



Practice Profile

Confidential Chiropractic Practice Profile

Location: Madison Suburb, WI

PRACTICE DESCRIPTION	
Date Established:	2010
At Current Location Since:	2010
Reason for Selling:	Relocating
Does seller own or work out of another practice?	No
If YES, how far away?	N/A
Seller agrees to non-compete agreement?	Yes
Type of Practice:	Solo
Techniques by %:	Gonstead 100% Nutrition, Rehab
Associates: If YES, how long? How much compensation \$	No
Independent Contractors: If YES, how long?	No
Facility Type:	Multi-tenant building

OFFICE DESCRIPTION	
# Adjustment Rooms:	1 (with 2 changing rooms leading into adjustment room) And Exam room
# Chairs in Waiting Room:	5
Drs. Office:	Yes
# Seats Reception Work Area:	2
X-Ray Room:	Yes
Dark Room:	Yes
Educational/Lecture Room:	No
# Rest Rooms:	1
Parking Type:	Big Lot
# Parking Spaces {Lot only}:	50
Signage Type:	Above office, On Sign with other businesses in building, On door

LEASE INFORMATION	
Square Feet:	1,000
\$/mth / how many mths?	\$1075/ month
Renewable? / \$ for Renew	Lease up 9/1/2015 Renewable at same price
Purchase Option:	No
Lease Assignable:	Yes
Utilities Included:	No
Year Last Remodeled	2010
Any loans or equipment leases on practice?	No
Anyone in practice involved in litigation, past or present	No

EQUIPMENT	
X-Ray:	Yes
If YES, Make/Model/Year:	HCMI HF-300 2005
X-Ray Processor:	Yes
If YES, Make/Model/Year:	JPI JP33 2004
# Computers:	3
Software:	Vitalogics
Therapies: {YES or NO}	Yes
# Therapies:	1
Therapy Types:	Active
Therapies \$ Value:	

PRACTICE HOURS AND DOCTORS IN CHARGE:						
	MON	TUES	WED	THURS	FRI	SAT
Office	8-11:30, 1:30-6:00	10:00-12 1:00-6:00	8-11:30, 1:30-6:00	8-11:30, 1:30-6:00	8-11:30,	
Seller:	Patients 8-11, 2-6	Patients 4-6	Patients 8-11, 2-6	Patients 8-11, 2-6	Patients 8-11	
Associate:						

GENERAL DESCRIPTION OF FACILITY:

In a busy building with a Bank, Tanning Salon and Chinese Restaurant. Complete buildout done in 2010.

GENERAL DESCRIPTION OF SURROUNDING AREA INCLUDING THE SOCIOECONOMIC POPULATION THAT MAKES UP THE PRACTICE:

Located in a growing Madison suburb, located within 15 minutes of downtown. This town has one of the top school districts in the state. Upper middle class community with ability to pay for care out of pocket. Very family-centered community.

PERSONNEL

Position/ Responsibility	FT/PT (# of hours)	Length	Salary/Comm.	Comments (Use # KEY below) (1)Key Employee (2)Recommended, (3)Due for Raise (4)Will Stay (5)Receives Benefits
Office Coordinator	FT (36-40)	January '14	\$13/ hour	1, 2, 4

FINANCIAL INFORMATION

	As of the Present Year (1/14 through 6/14)	Previous Year	2 Years Previous
Gross Services	\$ 120,122	\$ 188,917	\$ 201,071
Gross Collections	\$ 103,007	\$ 170,348	\$ 162,299
Expenses	\$ 41,360	\$ 87,260	\$ 90,241.92
Net Income	\$ 50,119	\$93,726	\$ 77,339

Accounts Receivable Total \$	0-30 Days	31-60 Days	61-90 Days	91-120 Days	120+ Days
\$36,638	\$ 9,605	\$ 9,613	\$ 0.00	\$ 17,420	\$ 0.00
Does any of the Accounts Receivable belong to an associate or independent contractor?	NO Broken into 3 categories: 0-30, 31-90, >90				

PATIENT INFORMATION

	As of the Present Year	Previous Year	2 Years Previous
# of Patient Visits	2326	3625	3517
# of New Patients	74	141	174

PATIENT BREAKDOWN BY CATEGORY %				
Cash:	50%		Medicare:	10%
Major Medical:	30%		Welfare:	5%
Workers Comp:	2%		Other:	0%
Personal Injury:	3%			
PRACTICE INCOME BY CATEGORY %				
Cash:	48%		Medicare:	7%
Major Medical:	33%		Welfare:	4%
Workers Comp:	4%		Other:	0%
Personal Injury:	4%			
NEW PATIENT SOURCE BY %				
Referral:	55%		Direct Mail:	0%
Lectures:	5%		Newspaper:	0%
Attorneys:	0%		In-House Event:	6%
Telemarketing:	0%		Walk-In:	5%
Screenings:	23%		Sign:	6%

PATIENT FILES:					
# Total:	580	# Active:	247	Average Age:	35
% HMO/PPO - Total Patient Visits:			N/A		
% HMO/PPO - Total Income:			33% (PPO & POS)		
PATIENT BASE BY %:					
Male:	35%	Female:	65%	Pediatric:	20%