advise and is a definite asset to the company."

- **Jeremy Vogel D.D.S.**

"I continue to be amazed with how available Marshall is when I have questions. In most cases, I am able to get a hold of him on my first attempt. If not, he is back in touch within a day and I really appreciate the communication and availability."

- **Warren Wilson, DVM**

"Marshall has been instrumental and phenomenal in orchestrating the conversion from Peachtree to QuickBooks, teaching us how to navigate QuickBooks, answering questions and helping us stay afloat while being shorthanded. He has been extremely understanding, attentive and responsive to our situation and helping us sort through complications of book keeping and intricacies with a group practice. He is personable and truly goes above and beyond to respond to questions and inquiries even over the weekend. Marshall's professionalism and expertise creates a sense of comfort and confidence that our practices book keeping and accounting is accurate and very detailed. He is a great resource and I always feel my questions and concerns are addressed clearly and promptly. I wish we had switched to Edge Advisors and Marshall for accounting services sooner. I have absolutely nothing negative to say about my experience and interactions with Marshall and I will definitely recommend Edge Advisors to any friends and colleagues whom are looking for professional, courteous, and qualified group of professionals."

- **Mequon Dental Group**

"I thought all accountants were the same but the level of detail provided by Marshall and his team at Edge Advisors has been a pleasant surprise. From the day I switched, he took ownership of our account, cleaned up the books, and helped me work through the financial side of an expansion project. The communication throughout the entire process exceeded expectations and I am looking forward to a continued partnership."

- **Dr. David Griffin**

"Marshall does a fantastic job. I can rely on him and trust him to have my best interests at heart. He was knowledgeable about dental practice management and related tax issues which is great. My retirement advisor was extremely impressed with him as well. It is always great when someone in a similar field recognizes a person's talent. I would highly recommend Marshall to anyone and I feel he is worth every penny."

- **Dr. Karla McDonald DDS**

Testimonials (Tom)

"Good morning Andy, It is good to hear from you and I hope you are doing well! I am actually booked out 12 weeks solid right now... it has been a crazy 6 months since we opened! I am happy to help you with the information you requested above. Let me first say that Tom has been a lifesaver through this entire process. From my first conversation with him there was no doubt that I would move forward with Edge. He has been my go-to for all questions regarding the purchase, the transition, taxes, payroll, even some HR management things. He and I have been on the same page about every topic that has come up and his help and reassurance with everything has been invaluable.

To be honest, I cannot speak about pricing as your firm is the first that I have ever hired as a CPA. What I can speak to is the incredible service that comes along with the price. I always receive a response quickly and it is always concise and to the point, which I appreciate so much! The flat-rate billing does work very well for me as I do not want to keep up with how many emails/texts/hours/etc. It gives me peace of mind to know that if I need something from Tom he is available and I am not getting nickled and dimed for it.

In terms of referrals...I tell everyone about Tom and Edge as a whole. Yours and Jessica's help and recommendations of partners through the practice purchase was also so appreciated, and I know I lucked out in that process. I can say with confidence that Mark made the best decision for all of us when he hired Edge as his broker. I could not be happier with how everything has gone over the last year! Please let me know if you need anything else from me. I hope to work with you guys long into the future! Best, Ashley"

• **Ashley Walsh, DDS, Shawano, Wisconsin**

"I have relied on Andy and Tom at Edge to help me analyze and acquire the right practice for me. Andy spent a whole day driving me all over southeastern WI to look at different offices for sale. I have dealt with other brokers and Andy has been by far the most honest and easiest to communicate with. Tom spent a lot of time helping me analyzing a practice of interest and worked around my busy schedule.

I think any dentist would be smart to utilize Edge as they really know the dental landscape in our state and want us private docs to thrive."

• **Jacob Ferris, D.M.D., Wisconsin**

"I wholeheartedly echo what your previous clients had to say. Your group does not come off as the "standard corporate accounting firm". Working with Tom has been a pleasure. Accessibility is top notch. Phone call, email, text, you name it. It has never taken 24 hours for a response. I usually have an answer within an hour, sometimes minutes. When I wanted to meet with Tom to go over some end of year tax info, he welcomed our whole family (two young kids included) over to the offices for a meeting. I'm not sure young children would receive the warm welcome at other firms. The meeting took place during most CPAs busy time" and Tom made sure to answer all of my questions, never rushing the process. I know if I need something (a report, advice on capital expenses, etc.) they will be provided in a timely fashion.

