



CONFIDENTIAL BUSINESS PROFILE

North Metro Atlanta Medical Practice

Primary Care / Family Medicine | North Metro Atlanta, GA

ASKING PRICE

\$2,750,000

2025 REVENUE

\$3.15M

2025 SDE

\$785K

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General Disclaimer

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This CBP does not constitute an offer to sell or a solicitation of an offer to buy any security. All financial information should be independently verified by the buyer and their professional advisors. Buyer is strongly encouraged to engage qualified legal, financial, and tax advisors before entering into any transaction.

First Choice Business Brokers Atlanta Metro is a licensed business brokerage firm. Joe Moon, Business Broker & M&A; Advisor, represents the seller in this transaction. Contact: (770) 203-1100 | joe.moon@atlantametrobcb.com | healthcarepracticebrokerage.com



How to Use This Document

This CBP is designed to provide a confidential overview of the opportunity. Review the financial summary, business description, and key metrics carefully. If the opportunity fits your criteria, contact your broker to execute an NDA and request the full CBP Level 2 package with complete financials, tax returns, and practice detail.

About This Opportunity

This Confidential Business Profile presents a well-established primary care medical practice located in North Metro Atlanta, Georgia. The practice has served the community for over **22 years**, building a loyal patient panel of approximately **4,200 active patients** and a team of **12 experienced full-time employees**.

The practice is offered at **\$2,750,000** — representing a **3.5x multiple on 2025 Seller's Discretionary Earnings of \$785,000** and 0.87x on 2025 revenues of \$3.15M. Revenue has grown consistently over the past three years, and the selling physician is motivated by retirement after a distinguished career. There is no distress, no competitive threat, and no operational issue driving this sale.

This document has been prepared exclusively for pre-qualified prospective buyers who have executed or will execute a Non-Disclosure Agreement prior to receiving additional materials. The information contained in this Level 1 profile is intentionally limited to protect seller confidentiality. Full financial documentation, tax returns, lease details, and staff information are available in the **CBP Level 2** package for qualified and vetted buyers.

Welcome Letter

Dear Prospective Buyer,

Thank you for your interest in this exceptional primary care practice opportunity in North Metro Atlanta, Georgia. We are pleased to present this Confidential Business Profile for your review.

This established family medicine practice represents over two decades of trusted patient care, a loyal and growing patient base, and a strong financial track record. With revenue growing from **\$2.78M in 2023** to **\$3.15M in 2025** and Seller's Discretionary Earnings of **\$785,000**, this practice delivers both stability and meaningful owner income. The practice is well-positioned for a qualified physician-owner or investment group seeking a proven platform in one of Georgia's fastest-growing healthcare markets.

What makes this particularly compelling is the transition quality. The selling physician is retiring after **22+ years** and is committed to a seamless handoff. A comprehensive **90-day transition period** is included — covering patient introductions, referral relationships, staff orientation, and credentialing support. The practice runs on the **Epic EMR platform** — modern, fully integrated, and ready for the incoming owner from day one.

I invite you to review this profile carefully. If you have questions or wish to schedule an introductory call, please don't hesitate to reach out. We look forward to guiding you through this opportunity.

Warm regards,

Joe Moon

Business Broker & M&A Advisor | Licensed Broker in the State of Georgia

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Joe Moon

Your Trusted Advisor for Healthcare Practice Sales



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Business Snapshot

Key metrics at a glance — verified figures available in CBP L2

2025 Revenue \$3,150,000 +5.4% YoY	2024 Revenue \$2,990,000 +7.6% vs 2023	2025 SDE \$785,000 Seller's Discretionary Earnings	Asking Price \$2,750,000 Price/SDE: 3.5x
Active Patients ~4,200 Established, loyal base	Full-Time Staff 12 FTE Experienced clinical team	Sq. Footage 4,800 sq ft Expires Dec 2027 + 5-yr option	EMR System Epic Modern, integrated platform

Investment Highlights

22+ Years	Established practice with loyal, multi-generational patient panel
13.3% Revenue Growth	Revenue grew from \$2.78M (2023) to \$3.15M (2025)
26.5% SDE Margin	Strong owner earnings: \$785K SDE on \$3.15M revenue
3.5x SDE Multiple	Competitively priced for a practice of this quality and tenure
4,200 Active Patients	Loyal patient base — no single-provider concentration risk
12 FTE Staff	Experienced team; day-to-day operations do not require owner
90-Day Transition	Seller committed to full handoff — extraordinary transition package
SBA Eligible	Strong candidate for SBA 7(a) financing — up to 100% LTV

Note: All financial figures are unaudited and based on information provided by the seller. Buyer should independently verify all data during due diligence.

