



Green Willow Acupuncture, LLC  
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Strategy:	Seeks Acquisition	Average Gross Yearly Revenue (2021-2023):	\$277,036
Office Location:	Bend, Oregon	Average Monthly Revenue / Expenses:	\$23,086/ \$6,377
Website:	SellingAPractice.com/GWA	Asking Price:	\$149,000 OBO

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### Summary

Unique opportunity to own a booming integrative acupuncture practice in Oregon's trendiest, sunniest, and fastest-growing city. With a highly desirable location, a health-conscious population, and years of consistent return business, Green Willow Acupuncture offers an abundant practice and an exceptional quality of life from the moment you step in.

Current owners Rob Mills and Emden Griffin each work about 25 hours per week and take off more than six weeks each year while averaging a net profit of \$200,515 a year, or \$16,710 a month. No additional marketing is necessary—the reputation of this practice keeps a steady flow of new patients streaming in from word of mouth and a healthy online and social media presence. Low overhead, years of records, and consistent patient flow mean you'll continue to keep your costs predictable. Add more hours, hire another practitioner, and/or offer more patients the option of purchasing 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, Green Willow Acupuncture offers you the chance to hit the ground running. Step into this rare turn-key opportunity to run the acupuncture practice of your dreams in one of the most beautiful, vibrant 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

With more sunshine than Portland or Eugene, nature on the doorstep, and great craft beer and coffee, Bend may just be the perfect small U.S. city. Bend is located 175 miles southeast of Portland, where the Cascades meet the high desert, and has a population of approximately 100,000 people. It is known for its spectacular scenery, its thriving arts community, an incredible array of year-round outdoor activities, and its safe and family-friendly atmosphere. Despite a population surge in the past couple of decades (the city has grown by 75 percent since 1990 alone), Bend remains extremely laid-back and close-knit. It has also been recognized by various publications for its exceptional quality of life as one of America's top small cities for young families and retirees alike.

Green Willow Acupuncture is centrally located about half a mile from downtown Bend and one block from the city's transportation hub. A major shopping center and fitness center are a block away. The practice's owners also own the building, which features two fully self-contained suites. The practice space consists of four treatment rooms total, one bathroom, a reception/waiting area, and a private back office. Green Willow occupies two rooms in Suite 2 and rents the other two rooms to another acupuncturist. Free parking is located onsite, and there is also plenty of street parking. The entire facility including the parking lot is ADA accessible.

### Patient Demographics

Green Willow Acupuncture is a non-specialty practice, treating everything from subclinical and acute conditions to chronic and complex issues that have not responded to other medical interventions. Current specialties include treatment of pain, digestive problems, allergies and asthma, anxiety and stress, and men's as well as women's health issues, including fertility, pregnancy, and postpartum.

There are currently 1,300 patients in the practice's database. Between 70 and 80 percent are female, and the average age is in the early 40s. The practice currently does not see children or Medicare/Medicaid patients. Together, the two owners see about 60+ patients total per week. About 80 percent have insurance, while 20 percent pay cash.

Most patients live in communities within 25 miles of the office. Given the owners' long history in the area, almost all are referred by other practitioners and word-of-mouth or come through the practice's online presence. The current owners are happy to provide years of past calendars to prove consistent patient volume.

### Modalities Utilized

One of the owners predominantly utilizes Kiiko Matsumoto-style abdominal diagnosis and treatment, classical Chinese herbalism (Heiner Fruehauf lineage utilizing Classical Pearls), cupping, moxibustion, topicals, press tacks, and gua sha. The other owner primarily employs traditional Chinese medicine, diet and lifestyle counseling, moxibustion, cupping, gua sha, and ear points.

### Income and Expenses

The following income and expense summaries are derived from an average of income and adjusted\* expenses from 2021-2023. Note that the current owners each have office hours four days per week and take more than six weeks off per year.

#### Income

Average gross yearly revenue (three years): \$277,036 (\$23,086/month)

#### Expenses

Average adjusted\* expenses: \$76,521 yearly (\$6,377/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 \$200,515 per year (\$16,710/month)

## Pricing and Terms

\$149,000 or best offer.

The price is based on a conservative professional valuation of \$313,273 with an average yearly gross of \$277,036 for the past several years. The owners' motivation to sell in a timely fashion has allowed them to factor in a significant discount off the valued price for potential attrition and start-up costs on change of ownership. They expect the right person will retain their 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 sellers 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 supplement inventory. The current owners will also transfer to the new owner all clinic-related intellectual property, including the clinic phone number, website, Facebook and Instagram accounts, JaneApp billing, EHR, and practice management system, Mailchimp software for mass emails, Office Ally for billing, Sfax, and clinic-related financials.

The clinic has no employees at this time, but an independent contractor handles insurance billing.

The current owners of the practice own the building and are willing to negotiate a lease with the buyer.

The owners' goal is to surrender the practice in 2024. They would be willing to stay on for a limited time to train a new owner in their 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 current owners each have office hours four days (22 hours) per week, leaving plenty of room to work more hours in the clinic.
- *Hire additional practitioners.* In addition to or in lieu of working more hours, the practice could support at least one more provider during the times when the office is unoccupied.
- *Do some marketing.* The practice does very little marketing outside of its web presence. There are file 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 existing patients.
- *Expand 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.
- *Sell more supplements.* Giving a greater percentage of patients the option of purchasing herbs and supplements tailored to their specific conditions offers another opportunity for increased revenue.

Take advantage of this exceptional opportunity to run your own high-profit, low-maintenance acupuncture clinic in a spectacular location. Call (541) 350-0723 or email [egriffinlac@gmail.com](mailto:egriffinlac@gmail.com) today.