Overall, I just appreciate the family atmosphere you provided. Everything is laid back and casual, but not in an unprofessional way. We have been treated like family and consider our CPA partners (Edge) to be part of our DG DENTAL work family. I will never hesitate to recommend your group to new and established dentists."

• **Daniel Goeckerman, D.D.S., Wisconsin**

"We recently acquired a private dental practice with help from Tom and his team at Edge. Finding the perfect practice was a daunting task, and it was great to have Tom's knowledge and expertise available whenever we needed him to help us sort through all the data. Whether via phone, email or meeting in person to discuss the practice, Tom was always readily available and willing to help us. We especially appreciated his ability to take the practice data/financials and translate the information in a manner that allowed us to make the best practice decision for our needs.

Now that he is familiar with us and our new practice, we know his skills will continue to help us optimize our practice potential throughout our careers. We look forward to continuing the partnership and friendship we've developed with Tom and would not hesitate to refer our colleagues to him and his team at Edge."

• **Vassilis Panagopoulos, D.D.S. and Megan Panagopoulos, D.D.S., Wisconsin**

"Tom has been an invaluable resource in helping me navigate the financials of my business. He is very knowledgeable and extremely accessible. Whether the question is big or small, I know that he will respond promptly and accurately.

Tom is available for in person meetings and is always available via email or phone. I have been very pleased with the service provided by Tom and know that my business is in good hands."

• **Erin Kopicki, D.D.S., Wisconsin**

Testimonials (Tom)

"Tom is everything you would want in an accountant: knowledgeable, thorough, responsive. From the very beginning of our relationship he has provided service at a very high level. He's exceptional. I wouldn't consider working with anyone else. He is a fantastic representative for Edge and definitely exemplifies the values upon which you (Andy Lehmkuhl) founded the company."

• **Brian Wackwitz, D.D.S., Wisconsin**

"We are very happy with Tom Whalen. He's awesome and knowledgeable. Friendly and professional. He has really helped me get things in order here in the office from a management perspective. Tom is always very responsive to calls and emails. We now have a system that works well going forward."

He has answers to questions quickly, provides lots of helpful information, and is supportive of my ideas on how to do things better."

• **Laura Karas - Karas Dental Group, Wisconsin**

"Our CPA through Edge has been great to work with. Not only do they hold expertise in dental specific accounting, but also provide us with valuable bench-marking and metrics information. In addition, Tom has been extremely helpful with tax planning strategies for our family and financial advice in general."

• **Dr. Sarah Podoll, Wisconsin**

"We have worked with Tom at Edge Advisors for over one year now. He very quickly got us up and running on QuickBooks Online without disruption for our business. Their customer service is outstanding! We get prompt responses in a positive manner and personalized service. Their team is very knowledgeable and able to help in all areas of our business. We would highly recommend Edge Advisors!"

• **Dr. Martin Gochnour – Advanced Orthodontics of Wisconsin**



Testimonials (Adam H.)

Having Adam, and the team at Edge, handle my accounting gives me the confidence to make the best financial decisions for my practice. Adam has streamlined our recurring services, such as payroll and bookkeeping, which has simplified my day-to-day operations. The Edge team has also helped me navigate the key transactions of the initial purchase of my practice and also through a chart acquisition to further expand my patient base. Adam has always provided timely and accurate financial information to me and does a nice job helping me interpret my financials. Adam's industry knowledge and financial expertise gives me confidence that I am managing the finances of my practice so that I can create realistic goals for my business. I look forward to continuing our business relationship for many years to come!

