

CONFIDENTIAL BUSINESS PROFILE

Premier IV Hydration & Aesthetics Medical Spa **Servicing San Diego, California**

PROPRIETARY AND CONFIDENTIAL INFORMATION



All information contained within this document and in all other materials was furnished by either the buyer or seller of the business. Purchasing a business involves risk and all parties are advised to seek legal and financial advice. Pacific Reliance Medical M&A Advisors has not and will not verify the accuracy or completeness of this information.

Description of business and history

This premier, well-established medical spa in downtown San Diego serves a discerning clientele in an elegant and vibrant setting. Operating as a semi-absentee cash-only practice since 2016, this boutique IV lounge has built a strong reputation for excellence. Led by highly skilled medical professionals, it specializes in IV hydration therapy, customized functional medicine, PRP regenerative injections, and performance wellness, offering clients exceptional support for optimal health and vitality. Over the years, the business has expanded its team and range of services, now boasting a loyal base of 8,950 active patients and a robust lead list of 25,000.

A highly sought out med spa is strategically located and well-known with few direct competitors, the practice attributes its success and steady growth to upholding the highest medical standards and qualifications. The dedicated staff is passionate about natural medicine and committed to delivering an exceptional patient experience.

It's a turnkey acquisition opportunity for buyers seeking a profitable, established business in a premier location. With a substantial client base, extensive lead pool, and a uniquely attractive building, this spa is positioned as a standout investment in San Diego's thriving wellness market. Subsequently the med spa sector is expected to grow by 200% by 2030, underscoring the significant growth potential for this exceptional naturopathic medical clinic.

Operations:

This medical spa specializes in minimally invasive procedures, making it an ideal opportunity for a licensed owner. With over 30 years of expertise in medical aesthetics and skincare, the spa's team is highly regarded for delivering the latest state-of-the-art aesthetic treatments. An exquisite spa dedicated to empowering individuals on their journey to optimal wellness. A unique holistic naturopathic practice offers advanced medical solutions in an inspiring setting, designed to promote a healthy, vibrant lifestyle for its patients.

A fully equipped and expertly staffed holistic wellness center and IV hydration lounge has been a top destination in San Diego since its inception, delivering advanced medical solutions in a serene, inspiring environment to support clients in achieving their best health. Specializing in cutting-edge therapies for chronic disease, performance optimization, anti-aging, hormone replacement, and aesthetics, this practice integrates regenerative medicine including PRP, stem cells, and exosomes with aesthetic treatments such as Botox, fillers, and Morpheus8.

Additionally, IV therapy, hormone and peptide therapies are seamlessly incorporated into the service offerings. Operating on a membership model that includes comprehensive bloodwork, IV treatments, and the spa provides clients with a personalized long-term approach to wellness. The integration of aesthetic treatments with weight loss programs, including Semaglutide and Tirzepatide, has further enhanced their offerings.

Known for their distinction in IV therapy, peptide treatments, and specialized anti-aging solutions for both men and women, this med spa is positioned as a leading destination for longevity, wellness, and aesthetics. Naturopathic Medicine at this wellness spa encompasses a range of advanced modalities, including botanical medicine (herbs), physical medicine (hands-on therapies), homeopathic treatments, and scientifically-backed options such as supplements, pharmaceuticals, and IV vitamin therapy.

The spa offers cutting-edge aesthetic services, including Forma laser treatments, dermal Fillers, PRP facials, IPL cosmetic treatments, Morpheus8, PRP hair restoration, and laser hair removal, ensuring clients receive a sophisticated and compassionate experience. There is a Strong physician involvement and oversight are at the core of delivering high patient satisfaction, supported by an outstanding team that manages daily operations seamlessly.

This highly reputable practice offers new owners a robust foundation to capitalize on the rapidly growing wellness market. With substantial growth potential, future owners can expand services to include specialized peptides, weight loss treatments, medical aesthetics, and anti-aging offerings, as well as introduce new products and supplementary services. Adding options like hyperbaric oxygen therapy and innovative wellness programs will attract new clients, engage the existing loyal customer base, and enhance recurring revenue streams, positioning the practice for continued success and growth.

