



# Demonstrate your full market potential and strengthen your pricing and sales strategy

with Carterwood's expert, independent pricing and sales due diligence report for the retirement living sector

Bishopstoke Park, Anchor



## What's the purpose of this report?

Deliver a comprehensive market opportunity assessment for a retirement living housing development, helping you understand the potential market size and competition, with recommendations for sale and rental pricing and sales velocity.

## Who should commission this report?

Operators, developers and investors in the retirement living sector looking to demonstrate the full market potential and/or securing funding for a retirement living development.

## Why should you commission this report?

Commission this report as part of your due diligence process to underpin the decision to invest in your next development, either at the point of site acquisition before exchange of contracts or prior to committing funds to develop an owned site.

## What's in the report?

Expert, independent analysis of the key factors affecting the viability of a proposed retirement living scheme, packaged up in one clear, data-driven and concise report.



### Executive summary

Market opportunity assessment including sales and rental pricing recommendations and sales velocity proposals.



### Location and catchment area assessment

Confirmation of desired target market, location suitability and recommended catchment, including unit mix analysis, neighbourhood review and staffing availability analysis.



### Wealth and income data

Determination of potential market size using house price, investable assets and income data.



### Supply and competition

Current and future supply and detailed key competitor review and market position assessment.



### Pricing and market penetration analysis

Sales comparable, affordability and market penetration pricing methodologies, with sales price recommendations.



### Rental pricing analysis

Rental market review including analysis of market size, comparables, affordability and yield, with rental pricing recommendations.



### Sale rate premium analysis

Analysis of existing retirement living premiums, adding a significant additional level of benchmarking.



### Operational structure review and revenues

Review of the proposed lease structure and operational revenue projections over the asset lifetime.



### Sales velocity predictor

Leverage our unique sales data and expert insight to improve your decision making and understand the factors that might affect sales.



Improve decision-making



Demonstrate full market potential



Strengthen pricing and sales strategy



Understand every aspect of your market

To discuss how Carterwood's market analysis can help with your scheme,

call us on **01454 838038** or email **info@carterwood.co.uk**

## Choosing the right market analysis report

Depending on the objective and focus of your project, you may need a greater level of detail on certain aspects of the market or scheme in question. That's why we make our market analysis flexible, allowing you to commission our comprehensive market-leading reports with the option to customise with specialist data and insight into the areas that matter to you.

Key findings	Core	Bolt-on	Market	Core	Bolt-on
Conclusions and recommendations	✓		Wealth - house prices	✓	
Market opportunity assessment	✓		Wealth – income and investable assets		✓
			Market size & demand	✓	
			Supply (existing & planned) & key competitor	✓	
			Subject scheme market position review	✓	
			Primary competitor inspection reports		✓
			Staffing availability analysis – care assistant market size and key indicators		✓
Pricing	Core	Bolt-on	Scheme, location and catchment area	Core	Bolt-on
Recommended range of sales pricing	✓		Asset suitability to target market	✓	
Retirement living comparable evidence gathering	✓		Unit mix analysis	✓	
General needs housing market review	✓		Location and neighbourhood perception assessment	✓	
Carterwood affordability assessment	✓		Bespoke catchment area and drivetime comparison	✓	
Market penetration analysis	✓				
Sector premium analysis and benchmarking		✓			
Lease structure review & operational revenues		✓			
Rental market review and pricing recommendations		✓			
Sales velocity analysis and prediction		✓			

To commission a report for your retirement living scheme, next development or acquisition, call us on **01454 838038** or email **info@carterwood.co.uk**



Carterwood have played an important role in assisting us with our ambitious growth strategy. They offer personal service at all levels of the organisation, continuous report innovations and unrivalled retirement pricing knowledge, which we rely on to continue to develop our new villages.”

Neal Dale, Inspired Villages



Carterwood’s knowledge of the retirement living sector means they are a trusted adviser to Anchor. We have worked together for the last decade and their due diligence reporting and pricing advice has helped us to deliver our growth strategies.”

Anchor