

The Profitable Dentist®

News & Information to Increase the Profitability of Your Practice

Scientific Metals

The Next Best Option to Having a Gold Refinery In Your Office

Before Selling Your Practice

Top 10 Changes You Need to Make

Treatment for Conventional Dentures

Top 17 Regrets of Older Dentists (and how to avoid them)

The Myth of the Shortened Hygiene Appointment



4 Golden Tips to Maximize Your Dental Scrap Return



With gold and palladium prices soaring to historical highs, your dental scrap is worth more than ever. That's right, that old jar tucked away in the back with old crowns and bridges is probably worth a lot more than you thought. With that in mind, here are 4 tips to maximize your scrap return.

1) Weigh and Pay Strategies May Hurt Your Wallet

The problem is that for years, brokers or middlemen would drive around visiting offices and offer cash on the spot for the scrap. Without melting and assaying the material, the broker could only visually estimate the scrap value based on how much yellow and white metals were present. In order to account for the broker's profit and the uncertainty of the metal content, the cash offer usually is very conservative. Some evidence suggests you may be receiving as little as 30-50% of the value when you accept cash offers. The only way to determine the composition of your metals is to have your lot melted and assayed for all 4 precious metals: gold, palladium, platinum, and silver.

2) How Many Parties Are Getting a Slice of Your Scrap Return?

Does the refining company have layers of sales reps and expenses that may lower your scrap return? Does the refining company have to compensate other companies' sales reps who they have partnered with? Is the company streamlined to deliver the best possible scrap returns or is some of your scrap return going to pay for layers of overhead such as mailing out scrap collection jars every month, calling the office every two weeks, or having a rep stop by the office frequently? These are questions that must be considered.

3) Don't be lazy.

Choosing a company to send your precious metal scrap to is a serious choice and should not be taken lightly. You should conduct your due diligence and not just hand over your precious metal scrap to the company whose jar is sent most often to the office or whichever company knocks on your door most frequently. Go with whom your colleagues have had success with and ask questions.

4) It's About the People – Not the Equipment

Remember folks, most refining companies process dental scrap in basically the same manner – with some minor distinctions. There are only two ways to process dental scrap – the right way and the wrong way. Once you find yourself in the "right way" camp, the differences then become relatively minor. I have never seen equipment that mysteriously discovers gold or palladium. As a result, promises of higher returns solely based on claims of "The Best Technology" or "Sophisticated Assays That Capture Value" should be taken with a grain of salt. Much more important is the trust and integrity of the people behind the desks.

Contact: www.scientificmetals.com, 1-888-949-0008, dave@scientificmetals.com

"Sent in my scrap to a refining company through their partnership with the dental supply distributor and was told I was getting approximately \$3,700 for the scrap. This seemed very low for the amount of scrap I turned in. The processed bar was sent back to me and I turned it in Scientific Metals who I had read about in one of the journals and the payout for the same bar was just over \$5,700"

Dr. Donovan Essen



The Scientific Metals Way

Maximize Your Scrap Metal Return Without Having Your Own Refinery



It would be great if you could sell your house and not give away any commissions or brokerage fees and keep more or all of the sale price. The same principal applies to your precious metal scrap. It would also be great if you could melt your precious metal scrap right in your office. You could then determine with certainty the value of the scrap and not have to flush away a big chunk of your scrap return money on sales rep commissions.

While it may not be possible to have a refinery in your office, Scientific Metals provides the next best option. Its sleek business model of not having any sales reps aims to provide dentists with a larger settlement percentage – which means more money to your bottom line.

The Profitable Dentist sat down with Dave Weinberg, head of operations and son of founder Mark Weinberg to discuss the dental scrap refining industry and how its lean business model has made a dent in the scrap metal industry.

TPD: For those who don't know much about Scientific Metals or who haven't read last year's article, tell our readers how you use cost efficiencies to return more money to dentists for their scrap metal.

