



Good Point Acupuncture, PLLC
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Strategy:	Seeks Acquisition	Average Gross Yearly Revenue (2020-2022):	\$91,546
Office Location:	Round Rock, Texas	Average Monthly Revenue / Expenses:	\$7,629/ \$3,200
Website:	SellingAPractice.com/GPA	Asking Price:	\$49,500

Summary

Unique opportunity to own an *all-cash* acupuncture and Chinese medicine practice in the beautiful, tight-knit community of Round Rock, Texas. Good Point Acupuncture, currently the practice of Yvonne Kettering and her associate, is located just 20 miles north of Austin. With an open and health-conscious population and years of consistent return business, the opportunity to have an abundant practice and an exceptional quality of life is available from the moment you step in.

Imagine making nearly \$100,000 per year working an average of 25 hours per week with plenty of time off to relax. No additional marketing necessary—the reputation of this practice keeps a steady flow of new patients streaming in. Low overhead, years of records and consistent patient flow mean you'll continue to keep your costs predictable. Add more hours, consolidate your staff, and/or offer more patients the option of herbs and supplements, and you have the chance to add even more success to an already prosperous practice.

Whether you are a practitioner who is just starting out or an established clinician with some years under your belt, Good Point offers you the chance to hit the ground running. Step into this rare, once-in-a-lifetime, turn-key opportunity to run the practice of your dreams in one of the most beautiful, sought-after, fastest-growing areas in the country. Call or email us today, come by and spend some time with us, and be thriving in a couple of short months.

The Setting

Located in the heart of Texas Hill Country, Round Rock is a charming and growing city of around 130,000. With a prime location just 20 miles north of Austin, and within the greater Austin metropolitan area of over 2 million people, it's an easy commute for those who work or play in the state's capital. But Round Rock has plenty to offer on its own, with a thriving downtown area that's home to excellent dining, shopping, and entertainment options. Whether you're looking to catch a movie, attend a concert, or sample some of the city's famous BBQ, there's always something to do in Round Rock. Outdoor enthusiasts will love the city's abundance of parks and trails, including the popular Round Rock trail, which winds along Brushy Creek and offers stunning views of the surrounding landscape. With its warm climate, friendly residents, and endless opportunities for fun and adventure, Round Rock is the perfect place to call home.

The clinic includes a reception area, a private front room for treatments, a large community room with six recliners, an ADA compliant bathroom, a kitchen, and an additional back room that could be utilized as another private treatment room. The clinic has been in operation since July 2005 and is located in the same building as a physical therapy business that provides a steady stream of referrals. The office is modern and tastefully decorated and has abundant free parking.

Patient Demographics

Good Point Acupuncture is a non-specialty practice, seeing everything from subclinical and acute orthopedic conditions to chronic issues that have not responded to other medical interventions. Current specialties include treatment of pain, digestive problems, women's health issues, anxiety and stress, among other conditions.

The patient population has spanned from children to great grandparents and everyone in between. That said, the majority of the current patient load consists of women between the ages of 25 and 60, with about 3,000 active patient records currently in the electronic payment system. The current owner works part-time 3-5 days per week, with associate working every other Saturday. All told, the clinic sees an average of 65 patients per week. Most patients continue to come in for maintenance on a consistent basis, and all patients pay in full at the time of treatment. No insurance billing!

Most patients come from communities within 25 miles of the office. Given the owner's history in the area and the clinic's online presence, the current owner doesn't do any significant marketing. Almost all patients are referred by the clinic's Web presence, word-of-mouth, and allied practitioners.

Modalities Utilized

The current owner has been quite uncomplicated in the methods she and her associate use to treat patients, primarily employing Zang-Fu and channel theory diagnosis and treatment methodologies, along with some Master Tung and Richard Tan Balance Method points. The clinic does both private and community/group acupuncture. A small number of patients are prescribed herbal medicine.

Income and Expenses

The following income and expense summaries are derived from an average of income and adjusted* expenses from 2020-2022. Note that the current owner has office hours 22-27 hours per week.

Income

Average gross yearly revenue (three years): \$91,546 (\$7,629/month)

Expenses

Average adjusted* expenses: \$38,401 yearly (\$3,200/month)

*Adjusted expenses are the net expenses that a new owner would have to take on in order to run the business at the same level of revenue as the current owner.

Net Profit:

Average \$53,145 per year (\$4,429/month)

Pricing and Terms

\$49,500.

The price is based on a conservative professional valuation of \$58,895 with an average yearly gross of \$91,546 for the past several years. The owner's motivation to sell in a timely fashion has allowed her to factor in a significant discount off the valued price for potential attrition and start-up costs on change of ownership. She expects the right person will retain her patients and transition smoothly, making this a great opportunity for the buyer.

The purchase will be structured as an asset purchase agreement and may be drawn up between buyer and seller (preferred) or by attorneys, at the discretion and by agreement of both parties.

Approval of the buyer is subject to a credit check, and loans from medical practice brokers, banks, or the Small Business Administration (SBA) may be available to finance the transaction depending on the buyer's creditworthiness. The seller may also be willing to hold a loan for the right buyer.

Upon purchase, the new owner will receive all patient records and equipment in addition to any supplement inventory. The current owner will also transfer to the new owner all clinic-related intellectual property, including the clinic phone number, website, Facebook page, Instagram presence, claimed Yelp page, Open Acu scheduling and EHR system, and clinic-related financials.

The clinic currently employs a W-2 acupuncturist every other Saturday. She has been associated with the clinic for more than seven years and is a trusted and loyal associate.

The landlord is willing to transfer the lease or start a new one, and the current owner will facilitate interaction with the landlord in order to secure favorable lease terms.

The current owner's goal is to surrender the practice by Summer 2023. She would be willing to stay on for a limited time to train a new owner in her techniques and to assist in the transition, if so desired by the new owner, at no additional cost.

Opportunities for Growth

While the current practice nets a healthy return, a motivated buyer could significantly increase their income upon acquisition through a number of simple changes.

- *Work more hours.* The current owner has limited office hours 22-27 hours per week, leaving plenty of room to work more hours in the clinic, which would obviously increase revenue.
- *Add a sublessee.* In addition to or in lieu of working more hours, the practice could support at least one more provider during the times when the office is unoccupied.
- *Consolidate employees.* A motivated new owner could increase their patient load and reduce costs by absorbing the current associate's patients.
- *Raise prices.* The practice has been focused on low-middle income patients, giving all the choice between community and individual/private treatments, and charging less than \$40 for any kind of treatment. Raising prices would be an easy way to increase net profits.
- *Accept insurance.* The current practice is proud to be a low-maintenance, all-cash clinic. However, a new owner could certainly attract a wider variety of patients by accepting and billing medical insurance.
- *Do some marketing.* The practice does no marketing outside of its web presence. There are file cabinets and databases full of patient information that could be used for marketing directly to current and former patients, but the clinic has been busy enough that these resources have rarely been leveraged. Doing any kind of additional marketing would create more opportunities for an increase in new patients and a return of pre-existing patients.
- *Improve online presence.* The current owner has been successful without putting too much effort into creating an ongoing online presence. Blogging, upgrading the website, paid online marketing, and doing some email marketing all hold great potential to improve awareness of the clinic in order to generate more revenue.
- *Sell more supplements.* Only a small number of patients take a limited smattering of herbal medicines. Giving a greater percentage of patients the option of herbs and supplements offers another opportunity for increased revenue.

Take advantage of this exceptional opportunity to run your own high-profit, low-maintenance clinic in a spectacular location. Call 512-801-2453 or email acudocperez@gmail.com today.