



Demand Analysis & Pricing Policy



Your capacity to be sustainable is finite, so it is important to optimise pricing and occupancy. We help you identify missed opportunities for income generation and develop policies and procedures that maximise occupancy, sale price, and ongoing revenue contribution in the retirement living sector.

Taking a consumer-responsive approach to marketing and setting pricing structures that reflect the current property market helps increase revenue.

We will work with you to successfully implement a targeted accommodation revenue program with a focus on commercial pricing and profitability.

With a changing market and likely longer occupancy periods, operators need an innovative approach to pricing.

You will experience:

Better outcomes from demographic forecasting and economic modelling.

Improved market visibility.

Improved enquiry management systems.

Consumer responsive pricing models.

Improved capital management.

Take pride in your success



Bruce Bailey
Managing Director

We support retirement living operators with:



Demand Analysis

Our approach combines demographic forecasting and economic modelling with a robust analysis of potential supply and demand. We identify missed opportunities for income generation and implement targeted accommodation revenue programs.



Pricing Policy

With a focus on commercial pricing policies and profitability, our flexible methodologies allow you to set the deferred management fee at a level that balances consumer affordability with capital management strategies.

Why partner with Pride Aged Living?

- We give you the inputs you need to balance affordability, return and competitiveness.
- We guide you through a changing supply/demand dynamic, keeping ahead of the competition.
- Our methods help you maximise occupancy and increase revenue for improved profitability.
- We are skilled analysts of the qualitative and quantitative aspects of supply and demand.



The whole team are a sheer delight to work with and are willing to go that extra mile to help their clients. Value adding is not an add on at Pride, it is inbuilt to what they do. They are a true industry partner and it is a privilege to work with them all.

—
VERONICA JAMISON
CEO
SHEPPARTON RETIREMENT VILLAGES

Get in touch

To find out more about how we can assist, please contact us at clientservice@prideagedliving.com.au or [02 9068 0777](tel:0290680777).

Pride
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