PACIFIC RELIANCE
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DRE# 02023864

CONFIDENTIAL BUSINESS OFFERING

WELL-ESTABLISHED MED SPA FRANCHISE

MADISON, WISCONSIN

Description of business

This established franchised medical spa in Madison, Wisconsin built its client base through aesthetic services, with injectables and laser hair removal accounting for the majority of sales. The location averaged approximately $1.5 million in annual sales from 2022 through 2025 under the prior brand.

The practice offers injectables, laser hair removal, medical-grade facials, chemical peels, broadband light treatments, and microneedling. The addition of medical-grade facials gives the practice an opportunity to introduce new services to its existing injectable clients and expand its membership offerings. The practice is also in the process of launching a medical weight loss program.

The business is part of a major well known med spa franchise. The Franchise currently has over 21 locations nationally and provides excellent training and support for it's franchisees.

Following the May 2026 acquisition, the practice began rebranding under a new franchise, launched a membership program, and set up a dedicated treatment room for medical-grade facials. The membership program alone has 81 members and generates approximately $10,000 in monthly revenue.

Additionally, the business is located in a high visibility class A retail shopping center and is located next to a number of national big box anchor tenants, making this the ideal location for a med spa.

Products & Services:

Services include facial consultations, medical-grade facials, injectables, laser hair removal, broadband light treatments, chemical peels, microneedling, and resurfacing facials. Laser hair removal, chemical peels, and broadband light treatments tend to slow in summer due to sun exposure.

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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SERVICE/PRODUCTS	SHARE OF SALES
Injectables	55%
Laser Hair Removal	30%
Other Services	15%
Total	**100%**

Employee/personnel/payroll:

There are 4 full-time and 1 part-time employee, including 2 aestheticians, 2 front-desk staff, and 1 registered nurse. The practice contracts for a medical director and outsources good faith exams as needed.

Ownership info

In May 2026, the current owner acquired three medical spa locations that previously operated under another brand and are now undergoing a rebrand. The Madison, Wisconsin location is one of the three acquired and averaged approximately $1.5 million in annual sales from 2022 through 2025, before the acquisition and rebrand.

The seller is selling this location because it is about 90 minutes from their other locations, making it difficult to oversee with their current management capacity.

Revenue

The practice under prior brand averaged approximately $1.5 million in annual sales from 2022 through 2025, prior to its acquisition in 2026. The client data base was transferred to the new owner. Since the rebranding, the owner has implemented a membership program that currently serves 81 members and generates approximately $10,000 in monthly revenue, according to the seller.
Currently monthly revenue is approximately $40,000 per month.

BUYER TO CONFIRM ALL NUMBERS AND ADVISED TO HIRE CPA TO REVIEW ALL FINANCIALS. INFORMATION TAKEN FROM SELLER PROVIDED TAX RETURNS AND DOCUMENTS. PRBB DOES NOT WARRANTY THE INFORMATION PROVIDED, BUT MERELY SHARES INFORMATION RECEIVED FROM SELLER.

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Equipment

This med spa is fully equipped. The practice's laser hair removal machines and SkinPen microneedling device are fully paid off. The Sciton broadband light, CoolSculpting body contouring and DiamondGlow resurfacing systems are leased quarterly.

The facility also has medical furnishings across five treatment rooms, basic medical equipment, lobby furniture, iPads, laptops, and phones.
On-site product inventory is estimated at $10,000 to $15,000.

Growth & Expansion

The staff recently completed franchise training in medical-grade facials, and the practice has set up a dedicated facial treatment room. This creates an opportunity to offer facial memberships to existing injectable clients. The practice is also developing a medical weight-loss program, with the on-site nurse currently completing training.

Marketing:

The practice sends weekly text campaigns to existing clients and invests in search engine optimization. Members generally receive a discount of about 15% to encourage repeat visits.

Hours of operation

On most operating days, the practice opens at 9 a.m. and closes between 6 and 7 p.m., depending on the day.

Real Estate

The business is in a major retail shopping center with many national big box retailers as it's neighbors. The leased retail space is approximately 2,500 square feet, with reported monthly rent of $12,500. The seller did not provide the lease expiration date or renewal options.

The practice has five treatment rooms. An existing office could be converted to an additional facial room. Recent improvements include paint touch-ups and restroom fixture replacements.

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Areas of opportunity:

Retail skincare accounts for less than 1% of current sales. The practice could pair skincare with facial consultations and test marketing for higher-ticket treatments.

Additionally, the franchise has additional offerings that have not been fully implemented since the recent take over.

Don’t miss this opportunity to own a fully functional med spa with excellent training and support from a national franchise.

For more information, contact us.

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