

Designing a Practice You Love: Vision, Mentorship, and a Joy-Filled Career

Dr. Robert "Cree" Hamilton: Ep #543



Dr. Cree Hamilton:

With the practice, you're going to have to decide, do I want the practice that I love or do I want a practice that I'm going to get the most money for when I sell every day, every week, every month, every year. I said, what doesn't bring joy to my life when I come to work? And I just moved it along, moved it out, got rid of it, eliminated or replaced it. And within a short amount of time, I realized it's pretty hard to have a bad day.

Dr. David Phelps:

Decades ago, I hustled to grow my dental practice and real estate Empire Society patted me on the back and every new deal and patient reinforced the success they said I had. Then my daughter, Jenna, was diagnosed with leukemia. Nine years, several intense chemo treatments and years of epileptic seizures. My daughter was given one more miracle, a life-saving liver transplant. In that hospital. I realized I wasn't successful. I had money, I had real estate assets and a business. But the only thing that mattered was time with my daughter. In that hospital room, I decided to sell my business, leave active income, and sustain my lifestyle with my real estate assets. Now, Jenna is healthy and all grown up and me. I am teaching others to do what I did and I continue to uncover the principles, strategies, and lessons we can apply in business and investing to create ultimate freedom for what matters most to each of us. Welcome to the Freedom Founders Podcast.

Today I spoke to Dr. Cree Hamilton, an orthodontist leader and deep thinker whose professional journey spans military service, private practice, and transformative personal growth. In this episode, we explore how to build a profitable and enjoyable practice. Cree shares how clarity of vision, spiritual grounding, and intentional leadership shaped every phase of his journey. In our conversation, we covered how to define exactly what you want on paper, how to audit your practice for joy every quarter for you and your staff, how to empower your team with purpose and boundaries. The two key weekly questions you should be asking your partners or team leads and why keeping a vision list or journal will keep you accountable to the goals you set. Cree's approach offers a refreshing action roadmap for dentists and entrepreneurs alike who crave more meaning and margin in their lives. Please welcome Dr. Cree Hamilton. Well, Cree, what a pleasure to have you on the podcast.

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I've been looking forward to having this conversation with you really for quite some time. Your story, who you are, what I've got to learn about you and Mellow and your family, the path you took all the way from your years in the Air Force to private practice and the move moves you've made and where you are today at last stages of your transition. There's a lot to be said, and I know you're the kind of person because you're a deep thinker, you can bring out some great things. So first I just want to welcome to do this really, it's just a conversation. And Cree, what I first want to acknowledge is that you bring a lot of leadership to Freedom Founders and Freedom Founders is something that you and Mellow decided to become a part of. But I really want to step back in time and kind of take us through your years just getting to the practice in Vegas, and then we'll dig into some of the deeper thoughts because I know you've got a lot there, but let's talk a little bit about some of the backstory that got you to where you are today.

Dr. Cree Hamilton:

Yeah, well thanks David. First for inviting me. I appreciate the opportunity. I grew up in West Virginia. I thought I was missing out on a lot of things, but it was just a great place to grow up and didn't quite realize it until later on. But I was going to follow in my father's footsteps. He had a Hamilton's Wholesale Auto Parts and my senior year he came to me and told me he wanted me to find something better. And that was all there was to that conversation. And so long story short and some reflecting and going to study hall and looking through occupation books and stuff. I picked dentistry just because I had had braces and I didn't want to be a doctor from a life and death standpoint, but dentistry seemed like, oh, that's okay. And I really wanted to fill out the blank on the form that said I knew what I wanted to do versus I really wanted to be a dentist.

I don't believe in coincidences. I actually think that God nudges me sometimes with those. And about that same time, my senior year, just before I graduated, I met Mellow. My wife and her father was a dental laboratory technician. And so when he took me down in the lab and showed me molten gold and centrifuges and presses and lays and drills, I was like, man, I'm going for it. So went to college and came on back to West Virginia and my hometown and I was going to start a practice and it was either going to renovate a Victorian house, which was going to be kind of a lot of uncertainty in what you would find in doing that, or I was going to do a prefab thing. And anyway, the Air Force came along and said, Hey, we'd like you to join. And I told him earlier, I wasn't interested, but they said, Hey, we got an opening in Las Vegas and it's Las Vegas and there's a big range out there.

