



PACIFIC RELIANCE
MEDICAL SECTOR BUSINESS BROKERS

**Established two unit Med Spa in high income area of
Santa Barbara, California**

PROPRIETARY AND CONFIDENTIAL BUSINESS INFORMATION



Offered by Jerry Diza
Pacific Reliance Business Brokers
(949) 427-0304
Email: JDiza@PacificRB.com
www.PacificRB.com
BRE# 02023864

Description of business

This 2 unit high volume Aesthetic practice opened its doors in 2007. Both offices are located in prestigious high-income areas of Santa Barbara County.

The practice is known for offering state-of-the-art treatments and equipment at affordable prices, as well as featuring no down-time non-surgical modalities.

The practice is staffed by experienced providers offering top notch services and care to its large client base. The cohesive staff consists of motivated women employees dedicated to empowering women.

The business is semi-absentee run. The owner works a few days a week managing the practice and has providers that handle client procedures at both locations.

This med spa has featured the popular BTL equipment line which includes Emsella for incontinence/sexual function, Emsculpt and Emsculpt Neo for body sculpting, and EmFace, for a non-needle face lift. The mainstay of income comes from marketing this med spa as the local "Botox Headquarters."

Locations and service offering

The first office is located in a corner, low rise medical building in central Santa Barbara, just minutes to the beach. The practice has first billing on monument signage offering excellent visibility from the busy street. The treatments offered at this location include:

- Potenza RF Microneedling
- CO2 Laser
- Picosure
- Emsculpt Neo
- Emsella
- Plasma Pen
- Micro-Needling (*Traditional only, no RF*)
- Laser Hair Removal
- Botox
- Dermal Fillers
- Bellafill
- Medical-Grade Chemical Peels
- CoolPeel
- Carbon Peel
- Tattoo Removal
- Kybella
- MonaLisa Touch

CONFIDENTIAL BUSINESS OFFERING

The second location is approximately 30 miles away in a beautiful Victorian style commercial building. It is situated at a corner location with high visibility from the main street. Services include:

- Tempsure/Flexsure Radiofrequency
- Vivace-RF Micro-Needling
- Botox
- Dermal Fillers
- Kybella
- Medical-Grade Chemical Peels
- Hydrafacial

The new owner can open additional offices within the county as brand recognition can be established.

Product & Services breakdown and Revenue Potential

The breakdown of services is as follows:

- Botox - 33%
- Emsculpt Neo, etc. - 22%
- Filler - 18%
- Laser & RF Microneedling -19%

Employee/personnel/payroll:

Title/Position	Wages/Salary	Benefits
PT Receptionist/asst-ofc#2	\$25/hr	H, U
PT R.N.-office #2	\$32 + 10% comm	H, U
R.N.	\$32 + 10% comm	U, R
R.N.	\$52/hr	U
Med. Assistant	\$25/hr	H, U, R
Receptionist	\$25/hr	H, U, R
Receptionist/Sales	\$25/hr	R

H = Health ins

U = Uniform allowance: \$200/yr

R = Retirement plan

All employees get “spa” benefits of beauty treatments, Botox, filler, wholesale price for product purchases, sick pay; vacation of 10 days per year and holiday pay for FT employees.

All participate in a bonus for selling packages of Emsculpt Neo and Emface of 2-4%. All get 10% commission on product sales.

Ownership info

The business ownership is an S-corporation and stock is solely owned by the Owner.

The Owner does some procedures and spends 3 days a week in the business. Owner compensation is \$140,000 per year.

Current owner is willing to remain in the business after the transition for up to 2 years as a consultant or medical director at prevailing rates, if needed.

Billing/Collection/Revenue Scores

Approximately 3800 active clients. All cash business.

Patient Demographics

Client type	Description	%
Women	Ages 20 - 39	30%
Women	Ages 40 - 80	55%
Men	Ages 20 – 80	15%

The business currently sees 8-15 patients per day per provider with an active chart count of over 3800. The majority of clients are repeat clients

Revenue and Profit (per seller profit & loss statements)

Buyer to confirm all numbers and advised to hire CPA to review all financials

	2021	2022	YTD June 2023
Annual Revenue	\$ 1,793,071	\$ 1,931,177	\$ 1,138,615
SDE/Net Profit	\$ 528,773	\$ 664,299	\$ 418,466

Projected total revenue in 2023 of \$2.27M and SDE of \$826,932.

