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Opportunity for internship, employment, or ownership

**Name:** Stuart Shipe

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**Business or Organization Name:** Women's Traditional Chinese Healing

**Address:** 1605 NW FEDERAL HWY Stuart, FL 34994

**Phone Number:** 7723984550

**Title or Position Available:** Turn Key All-Cash Practice for Sale

**Job Description or practice description:** Unique opportunity to own a lucrative, well-known, all cash practice in the heart of Florida's beautiful Atlantic coast. Women's Traditional Chinese Healing, the Chinese medicine and adjunct therapies practice of Dr. Stuart Shipe and associates, is the premier complementary health clinic for women in all of Florida. With an affluent and health conscious population and years of consistent return business, the opportunity to have an abundant practice drawing from a wide geographic area is available from the moment you step in. Paid internship available. More information at [www.sellingapractice.com/tch/](http://www.sellingapractice.com/tch/)

**Note:** Dr. Stuart Shipe [sshipe@traditionalchinesehealing.com](mailto:sshipe@traditionalchinesehealing.com) 772-510-9031



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Strategy:	Seeks Acquisition	Average Gross Yearly Revenue (2017-2021):	\$392,642
Office Location:	Stuart, Florida	Average Monthly Revenue / Expenses:	\$32,720/ \$21,655
Website:	SellingAPractice.com/TCH	Asking Price:	\$150,000

**Summary**

Unique opportunity to own a lucrative, well-known, *all cash* practice in the heart of Florida's beautiful Atlantic coast. Women's Traditional Chinese Healing, the Chinese medicine and adjunct therapies practice of Dr. Stuart Shipe and associates, is the premier complementary health clinic for women in all of Florida. With an affluent and health-conscious population and years of consistent return business, the opportunity to have an abundant practice drawing from a wide geographic area is available from the moment you step in.

Imagine making nearly \$400,000 per year working only four days per week with plenty of time off for vacation. No additional promotional strategies necessary—the thoughtful and consistent marketing employed by the practice keeps a steady flow of new patients streaming in. Highly efficient processes, years of records, and an all-concierge model mean you'll continue to keep your income and expenses predictable. Add more hours, accept insurance, and/or sublease some of your space, and you have the chance to add even more success to an already prosperous practice.

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, once-in-a-lifetime, turn-key opportunity to run the practice of your dreams in one of the most gorgeous and sought-after areas in the country. Call or email us today, come by and spend some time with us, and be thriving in a few short months.

**The Setting**

Known as the "Sailfish Capital of the World," Stuart, Florida is located north of Palm Beach and south of Vero Beach along Florida's renowned Treasure Coast. It has a population of just under 20,000, with another 140,000 in surrounding Martin County. Along with fishing and other water-intensive pleasures, Stuart is famed for its historic and pedestrian-friendly downtown. Here you will find working studios and art galleries, antique shops, and museums that add to the small-town charm.

Stuart has won a number of "best of" awards. Coastal Living Magazine awarded Stuart "America's Happiest Seaside Town." Smithsonian Magazine named Stuart "America's Most Beautiful Small Town." Stuart's pristine landscaped streets and astonishing skyscraper-free views helped it to be named "The Most Beautiful City" by America in Bloom. Stuart was also listed as one of the "Top Ten Beach Towns in Florida" by the Huffington Post.

The 2,600-square-foot remodeled clinic is located in an upscale plaza just off Florida's coastal highway, with signage easily visible from the road. The space consists of a spacious waiting/reception area; a treatment theater containing 9 cubicles with 8 massage tables and a chiropractic adjusting table; 3 individual treatment rooms;

a physician's office; an herbal and nutritional apothecary which includes a sink and refrigerator, computer work station, counter and shelving with good lighting and ample space to prepare herbal medicines; an office for marketing and public relations; a break room with a washer/dryer, electric convection oven and range, microwave, refrigerator, storage cabinets, and a dining table with 4 chairs; and 2 bathrooms. The space is modern and tastefully decorated, and the clinic maintains a close relationship with nearby health providers, the other businesses in the complex, and the local community, from which it receives many referrals.