It's an active base. There's 18 dentists. Most of the specialties Mellow was an Air Force brat. She's like, not going to bother me one bit. And we said, well, let's go see the West for three years and travel around a little bit out there and then we'll come back. And my mom said, you'll never come back. And she was kind of right. But I did come back because I got out of the Air Force and went to Orthodontic Residency back at BVU. But when we went back there, we were there about four months, we said, we're going back to the Southwest because of light deprivation back east in the winter and humidity in the summer. And so Vegas was, as an

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orthodontist, I was in a town of about 3000. So I wasn't going to be able to a practice, I was going to have to have satellite offices or move around.

So we just went back and it was hard, I think mostly on my father because he wanted me to be the dentist in town and he was proud of me and all that. But he understood. And so yeah, I went to Vegas and didn't know anybody and had a complete, didn't have any money and was in debt. And I wanted the gold plated office. And a banker, after I think 11 banks turned me down, she took me under her wing and said, you're going to have to just scale it back and maybe find a practice. And anyway, I bought a two day a week practice and went from there. And I got some good advice along the way. And by the grace of God, I was think successful in many ways. So

Dr. David Phelps:

What was your attraction to orthodontics after you'd had some experience as a general practitioner?

Dr. Cree Hamilton:

Yeah, it's kind of like the dentistry thing. There's no big, A lot of orthodontists said, man, I knew when I went to my orthodontist at 13, I wanted to be an orthodontist when I had braces, I had metal rings around all my teeth. It was not a pleasant experience, but when I went into the Air Force, the oral surgeon took me under his wing for the first six months and then he was like, go do that IV sedation, take all their teeth out and I'll be back in 20 minutes. And I'd be like, so I mean, he was testing me. I know. And then he said after six months, he said, I think you should be an oral surgeon. And I was like, I went into dentistry because I didn't really want some of the life and death stuff. And he's like, oh, wow, I'm going to still try to convince you.

And I appreciated that experience and it was great. But anyway, so what he was saying is you don't have a practice. If you went back to school now, you wouldn't have to sell. You would just cleanly go to school. And so I started thinking about specializing and Nelli Air Force Base didn't have an orthodontist, but one of my great friends that was president of our dental class back in West Virginia went on to ortho and I was thinking Endo or ortho. And I called him up and I said, endo or ortho? He says, just pick ortho and you'll thank me later. I could have done either, but Ortho for me was just like dentistry was good, but orthodontics was like amazing every day. I just felt blessed that I found what I love to do. So yeah, it wasn't like any great story, but he just told me to pick. I trusted him. I still do. And yeah, I'm thankful. And I think he actually pulled some strings to help me get into the school. So anyway,

Dr. David Phelps:

Yeah, all worked out well.

Dr. Cree Hamilton:

Yeah. Out.

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Dr. David Phelps:

If you're ready to break free from the conventional financial treadmill, the Path to Freedom newsletter is your roadmap. Every quarter you'll receive my free digital newsletter packed with powerful alternative investment strategies, timely economic insights and uncommon wisdom to help you create more freedom, autonomy, and impact in your business and in life. As a subscriber, you'll also get weekly blog insights from decoding market shifts to building generational wealth, to crafting a business that doesn't run you. It's not just information, it's insight that leads to action. Join a community of like-minded entrepreneurs and practitioners who are choosing the road less traveled. Sign up today@freedomfounders.com slash digital newsletter one and start your path to True freedom. That's freedom founders.com/digital newsletter one. Cree, you've had obviously a lot of experience, and I'm going to talk a little bit about your practice model in a minute and your transition because I think there's a lot of good lessons to be learned there. But let's start with this. What do you think the big problem is or what's holding back a lot of dentists today?

Dr. Cree Hamilton:

Yeah, I think dentists that, I would like to say just younger dentists, but what we all know some people that they always tell you their goals or what they want, and they're kind of vague and there's always problems. And when patients come in, they typically have problems and we solve 'em for 'em. I mean, the biggest problem I think, is that dentists are really good problem solvers.