- **Marwan Ibrahim DDS (Cream City Dental, LLC)**

I was referred to Edge when my long-time accountant was ready to retire. I was initially apprehensive and dreading the change in advisors, but quickly came to realize that I was in good hands with Adam and the Edge team. Adam does a fantastic job explaining tax laws and helped me quantify the annual tax savings of making the election to convert my practice to S-corporation status. Adam's approach in advising me through unique business decisions is to lay out the pros and cons of all alternatives and also provide his professional recommendation as to which alternative he feels is best, which I greatly value, so that I have all options laid out to make an informed business decision. It is so refreshing that Adam has taken the time to understand my business and personal financial goals. Another perfect example of how much I appreciate Adam's services is that during the pandemic, he was always on top of the government funding programs. There were multiple instances when I was in a group setting with my peers and they would bring up the latest program that their advisors had shared with them, and every time that happened, Adam had already reached out to me and was helping me manage that particular process. I have even had other advisors compliment Adam's excellent work product and timely delivery. And finally, the icing on the cake, Adam has been very helpful advisor with my husband's real estate ventures! I highly recommend Adam and the Edge team's services.

- **Marcie Yang (Wisconsin Dental Improvements)**

Previously, I was using a non-dental specific CPA and I was missing out on so much valuable insight and guidance with regards to industry specific benchmarks. I needed a fresh perspective on the financial health of my practice and felt that Adam, Andy, and the team at Edge could help me grow my practice. Early on in our relationship, I had an opportunity to acquire patients from another practice and enlisted Adam and Andy to help me evaluate the opportunity. Their advice was timely, detailed, and extremely valuable in helping me come to a decision to move forward with the deal.

Then COVID hit... through the help of Edge my practice didn't just survive the pandemic, we had our best year ever, by far, and Adam's guidance was crucial to help me navigate programs for aid and cash flow strategies during my closure to come back strong. Adam always is available when needed and responds immediately to questions I have. He truly goes above and beyond any other CPA I have worked with.

- **Angie Cotey DDS (Village Smile Care LLC)**

When I was buying a dental practice in Wisconsin from out of state, I needed a full-service accounting team that could handle all my needs. I chose Adam at Edge Advisors after interviewing several other accounting firms, and I am so glad I did. He is responsive, knowledgeable, and ready and willing to walk me through my financial information so I can make the best decisions for my office. Adam helped me navigate my first year in business on top of guiding me through COVID-19 and all the nuanced tax ramifications we had to tackle. He was excellent and we would not have come through it all like we did without his expertise.

All my interactions and requests are handled professionally and proficiently. I would recommend Adam and Edge Advisors to anyone looking for a top-flight accounting team. They are outstanding!

- **Peter Frandsen DDS (La Crosse Pediatric Dentistry)**

When acquiring the practice at which I began my career as an associate, I reached out to Edge Advisors. I was introduced to Adam and could immediately tell that he had the industry-specific expertise I desired in a CPA. His outgoing personality is really easy to get along with and I have always looked forward to our interactions. He has taught me a lot about financial metrics and made me a more confident, independent business owner. Whenever I have a question, Adam is lightning fast to respond with solid feedback. I have accomplished quite a bit in my first few years of practice ownership, and I give Adam a lot of credit for guiding me through a lot of key financial and operational decisions. Adam has a vast network of other professionals with dental expertise and has made introductions to those advisors when needed in order to execute my business strategy. If there is an ideal accountant out there, Adam has to be "it".

- **Josef Schwartz (Timberview Family Dental, S.C.)**

We had been working with our previous long-time accountant for over 40 years. When he retired, he recommended that we work with Adam, Marshall, and the team at Edge Advisors. We have been so impressed with their responsiveness and how they are always ready to address our questions on the spot. It is very clear they understand the dental industry. Adam asks thought provoking questions to ensure that we are vetting out issues from every angle and making sound decisions. Their response to COVID relief efforts was fantastic and gave me comfort during a very uncomfortable time to be a business owner. The Edge team has helped take our accounting to a new level and they are one of our most trusted business advisors.

