



PRACTICE TRANSITIONS

CLIENT CASE STUDY

“My Partner Wanted Out. I Wanted to Grow. We Both Got What We Needed.” How PTG Structured a Miami MedSpa Sale That Worked for Two Partners With Different Goals

FRIENDS WHO BUILT TOGETHER, PARTNERS WHO GREW APART

Dr. Lewis and Dr. James started as friends before they became business partners. They opened their first MedSpa location in Miami, building a brand that attracted an affluent clientele in one of the city's most competitive aesthetic markets. A few years later, they added a second location.

The business performed well in the early years, and both partners felt proud of what they'd created. But over time, they grew apart and their visions for the future no longer aligned.

Dr. James was ambitious about growth. She wanted to scale the brand across South Florida and put in the work to make it happen. Dr. Lewis was ready to move on and pursue opportunities outside the business.

They came to PTG through an aesthetics industry referral, both clear about what they wanted. Dr. James wasn't interested in buying out her partner - she wanted growth capital and operational support to scale. Dr. Lewis wanted a complete exit. The question was finding the right buyers - ones who could provide a complete exit for one partner and a growth partnership for the other.

FINDING BUYERS WHO SAW THE FOUNDATION

PTG initially qualified a buyer who wanted to purchase the practice for a second location. However, the buyer got cold feet and backed out during the Letter of Intent (LOI) negotiations.

PTG targeted emerging buyers looking to build MedSpa platforms from the ground up. One firm recently relocated operators to Miami with private equity capital and specific plans for South Florida expansion.

These weren't buyers looking to absorb locations into an existing network. They were building something new and needed a foundation to start from - established operations, existing patient base, and a clinical partner who wanted to grow with them. For these buyers, two established Miami locations with a motivated clinical partner represented exactly what they needed to launch their platform.

COMMITTED BUYERS, ALIGNED GOALS

Dr. Lewis exited the business entirely. Dr. James transitioned to a full-time clinical and operational role with the acquiring group, maintaining the patient relationships and brand she helped build while gaining the capital and infrastructure to expand. The buyers now own both Miami locations with plans to grow across Miami-Dade County.

TG's role was connecting partners who wanted different outcomes with buyers whose platform strategy needed exactly that: one committed clinical partner and a clean exit for the other. The buyer's commitment to Miami and their ground-up platform approach made the structure work. Both partners moved forward on their terms, and the buyers got the foundation they needed to execute their expansion plans.

Beyond obtaining the best financial outcome, we are committed to ensuring the long-term success and legacy of each practice we work with. We approach every transaction with a genuine desire to understand our client's goals, crafting deals that align with their vision for the future. Then, we lead all aspects of the sale or partnership. With a team that combines expertise in financial analysis, marketing strategies, and sell-side negotiations, we execute successful, profitable transactions for our clients.

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