

# SEMINAR FOR CARE HOME OWNERS / OPERATORS / INVESTORS

## HOW TO PROFIT FROM TREND TO HOMECARE

- ✓ **The UK Government wants to provide 110,000 more over-60s with free personal care in their own homes.**
- ✓ **78 more care homes in the UK announced in January 2010 that they will close.**
- ✓ **Care home vacancy rates are rising across the UK.**
- ✓ **The Department of Health confirmed (BBC press release) that it is "effectively" Government policy to reduce the number of people in residential care.**
- ✓ **Care Quality Commission standards driving up capital expenditure (renovations/upgrades) with no guarantee of better revenues.**

### DON'T GO BROKE SLOWLY

Move now to learn how to reposition for profit.

- ✓ **Niche markets**
- ✓ **How to build better revenues via your existing care home business/and lift revenue.**

#### PRESENTER

Mr Esmonde Crawley is the editor of the UK Over 50s Housing Weekly News and the foremost authority on over 50s housing trends in the UK.

He researches over 50s housing each year for 200+ days, visits 20 countries annually and does site visits (180) every year.

Mr Crawley lectures in South Africa, Australia, Canada, USA, and in the UK every year.

His UK lectures have been described as "innovative", "compelling", "motivational", and "refreshing". He is without peer in understanding the over 50s consumer.

#### PREVIOUS ATTENDEES

Anchor Trust, Sunderland Housing Group (Gentoo), Fold Housing Association, HICA group, MHA Care Group, Hunt Group, Riverside Housing Association, ITEC and N.I. Housing, HiCare Limited, Shoreline Housing Partnership, European Care Group, Wates Living Space, Royal Masonic Benevolent Institute, Frank Haslam Milan, Renaissance Care (Scotland) LTD, Sanctuary Group, Skene Enterprises, Pearl Health Care Ltd, Pennaf, Aldwyck Housing Association, Avery Healthcare Group, BrunelCare, Trent & Dove Housing Ltd, Angel Healthcare, Mulgrew Properties Ltd, Bramall Construction, The Beanland Trust, Fife Council.

**£230** IF BOOKED AND PAID BEFORE 5pm  
MONDAY 17 May 2010

LONDON / REMBRANDT HOTEL / 1.30pm - 4.00pm

**MONDAY 17<sup>th</sup> MAY 2010**

FULL PRICE FOR EVENT IS £498 pp

### AIMED AT DEVELOPERS, FINANCIERS, OPERATORS, ARCHITECTS, OWNERS, SENIOR HOUSING EXECUTIVES AND MARKETING/SALES

#### ADDRESS FOR DELIVERY

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**FAX FORM TO: 020 7657 3555**

Return email address: [sales@seniorshousing.co.uk](mailto:sales@seniorshousing.co.uk)

\* Organisers may replace any presenter at any time for any reason without notice/Audience limit per venue 15.

\*\*These are not existing businesses for sale, but gaps in the market for enterprising entities/individuals to take advantage of now.