The problem with that is there's always another problem. And so problems, even though we solve those and there's a place for that and we need that, and there's some people that that's all they want, it doesn't inherently get us to the vision that we really aspire to. So I could solve a hundred problems. That doesn't mean I'm necessarily going to achieve what I want to achieve. So I think the big thing is changing to a creative mindset and keep asking yourself, what do I want to create? What do I want? I mean, what do I want? And then there'll be problems along the way that you'll still get to solve. And with the practice, you're going to have to decide, do I want the practice that I love or do I want to a practice that I'm going to get the most money for when I sell?

And you don't have to make that initially, but somewhere along the line, I see these people having great practices and then they're thinking of an exit. The broker says, well, we're going to start preparing five years in advance and you're going to make these changes and we're going to build this up and we're going to do more hygiene. And you don't really love to go to work. Maybe now some people do because it's worth it, and that's what they wanted. They wanted four x or 10 x, but I was like, orthodontics at the time was bigger, was better. That was the model. And I got to a point where I played that game, I played it pretty good, and then I said, this is not for me. In 2005, I just started going the other direction and slowing down and firing consultants. But the best part is, and I'll get to the creative process here in a minute, but what I did, and I'm not saying anyone else should do it, but just every day, every week, every month, every year, I said, what

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doesn't bring joy to my life when I come to work?

And I just moved it along, moved it out, got rid of it, eliminated or replaced it. And within a short amount of time, I would say within two years, I realized that when you go to work and you love what you do, and you love the patients you work on and you love the people you work with, and every procedure on the schedule is something that you love to do, and then you get pretty good at it and people pay you and then they refer friends and family, it's pretty hard to have a bad day. Once you hire people that, and then you trust them and you love on 'em, and then they trust you, they, they'll market you better than you could ever market yourself, and they will protect you. And if you say something like, you don't like something, they will eliminate it for you.

You just need, so I would say surrounding myself with people that were better than me or better in the blind spots that I had made life really good because not only were they better at what I wasn't good at, they loved doing those things. At that point, I was down to 10 days a month and I said, I'm not working more than 12 days a month. I mean, and you can do what you want, but I think if you could start off, I didn't, but if you could start off and not get your standard of living above what you can work on 12 days a month, you'll just have so much margin in every area of your life. You won't have to call it back later. You'll have it from the beginning.

Dr. David Phelps:

Yes.

Well, Cree, you're speaking my language a hundred percent. And so many lessons there. I first want to ask you, I know you didn't appreciate the inefficiencies in bureaucracy of the Air Force, but were there leadership skills that came out of there? Because what you're speaking about is not innate to most of us who went down the road of learning a technical skillset like the industry orthodontics, the leadership you're speaking of. Did that just come naturally to you, or was there some part of your growth that took you through and did you have mentorship? Was it the Air Force? Where'd that come from?

Dr. Cree Hamilton:

So there was my father, hard work ethic, never made a lot of money, but always felt like we were rich. His father taught me a lot of things. When I went the Air Force wasn't really leadership from the stance. I mean, yes, I was an officer, and yes, there was some leadership things, but what I didn't like about the military is you could have a great career for 12 years, let's say, and maybe you're up for a promotion and there's just one person above you that doesn't like you or doesn't like something about you, or I don't know, your wife's prettier than theirs. I don't know what it is. It doesn't matter. They can kind of blackball you and then you're stuck and you don't really get to sink or swim on your own merits. So I didn't like that. But to answer your question, I was finishing up my residency and there was a dentist, a great dentist from Colorado that I asked him, I said, you were in practice 10 years before you went back to ortho.

I said, you had a great practice. What should I do? And he told me two things. He said, you don't need to

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know this guy Michael Schuster, but there's this power account. And what I would tell you is just every day or every week, just take 10% of your gross collections and move it off to the side, and that's your power account, and it'll start building, but you'll need it. You'll need it for taxes, you'll need it for equipment, you'll need it for whatever. You'll just need it. And I did that for the first six years, and that was super smart. And then the other thing, he says, you don't really know people and you don't know about people. You were captive audience and the Air Force people had to be sitting in your chair. He said, go take a Dale Carnegie course. So as soon as I got to Vegas, I took that.

