

SPECIAL REPORT

HOW TO GIVE YOUR CHILD A BEAUTIFUL AND CONFIDENT SMILE



Guaranteed for Life Without Breaking the Bank

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Dear Friend,

If you are a parent and you have said to yourself, "If I could just find a smart and affordable way to give my child a beautiful and confident smile," then this might be the most important report you read all year.

Here's why...

HAVE YOU EVER SAID ANY OF THESE THINGS?

- *I don't know when my child should get braces.*
- *I'm concerned about the total cost of braces as well as the monthly payments.*
- *I'm afraid that my child won't wear his/her retainer and that the teeth will become crooked or spaced again.*

IMAGINE YOU COULD WAVE A MAGIC WAND...

Imagine you could wave a magic wand, and suddenly you're able to say, "My child is beaming with a confident smile! We understood every step of what needed to be done along the way, and the payments were a breeze. There were no hidden fees, retainers were included, and we'll even get free retreatment if the teeth become crooked or spaced again – even if the retainer is lost or isn't worn properly!"

Why Should You Listen to Me?

Even before starting dental school, I knew that I wanted to become an orthodontist because of the great impact the profession had on my life. As a child, I had a large space between my front teeth, an underbite, and a lack of confidence. This led me to being shy and reserved, and I found it difficult to look adults in the eye when I spoke to them.

I still remember being upset when my parents told me that I was getting braces... and headgear. But thanks to my parents, my orthodontist, and the orthodontic profession, my spaced teeth and underbite were gradually transformed into a smile that I was proud of. As a result, I became more self-confident, more outgoing, and more socially comfortable.

Having had braces and having experienced these positive changes firsthand made me realize just how important something like a confident smile is. It had such a positive impact on my life that I made it my career choice, and now my hope is that I can help give your child that same life-changing experience.



WHAT YOU'RE GOING TO DISCOVER...

1. *When your child should be evaluated for braces*
2. *Strategies for reducing the cost of braces and for designing a payment plan that will fit in your budget*
3. *How the Marshall Orthodontics Lifetime Guarantee makes getting braces a no-brainer*

Each of these points are equally important if you want to find a smart and affordable way to give your child a beautiful smile, so he or she can have the same life-changing experience of improved appearance, self-confidence, and self-esteem that I had.



WHEN SHOULD YOUR CHILD BE EVALUATED FOR BRACES?

According to the American Association of Orthodontists, all children should have their first visit to an orthodontist by the age of 7, and I agree. At this age, the first set of permanent molars have typically come in, and the permanent front teeth have either come in or have almost come in.

By having an orthodontist take a look at this age, we can evaluate problems that you may not even be aware of, such as:

- *Impacted teeth*
- *Jaw growth problems*
- *Bite problems*
- *Gum recession*

I see kids all the time that would have been able to avoid removal of one or more permanent teeth if they had been seen when they were younger instead of waiting until they lost all their baby teeth. Sometimes having your child seen by an orthodontist at the right time can also prevent the need for future jaw surgery (this was true in my case). Tooth extractions and jaw surgery can become necessary, for example, when a child's jaw doesn't grow sufficiently to provide room for all the adult teeth. When you bring your child to an orthodontist while the jaw is still growing, their growth pattern can be guided to ensure proper jaw development without the need of surgery.

My goal is to help each child to get the best overall result and best smile possible, and seeing each child while their jaw is still developing ensures that I'm able to do that. For this reason, I strongly urge you to schedule your child's early evaluation appointment with an orthodontic specialist when they are 7 years old.

If your child is older than 7 and he or she hasn't yet been evaluated by an orthodontist, don't worry! We can definitely still help. I only bring up the above point to stress the importance of being seen early, whenever possible. It is true that most children do not need braces until all their permanent teeth have come in, but having a consultation around age 7 can make a world of difference for those kids who do need early treatment.

STRATEGIES FOR REDUCING THE COST OF BRACES AND DESIGNING A PAYMENT PLAN THAT WILL FIT IN YOUR BUDGET

The cost of braces is one of the most common concerns among parents when discussing orthodontic treatment for their children. Fortunately, we at Marshall Orthodontics have tools and strategies to help with this.

EMPLOYER-SPONSORED DENTAL INSURANCE

Dental insurance is often included in your employee healthcare package, and many plans include orthodontic treatment up to a certain age limit. The most common benefits cover 50% of the cost of treatment, up to a maximum of \$1,000 to \$2,000, although sometimes the benefit can be even greater. When you schedule a visit with us for your child, we ask you to enter your insurance information into our online system. This way, we can verify your orthodontic benefits before you arrive. Then we can give you an accurate reflection of what your out-of-pocket cost will be while you're here.

INDIVIDUAL DENTAL INSURANCE

If you do not have orthodontic coverage for your child through a dental insurance plan at work, individual dental insurance is another option to consider. The decision to purchase an individual dental insurance policy with orthodontic coverage for your child is typically straightforward, because it all comes down to numbers.

