



# We are Carterwood

Come and discover who we are, our culture and our goals

# Who we are



Carterwood are multi-award-winning sector specialists dedicated to social care.

We provide market analysis services and software to investors, developers, and operators within the elderly care home and retirement living sectors.

We combine sector-specialism with unparalleled data quality and a commitment to innovation, to help our clients make better decisions.



**Sector specialism**  
Unparalleled depth of expertise in the elderly care home and retirement living sectors



**Data quality**  
Accurate data that improves decision-making



**Innovation**  
Our services evolve to reflect the ever-changing elderly care home and retirement living markets



# Our journey

## START

We have been providing market-leading advisory services since 2008, but like any company with innovation at its heart, Carterwood is constantly evolving.



All whilst continually enhancing our advisory services to help provide innovative new solutions to the everyday problems our clients face.



In 2019 we launched our first SaaS (Software as a Service) platform, followed by two further platforms in 2021 and 2023, revolutionising access to market analysis and trading performance data.

# And we're not standing still

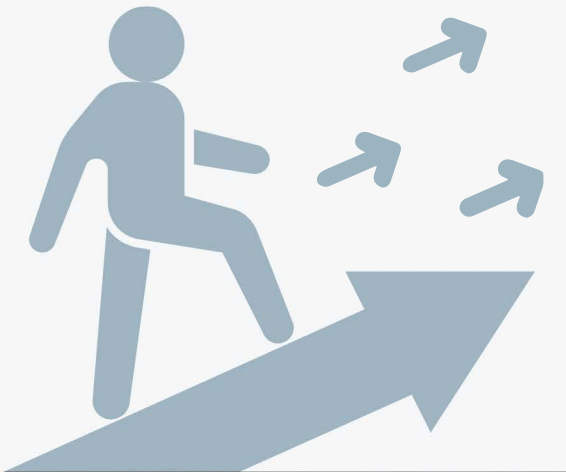
## We have **big** plans.

In the next three years, we plan to double in size.

We will continue to develop and pioneer new products, undertake unique research projects and break into new markets.

Not only that, we're dedicated to making our business a 'Force For Good' and will be working towards achieving B Corp Certification.

**Will you be with us as we enter our next growth phase?**





# Our values



## **Do it right**

We are committed to excellence, adding real value and delivering to the best of our ability.



## **Never stand still**

We are passionate about learning and developing, both ourselves and our products, and embrace the need to constantly evolve and adapt.



## **Be brave**

We are courageous and dare to be different, we think big with the understanding that sometimes you need to fail before finding success.

**These values drive our business, and we are looking for people who feel as passionately about them as we do.**





# Our diversity and inclusion goals

“Over the last 15 years, we have built a fantastic team of people.

Looking to the future, both the leadership team and I are committed to building a diverse team to support our growth.

We believe increasing the diversity we have within the business will help improve our ideas, widen our horizons and strengthen decision-making.

As part of this ambition, we will continue to develop an inclusive environment for people to thrive and ensure that everybody in the business has a voice.”



Tom Hartley  
Managing director, Carterwood



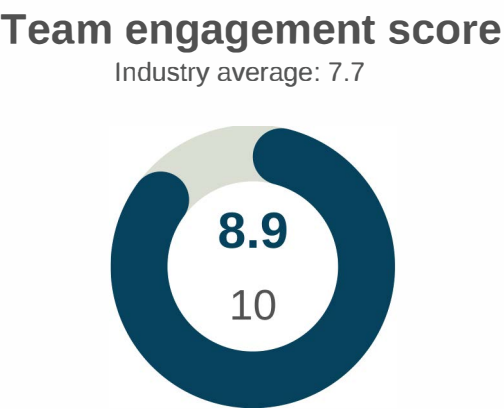
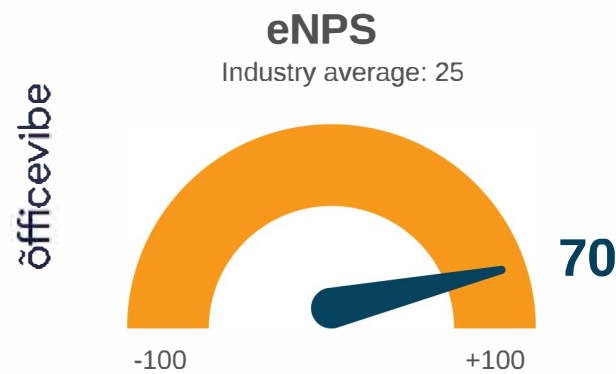


# Our people

World class glassdoor® rating and eNPS score, proudly achieving consistently higher than industry average.



Recommend to a friend



- Relationship with manager
- Relationship with peers
- Recognition
- Feedback
- Satisfaction

- Alignment
- Ambassadorship
- Personal growth
- Wellness
- Happiness

“

“Strong benefits and friendly team.”

“Fantastic team and great culture.”

“Amazing team and great company to work for.”

“Since joining Carterwood I have been blown away by the whole company, they have clear goals for the future, how to reach these goals is discussed and implemented with the whole team.”

“I would 100% recommend this company to a friend, relative or anyone that is looking for a new role in a company that will genuinely appreciate all you have to offer.”

“Innovative, fast paced and a fun group of people to work with.”

“People are involved in the decisions that affect them at all levels and there is a spirit of collaboration across the business.”

”

eNPS = Employee net promoter score





# A rewarding place to work



**Competitive salary**  
with annual pay reviews



**Pension scheme**  
with enhanced employer contribution



**Health cash plan and Reward Hub**  
to support you with the cost of living, from  
healthcare to retail therapy



**Flexible working**  
to support with your work/life balance (we  
appreciate you have other commitments)



**Commitment to your ongoing  
professional development**  
with regular reviews, support with training and  
dedicated innovation time



**Work with a genuinely supportive  
and friendly team**  
where your voice is always heard



**Minimum 33 days' paid holiday**  
(25 days' annual leave + 8 bank holidays) plus a  
day off for your birthday (yippee!) and the option  
to buy and sell holiday



**Annual bonus scheme**  
aligned with company success



**Regular social events**  
to celebrate team achievements



**Family-friendly policies**  
with enhanced maternity, paternity and  
adoption support



**Hybrid working approach**  
to allow you to work where you work best

**And a whole lot more...**



# Our sector

The social care market in the UK is rapidly expanding and diversifying.

Our population is growing older and living longer than ever before, driving the sector to undergo significant development of new products and services to care for the needs of our elderly communities. This opportunity for growth is attracting significant investment from across the world.

As a sector that has been cautious in adopting new technology and data analysis, it is ripe for disruption. We have just scratched the surface on how we can support our sector and are looking for people to help us grow and expand the services we offer.



# Our services

## Advisory

- Commercial due diligence
- Planning
- Portfolio performance analysis
- Market intelligence

## Carterwood Analytics

- Carterwood Analytics | Elderly Care Homes
- Carterwood Analytics | Collab
- Carterwood Analytics | Retirement Living



Find out more >







**Ready to join us?**

[carterwood.co.uk/join-us](https://carterwood.co.uk/join-us)