D.Weinberg: We heard from dentists around the country who questioned the amount of money they were receiving for their scrap. They felt that with in-office cash payments, they were leaving

money on the table by selling for cash to a middleman. And in the case of refining companies with sales reps, that too many hands were in the scrap cookie jar – meaning too many people were getting a cut of the value – leaving the dentist with less than a stellar return. As a result, we made a strategic and philosophical decision many years ago to completely revamp our business model to address this. We felt if we could considerably lower our costs somehow, we could then begin to deliver a scrap return that no one could match. We decided to go with a direct refining approach without ANY sales reps, commission or salary based.

TPD: And this model has a name?

D. Weinberg: Yes. We refer to this model as the Amazon.com of the refining industry. Why are books and computers cheaper on Amazon than in the big box stores? Simple, Amazon has less overhead and can therefore have better prices. The same applies to refining – less overhead equals better prices, which in the refining world means higher scrap returns. I think Dr. Mark McClure, DDS in St Louis summed it up when he posted about us “Simple, no layers of sales reps to pay, so the best return on your scrap. Period”

TPD: How has this philosophy evolved over the last few years?

D. Weinberg: I would say our business philosophy has been sharpened and refined more than it has evolved. We’ve really cut costs to the bone in order to deliver scrap returns that others simply can’t match. After all, the precious metal belongs to our customer, not to us. Of course we invest in technology and equipment to ensure quality, safety, and accuracy in our melting, etc. But we

are guided by one constant objective- to accurately determine the value of our customer’s scrap in the most economically efficient manner to ensure our customers unlock the true value of their scrap.

TPD: You mentioned that over the years you have been approached by dental supply distributors who wanted to partner with you and have their reps collect the scrap metal while they were in the offices selling their other products. But you declined all of these partner proposals even though they may have expanded your market share and ability to cover more territories. Explain to TPD readers why you declined these proposals.

D. Weinberg: It was not a difficult decision. We have seen a new trend whereby large dental supply distributors have partnered with refining companies, collect the scrap from offices and then send it to the refiner. We decided against this approach because we felt we could deliver a superior scrap return by not having to both pay dental supply reps a commission and financially compensate the dental supply company in some manner. We want to keep our costs low and pass on those cost savings to the dentist in the form of higher scrap returns. We believe the scrap belongs to the dentist and that, as Woody Oakes stated “Why forfeit a piece of your scrap return when you don’t have to anymore?” Simple.

In this sluggish economic environment, every dollar counts. Many dentists seem to be appreciating and acknowledging the benefits of our lean business model to their bottom line. Recently Dr. Essen in Florida called me to express his concerns that there were too many layers of fees and commissions deducted from his scrap return when he submitted his precious metals to a refining company who had partnered with a large dental supply distributor. He ended up asking this refining company to return his processed metal to him. He read about us in one of the dental journals and sent us the processed metal he had returned to him and he received \$2000.00 more for the same exact bar.

TPD: What do you do to continue to ensure dental practices are getting the most money for their scrap?

D. Weinberg: The precious metal belongs to the customer and not to us. And we take this motto very seriously. As Woody Oakes wrote “The scrap has a finite and known value and it is your job to get a reimbursement that best captures this known value, especially in these tough economic times.” So everything we do is with the one goal in mind – lower our costs to help capture that value Woody refers to. On top of being the most cost efficient with regards to labor as mentioned earlier, we also don’t have bloated expense



items such as sending out scrap collection jars across the county and being a fixture at every trade show in the country. Yes, I'll say it again, lower costs for us mean better scrap returns for our customers. Refining companies with layers of sales reps and bloated expenses may witness a reduction in the available pie of funds available for customers' scrap payments. And that's not a situation we want to be in.

TPD: What, exactly, can Scientific Metals guarantee when a dental practice sends you their scrap?

D.Weinberg: We can guarantee that no sales rep is getting a commission on your scrap and none of your scrap proceeds are going to any third party company for brokering the transaction or bringing in the scrap. The bottom line is that when you send in your scrap to Scientific Metals, you get results second only to if you melted your scrap metal right in your office.

