

CONFIDENTIAL BUSINESS OFFERING

Contemporary and Luxurious Medical Spa

Glendale, CA

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 has not and will not verify the accuracy or completeness of this information.



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Description of business

This premier, luxury med spa blends innovation and beauty in the heart of Glendale, CA. They are a hip boutique medical spa that redefines the traditional spa experience, offering cutting-edge laser treatments, leading injectables, neurotoxins, and skincare solutions. Their services are at the forefront of skincare technology with state-of-the-art laser treatments, designed to rejuvenate and revitalize your skin. Whether you're looking to address pigmentation issues, reduce fine lines, or achieve a smoother complexion, their laser therapies deliver impressive results. The med spa's leading injectables and toxins are administered by expert practitioners who are tailored to cater to the client's specific goals. They pride themselves on staying ahead of industry trends, ensuring that clients receive the most effective and safest treatments available. The establishment is where contemporary aesthetics and a luxury bespoke atmosphere converge, it's a destination for those seeking a modern approach to beauty and wellness.

Practice services include:

Laser Hair Removal, Injectables, Laser Skin Remodeling, Microneedling + PRP, Tattoo Removal, Nail Fungal Removal, Eyelash Treatments and Facials.

History

This medical practice opened its doors in 2017 serving an affluent area of Los Angeles County with an experienced and dedicated team of professionals who are committed to enhancing client's natural beauty and confidence.

The owner has a prestigious degree in the medical field with extensive experience as a manager working in medical spa settings. She was driven to enter the growing industry to create a personal brand that keeps up with societies' ever-changing trends while performing authentic medical procedures. The location and brand are both originally hand-crafted and designed by the owner herself. While following all required legal procedures and regulations, she was able to design her aesthetically pleasing and highly influential spa with the appropriate safety protocols to operate.

The med spa was able to reach their target goals within 2 years of its opening date. As an emerging company with no history or clientele, they were able to gain an impressive clientele base of 5,000 recurring patients. Furthermore, the company was also able to uphold a Gold level account with Allergan Aesthetics and a high level with Galderma to maximize their profit by receiving rebates. The business specifically stands out within its competitive landscape because they can treat all skin types and colors, have tan-friendly laser hair removal machines and rigorously train their staff to provide the best care.

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With the unique and state of the art procedures, the med spa has been able to house many celebrities who have shared and referred other colleagues, nurturing a high-profile clientele list. The brand is consistently seeking new ways to grow its business and is currently studying body contouring and educating new staff to meet their growing demand.

The company has not had any major events that have affected its financials and keeps up with marketing efforts and annual business trainings for their staff to stay up to date.

Ownership info

The business ownership is a C-corporation and LLC.

The owner does no medical procedures.

Products & Services breakdown and Revenue Potential:

The breakdown of services is as follows:

Service	Description	Sales
Injectables	Fillers, neurotoxins, micro needling, PRP	55%
Laser Treatments	Laser hair removal, Laser skin remodeling treatments	45%

The business also has a robust membership program with over 3500 in members. Starting membership fee is \$200.

Patient Demographics

The practice sees 10-20 patients per day with an active chart count of 5,000. The majority of clientele are female, repeat clients ages 18-60 years old. In the last 12 months, 60% of clientele have been repeat clients and 40% are new clients. The break-even point on patients per week is 45 patients.

The approximate breakdown is as follows:

Client Type	Description	%
Female	ages 18-60	80
Male	ages 18-60	20

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Employee/personnel/payroll

The owner has providers, highly trained employees and independent contractors at the location. The staff consists of 6 part-time employees, 1 full-time employee and 6 independent contractors.

The roles and number of employees are as follows:

Nurse Practitioners - 1

Nurses - 3

Receptionist - 2

Manager - 1

Esthetician - 1

Medical director/MD-1

The nurses and nurse practitioner perform all the medical procedures for patients, the manager ensures all staff are performing their duties and that product equipment is up to date and stocked. GFE is conducted by nurse practitioner.

Title/Position	Responsibilities	PT/FT	Wage/ Salary	# years
Nurse	Performs medical procedures and consultations	PT	\$38/hour	2
Nurse	Performs medical procedures and consultations	PT	\$38/hour	2
Nurse Practitioner	Performs medical procedures and consultations	PT	\$65 an hour + 10% commission of gross sales	3
Manager	Overlooks production, manager schedule and employee requests/changes, inventory and marketing	FT	\$32/hour	4
Receptionist	Books, cancels and organizes schedule, answers phone calls and messages, opens/closes register and office, checks clientele in and out.	PT	\$18/hour	1
Receptionist	Books, cancels and organizes schedule, answers phone calls	PT	\$18/hour	4

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Title/Position	Responsibilities	PT/FT	Wage/ Salary	# years
	and messages, opens/closes register and office, checks clientele in and out.			
Esthetician	Performs facials and consultations for skin related issues	PT	Room Rental	2

Revenues:

REVENUES FROM P&L

YEAR	2023	2022
REVENUE	\$ 1,136,713	\$ 1,348,302
NET INCOME	\$ 426,967	\$ 524,222

2024 Revenue through July: \$465,603

EBITDA: \$210,947

Revenues have slightly decreased as owner has spent less time focusing on business due to birth of newborn and also managing spouse's dental practice.

