

# Your Fees Are Too High!

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“...*Dr.* has a number of very specific details and instructions that he gives the laboratory that must be followed for every case he prepares.”

“...*Dr.* insists on the very best materials that make his crown and bridge work look life- like and natural. Patients tell us all the time they appreciate his attention to detail and think they are worth the extra cost.”

“...Not all laboratories can produce the quality of work that *Dr.* prescribes. He has a very close relationship with his technician and they speak frequently to review upcoming cases and for the *Dr.* to provide additional instructions.”

“...*Dr.* is very sensitive to your concern. He insists on the very best quality. You can expect this treatment to be comfortable and last many years.”

“...*Dr.* could keep costs down by cutting corners, but he just will not do it.”

“... You are right; this is a lot of money. *Dr.* became very concerned when faced with the prospect of raising fees. He insists on the very best materials that do not discolor. Asking the lab to cut a corner would result in a poor result.”

“...There is a reason why this treatment has become more expensive. The best materials, the ones that can be kept clean and do not discolor are the most expensive. Our patients have told the *Dr.* they would not want him to compromise.”

“...Another dentist might accept something less than perfect. That way they could use a lab from out of the country or materials that do not produce the natural look that *Dr.* is able to achieve.”

“...No two dentists perform treatment the same way. *Dr.* does not skip steps. He pays very close attention to the details of your smile, which requires much of his time, to be sure you will be happy with the final result.”

“...Most of our patients found out about us from another patient of our practice. They always tell us they called because their friend told them how much time *Dr.* would spend with them and what great results he was able to get. We have learned over the years not to compromise on quality. You can always count on *Dr.* to stand behind the treatment he performs.”

“...Yes, this is expensive and you are going to absolutely love the way it will feel comfortable and look great.”

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“...Many dentists, in an effort to keep costs down, will compromise on the quality of the materials used. They think that patients will not notice or do not care about how the treatment will look or feel or even if the patient will be able to keep their teeth clean or not. *Dr.* will not accept a result like that. Our patients have told us they wouldn't accept a poor result and expect *Dr.* to keep up with the latest materials and techniques.

“...One thing I like about *Dr.* is that he would never do anything that he would not do for himself, his wife, children, or any member of his family.”

“...Often new patients to our practice will tell us how disappointed they were with the results of the treatment from their previous dentist. Usually we find that with the materials chosen for the procedure, there was no way the dentist could have done any better. That is why *Dr.* is able to get such beautiful results, he never compromises. I would not want him to compromise if it were my mouth.”

“...You're right. You may have noticed our fees are higher and it is because our patients have become accustomed to and now demand the best. We are proud to deliver a superior service and patients tell us all the time how happy they are with the treatment we provide. They also tell us they think it is well worth the extra cost to get such a beautiful result. We think they are worth it too!”