CLIENT CASE STUDY

"I Started Planning My Exit Years Before I Ever Called PTG."

She Got the Exit She Wanted, and a Role She Didn't See Coming.

AN OWNER WHO SAW THE EXIT COMING

Claire Sanders, a licensed nurse and aesthetician, had run her MedSpa for eleven years and built it into one of the most reviewed practices in her market, with over 740 five-star Google reviews. She was an excellent injector. Other providers reached out asking her to train them. But somewhere along the way, she'd grown more interested in how a MedSpa ran than in performing the treatments herself.

She started making changes before she ever talked to an advisor. Over time, she shifted her own patient load onto her other injectors, until she was generating only about 12% of the practice's revenue herself. She wasn't just easing her workload. She was proving the business could run without her, which is exactly what a buyer needs to see.

A PRACTICE WORTH BUYING, BOOKS THAT WEREN'T READY

Sanders had never kept a general ledger. Her financials existed once a year, prepared for taxes, nothing more. When PTG's team started pulling data, there was no clean set of numbers to hand a buyer, just bank statements, credit card statements, and a CPA's spreadsheets that didn't reconcile.

PTG rebuilt her financial picture from scratch, working through the statements line by line to get to a number buyers could trust. It was slow, unglamorous work, and it mattered. Sanders had a strong practice manager who stepped in during diligence and filled in the operational gaps her own bookkeeping couldn't answer. Between the two of them, PTG had enough to take her to market with confidence.

MORE THAN TEN OFFERS, AND A PROBLEM THAT SHOWED UP LATE

The market responded. PTG brought in more than ten offers, several from groups actively building MedSpa platforms from the ground up who saw a top operator in a strong market as exactly the foundation they needed.

Between signing the letter of intent and finishing quality of earnings, the numbers took an unexpected dip. PTG traced it to a single piece of equipment: a cooling device used after laser treatments that had gone out months earlier and was never replaced. Without it, the practice could no longer double-book laser appointments, and laser revenue had quietly declined for months before anyone connected the dots.

Instead of letting that finding sink the deal, PTG negotiated a straightforward fix: pull the cost of a new unit from the purchase proceeds and let Sanders earn it back, structured so she could take it as a deduction rather than paying for it out of pocket after taxes. One overlooked piece of equipment could have cost her real leverage. Instead, it became a solved problem with a clear paper trail.

A DEAL BUILT AROUND WHAT SHE WANTED NEXT

Sanders wasn't looking to just cash out and walk away. She wanted a role helping run something bigger. PTG negotiated a position for her as one of three national directors of operations for the group she joined, with compensation well above market for the role.

The buyer wasn't interested in absorbing her practice into an existing network. They were building a new platform and needed an operator who already knew how to run one well. Sanders got a seat helping shape that expansion. The buyer got someone who had already proven she could do it.

A CULTURE MATCH THAT SHOWED UP ON BOTH SIDES

Sanders ran her practice with a strong focus on her team and her patients. Her staff cross-trained across roles and stayed engaged through the process, and her attention to patient experience was part of what made her practice stand out in a competitive market.

Note: Details have been anonymized to protect client confidentiality.