Employee/personnel/payroll:

As one of San Diego's most sophisticated med spas with state-of-the-art medical technology, it's primarily an all-cash business with robust patient flow. The medical staff consists of 1 physician, 3 Naturopathic Doctors, 1 Aesthetic nurse practitioner, 3 registered nurses, 1 Patient Coordinators, 2 Front Desk/Esthetician, 1 office manager staff with over 30 years of experience in medical aesthetics and skin care. Total monthly staff payroll \$34K.

Facilities: hours of operations

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
9-6pm	9-5pm	9-5pm	9-6pm	9-5pm	10-2pm	10-2pm

Products & Services breakdown:

PRP (platelet-rich plasma) therapy | Exosome Therapy | Stem Cell Therapy | Peptide Therapies | IV Hydration Therapy | Botox | Dysport | Filler | Morpheus 8 | Forma | Ozone Therapy | PRP Facial Hormone Replacement | IPL | Laser Hair Removal | Botox | Hair Restoration | Vitamin Shots | HBOT | Microneedling | Contrast Therapy |

Revenue and Profits:

Combined Gross Revenue and EBITDA:

The buyer required to confirm all numbers and advised to hire CPA to review all financials

Year	2024	2023	2022
Combined Annual Revenue	\$ 1,713,045	\$ 1,870,484	\$ 1,820,270
EBITDA	\$ 471,109	\$ 576,221	\$ 583,510

Billings/collection/revenue sources:

This is an all-cash practice. Insurance is not accepted.

Employee Compensation Structure:

- Hourly or Salary base rate
- Commission for product/service sales

Software/Systems:

- **EHR:** Charm, POS (Bluefin)
- **PHR:** Charm with custom business branded application
- **EHR:** Aesthetic Record (Aesthetics)
- **CRM:** High Level
- **Square:** On-line booking platform, POS
- **Clover:** POS

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Ownership info:

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

The Doctor oversees medical procedures and manages the operations. Most procedures are performed by highly skilled and trained staff. Owner compensation ranges from \$100,000 - \$250,000 per year.

The business is structured as an S-Corp with two Professional Corporations (PC) and a Management Service Organization (MSO). As a result, three separate Profit & Loss Statements are provided in the financials section.

Detailed Information

Location:

San Diego, California

Inventory:

\$20,000-\$30,000 | TBD

Real Estate:

Leased

Building SF:

Location 2,400 sq ft. Location

Lease Expiration:

Current rent: \$8,700 with a 3% increase yearly

Signed new 5-year extension Nov 2024 → Nov 2029

Furniture, Fixtures, & Equipment (FF&E):

FF&E included in asking price

Facilities:

Ft. 4 rooms in total, front office, 2 procedure rooms, 2 exam rooms

50% exam rooms 10% office space 40% IV lounge

Bathrooms on 2 floors (custom bathrooms) and Full kitchen for staff

New HVAC; new Windows; new automated door lock; new flooring

7 parking spots in a private parking lot included in monthly rent

Custom FFE from Bali Indonesia (couches, displays, woodwork, millwork)

Growth & Expansion:

The business presents a significant growth opportunity, ideally suited for an ambitious new owner eager to drive expansion through proactive engagement and strategic marketing. With high-potential avenues such as weight-loss peptides, medical aesthetics, anti-aging services, custom patient formulas, and nutraceuticals, telehealth, there is ample room to enhance revenue and build a diverse client base.

Support & Training:

The medical director provides supervision to the mid-level providers who perform the services. Staff are fully trained and certified.

Reason for Selling:

Seller focused on establishing new business ventures within Real Estate & e-commerce.

Financials:

Tax Returns, P&L's, Balance Sheets provided upon an accepted LOI and proof of funds.