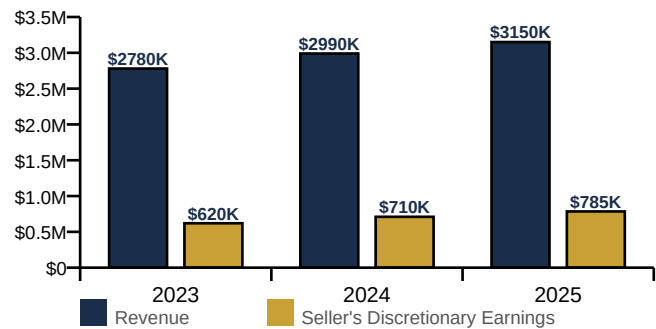


\$2.75M Asking Price | 3.5x SDE Multiple

This practice delivers \$785,000 in Seller's Discretionary Earnings on \$3.15M in revenue — a compelling entry point in one of Georgia's fastest-growing healthcare markets.

Business Overview

Business Type	Medical Practice — Primary Care / Family Medicine
Years in Operation	22+ years (since 2002)
Location	North Metro Atlanta, Georgia
Operating Hours	Mon–Fri 8:00 AM–5:00 PM Sat 8:00 AM–12:00 PM
Active Patients	~4,200 active patient panel
Staff	12 Full-Time Employees (clinical and administrative)
EMR Platform	Epic (fully integrated)
Revenue 2023	\$2,780,000
Revenue 2024	\$2,990,000
Revenue 2025	\$3,150,000
SDE 2025	\$785,000
Asking Price	\$2,750,000



Three consecutive years of revenue and earnings growth.

This well-established primary care practice has served North Metro Atlanta families for over two decades, growing revenue from **\$2.78M in 2023** to **\$3.15M in 2025** (13.3% increase) with SDE rising from **\$620K** to **\$785K** over the same period. The practice maintains **~4,200 active patients**, 12 full-time employees, and runs on the **Epic EMR platform**. The selling physician is retiring after 22+ years — a rare opportunity to acquire a turnkey operation with established referral networks, strong community reputation, and a staff ready to support the transition.

Business Ownership & Operations

The practice is owned and operated by a single physician-owner who has been the primary provider for over **22 years**. The selling physician is retiring and is motivated to ensure a seamless transition for patients, staff, and the community.

Reason for Sale

The lead physician is retiring after building one of the region's most respected primary care practices. There is no distress, no lease issue, and no competitive threat. This is a planned succession sale with full seller cooperation.



A trusted, experienced clinical team ready to support the transition.

Operational Structure

The practice operates with a well-trained team of **12 full-time employees** including nurses, medical assistants, front desk staff, and a billing coordinator. Day-to-day operations are well-systemized and do not require the owner to be present for all clinical decisions.

Transition Support

The seller has committed to a **90-day transition period** to introduce the incoming owner to key patients, referral sources, payer relationships, and staff. This is an extraordinarily generous transition package that reflects the seller's commitment to the practice's long-term success.

Staffing Overview

The 12-person team includes clinical staff (RNs, MAs, LPNs) and administrative personnel (front desk, billing coordinator, practice manager). Average staff tenure exceeds **6 years**, reflecting a stable, experienced workforce. The team is fully informed of the transition and is expected to remain with the incoming owner.

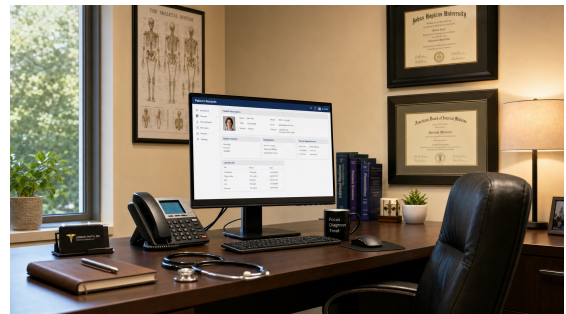
Revenue & Payer Mix

Revenue is diversified across major commercial payers (BCBS, Aetna, Cigna, UHC) and Medicare, with no single payer exceeding an estimated 30% of collections. This diversification significantly reduces transition risk and provides stability for the incoming owner.

Lease & Facility Information

Address	North Metro Atlanta, Georgia
Total Space	4,800 square feet
Monthly Rent	\$12,500/month (NNN)
Lease Expiration	December 2027
Renewal Option	One (1) five-year renewal option
Landlord	Cooperative — aware of transition
Condition	Well-maintained; ADA compliant
Parking	Ample on-site parking

The practice occupies a **4,800 sq ft** medical office suite in a Class A medical office building with multiple exam rooms, private physician office, reception and waiting area, clinical workstations, break room, and private restrooms. At **\$12,500/month**, rent represents only **4.8% of 2025 revenues** — an exceptionally favorable occupancy ratio. The landlord is cooperative and familiar with the transition process.



Private physician office within the practice suite.

