

CONFIDENTIAL BUSINESS OFFERING

#22100JD High Volume IV Hydration/Anti-aging Medical Spa

Serving Coastal Orange County

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

CONFIDENTIAL BUSINESS OFFERING

Description of business

This semi-absentee run cash only practice has been proudly serving the coastal Orange County/Newport Beach area since 2014. As a top ranked medical anti-aging medical practice, their core beliefs include customer satisfaction, safety and training. Since 2014, the practice has continually grown their team and services with over 4,900 satisfied patients.

Anti-aging is the focus through preventive and regenerative medicine through IV hydration, nutritional and hormone injections. The practice performs numerous and various testing, including nutritional, hormonal, environmental and genetic evaluations, to determine precisely what the patient's body needs to perform as well as it can, as long as it can.

Clients are referred by their friends and family to optimize their health yet the practice both work with people who have been diagnosed with diseases and/or with people who are trying to prevent disease.

Following an initial intake, there is typically blood drawn to assess health parameters, and then the doctor puts together a plan to help the patient reach their health goals.

Each patient plan may include nutraceuticals recommendations from it's in office/online medicinary, as well as recommendations for intramuscular injections, intravenous therapies, peptide treatments, prolotherapy, PRP, exosomes, cellular therapies, lifestyle changes, etc.

Practice services include:

IV Hydration, Nutritional Injections, Hormone Injections, Dermal Infusion, High Peptide Therapy, PRP Facials, Chelation Therapy and VI Peel.

The highly trained staff has over 20 years of experience in anti-aging, preventative and medical aesthetics.

History

This medical practice opened its doors in 2014 serving an affluent area of coastal Orange County with a team of over 30 years of experience in anti-aging and preventive medicine.

The owner Doctor received his undergraduate degree from Brown University in Providence, Rhode Island. He received his Doctor of Naturopathic Medicine degree at Southwest College of Naturopathic Medicine in Tempe, Arizona. In 2012, he completed a fellowship in anti-aging and regenerative medicine from the American Academy of Anti-Aging Medicine in Boca Raton, Florida.

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CONFIDENTIAL BUSINESS OFFERING

Since beginning his practice 12 years ago, he has developed excellence in his clinical practice by offering individualized medical testing, bioidentical hormone replacement, and specialized intravenous therapies.

The Doctor encourages nutritional supplementation along with combined dietary modifications that fit each individual's nutritional needs. He has developed a number of products including a supplement for athletes and IV nutrition therapy. He is knowledgeable and experienced at combining pure and effective ingredients to enhance the body's natural abilities to support and heal itself.

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 scheduling and payroll and which takes about 2-3 days per week. The highly trained staff does most of the procedures. Owner compensation is \$150,000 per year.

Products & Services breakdown and Revenue Potential:

The breakdown of services is as follows:

Office visits	20%
Intravenous (IV) procedures	40%
Blood work/labs	20%
Nutraceuticals	15%
Intramuscular (IM) procedures	5%

The practice has an opportunity for growth through expansion of medical spa type procedures (neurotoxins, laser hair removal, etc.) sale of products and adding subscriptions services for recurring revenue.

Additionally, the laser based procedures and body contouring tend to have higher margins and new owner can focus on energy based procedures to quickly increase profits. The addition of mobile services could also increase revenues.

Revenue could also be increased by opening more days as the practice is only open 4 days per week and has been turning new clients away.

The owner does NO advertising and all business is through referral/word of mouth.

Finally, there is additional revenue opportunity should the new owner create a physician owned lab within the premises as the practice currently has testing done off site. Testing includes

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CONFIDENTIAL BUSINESS OFFERING

drawing blood and collecting urine & saliva samples. Lab companies include all standard testing plus specialty testing including mold, heavy metals and food intolerances.

Patient Demographics

The practices sees 35-45 patients per day with an active chart count of over 3000. The majority of clients are repeat clients.

There is currently a wait list of 3 to 4 months to become a patient.

The approximate breakdown is as follows:

Client Type	Description	%
Pediatric	Under 18 years old	0.01
Young professional	25-39 years old	20
Middle aged	40-59	50
Elderly	60+	30

Revenue and Profit (per seller profit & loss statements):

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

	2021	2022	2023
Annual Revenue	\$ 3,171,547	\$ 3,351,753	\$ 3,719,201
SDE/Net Profit	\$ 912,593	\$ 1,044,592	\$ 1,421,986

Employee/personnel/payroll

The business is semi-absentee run. The owner has providers and highly trained employees at the location. The staff consists of 7 full-time, 1 part-time and 6 independent contractors.

The roles and number of employees are as follows:

Naturopathic Physicians - 4

Supervising MD - 1

Remote office assistant - 1

Receptionist-3

Medical assistants-2

There is usually 8 people in the office with patient counts from 30-50 patient contacts a day. 3

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CONFIDENTIAL BUSINESS OFFERING

providers are salaried and 1 provider is on fee for service.

