

# MARKETING MATERIAL – DON'T BELIEVE A WORD OF IT

All homes produced fancy marketing bumf, showing someone who looks like Vera Lynn being hugged by a photogenic carer. By and large, it's not worth the paper it's written on.

Don't believe a word of it – especially the quotes from happy customers and claims about 'dementia champions' and person-centred care. It is almost certainly profit-centred care.

One thing the brochure will not include is the small matter of a definite price. Some homes now give a 'starting from' price, but you will never pay this.

It is entirely down to the manager how much you will be asked to pay – so negotiate. They need to fill the rooms and will ask you for as much as they think you can pay.

Other residents could be paying hundreds less a week. So look poor and act sceptical.