

Identifying a home

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To fully appreciate how and when a potential resident and their representatives decide on which care home to choose, it's worth bearing in mind what steps they will take along their 'care home journey'. These steps are explored below.

Step 1: Creating a shortlist

Typically, a person's first step in finding a care home involves researching and shortlisting available homes in a particular place.

Step 2: Visiting your home

If someone likes what they've learnt about your home so far, they will usually arrange a visit to follow up on their initial interest, before making a final decision about whether or not to commit.

Step 3: Decision and an agreement to have a care needs assessment

The first two steps may culminate in an agreement to have a care needs assessment by which time the potential resident will, for all practical purposes, have become fully committed to your home.

Step 4: Confirmation of final offer

Once the prospective resident has decided to go ahead with a particular home, they will have a care needs assessment and select the particular services they want to receive. Following this, and provided you're happy your home can cater for a person's needs and that your costs can be met, you confirm the offer of a place to the resident or their representatives, including the final, total amount that the resident will need to pay.

Step 5: Resident accepts final offer

If the resident is happy with everything you've discussed, they will accept your final offer and sign a contract.

Decision influencers

A person's commitment to their choice of care home will grow over the course of their enquiries and information gathering, starting right from the beginning of their research, as they form a view based on:

- the information given over the phone by your staff or on your website
- the look of your home and its atmosphere on a first visit
- the impression given by your staff they meet and speak to
- their tour of your home

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