

Four Numbers That Grow Your Clinic

Small gains in four places. One very large number at the end.

$$\text{Revenue} = \text{Clients} \times \text{Visits each} \times \text{Basket size}$$

01	New clients	How many walk in
02	Value of a client	What one is worth in a year
03	Rebook rate	Do they leave with the next one booked
04	Basket size	What goes into one visit

A clinic doing just under \$1 million. 1,045 active clients, 2.4 visits each, \$398 average basket.

Today	\$998,184
Improve each of the four by 5%	\$1,155,523
Growth	\$157,339

And most of it is profit.

Your rent, your machines and your rostered staff are already paid for. The only real extra cost is product, about a quarter. So roughly **\$118,000** of that is still yours at the end of the year.

Rebook rate

The market is not going to help. Business numbers are growing about three times faster than revenue, so growth now comes from running the clinic better.

IBISWorld, Australian industry report 677, 2025–26. Inside Industry, State of Professional Beauty H1 2026.

Of the four numbers, rebook rate moves fastest. The others take months. This one can move in a fortnight, because it is decided in the last ninety seconds of an appointment.

Rebook rate is the share of clients who leave with their next appointment already booked. Not "did they come back eventually".

Where clinics sit

Australia, beauty businesses	43%
Europe, aesthetic clinics, median	34%
Europe, aesthetic clinics, top performers	63%
Best in class	80%+

Kitomba, Australian platform data, Q4 2020. Zenoti Europe Benchmark via Professional Beauty UK, 2025. The Australian figure is the only one that exists and it is dated, so treat it as the last good read.

The leak

The average business turns **45%** of first visits into a second appointment. The best turn **70%**.

Boulevard, 2023 client retention study. 11 million appointments, 4 million clients, 30,000+ businesses. USA, general beauty rather than aesthetics specific.

Visit two is a cliff

70% of clients who come back a second time book a third. **79%** of those book a fourth. Loyalty is built at visit two, so point everything at the end of the first appointment.

Boulevard, 2023, same dataset.

What that gap is worth

The same clinic, seeing 50 new clients a month.

A new client who never comes back	\$398
A new client who does 2.4 visits × \$398	\$955
600 new clients at 45%	\$389,244
600 new clients at 70%	\$472,824
Same clients. Same marketing spend.	+ \$83,580

It fixes your no-shows too

Where guests were rebooked once, **37%** of those appointments were cancelled. Rebooked twice or more, **4%**. Booking the course beats any reminder system, and it is free.

Zenoti 2026 Medspa Benchmark Report, North America, 2025.

Where to start

Get the four numbers onto one page, then work on the one furthest from the benchmark.

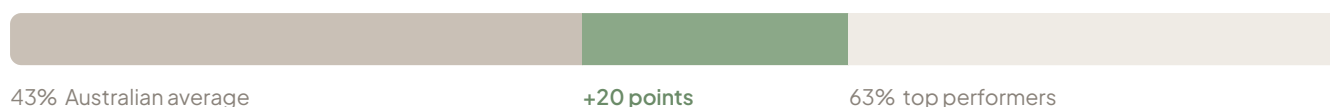
01 Get your numbers

Pull the last twelve months. Clean up duplicate client records first, or the first number is fiction and so is everything built on it.

- New clients a month, and where each one came from
- What a new client was worth over twelve months
- Rebook rate at checkout
- Basket size, split by practitioner

02 Start with the biggest gap

Two of the four have published benchmarks. Two have none anywhere, so last month's number is your benchmark. **Rebook rate is where most clinics find the widest gap, and it is the cheapest to close.**



Kitomba, Q4 2020. Zenoti Europe via Professional Beauty UK, 2025. On 600 new clients a year, closing that gap is worth about **\$83,580**.

03 Close it in the room, not at the counter

At the counter

Card already in hand. "I'll check my diary and call you" is the easiest thing to say.

At the chair

Still talking about their skin. The next appointment is part of the plan, not a transaction.

Then book the course, not the next visit. Anti-wrinkle retreatment averages 3.9 months, laser hair removal takes six to eight treatments six to eight weeks apart. The treatment already sets the calendar. And set your target from your own number: if you are at 43%, aim for 45% next month, not 63%.

Running on Timely? We will do the maths for you.

Send us an export and we will benchmark all four of your numbers, show you which is your biggest gap, and what closing it is worth in dollars. Free, and yours to keep either way.

[Request your free clinic report](#)

theserene.app/demo

Come and find us. Ten minutes with your numbers is usually enough to spot the gap.

Beauty Expo Australia · ICC Sydney, Darling Harbour · Saturday 15 and Sunday 16 August 2026

Aesthetic Business Masters · W Brisbane, 81 North Quay · Monday 31 August 2026

Sources. IBISWorld, Australian industry report 677, 2025–26 · Inside Industry, State of Professional Beauty H1 2026 · Kitomba, Australian platform data, Q4 2020 · Zenoti Europe Benchmark Report 2026 via Professional Beauty UK, 2025 · Boulevard, 2023 client retention study, USA · Zenoti 2026 Medspa Benchmark Report, North America, 2025 · Treatment margins from Taylor Collison equity research on SILK Laser Australia, FY20 · Botulinum toxin duration of effect, systematic review indexed by NHS DARE · Cleveland Clinic, laser hair removal. Every figure carries its source, geography and year. Where no Australian benchmark exists we say so rather than borrowing one. The clinic used throughout is illustrative.