

Maximise your market size, pricing and sales velocity

Older people's housing

with Carterwood's expert market analysis reports for older people's housing

Letcombe Regis, Richmond Villages, designed and built by CastleOak



What's the purpose of this report?

Recommend the sale and rental pricing for an older people's housing development.

Who should commission this report?

Operators, developers and investors in the older people's housing sector.

Why should you commission this report?

Assist in securing funding and obtaining board or investment committee approval.

What's in the report?

Expert, independent analysis of the viability of a proposed scheme or development, packaged up in one clear, concise report.



Executive summary

Market opportunity and benchmarking assessment, with sales and rental pricing recommendations



Location and catchment assessment area

Confirmation of desired target market, location suitability and recommended catchment



Wealth and income data

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



Supply and competition

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



Market penetration analysis

Assessment of catchment's market area penetration required to sell units at the target sales values



Pricing

Sales and rental comparable and affordability pricing methodologies, event fee and lease structure review

Available on a desktop or full inspection basis. Headline version also available for early stage due diligence.



Improve decision-making



Demonstrate a larger target market



Maximise pricing for your scheme



CINNAMON
RETIREMENT LIVING



Inspired
Villages

To discuss how Carterwood's market analysis can help with your scheme or development, call us on **08458 690777** or email **info@carterwood.co.uk**



improve decision making
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