**Patient Demographics**

For most of 20 years, Women's Traditional Chinese Healing was a non-specialty practice, seeing everything from subclinical and acute orthopedic conditions to chronic issues that had not responded to other medical interventions. The clinic was rebranded in early 2020 to specialize in all aspects of women's health, drawing from a wide variety of modalities. As such, the majority of the current patient load consists of women between the ages of 25 and 60. The clinic sees an average of 20-25 patients per day for a 4-day week. *The practice is 100% concierge and cash-based*, with all patients on active packages of 10-32 treatments every 6 months, with all appointments scheduled well in advance.

Most patients are from communities within 25 miles of the office. Given the owner's long history in the area, many patients are referred by word-of-mouth, many are referred by allied practitioners, and a large number find out about the clinic through its diverse and highly effective marketing strategies. The current owner is happy to provide years of past calendars to prove consistent patient volume.

**Modalities Utilized**

The owner uses the acupuncture theories of Master Tung, Richard Tan, 5 element, 8 principles, Korean Hand technique, Zhang-Fu, Scalp acupuncture, auricular therapy, and reflexology, among others. Adjunctive therapies used in the office include Biomat (far infrared), Avazzia (biofeedback microstim), foot detoxification baths, tuina, qi gong, cupping, guasha, aromatherapy, Chinese herbal medicine, Western herbal medicine, whole food nutritional supplements, e-stim (milli current), hot wax therapy, hot/cold packs, Rapid Release (vibrational therapy), vibration plates, moxa, TDP lamp, auricular, and nutrition therapy. Greater than 95% of patients receive some form of at least two adjunctive therapies. These therapies are billed separately from the cost of acupuncture or examinations. Approximately 20% of revenue is from a combination of whole food nutrition, nutritional supplements, and herbal medicine.

## Income and Expenses

The following income and expense summaries are derived from an average of income and adjusted\* expenses from 2017-2021. Note that the current owner has office hours only four days per week.

### Income

Average gross yearly revenue (five years): \$392,642 (\$32,720/month)

### Expenses

Average adjusted expenses: \$259,864 yearly (\$21,655/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 \$132,778 per year (\$11,065/month)

## Pricing and Terms

\$150,000.

The price is based on a conservative professional valuation of \$237,667 with an average yearly gross of \$392,642 for the past several years. The owner's motivation to sell in a timely fashion has allowed him to factor in a discount off the valued price for potential attrition and start-up costs on change of ownership. He expects the right person will retain his 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.

In addition to the physician owner, the clinic currently employs a front desk assistant, a back-office assistant, a case manager, an acupuncture physician, an administrator, an office manager, a public relations assistant, and an herbalist. Staff usually wear multiple hats or have been cross trained to occupy various hats as scheduling demands. All may be willing to stay on with a new owner and/or help in the transition by mutual agreement.

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 clinic phone number, website, claimed Google Reviews and Yelp accounts, Facebook page, Instagram account, Twitter account, MediSoft EHR and calendaring system, and clinic-related financials.

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 by the end of 2022. He would be willing to stay on for a limited time to train a new owner in his techniques and to assist in the transition by mutual agreement.

## 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 entire clinic normally keeps office hours only four days per week, leaving plenty of room to work more hours in the clinic, which would obviously increase revenue.
- *Add additional practitioners.* In addition to or in lieu of working more hours, the practice could easily support other providers when the office is unoccupied.
- *Sublease space.* With all the rooms available in the clinic, subleasing space to allied practitioners would be a low-maintenance way to receive passive income.
- *Consolidate staff.* This is a high-touch practice by design. Consolidating staff would reduce costs and increase net profit.
- *Accept insurance.* The practice is proud to be a low-maintenance, all-cash practice. An enterprising new owner could certainly attract more business by accepting and billing insurance.
- *Do additional marketing.* While the practice has a detailed and consistent marketing plan in place, adding additional marketing such as meet-up groups or special interest groups (which could meet at the clinic) is one of many further marketing strategies that could be utilized.
- *Add additional services.* With the addition of a clinician licensed to perform other biomedical procedures, the clinic could provide additional services such as IV therapy, PRP, regenerative medicine, weight-loss services, and many others.

Take advantage of this exceptional opportunity to run your own well-known, all-cash women's complementary health clinic. Call 772-201-0688, or email [stuartshipe@yahoo.com](mailto:stuartshipe@yahoo.com) today.