That was in 90, 89, 90, yeah, Dale Carnegie was a good thing. And then when I got connected later, I did get connected with Dr. Schuster. He had a profound impact on my life and in several different ways. And one of 'em was just like you, David, you exposed me to so many great people and teachers and mentors, not just yourself. There's these other people that you have connections with. And to go back to the creative process, one of those people was Robert Fritz, and I would encourage people to look that up, but essentially he wrote a lot of different things. He's like one of his books, the Path of Least Resistance, basically. You don't have to buy the book, you can see a YouTube video and know the whole thing, but it's kind of like unguided. We take the path of least resistance. That's where our behavior is.

So on my mind is if I'm always solving problems, I'm always distracted by these things around me. I'm never focusing on what I really want. And I think a lot of dentists take the next course and the next course and the next course because it's easier than to sit down and take one to three years and really know thyself, what are your values? What do you care for? What's important to you? What do you want? What do you really, really want? So unguided will take the path of resistance, but there's a structural dynamic where we have two patterns. Usually it's an oscillating, like you're sitting in a rocking chair, you go forward, you go back, you have a success, you go back. The easiest one that I think of is you gain weight, you lose weight, you gain weight, you lose weight. But there's other things that we do.

And then the other one is an advancing structure where we're always getting closer to what we really want, and that's the healthier of the two. So what he did is on the creative process, it's really simple. You just take a piece of paper, you write your vision at the top, whatever it is, and it can be as elaborate as you want. And at the bottom, you put your current reality. And then what'll happen is especially if you look at that each day, you don't have to do anything special. Just know that it's there in your mind. Your mind will come up with different ways to solve a problem. It'll get you from your current reality to that vision in ways that you never thought of. You'll be doing something and it'll pop into your brain. And if you do that, and I'll just give you an example, just again, I don't believe in coincidences.

The other day I was cleaning. Oh, I looked on my phone and I had so many notes on my phone and it had a vision, and it had 11 things that I wanted to accomplish by the time I was 70, and this was five years ago, so I'm 65. It's interesting. I had the typical ones that I always have, but the fifth one was become better educated

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in creating, preserving, and passing on a legacy of wealth. And then it said, become streetwise smart about wealth and be diversified. And so I was under the accumulations financial planner, all doing stocks and bonds. So even though I had written that down, I hadn't looked at it every day. That was in 2020, now it's 25. So I'm halfway there. And Freedom Founders fits that description perfectly. I mean, they're teaching me how to create, preserve, legacy, become diversified, and really you're skipping the formal education of academia and you're learning from people that are there that want to help you.

And then these other service providers, et cetera. I mean, that's street smart right there. I mean, you can go to get whatever degree you want in finance and economics and all that, but unless you're putting it out on the street and getting results. So I think because that was tucked in the back of my brain is why, because I looked into Freedom Founders. I didn't really look at it, but 2017, I ordered one of your books. I never read it. I just knew there was a better way, but I never read it. I said, oh, I want real estate, but I don't have the time and energy to do real estate. I had forgotten that I had wanted that, but apparently it was still in my brain.

Dr. David Phelps:

Well, there's the right time for everything. We're prompted to pursue things at the right time. But I love so much of what you just laid out, and particularly going back to the beginning, designing a life, designing a practice to fit your life. And I'm such a fan of what you said about the enjoyment of the journey you've had instead of so many people, not just in dentistry, but in many fields, how can I get to the big exit? I get to the exit? Well, so it tells me, well, you're trying to get away from something. So you're trying to get away from something that you set out to do to train to become good at, and now your whole goal is to get away from it.

