



## Time + Cost Comparison for Veterinary Expansion Opportunities

	New Full-Service Hospital	New Satellite Clinic	EPC <sup>2</sup> Satellite Clinic
<b>Research + Secure Location</b> <i>Execute commercial lease with requisite deposits, obtain build-out financing</i>	 \$	 \$	
<b>Design + Construction</b> <i>Hire architect, draft plans, obtain/compare contractor bids, apply for permits</i>	 \$ \$ \$ \$	 \$ \$	
<b>Research + Purchase FF&amp;E</b> <i>Determine facility needs, budget, compare vendors/costs, obtain financing</i>	 \$ \$ \$	 \$	
<b>Establish Workflow, Policies + Pricing</b> <i>Research current best practices, create medical protocols, determine pricing</i>			
<b>Hire DVMs + Staff</b> <i>Determine opening staff needs and budget, advertise/interview/hire</i>	 \$ \$ \$	 Rotate existing team	 Rotate existing team
<b>Marketing + Promotion</b> <i>Hire agency, determine budget, create marketing plan, design logo and collaterals</i>	 \$ \$	 \$ Divert existing clients	 Divert existing clients and utilize high-traffic location in Walmart
<b>TOTAL TIME INVESTMENT</b>			 1-4 months
<b>ALL-IN UPFRONT COSTS</b>	\$ \$ \$ \$	\$ \$	\$ <\$175k
<b>ONGOING COSTS</b>	\$ \$ \$ \$ Commercial rent, marketing, salaries	\$ \$ Commercial rent, marketing	\$ Flat low monthly support fee includes rent

 = Included! We make it *EPC-Easy* for both full-service partner hospitals and pet parents!