

November 30, 2011

**Re: Current Economic Environment for Veterinarians in California – October**

Dear Friends and Colleagues,

As we mentioned in our previous letters, our nation's economy has been struggling, and the veterinary industry, usually resilient during tough financial times, has felt this slowdown.

Given the current state of events, we thought it would be a useful service to our clients, colleagues, and friends to track how the veterinary industry is performing throughout California. The previous letters reported the results for October 2008 through September 2011. **This letter looks at October 2011.**

**We have also charted the results for 2010/2011, following this letter.**

We are currently tracking monthly revenue numbers for **one-hundred and seventy practices**. We have segregated these practices into three classes: Small Animal – Southern California (up to and including Bakersfield), Small Animal – Northern California, and Specialty, Emergency & Referral.

The results are attached to this letter. We are tracking:

- How our industry performed for the first ten months of 2011, as compared to 2010.
- How our industry performed during the month of October 2011, as compared to October 2010.
- How the above numbers look after removing any price increases in 2011. This gives us the true growth/decline of these practices.

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**According to our numbers, it appears that the veterinary industry in California had an unimpressive October.**

Small animal general practices in Southern California saw **revenue increase about 1% for the month**, as compared to 2010.

Small animal general practices in Northern California saw **revenue increase about 1% for the month**, as compared to 2010.

Specialty, emergency and referral practices saw their **revenue increase 2% to 3% for the month**, as compared to the prior year.

The results for November at this point are unclear. We will gather November 2011 data, and once it has been analyzed will send you the results.

The more veterinary practices that we include in our sample, the more accurate a picture we can paint of what is happening economically, so if you know of any practice owners who might like to take part, please let us know. Financial data can be submitted directly to us via our website [www.gattomcferson.com](http://www.gattomcferson.com). Once they have shared information, they would be added to distribution list. All information will be kept strictly confidential.

Results will also be posted on our website.

Please let us know if you have any questions or comments on the above information.

Sincerely,

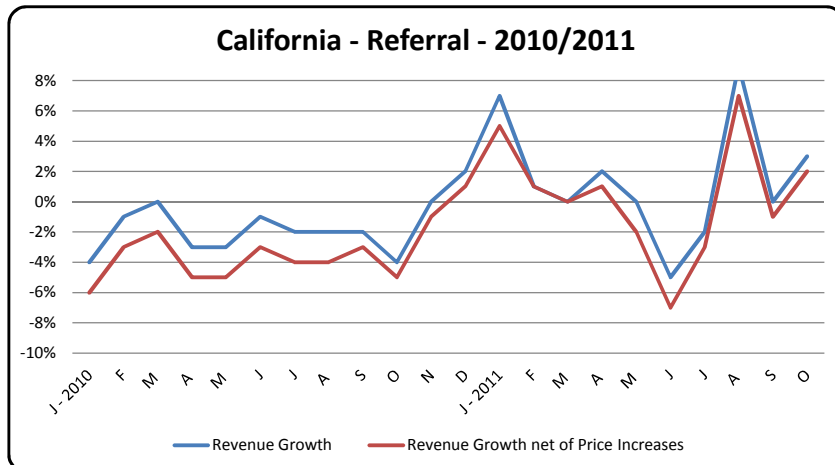
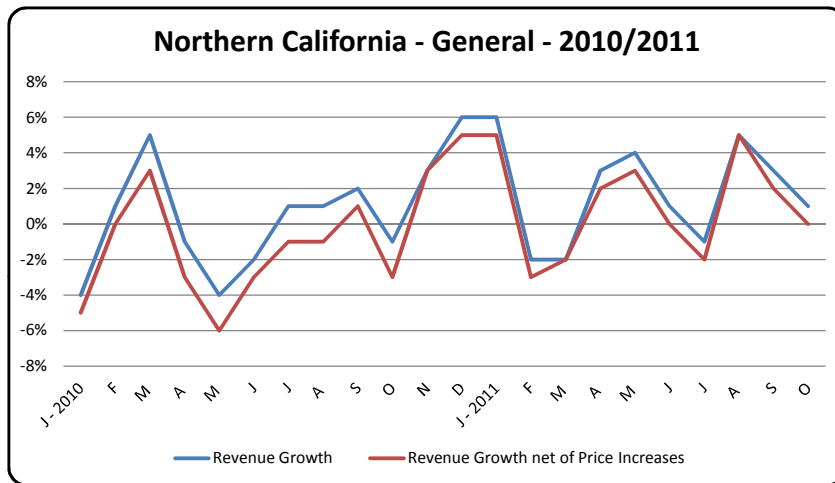
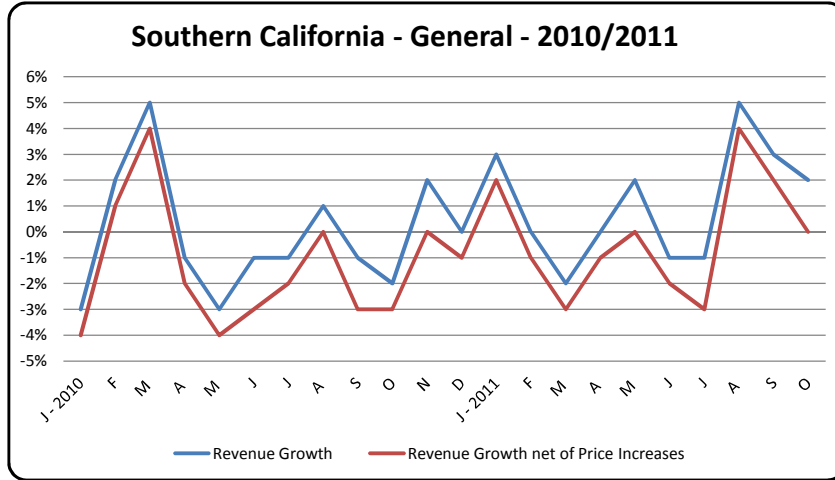


Tom A. McFerson, CPA, ABV

**Veterinary Practice Performance in California  
October 2011**

	<b>Gross Revenues</b>			
	One Month Ended August 31, 2011	One Month Ended September 30, 2011	One Month Ended October 31, 2011	Ten Months Ended October 31, 2011
<b><u>Small Animal - Southern California</u></b>				
Increase/(decrease) as compared to prior year	5.07%	3.38%	1.65%	0.94%
Increase/(decrease) as compared to prior year - adjusted for price increases	3.51%	1.79%	0.01%	-0.61%
<b><u>Small Animal - Northern California</u></b>				
Increase/(decrease) as compared to prior year	5.48%	2.68%	1.35%	1.54%
Increase/(decrease) as compared to prior year - adjusted for price increases	4.66%	1.70%	0.37%	0.70%
<b><u>Specialty/Emergency - California</u></b>				
Increase/(decrease) as compared to prior year	8.79%	0.41%	3.44%	1.79%
Increase/(decrease) as compared to prior year - adjusted for price increases	7.29%	-1.02%	2.06%	0.41%

# Veterinary Practice Performance in California



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