BALANCE
PARTNERS

TEMPLATE · CHART OF ACCOUNTS

A chart of accounts built for an aesthetics practice

The default QuickBooks chart shows one “Sales” line and one “Supplies” line, which is why most med spa P&Ls cannot tell you which room makes money. This structure gives every service line its own revenue and cost, every prepaid balance its own liability, and every provider cost a home. Numbering is a convention; turn account numbers on in QuickBooks Online (Settings → Advanced → Chart of accounts).

Entities single entity, or one chart per entity in an MSO structure

System QuickBooks Online

Edit add sub-accounts per location rather than new top-level lines

Assets (1000s)

NO.	ACCOUNT	WHAT GOES HERE / WHY IT EXISTS
1000	**Operating checking**	Daily operating account; one per entity
1010	**Payroll checking**	Optional; keeps payroll funding visible
1020	**Tax & reserve savings**	Set-asides for estimates, sales tax and the slow month
1100	**Merchant clearing (undeposited funds)**	POS sales land here, then clear against processor batches
1200	**Inventory – neurotoxin**	By unit; relieved to COGS as units are injected
1210	**Inventory – dermal filler & biostimulators**	By syringe or vial
1220	**Inventory – retail skincare**	By SKU; relieved to retail COGS as sold
1230	**Inventory – treatment supplies & device consumables**	Tips, handpieces, numbing, kits; count what is material
1300	**Prepaid expenses**	Insurance, software paid annually, device service contracts

NO.	ACCOUNT	WHAT GOES HERE / WHY IT EXISTS
1400	**Due from professional entity / MSO**	Intercompany receivable; must mirror the other entity
1500	**Equipment – energy devices & lasers**	Capitalized at cost including delivery and installation
1510	**Furniture, fixtures & computers**	Treatment beds, front desk, computers
1520	**Leasehold improvements**	Build-out; depreciated separately
1590	**Accumulated depreciation**	Contra-asset; one line or one per class
1600	**Deposits (lease, utilities)**	Refundable deposits, not expense

Liabilities (2000s)

> **The three accounts generalists never set up:** 2200 package liability, 2210 membership liability and 2220 gift card liability. Sales of prepaid treatments go here first and move to revenue when the treatment is delivered. Without them, a strong promotion month shows as profit you have already spent.

NO.	ACCOUNT	WHAT GOES HERE / WHY IT EXISTS
2000	**Accounts payable**	Vendor bills entered when received, not when paid
2100	**Credit cards**	One sub-account per card
2200	**Package liability (prepaid treatments)**	What clients have paid for and not yet received
2210	**Membership liability**	Prepaid or banked membership value not yet used
2220	**Gift card liability**	Outstanding gift-card balances
2230	**Client deposits & booking fees**	Refundable deposits held before treatment
2300	**Sales tax payable**	Collected on retail; cleared when the return is paid
2310	**Use tax payable**	On supplies bought tax-free and consumed in the practice
2400	**Accrued provider commissions**	Earned on production, unpaid at month-end
2410	**Accrued wages & PTO**	Earned, unpaid
2420	**Payroll tax liabilities**	Withheld and employer taxes until deposited
2430	**Accrued medical director fees**	Monthly fee earned, unpaid
2500	**Equipment financing – current**	Principal due within 12 months
2510	**Equipment financing – long-term**	Remaining principal; interest goes to 6910

NO.	ACCOUNT	WHAT GOES HERE / WHY IT EXISTS
2600	**Due to professional entity / MSO**	Intercompany payable

Equity (3000s)

NO.	ACCOUNT	WHAT GOES HERE / WHY IT EXISTS
3000	**Owner / member contributions**	Capital put in
3100	**Owner / member distributions**	Cash taken out; never an expense
3200	**Retained earnings**	System account

Revenue (4000s)

One line per service line so gross margin can be measured by line. Package redemptions are recognized into the service line of the treatment delivered, not into a "package" account.