Financing:

Owner Financing options available up to 10%

PACIFIC RELIANCE
 (949) 232.3101
 Email: Carlos@PacificRB.com
www.PacificRB.com
 DRE# 02115960



Marketing:

Marketing Media	Description	Annual Cost	% of Rev
Content Marketing - Editorial	Written and video content published on website and syndicated across multiple marketing channels	10,000	
Content Marketing- Social	Content syndicated across multiple social channels targeting business channels and brand themes	6,000	
PR - Press & Events	Press publications both free and paid; hosted events and partnership events	6,000	
Ambassadors & Affiliates	Strategic brand and influencer partnerships and sales affiliates to raise awareness, social proof, likeness, recruit new patients and drive sales	Commission only	
Paid Media	Paid google and meta ads focused on membership product/service sales	12,000 (Planned)	
Brand Partnerships	Partner with aligned non-competing brands to cross-promote	-	
Email / Text	Marketing campaigns designed to increase awareness, desire and ability to take action within brand ecosystem	2,000	
TOTAL		\$26,000	7%

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Professional Corp #1

Profit and Loss



January 1-December 31, 2024

DISTRIBUTION ACCOUNT	TOTAL
Income	
Sales	1,583,089.73
Total for Income	\$1,583,089.73
Cost of Goods Sold	
Cost of Goods Sold	163,924.11
Shipping	93.95
Total for Cost of Goods Sold	\$164,018.06
Gross Profit	\$1,419,071.67
Expenses	
Advertising & Marketing	9,400.66
Bank Charges & Fees	1,356.54
Independent Contractor	56,406.49
Insurance	5,778.72
Interest Paid	22,843.14
Legal & Professional Services	683.82
Management Fees	620,000.00
Meals & Entertainment	9,732.58
Office Supplies & Software	6,380.56
Outsourcing	18,571.77
Payroll Expenses	0
Gross Payroll	38,383.06
Officer Salary	50,000.00
Payroll Taxes	8,366.60
Total for Payroll Expenses	\$96,749.66
Rent & Lease	113,960.86
Royalty and Marketing expense	43,000.00
Taxes & Licenses	\$812.45
State Taxes	110.28
Total for Taxes & Licenses	\$922.73
Travel	1,640.78
Utilities	12,237.86
Total for Expenses	\$1,019,666.17
Net Operating Income	\$399,405.50
Other Income	
Other Expenses	
Net Other Income	0
Net Income	\$399,405.50

1,103,621.36 net income PC1 including add backs
43,407.00 net income including add backs
1,147,028.36 total income PC1 & PC2
1,713,045.66 Gross income PC1 & PC2
471,109 EBITDA

Profit and Loss

January 1-December 31, 2024

DISTRIBUTION ACCOUNT	TOTAL
Income	
Services	129,955.93
Total for Income	\$129,955.93
Cost of Goods Sold	
Gross Profit	\$129,955.93
Expenses	
Independant Contractor	84,595.75
Merchant Fees	292.81
Office Supplies & Software	940.40
Payroll Expenses	0
Gross Payroll	76,273.27
Payroll Taxes	8,241.56
Total for Payroll Expenses	\$84,514.83
Taxes & Licenses	0
State	800.00
Total for Taxes & Licenses	\$800.00
Total for Expenses	\$171,143.79
Net Operating Income	-\$41,187.86
Other Income	
Other Expenses	
Net Other Income	0
Net Income	-\$41,187.86

Net income 43,407.89 with add back

$$-41,187.86 + 84,595.75 = 43,407.89$$

Profit and Loss

January - December 2024

	TOTAL
Income	
Management Fee Income	620,000.00
Total Income	\$620,000.00
Cost of Goods Sold	
Cost of Goods Sold	111,343.84
Shipping	24,000.89
Total Cost of Goods Sold	\$135,344.73
GROSS PROFIT	\$484,655.27
Expenses	
Bank Charges & Fees	224.14
Dues & Subscriptions	527.00
Education	536.94
Independent Contractor	113,860.71
Insurance	9,808.65
Interest Paid	14,025.88
Job Supplies	470.53
Legal & Professional Services	8,910.80
Meals & Entertainment	6,780.08
Office Supplies & Software	23,343.99
Outside Services	11,195.71
Payroll Expense	
Gross Payroll	198,295.05
Payroll Tax Expense	15,024.08
Total Payroll Expense	213,319.13
Taxes & Licenses	830.00
Travel	4,141.43
Utilities	7,546.08
Total Expenses	\$415,521.07
NET OPERATING INCOME	\$69,134.20
NET INCOME	\$69,134.20

Management fee minus the net income equals actual expense of the business

$$620,000 - 94,081 = 525,918$$

Total add backs 94,081