



PACIFIC RELIANCE
MEDICAL SECTOR BUSINESS BROKERS

**Established two unit Med Spa in high income area of
Santa Barbara, California**

PROPRIETARY AND CONFIDENTIAL BUSINESS INFORMATION



Offered by Jerry Diza
Pacific Reliance Business Brokers
(949) 427-0304
Email: JDiza@PacificRB.com
www.PacificRB.com
BRE# 02023864

Description of business

This 2 unit high volume Aesthetic practice opened its doors in 2007. Both offices are located in prestigious high-income areas of Santa Barbara County.

The practice is known for offering state-of-the-art treatments and equipment at affordable prices, as well as featuring no down-time non-surgical modalities.

The practice is staffed by experienced providers offering top notch services and care to its large client base. The cohesive staff consists of motivated women employees dedicated to empowering women.

The business is semi-absentee run. The owner works a few days a week managing the practice and has providers that handle client procedures at both locations.

This med spa has featured the popular BTL equipment line which includes Emsella for incontinence/sexual function, Emsculpt and Emsculpt Neo for body sculpting, and EmFace, for a non-needle face lift. The mainstay of income comes from marketing this med spa as the local "Botox Headquarters."

Locations and service offering

The first office is located in a corner, low rise medical building in central Santa Barbara, just minutes to the beach. The practice has first billing on monument signage offering excellent visibility from the busy street. The treatments offered at this location include:

- Potenza RF Microneedling
- CO2 Laser
- Picosure
- Emsculpt Neo
- Emsella
- Plasma Pen
- Micro-Needling (*Traditional only, no RF*)
- Laser Hair Removal
- Botox
- Dermal Fillers
- Bellafill
- Medical-Grade Chemical Peels
- CoolPeel
- Carbon Peel
- Tattoo Removal
- Kybella
- MonaLisa Touch

CONFIDENTIAL BUSINESS OFFERING

The second location is approximately 30 miles away in a beautiful Victorian style commercial building. It is situated at a corner location with high visibility from the main street. Services include:

Tempsure/Flexsure Radiofrequency
Vivace-RF Micro-Needling
Botox
Dermal Fillers
Kybella
Medical-Grade Chemical Peels
Hydrafacial

The new owner can open additional offices within the county as brand recognition can be established.

Product & Services breakdown and Revenue Potential

The breakdown of services is as follows:

- Botox - 33%
- Emsculpt Neo, etc. - 22%
- Filler - 18%
- Laser & RF Microneedling -19%

Employee/personnel/payroll:

<i>Title/Position</i>	<i>Wages/Salary</i>	<i>Benefits</i>
PT Receptionist/asst-ofc#2	\$25/hr	H, U
PT R.N.-office #2	\$32 + 10% comm	H, U
R.N.	\$32 + 10% comm	U, R
R.N.	\$52/hr	U
Med. Assistant	\$25/hr	H, U, R
Receptionist	\$25/hr	H, U, R
Receptionist/Sales	\$25/hr	R

H = Health ins

U = Uniform allowance: \$200/yr

R = Retirement plan

All employees get “spa” benefits of beauty treatments, Botox, filler, wholesale price for product purchases, sick pay; vacation of 10 days per year and holiday pay for FT employees.

All participate in a bonus for selling packages of Emsculpt Neo and Emface of 2-4%. All get 10% commission on product sales.

Ownership info

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

The Owner does some procedures and spends 3 days a week in the business. Owner compensation is \$140,000 per year.

Current owner is willing to remain in the business after the transition for up to 2 years as a consultant or medical director at prevailing rates, if needed.

Billing/Collection/Revenue Scores

Approximately 3800 active clients. All cash business.

Patient Demographics

Client type	Description	%
Women	Ages 20 - 39	30%
Women	Ages 40 - 80	55%
Men	Ages 20 – 80	15%

The business currently sees 8-15 patients per day per provider with an active chart count of over 3800. The majority of clients are repeat clients

Revenue and Profit (per seller profit & loss statements)

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

	2021	2022	YTD June 2023
Annual Revenue	\$ 1,793,071	\$ 1,931,177	\$ 1,138,615
SDE/Net Profit	\$ 528,773	\$ 664,299	\$ 418,466

Projected total revenue in 2023 of \$2.27M and SDE of \$826,932.

Inventory

- ~ \$45,000 worth of Neurotoxins
- ~ \$50,000 worth of fillers
- ~ \$20,000 worth of other products
- ~ \$75,000 worth of consumables

Equipment

- Picosure by Cynosure
- Elite Plus by Cynosure
- Zimmer Cryo 6 Chiller
- Zimmer Cryo 5 Chiller
- Emsculpt Neo
- EmFace
- Emsella

CONFIDENTIAL BUSINESS OFFERING

- Deka CO2/MonaLisa Touch Laser
- Potenza RF Microneedling
- Plasma Pen
- Eclipse Microneedling
- Tempsure Envi/Flexsure
- Vivace RF Microneedling
- Hydrafacial

Software/System

- Vagaro (appointment scheduling & time cards)
- Quickbooks Online (inventory)

Marketing

Currently, this Med Spa does TV commercials. It also has a strong & active presence in Social Media platforms like Facebook, Instagram, Yelp.

They also actively reach out to their clientele via emails, text messages & flash text sales.

The majority of clients are old/returning clients thus referrals coming from them are significant as well.

Facilities:

Hours of operation are as follows:

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
9:00 – 5:00	9:00 – 5:00	9:00 – 5:00	9:00 – 5:00	9:00 – 5:00	*

- 2-4 Saturdays per month open from 9am-5pm

The first facility is approximately 1,560 sq. ft. in a 2 story building with a rent of \$3,899/month plus CAM of approximately \$1941. Lease ends November 2025.

Parking is readily available behind the two-story building as well as on the street and in the surrounding neighborhood. The building has an elevator and handicap parking.

The second facility is approximately 250 sq. ft. in a 2 story building with a rent of \$1,600/month. Lease ends April 2023. Ample parking is available.

Additional sources of revenue:

A new buyer can stay open later hours and every Saturday to capture additional working clients.

The practice can also offer additional services including IV infusion/hydration and upgrade the weight loss program to include Ozempic.

Lastly, the business spends less than 2% of revenue for advertising. New owner could spend more on advertising to increase sales. Marketing experts recommend 5-10% of gross sales for marketing for increased growth.

For additional information, please complete a non-disclosure agreement on our website and provide proof of funds. Submit to JDiza@PacificRB.com