Inventory

- ~ \$45,000 worth of Neurotoxins
- ~ \$50,000 worth of fillers
- ~ \$20,000 worth of other products
- ~ \$75,000 worth of consumables

Equipment

- Picosure by Cynosure
- Elite Plus by Cynosure
- Zimmer Cryo 6 Chiller
- Zimmer Cryo 5 Chiller
- Emsculpt Neo
- EmFace
- Emsella

CONFIDENTIAL BUSINESS OFFERING

- Deka CO2/MonaLisa Touch Laser
- Potenza RF Microneedling
- Plasma Pen
- Eclipse Microneedling
- Tempsure Envi/Flexsure
- Vivace RF Microneedling
- Hydrafacial

Software/System

- Vagaro (appointment scheduling & time cards)
- Quickbooks Online (inventory)

Marketing

Currently, this Med Spa does TV commercials. It also has a strong & active presence in Social Media platforms like Facebook, Instagram, Yelp.

They also actively reach out to their clientele via emails, text messages & flash text sales.

The majority of clients are old/returning clients thus referrals coming from them are significant as well.

Facilities:

Hours of operation are as follows:

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
9:00 – 5:00	9:00 – 5:00	9:00 – 5:00	9:00 – 5:00	9:00 – 5:00	*

- 2-4 Saturdays per month open from 9am-5pm

The first facility is approximately 1,560 sq. ft. in a 2 story building with a rent of \$3,899/month plus CAM of approximately \$1941. Lease ends November 2025.

Parking is readily available behind the two-story building as well as on the street and in the surrounding neighborhood. The building has an elevator and handicap parking.

The second facility is approximately 250 sq. ft. in a 2 story building with a rent of \$1,600/month. Lease ends April 2023. Ample parking is available.

Additional sources of revenue:

A new buyer can stay open later hours and every Saturday to capture additional working clients.


The practice can also offer additional services including IV infusion/hydration and upgrade the weight loss program to include Ozempic.


Lastly, the business spends less than 2% of revenue for advertising. New owner could spend more on advertising to increase sales. Marketing experts recommend 5-10% of gross sales for marketing for increased growth.


For additional information, please complete a non-disclosure agreement on our website and provide proof of funds. Submit to JDiza@PacificRB.com


Profit and Loss
January - December 2023


	TOTAL
Income	
Bad Debt	-2,460.00
Discounts Given	-17,553.50
INCOME [REDACTED]	0.00
Income KYBELLA	9,600.00
Income Alle	340.01
Income BOTOX	470,091.69
Income EMFACE	116,600.00
Income EMSCULPT NEO	195,000.00
Income EMSELLA	35,750.00
Income FILLER	285,655.01
Income Laser ELITE	3,590.00
Income LHR	80,223.33
Income Spiderveins/Telangiectasias Laser	17,950.00
Total Income Laser ELITE	101,763.33
Income Laser PICOSURE	0.00
Income Tattoo Removal	85,366.84
Picosure Skin Rejuvenation	97,417.49
Total Income Laser PICOSURE	182,784.33
Income Laser SMARTXIDE CO2	0.00
Income CO2 Laser	5,450.00
Income MonaLisa Touch	4,850.00
Total Income Laser SMARTXIDE CO2	10,300.00
Income [REDACTED]	0.00
Discounts/Refunds Given [REDACTED]	-10,521.55
Income Botox [REDACTED]	291,125.84
Income Filler [REDACTED]	57,932.01
Income Hydrafacial	12,900.10
Income IV Services [REDACTED]	2,335.00
Income Kybella [REDACTED]	2,100.00
Income Microneedling [REDACTED]	1,015.00
Income Peels [REDACTED]	2,280.00
Income Product Sales [REDACTED]	25,830.29
Income Tempsure [REDACTED]	10,300.00
Income Vivace [REDACTED]	94,428.00
Total Income [REDACTED]	489,724.69
Income Merz Xperience	-160.00
Income Microneedling	15,965.47
Income Peels	1,945.00
Income Potenza	172,360.00


