



Points of Tranquility
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Strategy:	Seeks Acquisition	Average Gross Yearly Revenue (2016-2018):	\$108,000+
Office Location:	Portland, Oregon	Average Monthly Revenue / Expenses:	\$9,056 / \$3,995
Website:	SellingAPractice.com/JDA	Asking Price:	\$58,950 OBO

Summary

Unique opportunity to own a lucrative, low-maintenance, high-net practice in hip Portland, Oregon. Points of Tranquility, currently the acupuncture practice of Julie DeChristopher, is centrally located in northwest Portland's Cedar Mill neighborhood. With an open-minded, health-conscious population, and years of consistent return business, the opportunity for an abundant practice is available from day one.

Imagine making well over \$100,000 per year working no more than 4 days per week, with plenty of time off for vacation. No additional marketing necessary—the reputation of this practice keeps a steady flow of new patients streaming in. Low overhead, more than a decade of records, and consistent patient flow mean you'll continue to keep your costs predictably low. Add more hours, use an additional treatment room, or do some marketing, 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, Points of Tranquility 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, vibrant, and sought-after areas in the country. Call or email us today, come by and spend some time with us, and be thriving in a few months.

The Setting

The city of Portland has close to 650,000 residents, with about 2.5 million people residing within the greater Portland Metropolitan Area. *U.S. News & World Report* ranks Portland within its top-10 "Best Places to Live" in the United States owing to its exceptional public schools, safety, local entertainment, employment opportunities, and incredible natural beauty. It is also a top culinary destination, ranked as one of the country's top 10 "foodie cities," with amazing food carts, creative cuisine, and a thriving craft beer and wine community. Portland has the country's largest city park, and the surrounding rivers and mountains offer walking, hiking, biking trails, greenways, camping, fishing, lakes, and waterfalls.

For almost 10 years, the clinic has been located in Portland's Cedar Mill neighborhood, ranked as one of the top two best suburbs in the whole state by Niche.com owing to its amazing schools and family-friendly environment. Nike, Intel, and Columbia Sportswear have headquarters within a few miles, and the farmer's markets here are second to none. The 800-square-foot office is in a mixed-use building that includes a chiropractor, a hair stylist, and financial services and insurance offices. People walk, bike, and have access to parking and public transportation right in front of the office. The space consists of a roomy reception area, 2 large treatment rooms, and a practitioner's office that could be converted into a third treatment room. It also has a secure file room with storage for herbal formulas. Also, a second storage room with stackable washer/dryer as well as a large ADA-compliant bathroom.

Patient Demographics

Points of Tranquility is a non-specialty practice, where we see everything from subclinical and acute orthopedic conditions to chronic issues that have not responded to other medical interventions. Our patient population spans children and teens to great grandparents, and most everyone between. That said, we tend to see more women than men, most between 45-60 years old.

We currently average about 1,500 patient visits per year. Approximately sixty percent of our practice is insurance-based, and 40% cash. We are in-network for Blue Cross, Providence, Moda, ASHN, and United Healthcare.

Most of our patients come from communities within 15 miles of our office. Given our long history in the area, many of our patients are referred by word-of-mouth, while some come through our online presence.

The current owner is happy to provide years of past calendars to prove consistent patient volume.

Modalities Utilized

We've been quite uncomplicated in the methods we use to treat our patients, primarily employing simple Zang-Fu and channel theory diagnosis and treatment methodologies. We incorporate some of Matt Callison's sports medicine techniques and include cupping, essential oils and reiki in our treatments. Up to 25% of patients receive herbs or supplements.

Income and Expenses

The following income and expense summaries are derived from an average of income and expenses from YE2016-2017. Note that Ms. DeChristopher works out of two rooms, four days per week, and takes up to four weeks off per year.

Income

Average gross yearly revenue (2 years): \$108,671 (\$9,268/mo)

Expenses

Average adjusted expenses: \$47,935 yearly (\$3,995/mo)

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 \$60,736/year (~\$5,061/month) – Over 55% of revenue is profit after expenses.

Pricing and Terms

\$58,950 OBO.

Our price is based on a conservative professional valuation of just under \$80,000, with an average yearly gross of over \$108,000 for the past several years. Our motivation to sell in a timely fashion has allowed us to generously factor in a 25% discount off of the valued price for potential attrition and start-up costs on change of ownership. We expect the right person will retain our 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.

As part of the sale, the seller is willing to pay an outside consultant to fast-track insurance credentialing for the buyer to ensure a smooth transition.

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, claimed Yelp page, ClientTracker practice management software, and clinic-related financials. (Note that some of the intellectual property is maintained with monthly or yearly payments. Thus the transfer refers to the transfer of existing data, not including ongoing payments after the sale.)

The landlord is willing to transfer the lease 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 the summer of 2019. She would be willing to stay on for a mutually-agreed to length of 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.* Given that the current owner only works up to 4 days per week, working more days would obviously increase revenue.
- *Add additional office space.* The current owner works out of two treatment rooms. A new owner could easily convert the practitioner office to a third treatment room to generate additional revenue.
- *Do more insurance billing.* We are proud to be a low-maintenance, half-cash practice, but an enterprising new owner could certainly attract more business by marketing to those covered by insurance.
- *Add additional practitioners.* In addition to or in lieu of working more hours, the practice could easily support at least one more provider during the times when the office is unoccupied.
- *Do additional marketing.* We have a database full of patient information that could be used for marketing directly to current and former patients, but we have been busy enough that we have not been using it extensively. Doing any kind of additional marketing would create more opportunities for an increase in new patients and a return of pre-existing patients. Further blogging, improving the website, paid online marketing, and doing more email marketing all hold great potential to improve awareness of the clinic in order to generate more revenue.
- *Sell products.* Only about 25% of our patients are given herbal medicines. Giving more patients the option of herbal medicine or allied products offers another opportunity for significantly increased revenue.

Take advantage of this exceptional opportunity to run your own high-profit, low-maintenance clinic. Call (503) 680-2689, or email AcuJulie@comcast.net today.



Successful Westside Portland

Acupuncture Practice for Sale

Points of Tranquility

(For more details: <https://sellingapractice.com/jda/>)



- Close to Nike, Intel, Columbia Sportswear and more
- ADA Compliant Restroom
- Very quiet tranquil environment
- Laundry/Supply room with Washer & Dryer
- Locking file/supply room
- Nearby Shopping and Services
- 2 Treatment rooms and office*
- *Office can be converted to treatment room
- Clinic currently operated 4 days a week
- Lots of business growth potential

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