

FROM FIRST JOB TO PRACTICE OWNERSHIP

HOW EDWARDS & ASSOCIATES BECAME A TRUSTED ADVISOR

For many dentists, the transition from employee to practice owner happens quickly, and with it comes a steep learning curve. Financial decisions, vendor relationships, and operational responsibilities all come into play at once, often before a new dentist has had time to fully understand the business side of the profession.

When Dr. Jason Ashcroft began his career, he and his wife, Elda, initially sought out Edwards & Associates for basic tax support based on a referral. Within months, that relationship evolved into something much more. As they moved from being employed by others to building their own practices, Pediatric Dentistry of Northlake and Pediatric Dentistry of Haslet, Edwards & Associates became a constant presence, guiding decisions, providing clarity, and acting as a trusted partner in nearly every aspect of the business.

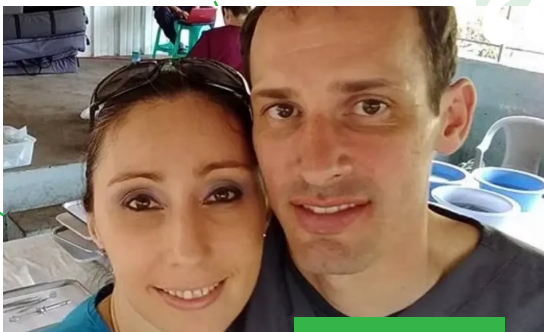
Today, more than a decade later, that relationship continues to play a central role in the success and stability of their practice.

THE CHALLENGE

When Dr. Ashcroft began his first job out of dental school, the need for a CPA was relatively straightforward. “At the beginning, it was just simple tax preparation,” Elda explains. “But once he started working in the real world with expenses and income, we knew we needed someone who could help us think through things.”

That need quickly expanded. Within six months of starting his first position, Dr. Ashcroft made the decision to open his own practice, accelerating the timeline for major financial and operational decisions.

“We went from basic tax questions to opening a practice very quickly,” Elda says. “At that point, we needed more than an accountant. We needed someone who could guide us through the entire process.”



I honestly don't know what we would do without Edwards & Associates.

They're involved in everything we do, and they always have the answers or they find them. They know our practice so well, and I trust them completely. I would never switch.

Elda Ashcroft, Owner

THE SOLUTION

Edwards & Associates stepped in as more than a tax provider, becoming deeply involved in the practice's formation and growth.

"They helped with everything," Elda says. **"From finding the right lender and reviewing interest rates to recommending contractors and evaluating bids. Robert was involved in every step."**

That level of involvement gave the Ashcrofts confidence in decisions that would have otherwise been difficult to navigate alone. "He didn't just look at numbers; he helped us understand whether the deals we were being offered actually made sense."

As the practice grew, the relationship continued to expand. Today, Edwards & Associates supports the Ashcrofts with tax planning, financial reporting, and ongoing advisory services. But just as importantly, they serve as a first call for nearly any business decision.

"Honestly, if I have a question about employees, equipment, finances, anything, I go to Robert," Elda explains. "Even recently, I needed to know what we should sell a piece of equipment for. He did the research and told me exactly what to expect."

That support has extended beyond day-to-day decisions. When the Ashcrofts decided to sell the Northlake office, Edwards & Associates helped them evaluate options, understand the financial implications, and navigate the process. "Robert was instrumental in helping us work through the sale," Elda says. **"Having someone who understood our practice and our goals made a huge difference."**

Rather than simply presenting options, the firm provides clear direction. "I usually go to them with A, B, and C and ask what we should do," she says. "And then I follow their recommendation. I'd rather ask first than fix something later."

That responsiveness and reliability have been consistent over time. "Most of the time, they get back to us very quickly. And if they don't have an answer right away, they find it."



THE RESULTS

With Edwards & Associates handling the financial and strategic side of the business, the Ashcrofts have been able to focus on running Pediatric Dentistry of Northlake and Pediatric Dentistry of Haslet with confidence.

“I honestly don’t know what we would do without them,” Elda says. **“They know our practice inside and out. Every detail.”**

That familiarity has made a noticeable difference compared to other experiences she’s seen. “I’ve seen how other practices work with their CPAs, and it’s very different. Things that feel complicated to others are simple with Edwards & Associates.”

The relationship has also brought a level of consistency and trust that is rare. “If I’m not happy with a service provider, I move on. But this is the longest relationship we’ve had when it comes to the practice, and I don’t see that changing.”

Following the successful sale of Pediatric Dentistry of Northlake, Edwards & Associates continues to play a central role as the Ashcrofts focus on the continued growth of Pediatric Dentistry of Haslet.

REACH OUT TO US AT ANY TIME!

WEBSITE

eandassociates.com

LOCATION

Dallas, Texas

CONTACT

972.267.9191

info@eandassociates.com

