



5 Points Acupuncture, LLC  
 Contact: Nancy Sencil, LAc  
 (443) 928-7392  
 nsencil@gmail.com

Strategy:	Seeks Acquisition	Average Gross Yearly Revenue (2022-2024):	\$255,860
Office Location:	Athens, Georgia	Average Monthly Revenue / Expenses:	\$21,322/ \$12,014
Website:	SellingAPractice.com/FPA	Asking Price:	\$195,000

### Summary

Unique opportunity to own a lucrative all-cash acupuncture and Chinese medicine clinic in Athens, Georgia. 5 Points Acupuncture, LLC, the practice of Nancy Sencil, LAc, is located in the heart of this vibrant college town. With a health-conscious population, an in-demand specialty, 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 over \$250,000 per year working 25-28 hours per week with five weeks off every year. No additional marketing is necessary—the decades-long reputation of this practice keeps a steady flow of new patients streaming in via word of mouth and professional referrals, a positive online presence, and inexpensive local advertising. Low overhead, years of records, and consistent patient flow mean you'll continue to keep your costs predictable. Work more hours, hire additional practitioners, and/or offer 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, this practice offers you the chance to hit the ground running. Step into this rare turnkey opportunity to run the acupuncture 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 months.

### The Setting

Located in northeast Georgia about 70 miles east of Atlanta, Athens is a city of about 130,000 people that skews young due to the presence of the University of Georgia. A river runs through town and state parks and forests are nearby, allowing for hiking, biking, running, and kayaking year-round. Green, leafy areas abound in the city itself. Diverse, culturally vibrant, and long known for its indie music scene, Athens is increasingly becoming a tech and creative arts hub. Neighborhoods range from a dense downtown with lots of restaurants, bars, and live music venues to walkable, family-friendly historic as well as semirural areas. The combination of college-town energy with traditional southern charm and a relaxed pace of living make Athens highly desirable for younger professionals and families alike.

Recently renovated and beautifully appointed, the 5 Points Acupuncture clinic is located near downtown Athens, a few blocks from a hospital and several doctors' offices. The 2,000-square-foot clinic occupies the entire bottom floor of the building within which it is located, while the upstairs offices house social workers, therapists, and financial professionals.

The clinic features a front reception area, six treatment rooms, a kitchen, two bathrooms, a back office, and a storage area. There is plenty of free parking available onsite, as well as easy access to public transportation, including senior citizen transport.

### Patient Demographics

5 Points Acupuncture specializes in the treatment of complex chronic conditions, including pain; autoimmune issues such as rheumatoid arthritis, psoriasis, and IBS; neurological conditions including multiple sclerosis, neuropathy, and stroke recovery; fibromyalgia, chronic fatigue, and depression; long COVID, and many others. The owner also treats women who are experiencing fertility issues, using LIfe FERtility BioTherapy, a program with a proven record of success, as well as some patients who are pregnant.

The clinic sees an average of 50 patients per week, or close to 200 per month, for a total of 2,000-3,000 visits per year. The majority are senior citizens, but the practice also treats a significant number of younger people with chronic illnesses. All patients pay in full at the time of service, and the owner provides superbills on request. While most patients live in the Athens area, many travel up to 45 miles for treatment. The majority are on treatment plans and are seen two or three times a week until they switch over to maintenance treatments.

Given the clinic owner's long history and reputation in the area, many of her patients are referred by word-of-mouth from patients as well as local physicians, chiropractors, and massage therapists. In addition, a significant number of patients learn about the practice from local print advertising, a positive online presence, and participation in several one-day community events that address people's questions about the practice's services. The current owner is happy to provide years of past calendars to show consistent patient volume.

### Modalities Utilized

The current owner blends classical acupuncture with Japanese techniques (Kiiko Matsumoto), Five Element, Electroacupuncture, ATP Resonance Biotherapy microcurrent, and ozone treatment.

### 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 to four days per week and takes five weeks off per year.

#### Income

Average gross yearly revenue (three years): \$255,860 (\$21,322/month)

#### Expenses

Average adjusted\* expenses: \$144,172 yearly (\$12,014/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 \$111,687 per year (\$9,307/month)

## Pricing and Terms

\$195,000.

The price is based on a conservative professional valuation of \$200,031 with an average yearly gross of \$255,860 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 buyer 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 supplement inventory. The current owner will also transfer to the new owner all clinic-related intellectual property, including the phone number and top Google-ranked website; highly rated Google Reviews and claimed Yelp pages; Facebook and Instagram presence; JaneApp software for scheduling, billing, email, and practice management; and clinic-related financials.

The clinic currently has two W-2 employees who each spend 23-25 hours a week in the clinic. They handle scheduling, charting, and payments; coordinate treatment plans with patients and communicate personally with them and their families; post weekly on social media; and handle all in-office processes, from rooming patients to removing needles to ordering and inventorying supplies and equipment. These employees are invaluable assets to the practice and may be willing to stay on with a new owner or help in the transition by mutual agreement.

The current five-year lease expires on September 30, 2026. The landlord is willing to transfer the lease or start a new one, and the current owner will facilitate interaction with the landlord in order to secure favorable lease terms.

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 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 three to four days per week, leaving plenty of room to spend more time in the clinic and generate more income.
- *Hire additional practitioners.* The clinic has six treatment rooms. In addition to or in lieu of the owner working more hours, the practice could easily support hiring at least one more acupuncturist or related care provider during times when the office space is underutilized.
- *Sublease office space.* Another option for increasing revenue is to rent out unused or underutilized treatment rooms to massage therapists, chiropractors, or other allied practitioners.
- *Do more marketing.* Expanding the use of local print and radio advertising to the many nearby small towns could reach potential patients who might be interested in receiving acupuncture treatment.
- *Do more professional networking.* A new owner could reach out to more local physicians and their staffs to set up lunchtime or other presentations in order to increase the number of physician referrals to the practice.
- *Improve the practice's online presence.* Blogging, paid online marketing, and email marketing all hold great potential to improve awareness of the clinic in order to generate more revenue.
- *Sell herbs and other supplements.* Offering more patients the option of purchasing Chinese herbal remedies, which are a natural complement to acupuncture treatment, and/or other types of supplements offers another opportunity for increasing practice revenue.

Take advantage of this exceptional opportunity to run your own high-profit, low-maintenance, \*all-cash\* acupuncture practice in a thriving location. Call (443) 928-7392 or email nsencil@gmail.com today.