



Helpful to Know

We conducted an unofficial survey with numerous mobile vets to be able to provide some statistical information to help you decide whether to go mobile. These statistics merely provide estimates and are not exact numbers. Statistics will vary from city to city.

1. A majority of our clients do not have a base clinic. Strictly mobile
2. The doctors that have a tech on board are about 50/50.
3. Most work 5-6 days a week.
4. The average "housecall charge" is about \$50.
5. The average invoice/dollar for each animal seen is about \$150.
6. The average daily cost to run the mobile clinic is \$300 (all expenses).
7. Average mileage in metro area in a year is about 12,000. Fuel cost is between \$250-\$300 per month.
8. Advertising costs have ranged dramatically... Some run about \$2400 a year (yellow pages) and others are at about \$5000 a year.
9. Most everyone does referrals (they refer to stationary and vice versa)
10. The last question we asked is "Would you do it again?" Here are some of the comments:
 - "I absolutely love it. Being my own boss, making my own decisions is great."
 - "Without a doubt. I never want to have to go back to the mundane office environment."
 - "It is wonderful, would definitely do it again"
 - "No question about it!!! Best thing I have ever done & most rewarding experience I have had in my thirteen years of practice. Thank you!!!"

"The Bottom Line"

Average Gross Revenue

5 (Average Calls a Day) X \$150 (average invoice) X 5 (days a week) X 50 (weeks a year) = **\$187,500**

Monthly Expenses:

Clinic Cost:	\$2600
Service of Clinic:	\$100
Average Fuel Cost:	\$250-\$300
Insurance:	\$300-\$500
Supplies:	\$100
Cell Phone/Business Line:	\$100-\$150
Advertising: (Yellow Pages, Flyers etc.	\$400
Other Expenses: (Professional services, pharmaceuticals, etc.)	<u>\$1250</u>

Expenses Total: \$5400 (total monthly expenses) X 12 (months in a year) = **(\$64,800)**

Average Net Profit **\$122,700**
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Disclaimer: The Above figures are all estimates and are not guaranteed expenses and profits. Various factors can alter these estimates.