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Award Winning High Volume Med Spa in Tennessee

PROPRIETARY AND CONFIDENTIAL BUSINESS INFORMATION



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Description of business

This Aesthetic center opened their doors in 2019. It is the owner's belief that the world of Beauty, Aging and Medical Aesthetics can be overwhelming so they are determined to simplify the process into three easy steps; Resurface, Relax, Refill.

This business is located in a high-income, highly desirable live, work, dine and entertain neighborhood at the heart of Chattanooga, Tennessee.

Surrounded with locally-owned restaurants and retailers; a large community square with live entertainment and events; architecturally rich, newly constructed and custom homes; professional and medical office and opportunities galore for starting and operating your own business.

The location is the destination for locals looking for a new kind of dining, shopping and entertainment experience.

This med spa has curated the very best products and services available. Their brand is founded on five-star client experience, natural outcomes, and the safest techniques.

This high volume med spa has been top-performing in the Southeast for Allergan and Galderma. Best of the best Med Spa in the its area from 2020 to 2022. Additionally, it was awarded with the "Most 5-star reviewed Med Spa" in its area.

Services include:

Neurotoxin, Filler, Lasers, Chemical Peels, HydraFacial, Hair Restoration, Wellness, Retail Skincare, IV Infusion

Product & Services breakdown and Revenue Potential

The breakdown of services is as follows:

- Fillers – 31%
- Neurotoxins – 40%
- Lasers/Aesthetics – 13%
- Retail - 8%
- Others – 8

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Revenue per major category of procedures 2022

Category	Units Sold	Sub-Total
Galderma HA Filler	982.4	\$789,470.00
Galderma Neurotox	58703.1	\$730,663.75
Lasers / Aesthetics	1376	\$346,342.00
Allergan Neurotoxin	21047	\$262,600.00
Retail, taxable	1606	\$175,343.00
Galderma Poly- L-Lactic Acid	95	\$82,870.00
Threads	145	\$36,250.00
Allergan HA Fillers	46	\$28,000.00
Retail, non tax Latisse/UpNeeq	85	\$15,485.00
Qwo Injectables	19	\$14,963.00
Wellness	194	\$5,560.00
Lash/Brow	95	\$3,340.00
Laser Hair Removal	14	\$2,186.00
Merz Filler	1	\$950.00
Hylenex	55	\$380.00
Cancellation/No show	7	\$350.00
Follow-Ups	32	\$200.00
Sample Galderma Neurotoxin	3246	\$0.00
Sample Allergan Neurotoxins	998	\$0.00
staff order	25	\$0.00
Sample Galderma Fillers	17.6	\$0.00
Total	88789.1	\$2,494,952.75

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All sales are cash. No healthcare provider plan or insurance accepted.

Business has over 3600 medical records on file through Aesthetic Record.

Ownership info

The business ownership is an S-corporation and stock is solely owned by the Owner. Current business model and success is reliant on the skills and knowledge of the Practice Manager and team members.

Owner stepped away from day to day oversight over a year ago.

Owner salary is not included in payroll expense.

Owner is currently working 1.5 days/week and is open to remaining for a period of time after sale as needed/negotiated.

Employee/personnel/payroll:

<i>Title/Position</i>	<i>Wages/Salary</i>
Medical Director	\$1,000/month
Practice Manager	\$55,000 + 2% EBITDA with 20% profit improvement
N.P. # 1	\$37/hr + 10% commission on net revenue over \$180k
N.P. # 2	\$35/hr + 10% commission on net revenue over \$180k
Director of Concierge Services	\$20/hr
Client Concierge #1	\$18/hr
Client Concierge #2	\$15/hr
Aesthetician #1	\$22/hr + 10% commission on net revenue over \$100k
Aesthetician #2	\$17/hr + 10% commission on net revenue over \$100k

Staff to patient ratio is 1:1 per day. Approximately 8-12 patients per provider per day.

Slow employee turnover. Comprehensive orientation process, manager/owner monthly check-ins, employee surveys, opportunities to advance career, continuous education, employee benefits such as health insurance and company investment matching are some of the ways the owner does to cultivate team culture and decrease employee turnover.

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Patient Demographics

Target Market: Female, 30-55 years of age, educated, employed, disposable income, median household income of \$200,000.

5700+ total patients in 2022. Almost 800 are new patients.

Inventory

- Retail Skincare ~ \$8,000 worth
- Vi Peel ~ \$2000 worth
- Fillers ~\$8000 worth
- PDO Threads ~\$5000 worth
- Neurotoxin ~\$5000 worth

Equipment

- Sylfirm X Radio Frequency Microneedling
- Exosomes
- 3 Hydrafacials
- Synosure BBL
- Laser Hair Removal
- Skin Pen

Software/System

- Aesthetic Record
- Constant Contact
- Text Request
- APEX
- Canva

Plug n Play: Policies, Procedures, Continuous trainings and Implementation manuals are already in place.

Marketing

New customer Marketing: Social Media Ads & Google Ads.
Active Social Media Marketing such as strategic campaigns to generate new leads.
All ads/posts are tested, measured & tweaked to achieve optimal results.

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Additional Revenue Sources

A purchaser could improve sales performance through scaling the business. Body Sculpting & Advanced Facial Restoration lases could increase sales performance exponentially.

New owner can also adjust hours and open until later hours to capture the after office professional crowd.

Facility:

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 – 4:00	9:00-2:00

The facility is 2500 sq. ft. Retail lobby is 20%, treatment rooms 50%, offices and break room 10%. Facility is not fully utilized and has space for expansion.

Revenue and Profit (per seller profit & loss statements)

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

	2021	2022
Annual Revenue	\$ 1,803,891	\$ 2,460,253
SDE/Net Profit	\$ 593,340	\$ 719,652

See attached profit & loss statements.