Here is what you'll need to know:

1. *What is the age limit for orthodontic coverage on the plan?*
2. *Is there a waiting period? If so, how long is it?*
3. *How much is the total orthodontic benefit?*
4. *How much is the monthly premium?*
5. *How long will it take for the full benefit to be paid out?*

Assuming that your child falls under the age limit for orthodontic coverage, simply multiply the monthly premium by the total number of months you will need to keep the plan before the total benefit is paid out. If the total benefit is greater than the amount you will pay in monthly premiums, then the individual dental insurance plan is probably a good option to help reduce your out-of-pocket costs for braces. It is also important to consider if your child will reach the age limit during treatment, because payment of the benefit will likely stop at that time.

FLEX SPENDING/HEALTH SAVINGS ACCOUNTS

Many people are able to afford braces through the help of Flex Spending Accounts or Health Savings Accounts. These are set up through your employer and allow you to set aside pre-tax dollars from your gross earnings for medical or dental expenses, including braces. Doing this will reduce your taxable income (and the amount you pay in income taxes) and thus help to offset the cost of orthodontic treatment.

PAYMENT PLANS

Almost all our patients take advantage of our payment plan options. Since every family is different, we find that many like to make a smaller down payment (as low as \$250), but others like to pay more up front to reduce future monthly payments. We also offer no-interest extended payment plans, as well as special extended payment plans for those who would like to make the monthly payment amount as low as possible. In addition to giving your child the best treatment available, our goal is to work with you to ensure that you have a monthly payment amount that fits comfortably in your family's budget.

LARGE DOWN PAYMENT DISCOUNTS

We also offer discounts for making larger down payments or paying in full. This is a great option for those who are interested in paying the lowest total treatment fee.

HOW THE MARSHALL ORTHODONTICS LIFETIME GUARANTEE MAKES GETTING BRACES A NO-BRAINER



The Marshall Orthodontics Lifetime Guarantee adds incredible value to your child's orthodontic treatment. I can't even count the number of times I've had an adult sit in my chair and say, "I had braces when I was younger, but I didn't wear my retainer, and now my teeth are crooked again."

This won't be an issue with your child, because I guarantee free future retreatment for all of my patients if their teeth become crooked or spaced again, even if they lose or don't wear their retainer. It doesn't matter if it's 5 years down the road, 10 years down the road, or 20 years down the road – I will fix your child's smile for free, every time, guaranteed!

This means that the value of your child's treatment could potentially be two or three times more valuable than the treatment cost. If that doesn't make choosing Marshall Orthodontics a no-brainer, I don't know what does.

WHAT DO YOU DO NEXT?

Now you know the three keys to giving your child a beautiful and confident smile that's guaranteed for life. The next step is to help them start their journey to improved appearance and greater self-confidence by scheduling their early orthodontic evaluation.

Since I want to personally help you get the results you want for your child, Marshall Orthodontics is happy to offer a special no-cost, no-obligation early evaluation for your child.

OUR FREE MARSHALL ORTHODONTICS CONSULTATION PACKAGE

The Marshall Orthodontics Consultation includes an office tour, a complete orthodontic exam with x-rays and pictures, and a comprehensive treatment consultation, during which I will meet with you and discuss which treatment – if any – I recommend.

Most parents who bring their children to Marshall Orthodontics leave my office again with the comfort of knowing that orthodontic treatment can wait – or may not even be needed. Parents of children needing early orthodontic intervention leave my office glad to know that their child will be able to avoid future costly and/or invasive treatment. Either way, you have everything to gain and nothing to lose by taking advantage of this free offer!

I'm so confident that you'll find the Marshall Orthodontics Consultation valuable that I'm going to give you a...



100% RISK-FREE GUARANTEE

How To Give Your Child A Beautiful And Confident Smile

Although your consultation is free, I know your time is valuable. I also understand you might be wondering if my offer is as valuable as I say. Therefore, I am putting my money where my mouth is. ***If after our time together, you don't feel it was worth your time, let me know and I will donate \$100 to your child's school or classroom.***

Earlier in this report, I asked you to imagine that you could wave a magic wand and suddenly be able to say, "My child is beaming with a confident smile. We understood every step of what needed to be done along the way, and the payments were a breeze. There were no hidden fees, retainers were included, and we'll get free retreatment if the teeth become crooked or spaced again – even if the retainer is lost or isn't worn properly!"

With our flexible payment options and my passion for orthodontics, I can help you make this a reality. The first step is to call my office at 864.362.2649 and say, "I want to take advantage of your Marshall Orthodontics Consultation," and we will get you all set up. We are looking forward to meeting with you and creating a customized plan to give you or your child a beautiful new smile!

Sincerely,

A handwritten signature in black ink that reads "Dr. William A. Marshall". The signature is written in a cursive, flowing style.

William A. Marshall, DMD, MS

P.S. When you are ready to ensure your child's healthiest smile, call our office and schedule your child's FREE early evaluation with our Marshall Orthodontics Consultation. This package includes an office tour, a complete exam with x-rays and pictures, and a comprehensive consultation (a \$250 value, yours free!) Call 864.362.2649 to schedule an appointment today!



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