



Financing the Medical Spa

Speaker Profile:



Jeff Russell

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Biography:

Jeff Russell serves as the President and CEO of MedSpa Financing (a division of the Oakridge Financial Group). Mr. Russell currently lends his business and financing expertise to medical professionals wishing to expand their healthcare practice with a MedSpa. He currently writes for various medical publications, lecturers, and speaks at industry events to educate medical professionals on how financing really works – in plain English!

Recent Publications:

- Lease vs. Buy – *Healthy Aging*
- Myths & Truths of MediSpas – *Southern California Physician*
- 10 Tips to Medical Spa Startup Success- *Medical Spas Magazine*
- Top 3 Med Spa Money Myths – *Healthy Aging*
- 6 Steps to a Successful Spa Expansion – *Chiropractic Economics*

Sustaining member:



Session Title: Financing the Medical Spa

Target Audience: MedSpa business owners/managers and physicians who are considering purchasing medical spa equipment, or opening an entire medical spa.

Session Content:

If you are looking to acquire a new laser this year, or build an entire medical spa from the ground up, you need to attend this session. Depending on whether you want to finance one piece of equipment, or an entire Medical Spa, you will have different financing options, all with different tax consequences. This session will outline the pros and cons of: Equipment Leasing, Finance Agreements, SBA/Term Loans, and Working Capital.

Presentation Objectives/Benefits:

1. Understand the three main financing options for Medical Spa's
2. Know the pros and cons of each financing option
3. Know when to use each financing option

Presentation Format: Single speaker

Session Length: 1 hour