

What's Your Buyback Rate?

The MedSpa Owner's 5-Minute Calculator

Prepared by Coastal AI Consultancy | coastalaiconsultancy.com | michelle@coastalaiconsultancy.com

“The most important number in your business isn't your revenue. It's your buyback rate — the cost of doing low-value tasks yourself instead of delegating them to a system.” — Dan Martell, Buy Back Your Time

Why This Matters

You built your MedSpa to do what only you can do: treat patients, lead your team, and grow your vision. But right now, a significant portion of your week is consumed by tasks that belong in what Dan Martell calls the **Delegate quadrant** — low-skill, low-energy work that anyone (or any AI) could handle.

Every hour you spend answering enquiry calls, chasing no-shows, and manually following up on leads is an hour you are not spending in your **Produce quadrant** — the only place where your clinic actually grows.

The Buyback Rate calculation makes this cost visible. Once you see the number, you cannot unsee it.

Step 1: Calculate Your Hourly Rate as Owner

Your hourly rate is the value of your time when you are doing your highest-value work.

Your Role	Estimated Hourly Rate
Performing consultations or treatments	300–600/hr
Leading your team and clinic strategy	200–400/hr
Building partnerships and referral networks	150–300/hr

Your estimated hourly rate: \$_____ /hr

If you are unsure, use this formula: (Annual Revenue Target ÷ 2,000 working hours) = Your Hourly Rate

Step 2: Calculate Your Weekly Hours on Delegate Tasks

These are tasks that should be handled by AI or a system — not by you.

Task	Hrs/Week
Answering inbound enquiry calls	_____
Following up on leads manually	_____
Responding to Instagram / Facebook DMs	_____
Chasing no-shows and cancellations	_____
Booking and rescheduling appointments	_____
Total Hours on Delegate Tasks	_____

Step 3: Calculate Your Weekly Buyback Cost

Weekly Buyback Cost = Your Hourly Rate × Total Hours on Delegate Tasks

\$_____ (hourly rate) × _____ (hours/week) = \$_____ /week

Annual Buyback Cost = Weekly Buyback Cost × 52

\$ _____ /week × 52 = \$ _____ /year

This is the annual cost of doing tasks that should be delegated. It is not what you are paying someone else to do them — it is what it costs **you personally** to do them instead of higher-value work.

Step 4: Calculate Your Revenue Leak from Missed Leads

Industry data shows the average MedSpa misses up to **30% of inbound calls** and loses **65% of leads** that don't receive a response within 60 minutes. Just 3 missed calls per day can result in over **\$130,000 in lost annual revenue**.¹

Your Numbers	
Monthly inbound enquiries / calls	_____
× 65% (industry average lost without AI)	× 0.65
= Leads lost per month	_____
× Average appointment value (\$)	× \$ _____
= Monthly revenue leak	\$ _____
× 12 months	× 12
= Annual revenue leak	\$ _____

Step 5: Your Total Opportunity Cost

	Annual Amount
Your Buyback Cost (Step 3)	\$_____
Revenue Leak from Missed Leads (Step 4)	\$_____
Total Annual Opportunity Cost	\$_____

What This Number Means

If your Total Annual Opportunity Cost is **\$100,000 or more**, you have a systems problem — not a marketing problem, not a staffing problem. The solution is to delegate the entire Delegate quadrant to AI, so you can return to your Produce quadrant permanently.

Coastal AI handles your entire Delegate quadrant — inbound calls, lead qualification, appointment booking, follow-up sequences, and no-show recovery — 24 hours a day, 7 days a week, at a fraction of the cost of a single hire.

Industry Benchmarks (2025–2026)

Metric	Industry Data
Annual revenue lost from 3 missed calls/day	\$130,000+ ¹
Front desk turnover rate in medical practices	40% ²
Cost to replace one front desk staff member	25,000–30,000 ²
MedSpas that struggle to differentiate	77% ³
MedSpas using a dedicated CRM	Only 35% ³
MedSpas with any marketing automation	Only 18% ³
Industry annual growth rate	18% ⁴

Your Next Step

Book a free **AI Growth Audit** with Michelle at Coastal AI. In 30 minutes, we will:

1. Review your current patient acquisition process end-to-end
2. Identify exactly where your revenue is leaking
3. Show you a custom AI implementation plan with projected ROI
4. Answer every question you have — no commitment, no hard sell

Book your free audit: coastalaiconsultancy.com/audit

Email Michelle directly: michelle@coastalaiconsultancy.com

Coastal AI Consultancy helps MedSpas and medical aesthetic clinics build AI-powered patient acquisition systems that fill their pipeline, reduce staffing dependency, and buy back the owner's time — so they can focus on what only they can do.

1. AI Receptionist for Med Spas: New Data Reveals \$100K+ Annual Revenue Loss from Missed Calls. (2026, March 3). 24-7 Press Release. [https://www.24-](https://www.24-7pressrelease.com/ai-receptionist-for-med-spas-new-data-reveals-100k-annual-revenue-loss-from-missed-calls/)

[7pressrelease.com/press-release/532385/](https://www.pressrelease.com/press-release/532385/)

2. Lage, K. (2025, March 31). Addressing Staffing Shortage and Turnover in Medical Practices. *Revelemd*. <https://www.revelemd.com/blog/addressing-staffing-shortage-and-turnover-in-medical-practices>
3. Moeller, M. (2025, January 31). New Research Reveals Critical Gaps in Aesthetic Practice Marketing Strategy. *American Med Spa Association*. <https://americanmedspa.org/blog/new-research-reveals-critical-gaps-in-aesthetic-practice-marketing-strategy-77-of-practices-struggle-with-differentiation>
4. Industry growth rate sourced from AmSpa State of the Medical Spa Industry 2025 Report.