

Preparing to Sell Your Care Home? Differentiation Can Add Real EBITDA and Real Buyer Confidence

The year 2025 demonstrated a strong needs driven market with more buyers searching for a care home to acquire either as new entrants to the sector or scaling up portfolios, with transactions restricted by the supply of suitable care home stock.

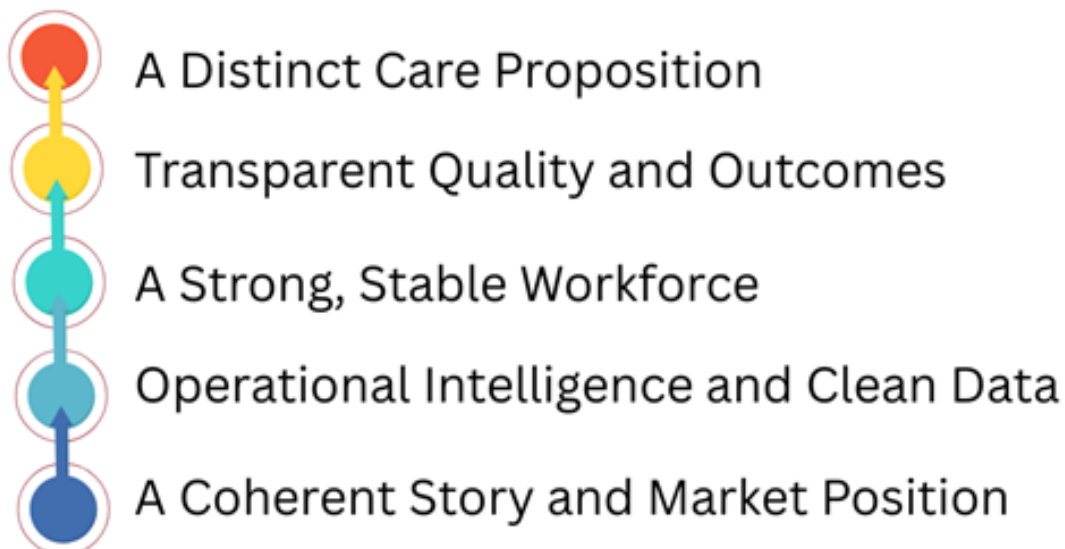
If you're considering an exit in the next 12–36 months, there's one factor that can help support valuation, strengthen buyer interest, and may help reduce delays in the deal process:

Clear, defensible differentiation.

Buyers don't just purchase a building.

They purchase the staffing team, operational performance, community reputation, regulator history and future potential, with these areas strengthened when a care home stands out for the right reasons.

Here are the areas where differentiation directly enhances EBITDA and potentially your sale price:



A Distinct Care Proposition

Homes that can clearly articulate their care philosophy, pathways, and resident experience are easier for buyers to assess when carrying out due diligence.

A defined proposition signals consistency, reduces risk, and supports stronger fee rates which all feed straight into EBITDA.

Transparent Quality and Outcomes

Buyers want proof, not promises. Forecasts are important, however, a good and/or improving historical financial position and up to date management information tell a story about the underlying performance of the care home.

In addition, showcasing resident outcomes, good PR and reviews, regulatory stability, staff retention and family satisfaction builds confidence in the durability of your care home's earnings.

This transparency reduces buyer diligence concerns and may support stronger buyer confidence and valuation outcomes.

A Strong, Stable Workforce

High staff turnover and agency costs are red flags in any sale and care home buyer enquiry. With the living wage on an upward trajectory into 2026 and beyond, care homes with a loyal, well-led team are more efficient, more profitable, and more attractive to acquirers, demonstrating the strength and consistency of the service and team.

For many buyers, workforce stability is now a key **EBITDA** driver, and a key area of enquiry for lender underwriters.

Operational Intelligence and Clean Data

A home that runs on clear processes and actionable data looks and performs like a lower-risk asset.

Accurate financials, predictable staffing models, and well-managed occupancy patterns help buyers validate value quickly and assess the [Key Performance Indicator](#) of Wage Costs as a proportion of Turnover.

A Coherent Story and Market Position

Your care home's narrative matters.

A clear brand, a strong local reputation, and consistent communication all contribute to perceived value when a potential buyer is assessing your care home, whether as a new entrant or evaluating whether it is a good fit with their current care home portfolio.



When care home buyers understand why your home succeeds, they can more easily see how that success will continue post-acquisition.

This article is provided for general information only. It does not constitute financial, investment or legal advice, nor does it constitute an offer or recommendation to engage in regulated credit activity. Finance availability, rates and terms are subject to status, lender criteria and independent assessment. Market conditions may change and past trends do not guarantee future outcomes. Readers should seek independent professional advice before making acquisition, refinancing or investment decisions.

Chandler&Co

One of the UK's largest Independent
Care Sector Mortgage Brokers

Our bespoke finance packages cover all aspects of funding including:

- Acquisition
- Refinance
- Development
- Expansion
- Financial Restructuring



Access to specialist funding packages available

Contact us for the latest interest rates

www.chandlerandco.co.uk

**Supporting the
Care Sector
since 1995**

Chandler & Co. are founder members of the Buyacarehome group

buyacarehome.com

Important Information: Chandler & Co is a trading name of Wateringbury (Maidstone) Ltd, registered in England No. 10877062. Registered Office: Brook House, Manor Drive, Clyst St Mary, Exeter, United Kingdom, EX5 1GD. Wateringbury (Maidstone) Ltd trading as Chandler & Co is authorised and regulated by the Financial Conduct Authority (Firm Reference Number 788501). Not all types of business we undertake are authorised and regulated by the Financial Conduct Authority. Commercial mortgages and business finance are not generally regulated by the Financial Conduct Authority. Chandler & Co works independently as a credit broker providing advice on commercial mortgages and is not a lender. We may receive remuneration from lenders. All funding is subject to status, lender criteria, due diligence, valuation and individual financial circumstances. Any case studies, funding examples or transaction summaries are provided for illustrative purposes only and do not constitute a guarantee that similar outcomes can be achieved.