Facility Detail

Medical Office Building	Class A professional building with dedicated medical suites
Exam Rooms	Multiple exam rooms — fully equipped for primary care volume
Private Office	Dedicated physician office with separate entrance
Reception & Waiting	Professional reception area with comfortable patient seating
Clinical Workstations	Nurse stations, medication room, and procedure areas
Break Room & Restrooms	Staff break room; private restrooms separate from patient areas
ADA Compliant	Full ADA compliance; accessible parking and entrances
Signage	Exterior signage with high visibility from main road

Asking Price & What's Included

Asking Price: \$2,750,000

Price / 2025 SDE Multiple: 3.5x | Price / 2025 Revenue: 0.87x

Equipment & Medical Assets	\$185,000	Exam tables, diagnostic equipment, medical devices
Leasehold Improvements	\$95,000	Build-out, flooring, fixtures, lighting
Medical Supplies / Inventory	\$8,500	Current inventory at time of close
Training & Transition	90 Days	Seller training and transition support included
Patient Goodwill	Included	22+ years of patient relationships and referrals
Staff & Team	All 12 FTE	Experienced clinical and administrative staff
Epic EMR License/Setup	Included	Full system and data transition support
Brand & Trade Name	Included	Practice name, phone, website, social profiles

The asking price of **\$2,750,000** represents a 3.5x multiple on 2025 SDE and 0.87x on 2025 revenue — a compelling entry point for a turnkey primary care practice with 22+ years of operating history. The sale includes all assets, equipment, goodwill, staff, and a full transition period.



A welcoming, well-equipped reception area serving 4,200+ patients.

Financing This Acquisition

This practice is an excellent candidate for **SBA 7(a) financing**, which can fund up to 100% of the purchase price for qualified buyers. SBA loans for healthcare practice acquisitions typically feature 10-year terms, competitive fixed or variable rates, and require only minimal down payment (0–10%) for eligible buyers. The practice's strong SDE margins and documented cash flow make it straightforward to underwrite.

Conventional bank financing and seller financing on a portion of the purchase price are also potential structures. Our team works closely with SBA-preferred lenders who specialize in healthcare practice acquisitions and can facilitate pre-qualification quickly and confidentially.

What Happens Next

We have designed a clear, structured process to protect both parties and move efficiently toward a successful closing. Here's how we work:

1 Review CBP L1 Review this confidential summary with your professional advisors. Identify fit, note questions, and assess the opportunity against	2 Schedule a Call Connect with Joe Moon for a 20–30 minute introductory call to discuss the opportunity, ask initial questions, and confirm mutual interest.	3 Sign NDA Execute a mutual non-disclosure agreement to protect both buyer and seller throughout the evaluation process.	4 Qualify for CBP L2 Confirm financial qualifications (proof of funds or pre-qualification). Qualified buyers receive the full CBP Level 2 package with complete financials and practice	5 Site Visit & Offer Tour the practice facility (before or after clinical hours) and meet the selling physician. Submit a letter of intent with proposed terms.
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Frequently Asked Questions

Q: How long does this typically take?

Most qualified buyers move from initial contact to signed LOI within 30–60 days. Due diligence and closing typically add another 60–90 days, depending on financing and credentialing timelines.

Q: Is my identity protected?

Yes. Your identity is fully protected throughout the process. Sellers are not informed of buyer identities until both parties have executed NDAs and mutual interest is confirmed.

Q: What financing is available?

This practice is an excellent candidate for SBA 7(a) financing. We work with SBA-preferred lenders who specialize in healthcare practice acquisitions and can facilitate pre-qualification quickly.

Our process is designed to be straightforward, professional, and respectful of everyone's time. We typically move from initial contact to signed LOI within **30–60 days** for qualified buyers. Questions? Call Joe Moon directly at **(770) 203-1100**.

About Your Broker

Joe Moon

Business Broker & M&A; Advisor | Licensed Broker in the State of Georgia

Joe Moon is a licensed Business Broker with First Choice Business Brokers Atlanta Metro, specializing in the acquisition and sale of healthcare practices throughout North Georgia and the greater Atlanta metropolitan area. Joe brings an operator's perspective to every transaction — he's co-founded and scaled multiple companies and understands the emotional and financial complexity of selling a business you've built.



Guiding buyers and sellers through every step.

Joe is part of the **First Choice Business Brokers** network — one of the largest and most respected business brokerage franchises in North America, with over 200 offices and thousands of successfully closed transactions.

Contact Information

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Network	First Choice Business Brokers — Atlanta Metro

License	Licensed Business Broker — State of Georgia
Network	First Choice Business Brokers (FCBB) — National Franchise
Specialty	Healthcare Practice Sales M&A; Advisory Exit Planning
Transaction Size	\$500K to \$15M+ business and practice sales
Markets Served	Greater Atlanta North Georgia Athens Southeast
Languages	English

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All financial data presented in this document is unaudited and subject to change. Historical performance is not necessarily indicative of future results. Revenue and earnings figures have not been audited by a certified public accountant unless explicitly stated. Buyer is strongly encouraged to retain independent counsel, a CPA, and healthcare compliance advisors prior to closing any transaction.

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Healthcare practice acquisitions involve regulatory compliance requirements including, but not limited to, state licensure, DEA registration, payer credentialing, HIPAA compliance, and Stark Law/Anti-Kickback considerations. Buyer is solely responsible for ensuring compliance with all applicable federal, state, and local laws and regulations following closing. Broker makes no representations regarding regulatory compliance or the transferability of any licenses, permits, contracts, or payer agreements.

The projections, forward-looking statements, and assumptions contained in this document are inherently uncertain. Actual results may differ materially from those projected. Buyer acknowledges that past financial performance is not necessarily indicative of future results, particularly following a change in ownership, provider, or operational leadership.

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