



Four Roots Marketing x Carter Bank

The Business Side of Dentistry

Friday, February 27, 2026

4:00 – 5:30 PM

CARTER BANK — UPTOWN CHARLOTTE
500 E MOREHEAD ST, SUITE 150, CHARLOTTE, NC 28202



DIETGAR DELLEG, MBA
VP, Business Banking,
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Founder, Four Roots
Marketing



RYAN WHITLEY, CFP
Co-Founder & Partner,
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PART 1: BUILD THE BASE — FOUNDATION & STARTUP

Practical, no-pressure guidance on the business decisions dentists face every day — from startup to scale. A four-part professional development series designed for dentists at every stage of practice growth.



RESERVE YOUR SEAT EARLY!

Limited spaces available — secure your spot today and be part of the conversation shaping the future of dentistry.

Questions? Contact Us

704-457-0149

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Walk away with clarity around the systems, partners, and decisions that support long-term practice growth.

WHAT YOU'LL LEARN

- Business planning, legal structure, and banking relationships
- Branding, website, and marketing essentials
- Choosing technology and practice management systems
- Financing start-up or expansion (loans, equipment, lines of credit)
- Setting up bookkeeping, payroll, and merchant services

WHO SHOULD ATTEND

- **Early-career dentists:** Learn how to structure finances, branding, and operations from the start.
- **Established dentists:** Revisit foundational systems — banking relationships, brand refresh, and process efficiencies.
- **Multi-site owners:** Evaluate how your current systems scale and prepare for expansion.

If you've ever wondered whether your practice systems are set up the right way this workshop is for you.

COMING UP NEXT IN THE 2026 SERIES

- Q2: Financial Growth & Practice Expansion
- Q3: Scaling Systems & Leadership
- Q4: Legacy Planning & Long-Term Sustainability