NO.	ACCOUNT	WHAT GOES HERE / WHY IT EXISTS
4000	**Revenue – neurotoxin**	Recognized when injected, including package redemptions
4010	**Revenue – filler & biostimulators**	Same
4100	**Revenue – energy devices**	Laser, RF, body contouring, IPL
4200	**Revenue – skin treatments**	Facials, peels, microneedling, dermaplaning
4300	**Revenue – wellness / weight management**	Only if offered; keep separate for margin and tax
4400	**Revenue – retail skincare**	Taxable in most states; ties to the POS tax report
4500	**Membership fees recognized**	Monthly fee earned; banked value released as used
4600	**Breakage & forfeitures**	Expired packages and gift cards, per written policy and state law
4700	**Consultation, no-show & late-cancel fees**	Separate so they do not inflate treatment revenue
4900	**Discounts & promotions (contra-revenue)**	Shown against revenue, not as marketing expense

Cost of goods sold (5000s)

Direct costs of delivering treatments. With revenue and COGS both by line, the P&L shows gross margin for injectables, devices, skin treatments and retail separately.

NO.	ACCOUNT	WHAT GOES HERE / WHY IT EXISTS
5000	**COGS – neurotoxin used**	Units used × cost per unit
5010	**COGS – filler & biostimulators used**	Syringes used × cost
5100	**COGS – device consumables & tips**	Relieved from inventory or expensed if immaterial
5200	**COGS – treatment supplies**	Numbing, kits, gauze, skincare used in treatments
5300	**COGS – retail product**	Cost of retail units sold
5400	**Provider compensation – production**	Commissions and per-treatment pay; the direct labor of the treatment
5500	**Medical director fees**	Direct cost of being able to treat

Operating expenses (6000s–7000s)

NO.	ACCOUNT	WHAT GOES HERE / WHY IT EXISTS
6000	**Wages – front desk, patient coordinators, admin**	Non-production wages
6010	**Wages – provider base / hourly**	Guaranteed pay not tied to production
6020	**Officer / owner salary**	S-corporation owner-injector W-2 wages
6030	**Payroll taxes**	Employer FICA, FUTA, state unemployment
6040	**Employee benefits**	Health, retirement match, training
6050	**Payroll service fees**	
6100	**Rent**	
6110	**CAM, utilities & internet**	
6200	**Marketing & advertising**	Agencies, ads, printing; not discounts
6210	**Software – POS / EMR / scheduling**	
6220	**Merchant processing fees**	Gross-up: fees here, gross sales in revenue
6300	**Insurance – malpractice / professional**	

NO.	ACCOUNT	WHAT GOES HERE / WHY IT EXISTS
6310	Insurance – general, property, cyber	
6400	Legal & professional fees	
6410	Accounting & tax	
6500	Licenses, permits, CE & memberships	Board licenses, business tax receipts, AmSpa, CME
6600	Office supplies & postage	Non-treatment supplies only
6700	Device service contracts & repairs	
6800	Travel, training events & meals	
6900	Depreciation & amortization	
6910	Interest expense	Equipment financing, line of credit
6950	Management fee (MSO structures)	Income on the MSO's books, expense on the professional entity's
7000	Other income / expense	Interest earned, gains and losses on disposals

POS mapping rules

- Every POS item, package, membership and retail SKU is mapped to exactly one account before go-live; new items default to a "review" income account that must be empty at month-end.
- POS taxable flags follow your state's rules: retail product taxable, treatments generally not; both tie to 2300.
- Tips never touch revenue: they are a liability until paid through payroll.
- Processor deposits are matched to batch reports in 1100; fees are recorded in 6220 so revenue stays gross.

Rather have it handled than explained?

Med Spa Core runs the books, close, sales tax, payroll coordination and tax for one monthly fee — from $1,500 a month, month-to-month after onboarding. Led by Jenny Gao, CPA, EA.

balance-partners.com/contact

Prepared by Balance Partners, LLC, a CPA-led accounting and tax practice for med spas and aesthetics practices in Tampa Bay, Florida, working with practices in all 50 states. This document is general information for practice owners, current as of November 2026; it is not accounting, tax or legal advice for your situation, and rules, thresholds and due dates change. Florida items are marked; other states differ. Balance Partners, LLC does not provide audit, review, compilation or other attest services and does not give legal or medical advice. © 2026 Balance Partners, LLC · balance-partners.com · (813) 841-1589