Profit and Loss
 January - December 2023

	TOTAL
Income Product Sales	42,870.52
Income Service/Fees	21,321.00
MEDICAL SVCS	3,990.00
WEIGHT LOSS	31,115.00
Total INCOME 	2,187,016.05
Total Income	\$2,167,002.55
Cost of Goods Sold	
Cost of Goods Sold	580,984.41
Total Cost of Goods Sold	\$580,984.41
GROSS PROFIT	\$1,586,018.14
Expenses	
Advertising	76,657.13
Automobile Expense	1,174.78
Bank Charges	118.02
CareCredit Fee	6,110.93
Cherry Fees	1,035.95
Credit Card Merchant	35,618.63
NSF	6,200.00
Total Bank Charges	49,083.53
Brochures/ Patient Education	162.60
Dues	55.44
Employee Benefit	0.00
Education	3,368.46
Health Ins. Employees	6,326.45
Misc. Employee Benefit	1,199.95
Uniform Allowance	168.51
Total Employee Benefit	11,063.37
Expenses	0.00
Education	156.00
Laboratory Fees	586.05
Licenses and Permits	184.00
Patient Refunds	5,061.60
Total Expenses	5,987.65
Insurance	0.00
Malpractice Insurance	4,204.00
Misc.	210.00
Office Liability	1,498.00
Worker's Compensation	1,650.44
Total Insurance	7,562.44


Profit and Loss
 January - December 2023

	TOTAL
Interest	0.00
Equipment Loans Interest	0.00
Promissory Note 	714.69
Union Bank Bus Loan #1	3,409.40
Union Bank Bus Loan #2	6,404.78
Union Bank Bus Loan #3	17,088.93
Total Equipment Loans Interest	27,617.80
Interest Paid Line of Credit	213.21
Total Interest	27,831.01
Meals	0.00
Employees meetings (50% deduct)	196.99
Travel for education (50% deduct)	1,516.66
Total Meals	1,713.65
Medical Supplies	0.00
	22,031.83
Medical Supplies Emface	8,112.57
Medical Supplies Hydrafacial	1,469.25
Medical Supplies IV Services	1,654.51
Medical Supplies Picosure	3,116.61
Medical Supplies Potenza	8,874.31
Medical Supplies Tempsure	326.25
Medical Supplies Vivace/Microneedling	387.32
Total Medical Supplies	45,972.65
Office Expense	0.00
Cleaning	6,538.00
Computer Expenses	5,633.43
Laundry	3,078.72
Office Supplies	16,077.05
Packaging & Shipping Expense	546.49
Postage	405.61
Printing	735.34
Total Office Expense	33,014.64
Payroll Expenses	225.60
Company Contributions	0.00
Retirement	60,524.85
Total Company Contributions	60,524.85
Taxes	0.00
CA SUI / ETT	3,051.97
Federal Taxes (941/944)	46,059.87
Federal Unemployment (940)	751.34
Total Taxes	49,863.18


Profit and Loss
 January - December 2023

	TOTAL
Wages	452,260.76
Officer Salary	150,000.00
Total Wages	602,260.76
Total Payroll Expenses	712,874.39
Payroll Processing Fees	1,069.85
Pension Plan Fees	2,624.00
Professional Fees	0.00
Accounting	7,677.37
Computer consulting	1,100.00
Financial Planner	5,000.00
Marketing	41,105.89
Total Professional Fees	54,883.26
Reimbursements	0.00
Gasoline expense	3,478.96
Total Reimbursements	3,478.96
Rent	0.00
Office Bldg 	0.00
Base Rent	46,854.18
Common Area Maintenance	25,305.19
Total Office Bldg 	72,159.37
Rent 	17,600.00
Total Rent	89,759.37
Repairs and Maintenance	0.00
Building Repairs	960.56
Laser Maintenance	60.25
Medical Equipment Repairs	691.89
Office Equipment Repairs	295.00
Total Repairs and Maintenance	2,007.70
Subscriptions	0.00
Journals and books	13.75
Magazines/Newspapers	417.04
Total Subscriptions	430.79
Taxes	0.00
Income, S Corp, State	30,860.00
Property	12,838.78
Total Taxes	43,698.78
Transfer account	0.00
Travel and Entertainment	0.00
Lodging	2,249.89
Travel	5,783.92
Total Travel and Entertainment	8,033.81

Profit and Loss
January - December 2023

	TOTAL
Utilities	0.00
Electricity	4,733.88
Internet	2,285.28
Security - Alarm System	287.50
Telephone	13,530.94
Water	920.58
Total Utilities	21,758.18
Total Expenses	\$1,200,897.98
NET OPERATING INCOME	\$385,120.16
Other Income	
Other Miscellaneous Income	1.18
Total Other Income	\$1.18
Other Expenses	
Other Expense	0.76
Sales Tax Payable Adjustments	0.36
Total Other Expenses	\$1.12
NET OTHER INCOME	\$0.06
NET INCOME	\$385,120.22