Summary
An exciting opportunity to own a well established, profitable practice with ideal work/life balance in beautiful Montana. In South Central Montana, Billings provides a medical hub for most of Montana and Wyoming with an increasingly high demand for alternative and integrative care and very little competition.

Affinity Acupuncture is a well established practice with an excellent reputation in the community as well as established referral networks. The practice has a consistent population base of return patients as well as a continuous stream of new patients, all without any paid marketing.

Easily gross over $200,000 per year working part time in a busy practice. All systems are well established so you can easily step into a smooth running clinic, see patients, and go home without spending hours on backend admin work. Quickly increase revenue by adding more days, additional practitioners, more retail, or paid marketing.

Setting
Billings, Montana is located in South Central Montana making it a medical hub for most of Montana and a large portion of Wyoming. The central location allows for easy access to the mountains, Fort Peck Dam, Yellowstone National Park, the rest of Montana, or Wyoming. The perfect option for a practitioner looking for the ultimate work/life balance. Take advantage of pulling from a large population base without the traffic, crime, or high cost of living in a big city. Enjoy your days off with a slower pace of living, ample outdoor adventures, and genuine, kind Montana people.

The clinic recently moved into a beautiful, central space in midtown Billings. The approximately 1,400 square foot, ground level space has been fully renovated to include a large waiting room with fireplace, reception space, 5 treatment spaces, breakroom, laundry, and ADA bathroom. There is easy, ample parking in the heated parking lot - so no worries about slips or falls in the winter months!

Patient Demographics
Due to so few options for acupuncture or alternative care, the clinic operates as a general practice seeing pain, digestive issues, stress and anxiety, fertility, women’s health, and more. However, we do specialize in fertility with consistent referrals from the local reproductive medicine clinic for IUI and IVF support.

The patient population is primarily adults with a majority being women. Many patients enjoy monthly maintenance care, but the clinic also sees a consist flow of new patients from reliable referral sources or the well established web and social media presence.
The current owner works 3-4 days per week seeing 40-50 patients per week. Most patients come from the local area, but there are many that drive over 2 hours for treatment due to so few options in all of Montana. With such a large patient base to draw from, Billings provides an excellent location for an acupuncture practice.

**Modalities Utilized**
The current owner uses a variety of methods in treatment including TCM, orthopedic, and distal acupuncture approaches. There is occasional use of cupping, gua sha, moxa, etc. as needed. Many patients are also on herbs and supplements. The clinic also has red light therapy that requires no extra effort from the practitioner. Red light therapy provides a valuable addition to many patients’ treatment plans and allows additional revenue for the clinic.

**Incomes and Expenses**
The following summaries are from years 2021-2023, which also included at least 4 weeks of vacation per year.

Annual Income (avg. gross): $225,284

Annual Expenses*: $87,843
*adjusted to reflect expenses that a new owner would take on in order to run the business at the same level of revenue

Monthly Income/Expenses: $18,775/$7,320

**Pricing and Terms**

$150,000

The price is based on a conservative valuation of $250,000 considering the average yearly gross of over $225,000 plus the value of all included assets.

The current owner is flexible on timing of the sale with the goal of transitioning ownership by the end of 2024. She would be willing to stay on for a limited time to ensure a smooth transition, if desired.

The purchase will be structured as an asset purchase agreement. Upon purchase, the new owner will receive all patient records, equipment, furnishings, and clinic-related intellectual property, including phone number, professional website, Jane EHR and practice management system, and Facebook page.

**Opportunities for Growth**
The current practice is set up perfectly for growth in any way the new owner desired, including strong operating systems and ample space for additional providers.

- **Work more hours.** The current owner works an average of 24 hours per week.
- **Run more rooms.** The current owner runs 3 rooms an hour but there is space to do up to 5 an hour.
- **Add additional practitioners.** The current space has ample room to add more acupuncturists or other providers.
- **Increase retail sales.** There is plenty of retail space to increase inventory and sales.
- **Paid marketing.** The clinic currently does NO paid marketing and stays over 75% booked all year round.

If you’re interested in this profitable opportunity in Montana, please reach out to Jacy O’Neill at (406) 671-5244 or jacy@affinityacu.com.