TPD: Are there any drawbacks from the company's point of view of not having any sales reps on the road?

D.Weinberg: Not constantly being in

the dentist's or assistant's ear means we have to rely on other avenues to communicate our philosophy. And this is especially true now that some of the large dental supply distributors have included picking up dental scrap as a service offered. But we're confident in our message and that dentists realize that having another hand in the cookie jar only takes away more from their bottom line scrap return. It would be sort of like paying a broker to find you a real estate agent.

TPD: Any real life examples you can share that illustrate why a dentist should care which company refines their precious metal scrap?

D. Weinberg: Yes. Recently I received an email from an existing customer of ours in California—Rolling Hills Dental. The staff told me someone in office made an error and mistakenly sent their scrap jar to a different company and the mistake was very costly as their scrap return with the other company was almost 65% less than what they had received with us the previous year with a comparable amount of scrap.

TPD: What are some final words of advice you would like to leave dentists with?

D. Weinberg: I think Woody Oakes summed it up best when he said with regards to our business model of not having sales reps "Why potentially forfeit a piece of your scrap return when you don't have to anymore?"

3 Tips To A Better Return

1) Do not sell your scrap for cash.

It has been reported that dentists may be receiving as little as 30-50% of their scrap value as a result of the deeply discounted in-office cash spot transactions. It is nearly impossible to accurately determine the precious metal content with just a visual inspection. As someone pointed out very humorously "For door-to-door scrap buyers to tell you precisely the precious metal content of your scrap, they'd need a furnace and refinery in their briefcase."

2) Study the business model of prospective refining companies.

How many people are getting a cut of your scrap return? Does the refining company have to pay out commissions to anyone from your scrap return profit or are you getting to bypass that step? Is the refining company having to pay a finders fee or split to 3rd party reps who brokered the deal? For any batch of scrap larger than just a few crowns, direct shipping to the refining company with the most economical business model may prove beneficial to your bottom line.

3) Don't be lazy. Choosing a company to send your precious metal scrap to is a serious choice and should not be taken lightly. You should conduct your due diligence and not just hand over your precious metal scrap to the company whose jar is sent most often to the office or whichever company knocks on your door most frequently. Go with whom your colleagues have had success with and ask questions.

You can contact Dave Weinberg at 1-888-949-0008 or dave@scientificmetals.com.
www.scientificmetals.com.





Scientific Metals

Setting the Standard in
Precious Metal Refining



**Are High Sales Commissions and Middlemen
Reducing Your Scrap Returns?**

Don't Just Take Our Word for It...

"Sent in my scrap to the refining company who had formed a partnership with a dental supply distributor and was told I was getting approximately \$3700.00 for the scrap. This seemed very low for the amount of scrap I turned in. The processed bar was sent back to me and I turned it in to Scientific Metals who I had read about in one of the journals and the payout for the same bar was just over \$5700.00."

Dr. Donovan Essen DDS

"I submitted my scrap for refining to a dental supplies rep whose company had partnered with a refiner. After receiving my scrap metal results and fully understanding ALL of the fees and deductions, I decided to have my melted bar returned to me from the company. I submitted this same bar to Scientific Metals and received about 40% more."

Dr. Andrew Kulick DMD

"We used Scientific Metals each December from 2013-2015 and received a substantial amount of money each of those years. In 2016, by accident we mistakenly sent our scrap to a different company and received about 65% less than what we received at the exact same time the previous year with Scientific Metals with a similar amount of scrap. A costly mistake"

*Rolling Hills Dental
Rolling Hills Estates, CA*

"Simple, no layers of "salesmen" to pay, and the best return on your scrap. Period."

Dr. Mark McClure

At Scientific Metals, we do not have any sales reps to split profits with.
Nor do we have subcontractors, middlemen, or third party sales that might otherwise
be getting a piece of your scrap return.

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