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## CUSTOMER

Dr. Steve S. Broughton, D.D.S.

*Fiercely driven*

*Wakeboard enthusiast*

*Dental dynamo*

## SUMMARY

Dr. Steve Broughton has always been driven. After a fairly difficult upbringing—from moving from Seoul, Korea, to an adoptive and abusive home to starting work at age eight—he was by all accounts left on his own. Being independent at a very young age instilled self-confidence and ambition, which fueled the growth of his dental business. Through it all, he still believes in the value of fun. He and his family enjoy spending time doing water sports and he loves to wakeboard.

You soon forget his past when he talks passionately about his dental practice, Light Dental Studios. "Our name is a mixture of art and light," said Dr. Broughton. "We use light for cosmetic dental use and what we do is a form of art, and our logo (the feather) symbolizes effortless." His approach to the content on his website is less about dentistry and more about business. "It fits well with the concept of building a community and resonates well with our customers."

Light Dental Studios has 16 locations in South Puget Sound and has been on Inc.'s 5000 List for the past four years. The company is also very invested in the community. They have received the Environmental Service Award for cleaning trails in Tacoma. Staff members also volunteer their time once a year at one of the company's participating offices, during its South Sound Free Dental Day, offering much-needed dental services to people who have fallen on hard times.

"We're in an industry that cares for people yet no one wants to come to us. It's the number four fear behind public speaking," added Dr. Broughton. "Because going to the dentist is not that popular, we focus our time and energy training our staff to be kind and caring and to make sure our customers are comfortable."



*Dr. Steve S. Broughton, D.D.S.,  
CEO of Light Dental Studios*



Dr. Broughton has a keen interest in building relationships with his customers and his business partners, like Heritage Bank. He's known Carol Smith, commercial banking officer at Heritage Bank, for the 22 years he's practiced dentistry. When Dr. Broughton approached Carol to build a 31,000 square foot building without a lot of equity backing him, they worked together to find a solution. And, it's paid off.

"We have worked alongside each other for as long as I've been in business and we've built not only a great business relationship, but a true friendship," said Dr. Broughton. "I'm a big believer in building relationships and the trust that can be built long-term."

Dr. Broughton started his banking relationship with Carol back in 1997. Since then, he has grown from a solo dental practice with six employees to 37 full-time dentists and a team of more than 200 employees working in one of his 16 Puget Sound locations. "Without the help of Heritage Bank, we would not have been able to grow."

Dr. Broughton may have had a rocky start in the beginning of his life but his passion for hard work and perseverance has nurtured loyalty and trust. "I know Heritage Bank has my interest and my back due to our long-term relationship; it's something to protect and build. They've really listened and reached out to me personally throughout the years."