
Your Complete Checklist to Selling an Optometry Practice

The timeline, valuation, and buyer selection steps
specific to selling an optometry practice.

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Selling an optometry practice is not just a financial decision. It represents years of patient relationships, community trust, and professional identity, and it typically takes longer to plan than most other business sales. This checklist walks through what to consider at each stage, from your exit timeline through closing.

PART 01

Plan Your Exit Timeline

Selling an optometry practice takes longer than most business sales. Planning four to five years ahead is a good target.

- ☐ Years one through three: organize clean, well documented financial information for buyers
- ☐ Year three: complete your appraisal and valuation period
- ☐ Year four: begin the search for an interested buyer
- ☐ Year four or five: finalize the sale and complete your transition
- ☐ Start earlier if you have multiple partners, since those sales generally take longer to plan

SCHEDULE YOUR COMPLIMENTARY CONSULTATION

Planning an Exit?

The earlier we are involved, the more options you have. Let's map out your timeline and goals.

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PART 02

Get an Independent Valuation

- ☐ Bring in a third party to value your practice using multiple valuation methods
- ☐ Expect a serious buyer to obtain their own independent valuation as well
- ☐ Have your valuation ready ahead of time to avoid sticker shock in negotiations
- ☐ Remember that value can be personal, so stay levelheaded rather than anchoring to sentiment

PART 03

Increase Your Pre-Sale Value

- ☐ Identify add-backs, such as owner salary or rent paid above market value
- ☐ Adjust for one-time inventory increases that will not repeat going forward
- ☐ Maintain an up to date, itemized list of practice assets

- ☐ Make the practice function smoothly whether or not you personally are in the building
 - ☐ Document your training processes and confirm your patient retention and recall metrics are strong
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SCHEDULE YOUR COMPLIMENTARY CONSULTATION

Preparing to List Your Practice?

We help optometrists get their financial and legal documentation buyer ready before the practice goes to market.

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PART 04

Choose Your Buyer

- ☐ Weigh selling to a private equity group against selling to an independent practitioner
 - ☐ Reach out to trusted colleagues and mentors, who are often a strong source of buyer leads
 - ☐ Engage optometry schools and their alumni associations as another source of buyers
 - ☐ Consider hosting or speaking at educational sessions to build visibility with future buyers
 - ☐ Select a buyer whose values and patient care philosophy align with your own
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PART 05

Put the Legal Agreements in Place

- ☐ Draft and negotiate a letter of intent with your chosen buyer
 - ☐ Finalize a purchase agreement that reflects the terms you have negotiated
 - ☐ Include a non-compete agreement appropriate to your market and specialty
 - ☐ Confirm how staff and patient transition will be handled contractually
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PART 06

Close and Plan Your Next Chapter

- ☐ Decide which retirement path fits you: selling entirely, bringing on a partner, or continuing to closing
 - ☐ Confirm every closing deliverable and contingency has been satisfied
 - ☐ Coordinate the transition plan for staff and patients with your buyer
 - ☐ Revisit your own retirement and estate planning in light of the sale proceeds
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Ready to Sell Your Practice?

Our optometry attorneys have helped hundreds of optometrists plan and complete practice sales. Schedule a complimentary consultation to talk through your plans.

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This checklist is provided by Dental & Medical Counsel, P.C. for general informational purposes only and does not constitute legal, financial, or tax advice. Every transaction is different, so speak with a qualified optometry attorney before making decisions about your specific practice sale.



About Ali Oromchian

Founding Attorney, Dental & Medical Counsel, P.C.

Ali Oromchian, JD, LL.M. is the founding attorney of Dental & Medical Counsel, P.C. and one of the nation's leading legal authorities on topics relevant to dentists, doctors, optometrists, and veterinarians. Since its creation, DMC has been regarded as one of the pre-eminent health care law firms devoted exclusively to healthcare professionals.

His clients seek his advice on dental and medical practice transitions, the creation of corporations and partnerships, associate contracts, estate planning, employment law matters, office leasing, and state board defense.

Ali is a frequent speaker on employment law, practice transitions, negotiation strategies, contracts, and estate planning throughout North America, having spoken for the American Dental Association, California Dental Association, Hawaii Dental Association, American Association of Orthodontics, California Society of Pediatric Dentistry, NVision, Vision Source, and countless other state and local dental, medical, and optometric societies.

He is a graduate of the University of California at Davis, where he received a Bachelor of Arts with Honors in Political Science and Rhetoric and Communications, and of the University of California, Davis School of Law, where he received his Juris Doctor. He went on to earn an LL.M. with Honors from The George Washington University Law School. Ali is a member of the California Bar and the Bar of the District of Columbia.