



I recently built my orthodontic practice from scratch, a daunting prospect for anyone. For me it was especially formidable because I was building my practice in California while I was finishing my residency in Colorado. My goal was to have my practice open doors the week after graduation. I had a limited budget and I was very limited on the days that I could visit the worksite.

I was happy to hear of Bob and Robin, they came highly recommended and so I gave them a shot... I was planning on buying equipment from Patterson Dental anyway because they came highly recommended from other dentists who had used them for their equipment needs.


Bob and Robin were invaluable. INVALUABLE. I have been trying to think about how much I would have been willing to pay for what they did for me during that whole process... I couldn't have paid them very much because of that whole limited budget thing, but the answer would be A LOT. They were involved and pretty much managed the project at every step of the way. I was 1,000 miles away and my project could not have gone smoother. I went back and forth with them ironing out the plans as we designed the office. They were incredibly accommodating as I changed plans to add or take away something weekly. They helped me find the best contractor (The contractor was incredible too, but that is for another letter), IT company and Lender.


I was very clear with them on my project budget and I got everything that I needed and more while staying under budget. Another thing, after they put in the equipment and the beautiful office was completed they have still been on call (literally at my beck and call to help take care of my every applicable whim). They are still my contact with my contractor to help with minor finishing stuff. When I couldn't get ahold of Sirona to get some training on my Pan/Ceph, I called Robin and within the hour Sirona was calling me. Incredible!


Bottom line: If I ever need to build another office, I wouldn't think of doing it without them. If I could get somehow get them to help me build my house, I would have Bob and Robin manage it. If they built cars, I would buy whatever model Bob and Robin built. They do so much more than sell you dental equipment! I am serious when I say that I couldn't be more satisfied with their level of service. I have never known and probably never will again find the level of customer service that they have provided for me.

Please call me personally and listen to me rave about them! This is the Readers Digest version of my appreciation for them!

Ken Ricks DDS, MSD
Owner of Ricks Family Orthodontics

 5601 AUBURN STREET
SUITE B
BAKERSFIELD, CA 93306

 (661) 432-7773

 RicksFamilyOrtho.com