And I know there has to be an exit transition sometime, and that's what I want to talk to you about next. Cree is your partner. He looked at your practice initially, how you gave him your vision. He saw the light, saw that there was a lot of upside because he could decide what he want to do with it, because that's something that most people don't do. And we both know this is, well, I want to bring the associate in because I just want some more time off, and I'll hold a carrot out there and tell 'em, yeah, I'll let you buy at some point. But there's never anything laid out. You were very, very ahead of your time. You hadn't done this before, obviously. So was this with Mike Schuster, other mentors that gave you some guidance on, so you're going to bring an associate and there's a possibility the associate may buy in. So here's what you need to have in place. So there are definite boxes to check off so that both of you know where you are in the process. And there's no misgivings about, well, I didn't understand this. I didn't understand that. How did you put that together?

Dr. Cree Hamilton:

Yeah, so it was a God thing. We didn't go into this. He wasn't looking to buy a practice and I wasn't looking to sell, but I knew that I was going to have to either bring someone on eventually or cut my go to a different office. I started in a thousand square feet and then went to, it's a long story, but I went to 4,600 and then I

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was either going to have to go back to a thousand or I was have to bring someone in because it was just too big for, I just didn't want to be bigger and better. So we kind of both had a feeling at the same time, maybe we should work together. And so I did a lot of, what I'll say is good counsel. I mean, I'm getting that from Proverbs, but so first thing I did is I prayed about it, and then I asked my wife, I said, Hey, I'm thinking about bringing on an associate to partner.

And she's like, what? And I'm like, yeah, and we're going to go out to dinner with them next week. And I said, I trust you. So if you say it's a no-go, it's a no-go. And she goes, well, I'm going to say it's a no-go. And I'm like, okay, but we're still going out to dinner. These are nice young men, and I'm going to still teach him whatever I can. I'm not threatened by someone opening an office in town. So we go out and him and his wife and had dinner. And afterwards I said, so meow goes, I can't think of any reason why I would say no. So then I go to my team and I tell him, Hey, in two weeks I have a guy, young guy coming in, and he's going to work on a Thursday. And if you guys, I trust you because you've been so good to me over the years.

I know when I do things that say I shouldn't do, sometimes it backfires. So I want your opinion on this guy, and if you say no, then it's no. And they're like, we're going to say no. There's no way. I was solo for 25 years. There's no way you're bringing somebody on. So he comes in and they're like, man, I can't think of any reason why we would say no. I mean Dr. Manuel is an exceptional human being, and he has a maturity that's beyond his ages. So when people say, how can I get my transition associate partnership sale to go as well as yours, did I say just find a Jeremy? I mean, that's my simple answer. But we both know that it was a God thing. We got good counsel. I mean, I'm in a little mastermind group for 17 years. There's six of us.

They're all dentists. I kind of run things by them because I've given them permission to, they know my blind spots. They can call BS anytime they want. They can see what if my intentions aren't good or something like that, or not aligned with my values. So when I was doing my due diligence, I found a book called Partnership by Mark Cooper, periodontist. He's got a buried career, had a lot of different businesses. He's into eldering right now, but he was into concierge stuff and then group practices. But he's called in when these things go south. And I said, mark, we both read your book. Could you coach us for the month or two before he comes in to lay down some structures and give us some guidance so we don't need to call you in later and get into these problems? So read the book. That's number one.

And number two is one of the things he had us do. Well, I had him write out his vision and his goals, and before I ever told him mine, and we kind of compared, I said, I want to know one year, three year, five year, what would you cross the beam for? Those types of things. So you don't have to agree with each other, but you have to kind of have an alignment. So it has to be somewhat like they're not out in right field and there's going to be a problem. But the biggest thing is one of the structures we did, we did every day, at least for three months, maybe longer, and then we did it once a week and then less and less. But at the end of the day, we would get knee to knee in a chair, face to face, and we would look at each other in the eye and

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there's two questions we had to answer to each other.

Do you have any expectations of me that I'm not meeting? And then the other question was, do you have any concerns of me or my behavior? And if you held anything back after 24 hours, you just can't bring it up again. So we were able to get all the little stuff, the nitty gritty stuff, and when you bring someone on, the team's going to have favorites. They're going to, oh, I like the old guy. I like the new guy. I like your way. I like that he's doing, and then they start gossiping. So gossip is just not ever good for a dental office. So we nipped those things in the bud. I mean, so those two questions never had anything where I would be doing something and go over to Janice and say, man, I can't believe he does that. It drives me crazy. That just starts it, right? So those two questions, if you did nothing else, you met every day and made sure there wasn't anything you were taking home. You don't take anything home to your spouse. You don't take anything home. It never festers.

