

CONFIDENTIAL BUSINESS OFFERING

Description of business

Established in 2007, this respected solo gynecology practice is located in a prestigious medical office building directly across from a hospital in Newport Beach, California, with convenient access for patients and referring physicians throughout the surrounding community. After more than 20 years in a group OB/GYN setting that included obstetrics, the physician transitioned into a dedicated gynecology-only model, creating a boutique women's health practice known for personalized care, efficient scheduling, and exceptional patient satisfaction.

Over the years, the practice has earned a strong referral network from primary care physicians and fellow gynecologists, while the physician has been recognized as a Top Doctor in Orange County multiple times and previously served as Chair of the OB/GYN Department.

Products & Services:

The practice generates revenue through a diversified mix of professional medical services, in-office procedures, and ancillary offerings focused on comprehensive women's healthcare. Core services include routine gynecologic office visits, annual wellness exams, preventive screenings, and consultations for conditions such as menopause, hormonal imbalance, abnormal bleeding, pelvic pain, endometriosis, PCOS, fibroids, and contraceptive management, which provide a stable base of recurring patient revenue. Additional income is derived from specialized office and outpatient procedures, including IUD insertions and removals, colposcopies with biopsies, endometrial and vulvar biopsies, LLETZ procedures, hysteroscopy, D&C procedures, and minor surgical removal of polyps and fibroids, while in-office ultrasound services performed by an independent contractor enhance diagnostic convenience for patients. Supplemental revenue comes from limited Botox cosmetic treatments, sales of Obagi skincare products, and select preventive injections such as flu vaccines, Vitamin B12, and Gardasil, creating multiple revenue streams and providing a strong platform for future growth in areas such as hormone replacement therapy, menopause management, and expanded women's wellness services.

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Employee Information

The practice operates with a lean and highly experienced team that supports efficient daily operations and high-quality patient care. The physician-owner serves as the sole provider and medical director, while the staff includes a full-time office manager/back-office coordinator, who is a registered nurse with approximately 30 years of OB/GYN experience and oversees patient flow, surgery scheduling, insurance authorizations, prescription coordination, lab follow-up, and general business management.

Title/Position	Duties/Responsibilities
Physician/Owner	Provides gynecologic care, performs surgeries, oversees clinical operations
2 Part time - Front Desk Staff	Patient check-in/out, scheduling, phone calls, records, administrative support
Office Manager / Back Office	Patient flow, surgery scheduling, insurance authorizations, prescriptions, lab follow-up, office management
Billing Specialist (Independent Contractor)	Billing, collections, accounts receivable management
Ultrasound Technician (Independent Contractor)	Performs in-office ultrasounds

Ownership info

The practice is structured as an S-Corporation and is 100% owned by the physician, who also serves as the sole provider and medical director of the business. The company is highly dependent on the owner’s clinical expertise, reputation, and longstanding referral relationships within the local medical community, although operational support has been delegated effectively to an experienced office manager who oversees much of the day-to-day administration. The owner’s compensation is included in payroll expenses, and the seller is pursuing a transition due to retirement, with post-sale training and transition support available

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on a negotiable basis to help ensure continuity of patient care and a smooth ownership transfer.

Billings/collection/revenue sources

The practice maintains an established billing and collections system designed to support consistent cash flow and efficient revenue management. All medical billing, claims submission, and accounts receivable functions are handled by an experienced independent billing specialist who manages insurance reimbursements and patient collections on behalf of the practice.

Revenue is generated primarily through office visits, outpatient gynecologic procedures, and in-office ultrasound services, with supplemental income from limited Botox treatments, skincare product sales, and preventive injections.

The practice benefits from a stable payer mix and a loyal patient base of approximately 3,900 active charts, with average patient volume of about 30 patients per day, providing a dependable recurring revenue stream while offering significant upside through expanded provider hours and enhanced marketing efforts.

Payor Mix (2024-2025)

The practice maintains a diversified and stable payor mix driven primarily by PPO insurance, supplemented by Medicare, HMO networks, and a small self-pay component.

Overall, PPOs represent 57.3% of the mix, followed by Medicare at 21.4%, HMOs at 16.7%, and Self-Pay at 4.6%.

The PPO segment is led by major commercial carriers including Blue Cross PPO (20.5%), Blue Shield PPO (13.9%), United Healthcare PPO (7.5%), Cigna PPO (6.9%), Aetna PPO (6.1%), and miscellaneous PPO plans (2.3%), reflecting strong participation across national insurance networks. The HMO portion is primarily driven by Hoag Physician Partners HMO (10.2%) and MCIP HMO (6.6%), supporting consistent regional referral flow. Overall, this balanced payor

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structure provides stable reimbursement dynamics, reduced concentration risk, and predictable revenue performance.

Revenues	2025	2024
	\$510,320	\$545,076

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Equipment

The practice is equipped with essential gynecologic and minor surgical tools, including a colposcope, LLETZ machine, biopsy instruments, and an autoclave for sterilization. It also includes standard exam room equipment and supplies, as well as office furnishings such as exam tables, waiting room seating, and front desk furniture. Administrative equipment like computers, fax machines, and copiers are included. While much of the equipment is older, it remains fully functional and supports all current clinical and administrative operations

Growth & Expansion

The practice has strong growth and expansion potential, particularly by increasing provider availability, as the physician currently operates only 2.5 to 3 days per week, with capacity to expand to full-time scheduling.

