

## Competitor fee analysis informs Anchor market strategy

Carterwood was instructed by Anchor to produce a detailed analysis on competing schemes prior to strategy development for a new care village in Bishopstoke, Hampshire.

### Background:

- Anchor an existing provider within the care village sector.
- Specialist knowledge of the care village market was required.
- Report and recommendations needed to inform Anchor marketing strategy for subject scheme.

### What we did:

- Identified sale prices for individual competitor units and housing type.
- Produced detailed data sheets on competitor ancillary services and service/management charges and fees.
- Undertook detailed mystery shopper enquiries of main competitor schemes and produced SWOT analysis for each competitor, including inspections of key schemes.
- Analysed competitor differences and USP's.

### Added value:

- Anchor ascertained a comprehensive guide to care village competition within the defined catchment.
- Report highlighted major competitor strengths and weaknesses, informing Anchor positioning.
- Provided detailed recommendations in relation to fees and sales rates.
- Provided recommendation as to appropriate USP for the subject scheme.



For more information about Carterwood or to find out how we can help you, call Amanda or Ben on: **08458 690777**

info@carterwood.co.uk  
www.carterwood.co.uk

Aztec Centre, Aztec West,  
Bristol, BS32 4TD

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