

BUSINESS SPOTLIGHT *news you can use*

by: C.J. Kaelin

Sterling Vision Celebrates 1 Year Anniversary at New Location

Dr. Peggy Sterling, Board Certified Ophthalmic Physician, who has been practicing in New Tampa since 1995, has recently celebrated her one year anniversary at her new Wesley Chapel location. Dr. Sterling opened her first practice in the City Plaza in Tampa Palms, outgrew the facility in three years and relocated to the Publix Plaza at the corner of Bruce B. Downs and Cross Creek Blvd. She sold that practice in the fall of 2007.

Tired of paying rent to landlords, Dr. Sterling purchased her own building, and has been caring for patients for the last year. She is conveniently located next to Saddlebrook, at the entrance to the community of Brookside, 7.2 miles from her previous location. Dr. Sterling is excited about her new location. Wesley Chapel is centrally located to the growth patterns seen in this area. Dr. Sterling has widened her patient base throughout the years by instilling trust and confidence in her patients. These satisfied patients are loyal and give Dr. Sterling the highest of recommendations.

As part of most buy / sell agreements, there is usually a non-compete clause that prevents advertising and any contact with former patients. Since that clause is no longer in effect, Dr. Sterling now invites all her previous patients, and all of New Tampa and Wesley Chapel to visit her beautiful new practice, noting that it is “just 10 minutes away” from her previous location.

Sterling Vision of Wesley Chapel is the formal name of the practice, and is located at 29154 Chapel Park Dr. Wesley Chapel, 33543, right next to Saddlebrook. Dr. Sterling has built a number of successful practices and she will tell you the key to her success. “I love my patients. We care about each and every one of them. I want to educate my patients on the latest technology and find the best solution for them. I take as much time as necessary to make sure my patients get the best results.”

Dr. Sterling also strives to schedule patient appointments so that you are not left waiting in the lobby. “We don’t book appointments too close together. I don’t

want my patients to have to sit and wait for me. Their time is as important as mine.” Also, Dr. Sterling has always worked hard to keep her patients expenses as low as possible, especially in this economy. She says, “Eye care is very important, but it does not have to be expensive.” In the last 12 years, she has not raised her professional fees!

With her practice firmly established in her new location, Dr. Sterling wants to thank her patients and the community for their loyalty, trust, referrals, and friendship throughout the past 15 years. “I can’t wait to see some of my former patients again. I have just moved down the street a bit, and want all of you to see my new practice.”

Sterling Vision of Wesley Chapel is open Monday - Friday. You can visit Dr. Sterling on the web at www.PeggySterling.com, or call the office at 996-2020 for more information and to make an appointment. Tell them the Advisor sent you.