



Partnership Without
Private Equity



www.petverity.com

*A Strategic Partnership
Built Around Your Practice.*

THE PROBLEM

Independent practice owners face *a choice that was never built for them.*

OPTION 1

Stay fully independent

Keep full control. But carry the growing weight of staffing, administration, and rising costs entirely on your own. The burden grows faster than the business.

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OPTION 2

Sell to a corporate consolidator


Get liquidity. But hand over the culture, clinical autonomy, and identity you spent years building to a private equity backed group with its own agenda.

 You become an employee for a corporation.

OPTION 3

Partner with PetVerity

Liquidity, infrastructure, and a long-term equity stake *without giving up the practice you built.*

 Your practice. Your culture. Your future.



The Third Option

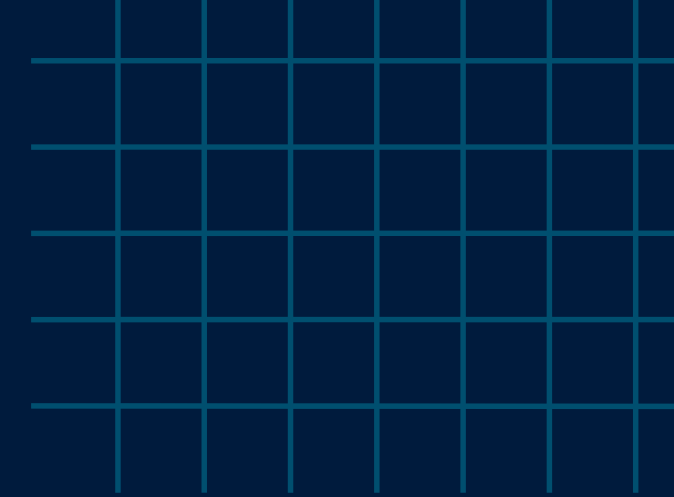
A different path for independent practice owners.

A partnership model that gives independent practice owners *liquidity, infrastructure, and a long-term equity stake* while preserving the culture and clinical autonomy they built.



Our Core Values

How we operate as partners.



Trust

We build trust by listening, communicating, and taking action that positively impacts the lives of our patients, clients, and team members.

Wellbeing

We commit to the wellbeing of our people and patients as the foundation of sustainable, compassionate veterinary medicine.

Partnership

We view partnership as a long-term commitment with our clients and each other, where trust, collaboration, and meaningful decision-making are encouraged to thrive and flourish.

Technology

We leverage technology to automate administrative functions for our teams and personalize the care journey for our clients, providing a data-informed platform that drives excellence from the back office to the exam room.

Excellence

We foster a culture where excellence is expected, supported, and continuously pursued—ensuring the highest standard of veterinary medicine is at the forefront of all we do.



Our Founding Partners

Leadership that bridges medicine, operations, and technology.



Dr. A., VMD, DACVECC

Cofounder, Chief Medical Officer

Dr. A. is a seasoned veterinary leader whose veterinary career began in 2006, when she gained hands-on experience in multiple roles within general practice. Her passion for veterinary medicine led her to earn her veterinary degree from the University of Pennsylvania, followed by a rigorous small animal rotating internship and Emergency & Critical Care residency. Since then, Dr. A. has led high-performing teams across major specialty hospitals, serving as Head of ICU, Residency Program Director, and Medical Director. Today, she brings that same dedication to her role at PetVerity, where she champions clinical strategy, medical excellence, and patient care support—helping partner practices grow while preserving their strong team culture and clinical independence.



Jason Bitting

Cofounder, Chief Operating Officer

Jason is a seasoned veterinary operations leader with more than 20 years in the field, beginning his career in general practice as a veterinary assistant while completing his biology degree. His passion for supporting pets and the teams who care for them led him into emergency and specialty medicine, where he built strong clinical foundations before moving into leadership roles. Since then, Jason has led high performing teams across general practice, specialty, and emergency hospitals, serving as Hospital Administrator and Regional Operations Manager. He is known for giving teams the time, support, and guidance they need to grow. Today, he brings that same approach to his role at PetVerity, where he focuses on hospital performance, team development, and medical support, helping partner practices grow while preserving the stability and culture that matter to their staff and clients.



