



Common Ground Wellness
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Strategy:	Seeks Acquisition	Average Gross Yearly Revenue (2022-2024):	\$231,718
Office Location:	Louisville, KY	Average Monthly Revenue / Expenses:	\$19,310/ \$11,327
Website:	SellingAPractice.com/CGW	Asking Price:	\$149,500

Summary

Unique opportunity to own a lucrative *all-cash* acupuncture and Chinese medicine clinic in Louisville, Kentucky. Common Ground Wellness is currently the practice of Shelby VanCleve, LAc. With a health-conscious population, an in-demand specialty (women's health and fertility issues) 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 taking in \$231,718 per year working three days per week with six or more weeks off every year for vacation. No additional marketing is necessary—the reputation of this practice keeps a steady flow of new patients streaming in via word of mouth, referrals from physicians and fertility clinics, and the internet. Low overhead, years of records and consistent patient flow mean you'll continue to keep your costs predictable. Work more hours, hire additional practitioners, expand your services and/or sell more 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 high-demand acupuncture 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 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

The largest city in Kentucky (620,000 residents with 1.3 million in the surrounding metro area) and the state's cultural and economic hub, Louisville blends Southern charm with Midwestern influences, thanks partly to its location on the Indiana border. A temperate climate, rolling hills, an extensive park system and the Ohio River waterfront allow for plentiful outdoor recreational activities, including boating, fishing, hiking and biking. Louisville is also a dynamic modern city with historic charm, featuring the largest historic preservation district in the country, as well as a rich culture. The area lays claim to many nationally recognized restaurants, two well-known arts festivals, numerous music festivals, and diverse school systems with unique magnets and award-winning educations. While the Kentucky Derby is its most famous event, the city is also known for its thriving arts, music and culinary scenes. Housing and living costs that are below the national averages, making Louisville an attractive option for families and professionals alike.

The 1,300-square-foot Common Ground clinic is located at the edge of Westport Village, a premier shopping and dining destination in an historic neighborhood. Its proximity to public transportation and major interstate highways makes it easy for patients to access from the entire city. The clinic is on the second floor of a small professional building with elevator access and dedicated parking.

Completely renovated in 2023, the tastefully appointed clinic features five treatment rooms, a bathroom with laundry machines, a reception area, a small kitchen and a waiting room.

Patient Demographics

Common Ground Wellness is a general acupuncture practice with a specialty in women's health, focusing on fertility, pregnancy and postpartum care. Approximately 60 percent of patients are women who are attempting to get pregnant, and the current owner has established professional relationships with several fertility clinics in Louisville and Cincinnati that refer patients to her. The clinic also addresses everything from subclinical and acute orthopedic conditions to chronic issues that have not responded to other medical interventions. Current specialties beyond women's health and fertility include treatment of pain, digestive problems, autoimmune issues, anxiety and stress, among others.

The current owner has restricted her patient load to no more than eight per day, and all pay in full at the time of service. Most live within 25 miles of the office, and many continue to come in for maintenance on a consistent basis. Given the clinic owner's long history and reputation in the area, most of her patients are referred by word of mouth and referrals from medical professionals, while many also come via the practice's positive online presence.

Modalities Utilized

The current owner offers acupuncture, cupping, moxibustion, Traditional Chinese Medicine herbal therapies, and fertility coaching and support. The clinic also performs electro-acupuncture to improve uterine blood flow before embryo transfer during the IVF process. In-house custom herbal tinctures blend Western herbs with Chinese formulas, primarily from Five Flavors, Conceivable and Kan Herbs. Supplements and additional herbs are fulfilled by Fullscript's online dispensary.

Income and Expenses

The following income and expense summaries are derived from an average of income and adjusted* expenses from 2022-2024. Note that the current owner has office hours three days per week and takes at least six weeks off per year.

Income

Average gross yearly revenue (three years): \$231,718 (\$19,310/month)

Expenses

Average adjusted* expenses: \$135,918 yearly (\$11,327/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 \$95,800 per year (\$7,983/month)

Pricing and Terms

\$149,500.

The price is based on a conservative professional valuation of \$156,200 with an average yearly gross of \$231,718 for the past several years. The owner's motivation to sell in a timely fashion has allowed her to factor in a 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 herb and supplement inventory. The current owner will also transfer to the new owner all clinic-related intellectual property, including the phone number, website, logos and branding rights; Facebook and Yelp accounts; Jane App for practice management; and Mailchimp mass email system.

The clinic recently began operating without any employees. Income figures for the past three years reflect the fact that during that time there were two or three contractors or employees.

The current owner has a good, longstanding relationship with the landlord and will facilitate interaction with them in order to secure favorable lease terms for the new owner.

The current owner's goal is to surrender the practice in 2025. 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.

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 office hours just three days per week, leaving plenty of room to spend more time in the clinic, which would obviously increase revenue.
- *Double up on patients.* Even if a new owner does not want to work more days, given the amount of office space available they could easily see two patients per hour rather than the one-per-hour pace that the current owner has chosen.
- *Hire additional practitioners.* The current owner uses only two treatment rooms and subleases the other three, and has previously had contractors working in the practice for most of the last 10 years. In addition to or in lieu of the owner working more hours, the practice has enough available space to easily support one or more acupuncturists or related care providers, either as employees or 1099 contractors with mutually beneficial fee splits.
- *Expand the available services.* Options include offering telehealth services, online courses, coaching on fertility and other holistic-health topics, hosting retreats, among others.
- *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 such as public speaking, workshops, and events would create more opportunities for an increase in new patients and a return of pre-existing patients.
- *Increase online presence.* The practice website has been professionally optimized for SEO and AI, and the current owner has put considerable effort into maximizing the practice's presence in directory listings, backlinks and the like. However, additional online opportunities for increasing awareness of the clinic include blogging, email marketing, expanding the clinic's social media presence, and hosting workshops, lectures and educational events.
- *Sell more supplements in house.* A new owner could offer patients more herbs and other supplements in the office and reduce the percentage that are fulfilled by Fullscript.

Take advantage of this exceptional opportunity to run your own high-profit, low-maintenance, *all-cash* clinic in a highly desirable location. Call (812) 431-7550 or email shelbyvc@gmail.com today.