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Cherry is the **easiest**, most **user friendly** process to provide more **digestible monthly payments** that our patients can handle. We love Cherry. It allows our clients to get what they want, when they want it, and provides the best technologies for them.

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– Terri Hooten, Owner & COO
of Ultra Cryo & Recovery

Success Stories *with* Cherry

The Story

Ultra Cryo & Recovery started as a crossfit gym in Auburndale, FL that opened 14 years ago. They added the component of Ultra Cryo & Recovery after about 10 years to aid in client recovery. After having been in the Cryo business for 4 years they expanded further, moving into aesthetics in mid 2021 which led them to bring on Cherry in November of 2021.

The Goal

- Give an alternate option to paying all at once
- Increase cross-selling
- Raise treatment acceptance rate
- Improve client retention and an increase in revenue

The Cherry Solution

- Utilize social media, posting on platforms like Facebook and Instagram at least twice a week
- Cherry app link sent to everyone before their scheduled appointment and included the app link on the patient intake form
- During the consultation, show the monthly payment for all packages
- During the consult, patients were informed that 90% of Ultra Cryo & Recovery's patients were utilizing Cherry, which encouraged others to as well.

The Results

- ✓ Increased their monthly sales from \$12,000 - \$13,000 a month to averaging **over \$90,000 a month**
- ✓ In 60 days, they had brought in **\$45,000** with Cherry alone
- ✓ **100%** of of patients apply when they receive the Cherry link in their appointment text confirmation
- ✓ Achieved their **client retention** goal. Patients are also getting **longer** and **larger** treatment packages.

Thanks to the partnership with Cherry and the additional income it's generated, they have been able to grow from a 700 square foot treatment space to a 1750 square foot building.

See how Cherry can help your business! Sign up for a quick, free demo at withcherry.com/book-demo