Buyer to confirm all numbers with CPA. Revenue dropped due to loss of provider in 2023.

Marketing:

Currently, marketing of the practice is conducted through social media, influencer marketing, Facebook ads, physical flyers, referral programs and Klaviyo email campaigns. The business posts regular content on Instagram, YouTube and Facebook of client transformations, testimonials and office updates. Furthermore, the med spa organizes influencer events and has contracts available for influencers or celebrity clients that are interested in collaborating.

Please note that owner does very little advertising, which is reflected in the p&l. The suggested advertising budget is 5-10% of gross sales. The current budget is around 2%.

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Facilities: hours of operation, location, size, rent, terms of lease

Hours of operation are as follows:

Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.	Sun.
9:30-6:00	9:30-6:00	9:30-6:00	9:30-6:00	9:30-6:00	9:30-3:00	Closed

The facility is fully utilized with approximately 1707 sq.ft. and consists of a waiting room, 4 exam rooms and 4 procedure rooms. The workroom is 65% of the facility, office/storage space 15% and reception area is 20%. It is equipped with all medical/legal offices, secure and private entryway and free underground and street parking.

The total rent is \$5475.55/month with a 5-year lease.

Technologies/Softwares

- EMR: Boulevard booking software
- Boulevard tap/insert to pay tablet
- iPad for checking patients in/out and good faith exams
- Spakinect for good faith exams
- Apple Music
- Flagman telecom - phone systems
- Spectrum business for Wi-Fi and power service
- Ivms-4500 security cameras
- Google nest motion cameras

Equipment

Equipment includes state-of-the art equipment in excellent condition, worth \$45,000, including but not limited to:

- Alma soprano ice platinum laser hair removal device with 2 handpieces (755 mm, a trip clustered handpiece 755 mm, 810 mm, and 1064 mm)
- Alma Harmony XL pro
- Performs pixel
- Fractional laser

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- IPL photofacial
- Tattoo removal
- Nail fungus treatment
- Clearlift non ablative laser
- Skinpen
- Celluma light therapy
- Selphyl centrifuge
- Glowbar hydrodermabrasion
- Oxygen Device

GROWTH POTENTIAL

The practice does not offer IV hydration, body contouring procedures, hormone therapy and medical weight loss. The addition of these procedures as well as adding a membership program for recurring revenue could lead to a strong increase in revenue.

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For more information, contact us at Info@pacificrb.com. (949) 229-2464.

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Glendale, CA
Med Spa 2022 & 2023 P&L

	<u>Jan - Dec 22</u>	<u>Jan - Dec 23</u>
Income		
Services Income	1,348,301.65	1,136,713.02
Total Income	1,348,301.65	1,136,713.02
Cost of Goods Sold		
Merchant Account Fees	989.66	616.97
Subcontracted Services/Tips	460.00	0.00
Total COGS	1,449.66	616.97
Expense		
Management Fee/ MSO	948,800.00	737,694.00
Medical Supplies & Equipmen	71,564.90	80,114.54
Office Expenses	715.08	525.00
Office Supplies	16,117.79	29,771.65
Payroll Expenses		
Payroll Taxes	22,620.96	20,905.91
Wages	269,899.87	253,739.73
Professional Fees	4,359.14	0.00
Repairs and Maintenance	55.13	6,206.00
Utilities	2,206.96	1,617.60
Advertising and Promotion	23,721.83	12,560.00
Bank Service Charges	0.00	84.00
Business Licenses and Permi	0.00	491.49
Computer and Internet Expen:	3,995.17	4,423.46
Insurance Expense	1,012.00	2,300.33
Medical Supplies & Equipmen	315,330.76	208,833.27
Office Expense	4,243.07	1,465.16
Office Supplies	18,089.71	492.62
Professional Fees	6,346.39	0.00
Rent Expense	59,281.64	75,828.51
Repairs and Maintenance	685.78	1,687.23
Subcontractor Expense	0.00	3,510.00
Telephone Expense	1,084.46	924.78
Utilities	1,298.98	3,646.84
Total Expense	1,772,879.28	1,447,439.09
	-424,577.63	-310,726.07
ADD BACK TO NET INCOME		
Management Fee/MSO	948,800.00	737,694.00
NET INCOME	524,222.37	426,967.93