NAVIGATOR BOOKKEEPING

CLIENT STORY · GROWTH

Why profit dips the year you hire (and what happens next)

Group therapy practice · with Navigator since 2024

REVENUE	NET PROFIT	CLINICIANS
from $169K	from $95K	from 1
$480K	**$146K**	**4**
nearly 3x	+54% over solo	solo to group

WHERE THEY STARTED

A solo practice running at a 56% margin. She hired her first staff therapist in November 2024.

WHAT WE DID TOGETHER

- Clean monthly books from the first hire on
- Monthly reviews so every big decision was made with current numbers

WHAT CHANGED

2025 had real growing pains. Revenue nearly doubled, but profit dropped about $16K as new clinicians ramped up. From March on, the practice was profitable every month, with a record $45K in October.

Through September 2026, revenue and profit have already passed all of 2025. Monthly revenue has nearly tripled since 2024.

THE NUMBERS

	2024 (SOLO)	2025	LAST 12 MONTHS
Revenue	$169K	$330K	**$480K**
Net profit	$95K	$79K	**$146K**
Net margin	56%	24%	**30%**

THE LESSON

The first year of hiring usually costs you before it pays you. Expect the dip, plan cash for it, and don't let it scare you off a good decision.

Curious what your own numbers could show?

Book a free discovery call at navigatingyourbooks.com

Figures come from this practice's own books, with names withheld. "Last 12 months" ends August or September 2026. Every practice is different, and results depend on your own numbers.