

Strategic advice to eliminate intra group competition

Carterwood was instructed to prepare three due diligence reports on overlapping catchments for a developer client.

Background:

- Client a developer/operator group.
- Advice across both elderly care and extra care elements.
- Overlapping catchments and competition.

What we did:

- Three separate due diligence reports.
- Ascertained site suitability sales rate comparables for extra care elements.
- Ascertained quality of both existing and planned provision to establish market position of subject scheme.
- Undertook detailed mystery shopper enquiries including inspections of key schemes.
- Produced detailed analysis of competitor scheme marketing propositions.

Added value:

- Client given a comprehensive guide to competition within the local catchment.
- Client achieved understanding of competitor marketing strengths and weaknesses.
- Provided detailed recommendations in relation to setting sales rates.
- Identified clear USP for the client.
- Identified potential pitfalls for client to avoid.



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

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