



Nanette Ford

Family Medicine & Wellness

Family Medicine & Wellness, PC
Contact: Terry Chester
(208) 309-8285
terry@adbiz.com

Strategy:	Seeks Acquisition	Average Gross Yearly Revenue (2022-2024):	\$271,384
Office Location:	Ketchum/Sun Valley, Idaho	Average Monthly Revenue / Expenses:	\$22,615/ \$12,162
Website:	SellingAPractice.com/FMW	Asking Price:	\$199,500

Summary

Are you ready to feel good about how you practice medicine? To operate free from preset patient-load quotas or external monetary pressure? Would you like to manage your own work schedule, office hours, and time off in a world-class location? Family Medicine & Wellness, the concierge primary family practice of Nanette Ford, PA-C, offers all of that and more in the affluent resort town of Ketchum/Sun Valley, Idaho.

Imagine making over \$270,000 per year seeing patients for about 20 hours a week and taking off up to two months per year. No additional marketing is necessary—the stellar 20+-year reputation of this practice keeps a steady flow of loyal new patients streaming in from word of mouth and online reviews. Work more hours, hire an additional practitioner, do some marketing, and/or establish a robust social media presence, and you have the opportunity to make an already prosperous practice even more lucrative.

Whether you are a Physician, FNP or PA-C who has become disgruntled with the Fee for Service insurance companies and Corporate medical model, this Wellness-based practice is proof that the concierge model of medical care is in demand. Step into this rare, turnkey opportunity to run the practice of your dreams in an incredible location. Call or email us today, come by and spend some time with us, and be thriving within a couple of short months.

The Setting

Situated in central Idaho's Wood River Valley, Ketchum/Sun Valley is known for its gorgeous scenery and upscale, outdoor-oriented lifestyle. At an elevation of 5,750 feet and surrounded by the Sawtooth National Forest, Ketchum is adjacent to the world-class Sun Valley Ski Resort. Rivers, mountains, and forests make for endless year-round recreational opportunities, including skiing, snowboarding, hiking, mountain biking, fishing, and river rafting.

A small town with a population of about 3,550 residents and about 20,000 more in the surrounding area, Ketchum's household incomes and educational levels are well above national averages. The area is known for its vibrant arts, food, and cultural scenes, as well as a number of historic and community celebrations. A strong emphasis on outdoor lifestyles, health and fitness, environmental stewardship combines with a beautiful natural setting, making the area highly desirable for families and professionals alike.

The clinic is located in the heart of Ketchum on busy Sun Valley Road. Tastefully furnished and decorated, it features two exam rooms, a waiting area, a separate reception area, a bonus room, a lab, and a practitioner office. Plenty of free parking is available onsite, and the clinic is easily accessed via bus.

Patient Demographics

The practice currently sees an average of 25+ patients per week ranging in age from 4 to 99 years old. More than half are female. This is a largely concierge practice, with patients paying an annual membership fee. Approximately 20% of patients use insurance while the rest pay in full at the time of service.

Modalities Utilized

Family Medicine & Wellness addresses patients' mind, body, and spirit by melding integrative and Western medical modalities, as the current owner has trained in both traditional allopathic and functional medicine. Membership gives patients access to annual physical exams, antiaging and wellness treatments, laboratory test evaluations, supplement plans, bioidentical hormone therapy, online scheduling, timely access to appointments, and telemedicine visits. Patients can also access several cutting-edge tests and screenings, including those for cancer, BRCA I and II genes, as well as DNA evaluations for personalized lifestyle prescriptions.

Family medicine issues are addressed in the clinic, including illness, blood draws, rashes, chronic and acute orthopedic conditions, digestive issues, fatigue, headaches, depression, anxiety and more. Cosmetic Dysport treatments are also available. Nutraceuticals, herbal remedies, and other supplements can be purchased in the office or via the practice'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 works 20 hours per week and takes up to 70 days off per year.

Income

Average gross yearly revenue (three years): \$271,384 (\$22,615/month)

Expenses

Average adjusted* expenses: \$145,939 yearly (\$12,162/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 \$125,445 per year (\$10,454/month)

Pricing and Terms

\$199,500.

Price is based on a conservative professional valuation of \$209,918 with an average yearly gross of \$271,384 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 is firm on the asking price, and expects the right successor will retain her patients and transition smoothly, making this a great opportunity for the buyer.

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 current owner may also consider holding a loan for the right buyer.

Upon purchase, the new owner will receive all patient records and equipment in addition to supplies and some inventory of pharmaceutical and resalable equipment. The current owner will also transfer to the new owner all clinic-related intellectual property, including the clinic phone number, top Google-ranked website, logos, and identifying information; Practice Fusion for billing and practice management; SimplePractice scheduling software; GoToMeeting account for telemedicine; SRFax for HIPAA-compliant fax services; and clinic-related financials.

The practice employs a part-time (25 hours per week) W-2 employee who serves as a receptionist/office manager/medical assistant. She may be interested in assisting with the transition and/or staying with the practice if so desired by the new owner.

The current owner's lease expires on July 31, 2026, and she has secured an extension for well under market value for the next five years for the buyer. She is willing to work with the landlord to secure favorable lease terms for the buyer.

The current owner's goal is to surrender the practice in 2026. She would be willing to stay on for a limited time to train the new owner in her techniques and assist in the transition if so desired.

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 works about 20 hours per week and takes up to 70 days off per year. Spending more time in the clinic could significantly increase practice revenue.
- *Hire additional practitioners.* In lieu of the owner working more hours, there is enough room to accommodate one or more MDs, subspecialists, NPs, PAs, and/or aestheticians when office space is underutilized.
- *Rent space.* In addition to or in lieu of bringing in additional practitioners, the office could also sublease to other tenants when space is available.
- *Expand the available services.* Offering additional cosmetic and anti-aging services, perhaps by hiring an aesthetician, represents one of many opportunities to expand the current roster of services to generate increased revenue.
- *Refresh the practice's online presence.* The current owner has been successful without putting much effort into creating a comprehensive online presence. Updating the website, blogging, creating social media accounts and a YouTube channel, and paid online and email marketing are all ways of improving the online presence of the practice in order to attract new patients.
- *Do some marketing.* The clinic does little marketing, but the practice's databases full of patient information could be used to market directly to current and former patients.
- *Sell more products.* While the clinic does offer nutritional products for sale, expanding resale offerings to include medical-grade skin- and hair-care supplies and prepackaged medications offers the chance for increased revenue.

Take advantage of this exceptional turnkey opportunity to run your own well-established concierge primary care practice in a world-class location. Call (208) 309-8285 or email: terry@adbiz.com today.