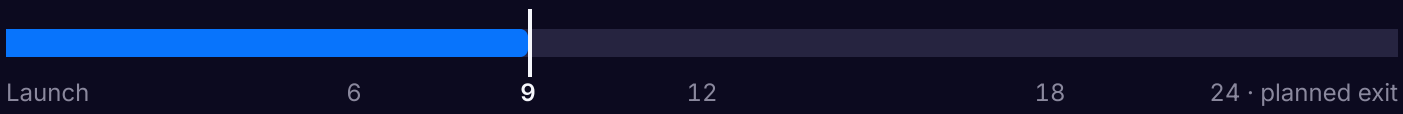
McCarter COLLECTIVE

Built to sell in 24 months. Sold in 9.

An established appointment-based business opened a second location in a smaller market with a clear plan: launch lean, prove the model, sell it within 24 months. The owners brought proven operations. McCarter Collective brought an aggressive online growth system. Private equity bought the location nine months after the location went live.

THE PLAN · SELL LOCATION IN 24 MONTHS

SOLD AT MONTH 9



9 months
from launch to sale to private equity

~2.5×
first-year revenue against plan

1 day
a week open, by design

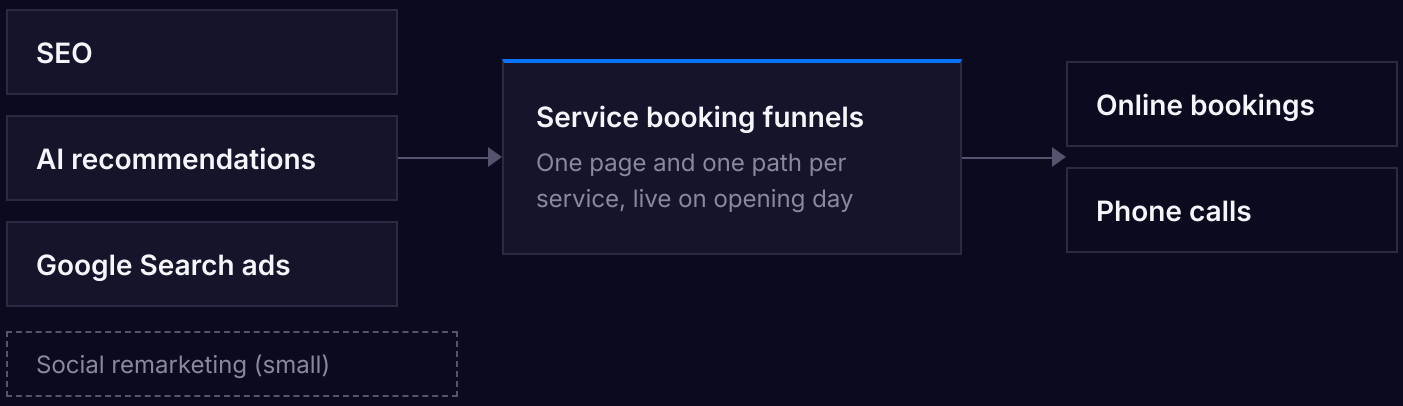
Open lean. Market hard.

The launch was deliberately lean: one day a week at first, using the owners' proven operations. The marketing was the opposite of lean. McCarter Collective built everything for the new market from scratch and had it live on opening day: the website and funnel system, every page, the messaging, and a booking funnel for each service. Each funnel had one job: turn a search into a booked appointment or a phone call.

The opening nobody was competing for

People in this market were asking AI assistants which business to choose, and established competitors weren't showing up in those answers. We were first. We built SEO and AI discoverability together, and callers started telling the front desk Gemini or ChatGPT had sent them. These referrals are trackable too, in Search Console and in call tracking.

THE SYSTEM



10–30%

of traffic came from paid search. SEO and AI recommendations brought in the rest.