Dr. David Phelps:

Well, that's really a lot of wisdom there that you just laid out. And I think those two questions and having that conversation regularly is a big one. Cree, I think what you also said, which would be a moniker that I would watch out for is what are we taking home to our spouse?

And if we're taking home a lot things to our spouse and dumping on her, we've got some work to do, right? Because that's the last thing. The spouse needs to hear about all our troubles at work that we're not dealing with because we haven't set up the protocols. So we are not good at having those more difficult or crucial conversations. They don't have to be crucial. If you set things up in advance and you have a protocol with respect, but that's just things you have to learn or put into place or be coached on. Let's go here. I want to tie things together. This is a really, really great conversation, Cree, and so much wisdom here. But for young dentists or for dentists who just feel like they haven't reached their full potential yet, based on everything we've talked about, what advice would you give them?

Dr. Cree Hamilton:

Yeah, the disclaimer is that I wasn't in nearly as much debt as these dentists are today.

Dr. David Phelps:

Got it.

Dr. Cree Hamilton:

But that being said, I would do the difficult inner work. Know thyself, get clear on what you want. It doesn't mean you can't change it, but get clear, get good counsel. That could be, in my situation, God, spouse, team members, trusted advisors that know you well and know what your strengths are. I would apply that creative orientation. There's always going to be problems and you're going to have to deal with them, but really set

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that tension. Here's where I am. Here's where I want to be. The human brain is an amazing organ that can do wonderful things and get you there. I've left a lot of the spiritual stuff out of here, but there was a lot of praying going on during all this too. But the last thing I'll leave them with is I would challenge them to have the curiosity and the courage that if what they find out about themselves takes 'em down the road, less traveled to take that path. So I mean,

Dr. David Phelps:

Yeah, to not feel like you need to play it safe by doing what everybody else is doing following the crowd, right? This is the way you do it. It's not easy to do. But I would agree with you Cree, that that's where really the enlightenment and I think to reach one's full potential really comes from not following everybody else. Well, this has really been a fun conversation. I am so glad we got to have it. And I know that there's a lot of points that you brought up that I was taking notes, and I'm sure people that are listening to this will take notes as well. So Cree Hamilton, appreciate you so much. Thank you for who you are and what you bring to so many people.

Dr. Cree Hamilton:

Thank you. David.

Dr. David Phelps:

Weekend, we get a lot of docs who reach out to us at different times during their career path, wanting to know what we do, how we do it, how we help our doctors and spouses create a game plan a plan B, through investing in alternatives to create not just accumulation, but cashflow, predictable, sustainable, recurring income to replace your income. So that's number one. That's plan B. But also they come to us because they're looking at these exits through some kind of sale of their practice, and they're going to get this equity back after taxes. They need to put it to work, right? Because as long as you've had it in your practice, in other words, you've been operating your practice, you've been the operator of that, and you know how best or you should know best how to maximize that equity. But once you take the chips off the table, now you hold that equity in cash, it gets wired to your bank.

What do you do with it? Well, you got to do something with it because up until now, you've been directing that capital with your front end finger on the pulse of that business or practice or practices. Now you're out. Now you're no longer one in charge. Now you're just getting paid. If you're still there based on your production, just like an associate doctor is, now you've got this capital, you've got to put it to work. Whatcha going to do? That's where people reach out to us. Here's the mistake they make more times than not, and we have plenty of people in our group that make this claim. David, I only wish that I had or we had investigated, found you or jumped on board with Freedom Founders before we went through the sale of our practice because what we learned from you and your group were some things that we could have done better.