Jonathan St. Hilaire

Cofounder, Chief Executive Officer

Jonathan St. Hilaire is a systems focused operator whose career began in technology, where he worked as a Senior Software Engineer on large scale insurance platforms. His interest in building efficient systems led him to launch multiple ventures, including an AI product that reached five figure recurring revenue within its first three months. Over time, Jonathan developed strong experience in financial modeling, process design, and private equity style evaluation of service based businesses. Today, he brings that combination of engineering, operations, and strategic thinking to his role at PetVerity, where he leads platform architecture, long term strategy, and growth planning to support partner practices and strengthen veterinary teams.



Partnership Vs. Full Sale: What Practice Owners Should Know

Comparing independence, corporate buyers, and the PetVerity partnership model.

Topic	Remain Independent	Sell 100% to Corporate Buyer	Partner with PetVerity
Upfront liquidity	No liquidity event	One-time cash-out	~80% cash at close*
Equity Retained	100%	0% equity	~20%+ rollover equity
Role After Close	Owner-operator	Employee under corporate	Equity partner & clinical leader
Clinical Authority	Full control, owner burden	Corporate protocols & KPIs	Doctor-led locally
Capital backing	Owner-owned	Private Equity owned	Founder & doctor owned
Future Upside	Limited to one hospital	None after sale	Shared equity upside
Time Horizon	Reactive to owner capacity	Buyer-driven targets	Long-term partner mindset

**Liquidity and equity structure depend on valuation, rollover equity, and seller financing*

What Stays With You

Your hospital keeps its identity and its voice.

WHY IT MATTERS

You didn't just
build a hospital.
You built a practice
people trust.

The best outcomes come from alignment, not control.

Your name and local brand

Your hospital keeps its name and local identity, with added resources behind it.

Clinical autonomy

Medical decisions stay with your doctors and medical leadership.

Your people and culture

We invest in retention, training, and wellbeing for the team you built. We don't replace them.

Day-to-day decision rights

Local leadership stays in the room where it matters. You keep a real voice in how your hospital runs.



What We Take Off Your Plate

So you can spend more time leading medicine.



Clinical Leadership & Support

We provide clinical and medical support through our chief medical officer that can be tailored to your hospital's needs.

CE Support

Protocols

Leadership



Client Growth & Retention

We help practices attract and retain clients through outreach, reputation management, and marketing, building stronger client relationships that drive lasting growth.

Marketing

Reputation

Outreach



Operational & Financial Discipline

From payroll and compliance to financial reporting and vendor purchasing, our systems bring structure and clarity so leaders aren't buried in back-office work.

Payroll

Compliance

Vendors



Recruiting & Team Infrastructure

We source and support your hiring process end to end. We invest in staff development, benefits, and retention so you stop losing good people to larger systems.

Hiring

Retention

Benefits



Your Path to Partnership

What to expect from us.



Introduction & Fit Check

We learn about your practice. You learn about us.

- 3-4 conversations
- Practice tour
- Mutual evaluation

2-3 Weeks



Letter of Intent

We share our initial offer and terms. Everything on the table from day one.

- Valuation range
- Equity Structure
- Key Terms

1-2 Weeks



Due Diligence

Thorough but transparent. We move quickly and communicate throughout.

- Financial review
- Legal & ops
- Team review

30-60 days



Close & Transition

We plan the handoff together on your timeline. Staff, vendors, and clients included.

- Staff communication
- Vendor updates
- Flexible schedule

2-4 weeks



Growth & Partnership

This isn't the end of the process. It's the start of ours.

- Regular check-ins
- Reinvestment planning
- Long-term support

Ongoing



Ideal Partner Profile

What we look for in a partnership.

THE PRACTICE



General practice focus, specialty considered

GP is our primary focus. We are open to select specialty practices on a case-by-case basis.



2 or more doctors

Established teams with clinical depth - not single-doctor dependencies.



Southeast US - Florida preferred

We're building our initial portfolio in Florida with broader Southeast expansion in mind.



\$1.5M+ annual revenue

Practices with proven revenue and room to grow with the right infrastructure.

THE OWNER



Wants to stay involved

Looking for a growth partner, not a full exit. Still invested in the practice's future.



Wants more than a transaction

Focused on what the deal means for their team and legacy. Not just the number on closing day.

You've built
something
worth protecting.

*We're looking for owners who feel the same way –
and are ready for a partner who does too.*



NEXT STEPS

If this sounds
like the
partnership
*you've been
looking for –*
let's talk.

*Just a conversation about your practice, your goals, and
whether we're the right fit for each other.*

START THE CONVERSATION

Reach out directly – we respond to every
inquiry personally and keep all conversations
confidential.



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