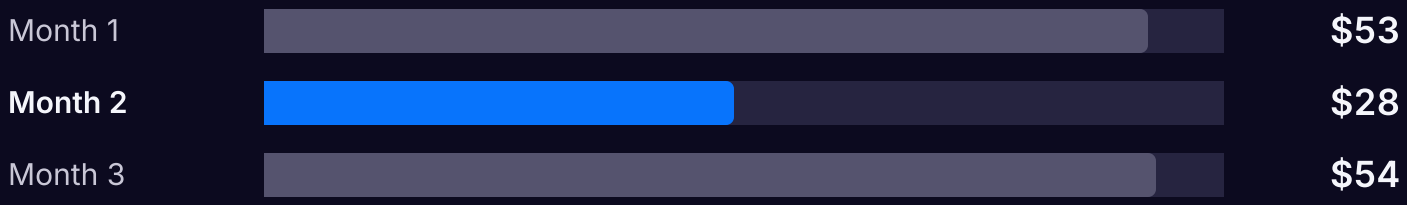
Every dollar went to people ready to book.

$41

cost per qualified conversion (call or online booking)

in the first two months after launch

COST PER CONVERSION (CALL OR ONLINE BOOKING) · BY MONTH · LOWER IS BETTER



$28–$54

monthly cost per conversion (online bookings and calls) through the first season

~Half

of ad conversions in the playbook are online bookings, not calls

Low-funnel

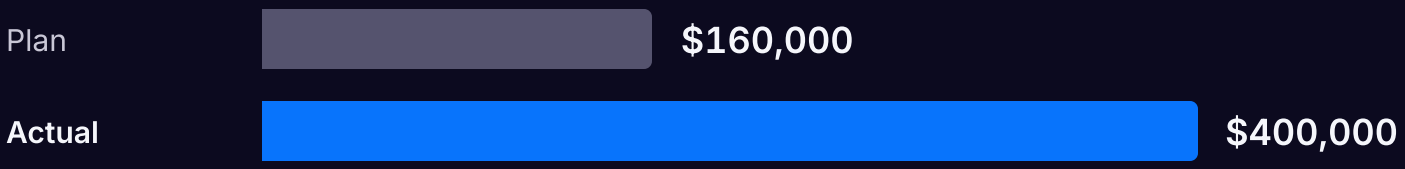
search, SEO and AI recommendations carried the plan; social got a small remarketing budget

Conversions are online bookings and phone calls tracked from ads and the website. Cost is ad spend only. The online-booking share is measured at the original location running the same playbook.

The demand outgrew the schedule.

Calls and online bookings filled the one-day schedule fast enough that we pulled back ad spend: the location couldn't fit everyone the system was sending. In less than a year it billed **nearly $400K in services**, about **2.5 times the first-year projection**, while open one day a week.

FIRST-YEAR REVENUE · PLAN VS ACTUAL



Nearly $400K in billed services in under a year, open one day a week.

Why it sold 15 months early

That performance turned a lean launch into a proven, profitable location with room to grow. Private equity bought it nine months after launch. It was a strong exit for the owners and the right fit for the buyer: a proven market and a proven system, ready to scale simply by adding days to the week.

> “This is probably my most successful project when it comes to speed of growth. The owners trusted the plan and let us run with it. No pushback on budget, strategy or timing.”
>
> LANDON MCCARTER · FOUNDER, MCCARTER COLLECTIVE

Same playbook. Back home.

The original location was already successful but had room in its calendar. McCarter Collective is now running the same system there: service funnels, SEO, AI discoverability and focused search ads, to fill the schedule further and raise profitability. A third market is part of the conversation, still in research.

DONE	NOW	NEXT
New location	**Original location**	**A third market**
Built from zero, sold to private equity at month 9	Same system, filling the calendar further and adding inventory to scale	In research, no launch planned yet

$48–$64 steady cost per conversion at the original location, across hundreds of online bookings and calls

Good product + Proper budget and strategy + An owner who commits

↓

Mission accomplished

Build your growth plan.

McCarterCollective.com

Book a Strategy Call

McCarter COLLECTIVE