A note from the CEO

Maximising Sale Value Through Strategic Preparation

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Article:

Selling a **Care Home**, **Nursing Home** and **Assisted Living** successfully is not simply a matter of timing but **meticulous preparation**. Careful strategic planning can significantly increase sale value, enhancing owner returns and ensuring a smooth transaction process. Preparation begins with optimising operational efficiency. This includes streamlining costs, enhancing staff retention, and securing strong occupancy rates. Demonstrating a stable, profitable business model significantly increases attractiveness to prospective buyers.

Additionally, regulatory compliance is a cornerstone of sale value maximisation. With **23%** of Homes (nursing, care and assisted) currently at risk of closure due to **"inadequate"** CQC ratings and maintaining or achieving a favourable inspection outcome substantially increases as time goes by. Financial clarity and transparency are also paramount. Well-organised financial records that clearly illustrate profitability and growth potential are critical in buyer negotiations. Working with professional advisors to accurately present **EBITDA** and adjusted profitability can significantly impact sale negotiations positively.
Strategically selecting the timing of your sale or exit, when the market and operational conditions are optimal (i.e. **interest rates** etc), further maximises returns. Engaging professional guidance throughout the sale process ensures owners achieve the best outcomes, not only financially but in terms of legacy preservation also.

Is there a viable and practical solution?

At Florence Legacy, we take pride in having successfully formulated **37 strategic exits** for Care Home, Nursing Home and Assisted Living facilities, each tailored precisely to meet the unique needs of each individual owner. Whether you're considering a straightforward sale, planning for retirement, transitioning your responsibilities, or seeking a smooth, stress-free exit, we are happy to help. We counsel our partners to begin planning **their strategic exit at least 3 years in advance**, but the more ideal timeframe is **5 to 7 years prior to retirement or stepping away**. Please reach out to us for a completely confidential conversation to discuss how we can support your next steps.

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