



ENHANCE DENTAL + ASHTON GRAY:

# Expanding Further Together





**Founded in 2018, Enhance Dental is a dental partnership organization with a mission to “brighten the smiles of our patients and the lives of our employees in the communities we serve.”**

Similar to Ashton Gray’s partnership model, Enhance Dental differentiates itself from typical dental support organizations by offering partner doctors ownership in their practice and working closely with them to achieve their professional goals.

“I’m a dentist by trade but I love business,” explains Dr. Benjamin Bowman, DDS, and CEO of Enhance Dental. “So I saw an opportunity in dentistry that a lot of dentists don’t understand business. I formed a company that partners with doctors, and we help them run the areas of the practice they don’t necessarily know about or enjoy. It allows them to focus on the things they like and spend time with their family.”

As like-minded entrepreneurial spirits, Dr. Bowman and the team at Ashton Gray have collaborated on a total of seventeen different dental office projects together. This has allowed Dr. Bowman to expand exponentially. Since meeting with Ashton Gray, his 5 Oklahoma locations have grown into 43 across Oklahoma, Utah, and Texas.

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DDS, CEO, Enhance Dental**





## From a Trial Run to a Dental Empire

**Though the partnership has proved fruitful over the past 3 years, initially Dr. Bowman was hesitant to collaborate. "I remember when I first heard the model, I was standoffish," Dr. Bowman recalls. "It was 'Hold on a second, you want to come in and partner with me, and what's mine?'"**

"But then when we started to have those conversations of what it could look like, of the real estate, of what Ashton Gray brings - the site selection, development, and the experience that you have. It started to get me excited, I was going 'Hold on a second, I can concentrate on my practice, the things that I know really well, and in this other area I know I want to be a part of - real estate, I was excited to have someone that could help me. So, I remember being excited about the future opportunity and being excited to have a partner in the areas that I didn't understand."

Like Dr. Bowman's approach to handling the business side of dental offices, Ashton Gray prides itself on providing turn-key real estate for medical, dental, and veterinarian practitioners that may not want to manage that side of the practice, but still want to see their business grow. Ashton Gray has experts in site selection, building design, construction, and

expansion - and the ability to navigate the minute details in between, like working with municipalities, lawyers, and property management. These real estate development tools are laser-focused on one goal: expanding your business for the long haul.

**As a practical businessman, Dr. Bowman was still hesitant - Ashton Gray and his first project together was to be a test.**

"The first ever building we did together, you built for us," Dr. Bowman tells the Ashton Gray team. "To be honest, I even said it, this is kind of a trial run. I saw a couple of things, through the process of the building and what we did, there was a feeling of genuine trust of 'Hey, we're going to look out for you.' We got to situations where we were dealing with the city, the people that we bought the land from, and you [advised] on what to do and it was for my company, not for Ashton Gray. And that was something that really spoke to me because that's how I try and run my business, where I'm always looking out for my partners."

It wasn't just Ashton Gray's integrity and transparency in business dealings that turned one project into multiple projects expanding across three states, but also their knowledge and expertise in the real estate and construction industry.





"As we started to get into doing partnerships and buildings together, that's where I started to get more respect for your deep knowledge that you had in the area," remembers Dr. Bowman. "The partnership that is really helpful to me is that you all say, 'Look, here is the real estate that we know is good. Here are the numbers we present, these are areas we think you could grow. What do you think about that area?'"

Instead of Dr. Bowman taking time away from running his growing dental business, he can lean on Ashton Gray to provide the hours of work that go into researching and selecting the ideal site - and trust the team behind the work.

"Now, I've got somebody that not only builds, but it's also site selection, it's the building, introduction to design teams, the management afterward. It's that partnership where I can take this off my plate and know that I'm in a good place."





# Think BIG

Most ambitious healthcare businesses want or need to expand, but are focused on the day-to-day of their core business.

For Ashton Gray, healthcare expansions have become as routine as a health checkup. And like their partners in healthcare, Ashton Gray's business is focused on keeping their clients around for the long term - which means investing in your business and focusing on what's best for your business now and 20 years from now.

While Ashton Gray flexed their real estate industry muscles and business acumen with Dr. Bowman, that wasn't every piece of the puzzle that allowed Enhance Dental's practices to swell to 40+ locations. By leveraging his current practices and new partnership with Ashton Gray, he was able to focus on just building the best dental businesses possible.

## CAPTURING YOUR VISION



### Site Selection

Finding the right site location can be as important as the building itself. Our team of site scouting experts can help you connect your dream office to your dream location.



### Building Design

Working with Ashton Gray we're capable of handling all aspects of building planning and designs with preferred architects and designers with decades of experience in the medical property business.



### Growth

We focus on lessons learned and finding inspiration in others' success. Because when you grow – we grow together.

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"You're hungry," says Dr. Bowman. "Would you rather own 100% of a grape? Or 50% of a watermelon? These buildings we're doing are watermelons. That watermelon is worth so much more and then we use that to build the next deal."

**Dr. Benjamin Bowman,**  
**DDS, CEO, Enhance Dental**

"Financially for me, I had a partner in the real estate. So, I could take my finances and my power for my business and put it behind dental practices. I could go in and say I can do more practices, since I have a partner that can help me in real estate, rather than me trying to do my practice and real estate. We were able to really concentrate on just dentistry, having a partner in real estate who had a relationship with banking, with investing, with doing multi-site locations, with having tenants, and all that that helped us to be able to grow. I think that's been a real big benefit for us, growing from 5 to 13 then to 25 to 35, now 40+ locations over only a few years."

**Ashton Gray and Enhance Dental's fruitful relationship has been a success for both parties and there are no signs of it slowing down.**

Ashton Gray is spearheading Enhance Dental's very first ground-up construction project in Texas. Located in the city of Anna, Enhance Dental will anchor a brand new shopping center which is sure to expand Enhance Dental's footprint and provide a thriving area of commerce for Anna, Texas.

Ashton Gray is also working on what might become the crown jewel of their partnership with Dr. Bowman and Enhance Dental, as they near completion on Enhance Dental's brand new corporate headquarters located within a cutting-edge mixed-use 40,000 square foot multi-story property right off the booming I-35 corridor in Edmond, Oklahoma. The HQ is planned to be completed by the end of 2022.

**IT'S TIME TO THINK BIG.  
LET'S TALK.**

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