

CONFIDENTIAL INFORMATION



PROPRIETARY AND CONFIDENTIAL BUSINESS INFORMATION

**POPULAR MED SPA & FUNCTIONAL MEDICINE CLINIC
SAN DIEGO- EL CAJON**



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DESCRIPTION OF BUSINESS

Since 2010, this medical spa and wellness center has been in business for over ten years with the focus on helping patients feel and look their best.

The practice excels in medspa treatments, health and wellness procedures, hormone therapy, and IV therapy. It provides popular sought after treatments such as Botox, dermal fillers, laser treatments, vitamin injections, IV therapy and bio-identical hormone replacement therapy.

The practice is centrally located near San Diego city and serves the El Cajon, Santee and Grossmont areas.

The facility is composed of over 3,500 sf with plenty of room to grow.

The reason for sale is early retirement and moving out of state.

MAJOR PROCEDURES

Neurotoxins/Botox: 40%

Vitamins/IV hydration: 40%

Other Aesthetic treatments: 20%

PATIENT INFORMATION

The target market is middle aged women and men. There are approximately 4,000 active charts with a patient count of approximately 30 per day.

PERSONNEL

The employees are highly trained and plan on continuing with the new owner.

-Manager: handles payroll, ordering supplies/inventory, accounts payable/accounting, marketing and social media.

Full time with 13 yrs experience

\$90k/yr salary

-Medical assistant (x2): Front desk (scheduling, phone, email), injections, treatment prep.

Full time, 6 yrs experience

\$40k/yr salary

-Receptionist (x2): phone calls and scheduling

Part time

\$30k/yr

-1 physician/medical director \$1,500/month flat rate

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The office manager/ administrator scheduler has been in with the practice since 2010 and is willing to stay on with the new owner.

OPERATIONS AND EQUIPMENT

The practice is fully equipped and includes the following:

- Morpheus Laser (Current loan would need to be transferred to new owner)
- ProNox Machine
- Ionizer Machine
- 10 Mini Fridge
- Hair Removal Laser
- Tattoo/Pigment Removal Laser
- Zimmer Cooler
- Microdermabrasion
- Microneedling Pen
- PEMF mat
- Oxygen generator
- 6 treatment beds
- 1 Refrigerator
- 1 Table with 4 chairs
- 3 computers
- 3 Pads
- 6 Sono speakers
- 1 Printer

PREMISES AND HOURS OF OPERATION:

The premises has approximately 3,500 sf and consists of 8 exam rooms and 5 procedure rooms.

Monthly rent is \$5,500/month.

Hours of operation is Monday through Friday from 10am – 4 pm.

BILLING & COLLECTIONS

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

The practice utilizes Orchid Medical Spa POS, Dr. Chrono, Demandforce and Growth99. In the process of switching over to Aesthetic Record to cut down cost significantly

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MARKETING

The practice currently markets with Growth99 for SEO and social media.

ADDITIONAL SOURCES OF REVENUE

The Morpheus 8 machine was recently purchased and has not been utilized to it's fullest extent.

The practice has limited hours (closing at 4pm daily). New owner can stay open later to capture the working professional clients.

REVENUE AND PROFIT (per seller profit & loss statements)

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

	2019	2020	2021	2022
Annual Revenue	688,546	455,613	\$ 571,795	\$ 676,340
SDE/Net Profit				\$115,567

See attached profit & loss statement.

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Profit and Loss
January - December 2022

	TOTAL
Rent	77,340.00
Repairs & maintenance	6,258.75
Supplies	1,096.66
Supplies & materials	57,863.18
Total Supplies	58,959.84
Taxes paid	
Payroll taxes	21,770.24
Total Taxes paid	21,770.24
Travel	140.00
Utilities	3,310.74
Electricity	4,765.87
Internet & TV services	9,391.47
Phone service	7,085.80
Water & sewer	920.18
Total Utilities	25,474.06
Total Expenses	\$638,260.35
NET OPERATING INCOME	\$38,080.15
Other Expenses	
Vehicle expenses	32,697.86
Vehicle gas & fuel	987.64
Vehicle registration	1,119.74
Total Vehicle expenses	34,805.24
Total Other Expenses	\$34,805.24
NET OTHER INCOME	\$ -34,805.24
NET INCOME	\$3,274.91

items highlighted in green can be considered as add backs to profit totaling \$115,567k