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Well, isn't that always the case? We just don't know what we don't know if we are not involved in these kinds of financial transactions on a regular basis. Private equity DSOs do it all the time. They do many of these every month. You do one, maybe one, and how are you going to know? Even with a good advisor, you don't really know what you don't know. CPAs are great with looking at taxes. Attorneys are great looking at structural, but does anybody really understand how this model works? We have a great board of advisors around us and realize the thing that makes freedom founders different, whether it's involving the assistance in guiding you through a exit of your practice sale or investing in alternatives like real estate. We take no commissions, take no participation. There's no affiliate commissions like brokers take. I'm not demeaning brokers. I'm not demeaning people who sell syndications in real estate that are capital raisers, not demeaning them at all.

It's legal. It's okay, but you just have to understand where the incentives are. Who has the incentive to make this transaction work? Who has the incentive to get your capital and put it to work in a real estate syndication, whether it's appropriate or not, somebody else has at least as much incentive to get you to do it as maybe you do trying to out where to put your money. So when you don't have an unbiased perspective where you don't get all the information, it's what I call people are not lying to you, but they're omitting information you should have. If you want to call it lying, maybe it's, but you're not always getting the information you need from anybody who's selling you anything. I don't sell other people's stuff. I don't sell other people's services or products or investments. I don't sell any of that.

I can't be bought, I'll say it again, I can't be bought other people. You have to look at their incentives and other people are being bought every day. I see it in other groups that bring together investment opportunities or DSO. Well, there's an incentive in there somewhere. Again, it's nothing wrong with that. That's the capitalistic way the marketplace should work. But you have to understand where the incentives are. Every time you've got in the marketplace, someone wants to sell you a product or service. They're getting paid somehow or the owner's getting paid, and that's okay. That's the way it works. But understand, you have to do the work on your end to understand if the potential prescribed benefits are number one real. Are they viable, are they predictable? And what are the particular dangers of the complexity of you to get finally your full money back and with the return on?

Again, I'm talking about real estate or excess of your practice, particularly when it's in multiple tranches over a number of years. I get people to knock on the door right when they're close to the finish line. Oh, hey David, we talked to you a year ago and Janie and I are right now signing a letter of intent with X-Y-Z-D-S-O, and we'd like to jump in right now, the Freedom Founders. I'm going, yeah, you can, but you might want to, I'm not saying don't go through with your sale, but you might want to just get a little more information to dial it in a little bit. I mean, we've made and saved many of our members hundreds of thousands of dollars by them just not knowing what they don't know by just making some tweaks and either not going in with a wrong real estate investment because they didn't have the background, the ability to vet and due to the due diligence or

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same thing on their DSO exit, just didn't know what to ask for, didn't know where they could negotiate, had no clue.

Had someone else driving the bus, they just took it like a good doctor takes advice from somebody else because they're told that it's too complex. Don't worry about it. We'll take care of you. Here's the term sheet, jump in. It's all good. And that's typically, again, as I said the case when the market's running uphill, the market's on a bull run, unless someone's just totally incompetent, these deals generally work out. If you did a sale of your practice four or five years ago and you've gotten a couple of recaps already, you may be close to being out completely good for you. You hit it, right? Same thing with real estate investments. If you got in a few years ago and you're exiting now, good for you. You've probably hit it just right. If you're jumping into either of those arenas right now, without understanding the market cycle and the dangers of doing so without understanding all of the potential minefields involved, you're probably doing yourself and your family a huge disservice, and it's not necessary.

My advice to you is get educated and find a place whether it doesn't have to be us and Freedom founders, but you've got to find people that can give you real information that aren't trying to tugboat you in to doing deals with them, because that's how they put food on their table. And again, there's nothing wrong with that. You just need to understand the difference between who's got your best interest at heart. In most cases. That's only you. That's a little bit my rant for today, but I hope you take it with the meeting and the passion I have for helping guide my colleagues through the shark infested water that's out there. It's always out there. You just need help and guidance to know where the danger zones are, and I'm here to raise those red flags if you're willing to take a look. Hope to talk to you soon. For those interested in learning how to create similar, exceptional and life-changing results like Dr. Cree Hamilton, then schedule a call with my team at freedomfounders.com/discover. That's freedomfounders.com/discover. We'll dig into your financial situation and let you know your best next steps. And as always, be sure to hit the subscribe or follow button wherever you're watching and listening so you don't miss a single episode of the Freedom Founders Podcast. I'll see you next time.