Benefits in Detail

Title/Position	Benefits	Yearly Exp
Owner/lead doc	Basic health insurance with eye and dental	~\$3600
LVN	Basic health insurance with eye and dental	~\$3600
Office manager/NMA	Basic health insurance with eye and dental	~\$3600

Billings/collection/revenue sources

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

Marketing:

Currently marketing of the practice is only through the loyal clientele referral. There is no social media, email campaigns or outreaches conducted by the owner.

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

Hours of operation are as follows:

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
8-1	8-5	8-5	8-5	8-4	Closed	Closed

The facility is approximately 2,100 sq.ft. and consists of a waiting room and 6 exam rooms with a total Rent including NNN \$13,000/month. Lease ends 10/2024.

Equipment

Equipment includes state-of-the art equipment in excellent condition, worth over \$175k, including but not limited to:

- IV photobiomodulation machines x2
- Ozone machine
- IV hood
- Centrifuges x3
- -88 degree portable freezer
- Ultrasound
- Exam table x2
- Couch
- IV chairs x10
- Computers x6
- iPad x3
- Desk x2
- Office chairs x6
- Supplies:
- \$10,000+ worth of nutritional supplements

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CONFIDENTIAL BUSINESS OFFERING

- \$15,000+ worth of injectable ingredients and supplies

FAQ:

- The business has an active chart of 4959 and growing
 - Average number of customers per month - 700 sale transactions from 455 patients in Oct 2022
 - Average number of visits / customer each year - 18
 - Annual customer retention % - 85
 - Average annual spend per customer - \$4800
- *What are the profit margins on each treatment offered?*
 - IV procedures 70,
 - bloodwork/labs 50,
 - nutraceuticals 50,
 - intramuscular procedures 80
- *Can you help us understand the standard of care you follow for administering hormone therapy, for example is the practice using FDA approved bioidentical hormones, what is the cadence of monitoring patients, etc.?*

Typically for hormone patients the doctors see a new patient, then follow up visit in 6 weeks, then a BD in 6 weeks, follow up in 2 weeks, then blood work every 6 months with a follow up after every blood draw if everything is easy and flowing.

During that time some patients are coming in for weekly injections, IVs every 2-4 weeks, and/or med pick ups every month. Yes and no for the FDA approved as a lot of prescriptions go to a compounding pharmacy.

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ANTI-AGING CLINIC LAGUNA BEACH.
Profit & Loss Prev Year Comparison
 January through December 2023

	Jan - Dec 23	Jan - Dec 22	\$ Change	% Change
Ordinary Income/Expense				
Income				
Fee for Service Income	3,719,201.71	3,351,752.92	367,448.79	11.0%
Refunds	-915.80	0.00	-915.80	-100.0%
Supplement Sales	0.00	0.00	0.00	0.0%
Total Income	3,718,285.91	3,351,752.92	366,532.99	10.9%
Expense				
Advertising and Promotion	0.00	4,463.91	-4,463.91	-100.0%
Bank Service Charges	114,412.73	87,292.52	27,120.21	31.1%
Business Licenses and Permits	4,266.08	0.00	4,266.08	100.0%
Computer and Internet Expenses	8,692.93	18,975.00	-10,282.07	-54.2%
Conferences and Seminars	0.00	7,366.00	-7,366.00	-100.0%
Continuing Education	0.00	520.87	-520.87	-100.0%
Dues and Subscriptions	73.00	953.36	-880.36	-92.3%
Education	419.80	0.00	419.80	100.0%
fees	1,113.96	450.47	663.49	147.3%
Gift	1,819.46	8,527.22	-6,707.76	-78.7%
Insurance Expense	29,491.57	30,689.08	-1,197.51	-3.9%
Licenses and permits	1,959.45	280.00	1,679.45	599.8%
Marketing Expense	0.00	3,585.67	-3,585.67	-100.0%
Medical Records and Supplies	1,002,576.16	459,652.85	542,923.31	118.1%
Medical Supplies and Manufactur	0.00	221,648.26	-221,648.26	-100.0%
Merchandise and Drugs	0.00	203,158.68	-203,158.68	-100.0%
Office Expense and Shipping	78,197.21	203,758.84	-125,561.63	-61.6%
Office Supplies	2,062.30	9,824.09	-7,761.79	-79.0%
Outside Services	-40,260.23	119,712.92	-159,973.15	-133.6%
Payroll Taxes	2,178.56	1,847.74	330.82	17.9%
Postage	0.00	3,352.40	-3,352.40	-100.0%
Professional Fees	36,215.61	98,136.38	-61,920.77	-63.1%
Rent Expense	162,905.66	154,188.55	8,717.11	5.7%
Salary and Wages	890,175.21	773,686.15	116,489.06	15.1%
Total Expense	2,296,299.46	2,412,070.96	-115,771.50	-4.8%
Net Ordinary Income	1,421,986.45	939,681.96	482,304.49	51.3%