



Middle Path Acupuncture
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Strategy:	Seeks Acquisition	Average Gross Yearly Revenue (2021-2023)	\$405,749
Office Location:	Ellensburg, Washington	Average Monthly Revenue:	\$33,812
Website:	SellingAPractice.com/MPA	Asking Price:	\$125,000

Summary

Here is a unique opportunity to own a lucrative acupuncture and Chinese medicine practice with offices in the charming, bucolic small town of Ellensburg, Washington. With a health-conscious local population, no nearby competition, and a consistent stream of new patients, Middle Path Acupuncture & Oriental Medicine offers you the chance to enjoy an abundant practice and an exceptional quality of life from the moment you step in.

Imagine working only four days per week with long weekends every week while grossing over \$400,000 per year between yourself and your associate, with pent-up demand as the only practitioners in the area. No additional marketing is necessary—the reputation of this practice and a positive online presence keep a steady flow of new patients streaming in. This is the only clinic of its type in the area, and there is a waiting list of people who are seeking appointments.

Low overhead, years of records, and consistent patient flow mean you'll continue to keep your costs predictable. Add more hours or another practitioner, do some marketing, and/or offer more patients the option to purchase herbs and supplements, and you have the chance to make an already prosperous practice even more lucrative.

Whether you are a practitioner who is just starting out or an established clinician with some years under your belt, this acupuncture and TCM practice offers you the chance to hit the ground running. Step into this rare, turnkey opportunity to run the practice of your dreams in one of the most beautiful, tranquil areas in the country. Call or email us today, come by and spend some time with us, and be thriving in a couple of months.

The Setting

Located in central Washington just east of the Cascade Mountains and about 100 miles from Seattle, Ellensburg attracts people who enjoy outdoor sports, including hiking, mountain biking, skiing, snowboarding, snowmobiling, camping, fishing, and river rafting. Ellensburg, with a population of nearly 20,000 people, has a historic downtown with boutiques, shops, art galleries, and cozy cafes. It hosts the famous annual Ellensburg Rodeo and is home to Central Washington University, which brings a “college town” energy to the community. Nearby Cle Elum and Roslyn, which combined have a population of about 3,000 residents, also boasts natural beauty and historic downtowns and are known for luxury resorts and lodges.

The Ellensburg clinic is centrally located in a historic building in a highly desirable part of town. There are a reception/front office space, four treatment rooms, one public and one employee bathroom, a huge storage/laundry/kitchen area, and a storage room for office supplies and supplements. Parking is readily available and free.

Patient Demographics

Middle Path Acupuncture is a nonspecialty practice, seeing everything from subclinical and acute orthopedic conditions to chronic issues that have not responded to other medical interventions. Commonly addressed conditions include pain, digestive problems, women's health issues, anxiety and stress, among others.

The patient population has spanned from infants to adolescents to great grandparents and everyone in between. Together, the owner and his associate see an average of 60 to 65 acupuncture patients a week, and 35 to 40 massage clients. Most patients continue to come in for maintenance on a consistent basis, and about 75 percent of patients have insurance that covers treatments.

The clinic draws patients from the entire county, Yakima, and Moses Lake. Almost all patients are referred by other practitioners and word-of-mouth, while some come through the practice's online presence. The current owner is happy to provide years of past calendars to prove consistent patient volume.

Modalities Utilized

The clinic utilizes the full range of Chinese medicine and related healing techniques, including Kiiko-style acupuncture, auricular acupuncture, Dr. Tan's Balance Method, acupuncture injection therapy, sonopuncture, cupping, moxibustion, GuaSha, Tuina, nutritional kinesiology, Chinese bodywork, cranialsacral therapy, Swedish and hot stone massage, lymph drainage, and the prescribing of herbal and other supplements.

Income and Expenses

The following income and expense summaries are derived from an average of income and unadjusted* expenses from 2021-2023. About 60 percent of the practice's revenue is generated by the two acupuncturists (one of whom is the owner), and 40 percent by a massage therapist.

Income

Average gross yearly revenue (3 years): \$405,749 (\$33,812/month)

Expenses

Average unadjusted* expenses: \$340,544 yearly (\$28,379/month)

*Unadjusted expenses represent expenses before adding back owner salary, write-offs, etc.

Unadjusted* Net Profit:

Average \$65,205 per year (\$5,434/month)

Pricing and Terms

\$125,000.

The price is based on a conservative professional valuation of \$161,484 with an average yearly gross of over \$400,000 for the past several years. The owner's motivation to sell in a timely fashion has allowed him to factor in a significant discount off the valued price for potential attrition and start-up costs on change of ownership. He expects the right person will retain his 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.

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, Gingko software (Client Tracker) for insurance billing and patient charting, Office Ally to send HCFA forms to insurance companies, and clinic-related financials.

The clinic currently employs two women who work part time taking care of scheduling, billing insurance and clients, inventory pricing and stocking, and managing the phones. There are also two massage therapists who each see 20+ clients per week and are booked out until the end of the year. All are W-2 employees and may be willing to stay on with a new owner or help in the transition by mutual agreement.

The current owner does not have a lease but pays monthly rent. 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 in 2024. He would be willing to stay on for a limited time to train a new owner in his 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 owner works only four days per week, with a long wait list, leaving plenty of room to expand the practice's work hours and see more patients.
- *Add additional practitioners.* In addition to or in lieu of the owner working more hours, the practice could support at least one more provider during the times when treatment rooms are unoccupied, perhaps opening on Saturdays or some evenings. Given the owner's wait list, an additional practitioner could quickly find themselves with a full schedule.
- *Do some marketing.* The practice does very little 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 email marketing all hold great potential to improve awareness of the clinic in order to generate more revenue.
- *Consolidate employees.* An ambitious practitioner-owner could absorb some of the employee-practitioner's patients in order to reduce costs and increase net profit.

Take advantage of this exceptional opportunity to run your own high-demand, low-maintenance acupuncture clinic in a gorgeous location. Call (406) 600-5441 or email jlippincott2@hotmail.com today.