

# ACQUISITION OPPORTUNITY: PROJECT BAY

## Private Pay Outpatient Mental Health Practice

| Offers Therapy services along with Psychiatric Medication Management

| 2025 Revenue: \$831k

| 100% private-pay practice

| ~250 total active patients

### Company Overview

- Project Bay is a private-pay outpatient mental health practice offering comprehensive therapy services to clients ages 6 and older and psychiatric medication management for adults (16+).
- Established in 2016, the practice has built a strong regional reputation for high-quality, client-centered care for individuals, couples, and families.
- The owner is planning for retirement and seeks a smooth transition to new leadership that will uphold the practice's mission and continue its longstanding commitment to behavioral health excellence.

### Growth Opportunities

- **Expanding Clinical Capacity:** Demand currently exceeds provider availability. Adding therapists, psychiatric providers, and support staff can generate immediate revenue using existing space and infrastructure.
- **Enhancing Marketing Presence:** The practice has grown mainly through reputation and referrals. Strategic digital marketing, SEO, and social media engagement can significantly boost patient acquisition and brand visibility.
- **Scaling Telehealth Services:** Broadening telehealth offerings allows access to a larger client base with minimal added overhead.
- **Developing Specialty Programs:** Introducing structured therapy tracks, group sessions, and workshops (e.g., anxiety, trauma, couples, teens) can diversify services, increase revenue streams, and strengthen client retention.

### Key Investment Highlights

- **Multidisciplinary Team:** Licensed therapists, psychiatric providers, and a seasoned clinical and administrative staff delivering comprehensive, coordinated care.
- **Opportunity:** A turnkey acquisition platform for buyer-operators seeking a reputable, scalable practice with clear expansion pathways in marketing, telehealth, and service diversification.