Key opportunities include expanding services in menopause and perimenopause care, HRT, and women's wellness programs, as well as incorporating newer revenue streams such as weight

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loss medications and metabolic health services.

Additional upside exists through reintroducing or expanding obstetrics services, increasing utilization of existing surgical and in-office procedure capabilities, and improving digital marketing, website presence, and patient outreach campaigns

With strong community reputation already in place and high patient demand, growth can be achieved primarily through increased access, enhanced marketing, and service line expansion.

Marketing:

The practice currently relies primarily on word-of-mouth referrals and strong relationships with local physicians and the community, which has been the main driver of patient acquisition. Despite minimal formal marketing efforts, the practice maintains a strong reputation and steady referral base.

There is significant opportunity to increase new patient volume through digital marketing strategies, including a modernized website, social media presence, and email campaigns to existing patients, as well as broader outreach initiatives. These enhancements could significantly improve visibility, attract new patient demographics, and support overall practice growth.

Hours of operation

The practice operates Monday through Thursday from 8:30 AM to 5:00 PM, and Friday from 8:30 AM to 12:00 PM.

Real Estate

The space is approximately 887 square feet within a larger 69,355 square foot medical office building. The current lease expires in September 2026, with a monthly rent of approximately \$5,029.29 including CAM/NNN charges.

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Facilities/Highlights

The practice is located in a professional medical office building directly across a hospital providing strong visibility and convenient access for patients and referring physicians. The office is situated on the 6th floor with ocean views, enhancing both prestige and patient convenience.

The office includes a functional layout with 3 exam rooms, a front office/reception area, and administrative workspace. The location benefits from high referral traffic due to its proximity to a major hospital system and established medical community, making it a desirable and strategically positioned clinical setting.

For more information, contact us.

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Profit & Loss

January 2023 through December 2025

	Jan - Dec 23	Jan - Dec 24	Jan - Dec 25	TOTAL
Ordinary Income/Expense				
Income				
Patient Revenue	526,739.85	545,076.51	510,320.77	1,582,137.13
Refunds	(249.46)	(1,068.81)	(421.30)	(1,739.57)
Total Income	526,490.39	544,007.70	509,899.47	1,580,397.56
Cost of Goods Sold 25% cogs	130,836.50	129,672.82	129,006.49	389,515.81
Gross Profit	395,653.89	414,334.88	380,892.98	1,190,881.75
Expense				
Advertising	0.00	171.79	0.00	171.79
Bank Services Charges	0.00	49.00	407.00	456.00
Business Licenses/Permits	281.00	3,157.00	1,957.00	5,395.00
Prof Dues/License	2,528.00	0.00	0.00	2,528.00
Depreciation Expense	4,883.52	0.00	0.00	4,883.52
Dues & Subscriptions	0.00	54.11	281.50	335.61
Employee Benefits	0.00	467.88	0.00	467.88
Insurance Expense	35,756.01	38,571.98	25,610.17	99,938.16
Interest Expense	0.00	33.45	9.43	42.88
Internet Exp	1,319.78	1,745.94	1,488.73	4,554.45
Legal & Professional Fees	15,560.00	18,562.00	18,105.00	52,227.00
Meals ultrasound techs	1,547.67	168.37	212.35	1,928.39
Lab Coats/Gowns	2,511.27	0.00	0.00	2,511.27
Office Supplies	6,836.35	10,103.17	4,706.61	21,646.13
Parking/Tolls Building	1,523.29	2,071.35	2,332.00	5,926.64
Payroll Service Fee	3,645.39	3,871.11	4,646.37	12,162.87
Postage/Delivery	4,406.04	3,916.91	1,625.18	9,948.13
Rent Expense	53,564.82	61,286.40	63,732.52	178,583.74
Repairs & Maintenance	5,964.59	2,475.82	1,303.75	9,744.16
Small Medical Equipment	0.00	0.00	2,332.88	2,332.88
Taxes	538.00	800.00	1,333.42	2,671.42
Telephone	2,609.71	2,171.16	2,230.23	7,011.10
Wages \$115k for 2024 Payroll tax?	255,569.58	237,449.49	252,903.64	745,922.71
Website Maint	532.08	0.00	0.00	532.08
Suspense	0.00	0.00	0.00	0.00
Uniforms	315.05	3,279.15	3,738.47	7,332.67
Total Expense	399,892.15	390,406.08	388,956.25	1,179,254.48
Net Ordinary Income	(4,238.26)	23,928.80	(8,063.27)	11,627.27



Profit & Loss

January 2023 through December 2025

	<u>Jan - Dec 23</u>	<u>Jan - Dec 24</u>	<u>Jan - Dec 25</u>	<u>TOTAL</u>
Other Income/Expense				
Other Income				
Sublease Rental Income	0.00	2,195.33	17,550.00	19,745.33
Total Other Income	0.00	2,195.33	17,550.00	19,745.33
Net Other Income	0.00	2,195.33	17,550.00	19,745.33
Net Income	(4,238.26)	26,124.13	9,486.73	31,372.60

3 days per week

Staff:

1 ft- ofc mgr

2 pt-front desk only

MD hours-

2.5 days per week

2026- 3 days

980sf

office share

4000 active charts

avg age? 40-50's