- **Steven Lindstrom DDS (Steven R Lindstrom DDS SC)**

Edge Advisors

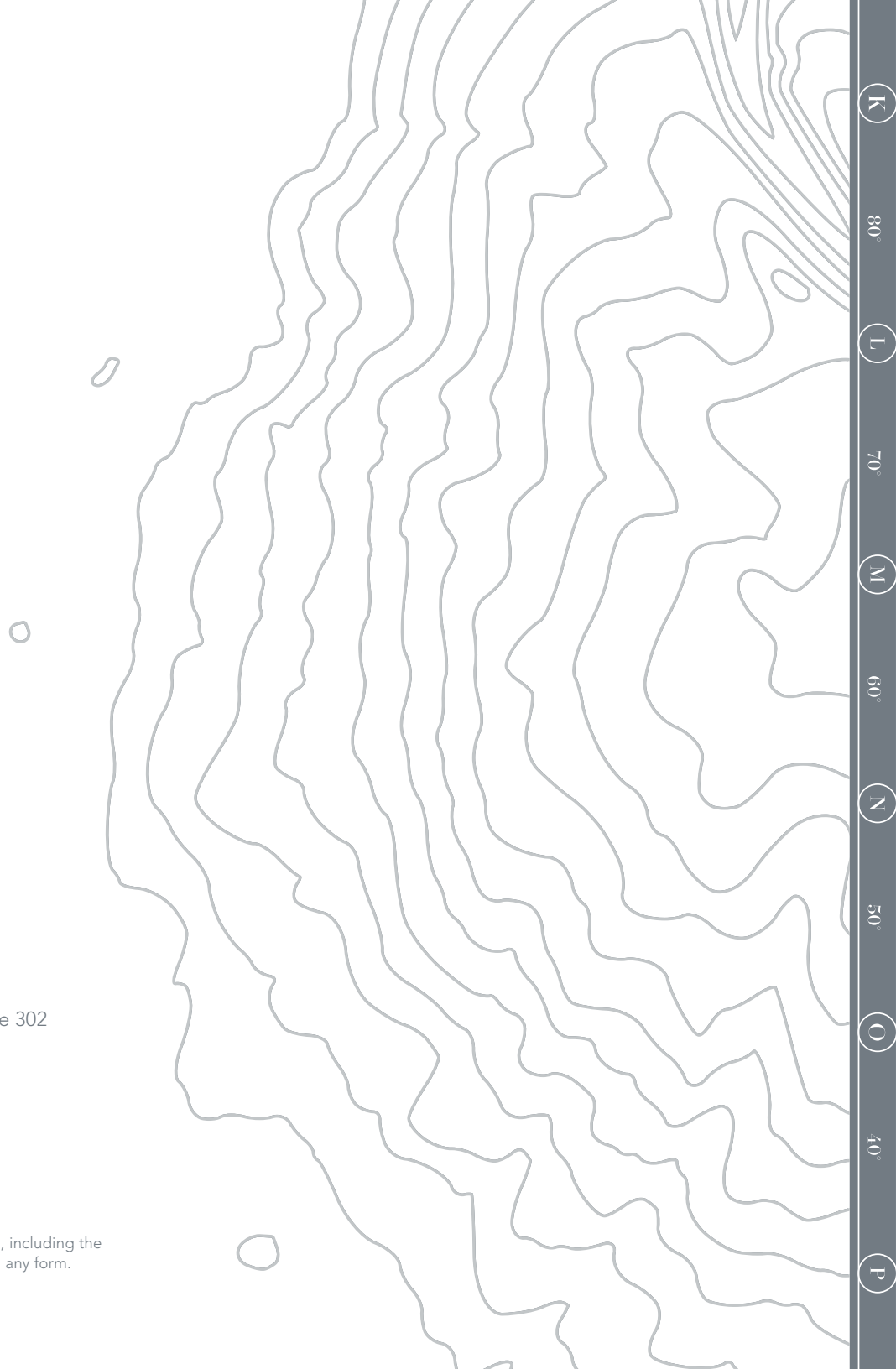
1500 North Casaloma Drive, Suite 302
Appleton, WI 54913

Office: 844.200.3343

Fax: 888.789.6777

edgeadvise.com

© 2022 Edge Advisors. All Rights reserved, including the
right of reproduction in whole or in part in any form.



K L M N O P
40° 50° 60° 70° 80° 90°

J I H G F E
40° 50° 60° 70° 80° 90°