






Get Clear On The Details: Cost of Service

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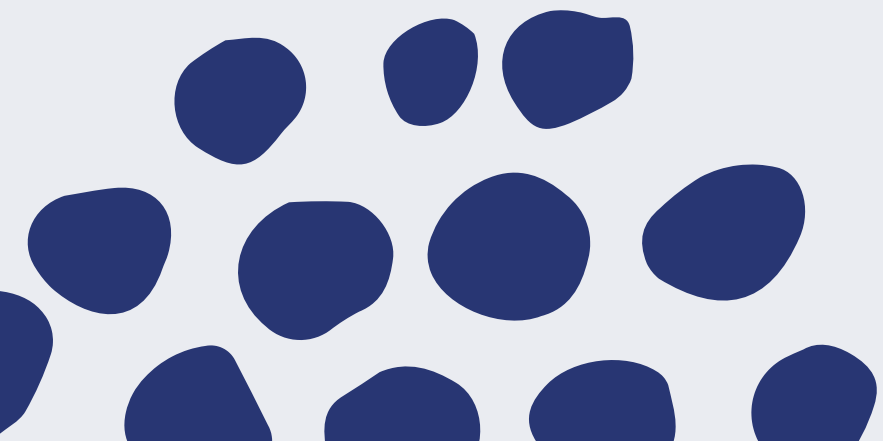
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- 30 minute visit price and a 60 minute visit price.
 - (As a rough idea we charge around £15-£18 for 30 minutes and £20-£25 for an hour)
 - It is ok to charge different people different rates.
 - We factor in time it takes to get to them, the type of job and length of visit.
 - We discount a block of hours with someone.
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- If they live in a very convenient place eg. On the same road as you, again we drop our hourly rate down as we don't need to factor in travel time or mileage.
 - Try and find out what other care companies charge around your area.
 - Remember you are a premium service that delivers the best care, so you can charge more for your service.
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Task!



Write a list of other care companies localish to
you and find out their prices!





Here's how..

- So you can ring them and simply say you are doing some market research and are looking at cost of care services, please would you be able to let me know what you charge for your services. If they ask what for, do be honest and say you are looking at starting up your own personal assistant business. In the future you may end up working alongside other care providers, so make sure you start off on the right path.
- Or alternatively you can think about the people that you know who use care services already and ask them (or whoever organises their care) if they wouldn't mind sharing the price guide for the service they use.

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Private Service Users Price Guide 2021

Longridge and surrounding area

Weekday rates

7am – 7pm

Pop in visit 30 mins	£9.00
One hour visit	£16.00

7pm – 10pm

Pop in visit 30 mins	£10.00
One hour visit	£16.50

Weekend rates:

7am – 7pm

Pop in visit 30 mins	£10.25
One hour visit	£17.00

7pm – 10pm

Pop in visit 30 mins	£10.75
One hour visit	£18.00

Call out:

£45 for call out and first hour, normal hourly rate thereafter

Day care at Alston Lodge.

£ 47.50 a day until 6pm plus lunch and tea

£57.50 a day until 9pm plus lunch and tea

£12.50 for shower or bath service whilst on day care

Bank Holiday rates:

On public holidays ie Good Friday, Easter Monday, Christmas Day, Boxing Day and New Years Day double time is charged. All other bank holidays will be charged at time and a half

Mileage:

There will be a charge of 65p per mile for carers who provide transportation services

Meals:

Prepared at Alston Lodge using only the best fresh, locally sourced ingredients.

Longridge and Grimsargh:

Lunches – weekday £7.00

Lunches – weekend £7.50

Teas £7.00

Goosnargh, Chipping, Ribchester


Lunches – weekday £7.50

Lunches – weekend £8.00

Teas £7.50




1. You Can Charge A Higher Rate

- You are offering a premium service.
 - Your USP of it just being you and not lots of different carers, their bespoke care package being tailored to their needs, the flexibility of care, the reliability and the focus on developing relationships, means that you are not a standard care company.
 - You offer a high quality service, the best service around and as such you charge a little more.
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2. Keep It Simple

- Remember you are the one that has to sit down every month and create your invoices.
 - Having different rates for different time slots and days is another layer of complexity and tediousness that you really don't need to do!
 - I highly recommend charging the same rate for all days and times.
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Avoid this mistake...

Don't make it too simple!!





3. We Don't Have A Price Guide To Give Clients

- Because we keep it simple we don't have or need a price guide to give people.
- We simply say a hourly price and a 30 minute price.
- We also don't have this wrote down to hand out as we charge different jobs different prices depending on a few factors!





The Factors We Consider!

- Location
 - Type of job
 - Frequency
 - Duration
 - A couple?
 - Fun job?
 - Increase of skills?
 - What actually needs doing!
 - Likelihood of getting other carers
 - Likelihood of getting paid
 - Source of funding
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Length of Visit

Make sure you allow enough time to get everything done and not rush

Agree with family prior that you will let them know if visits need adjusting

Best to start long and go shorter

Sometimes we simply charge for how long we work, eg. 15 mins - 90 mins price.

Variable Visits

15 minutes = £10

30 minutes = £15

45 minutes = £17.50

60 minutes = £20

90 minutes = £30

15 minutes = £10

30 minutes = £18

45 minutes = £22

60 minutes = £25

90 minutes = £37.50

Make sure you write down what you have worked
after each visit!

Keeping Track

I just use a dairy and pen!

Google callander

Apps like pocket carer



Top Tip:

Invoice monthly not weekly!

Know Your Worth!

Know this....

You are worth so much more than
what you charge.





Know Your Worth!

The reliability, security, happiness, safety and confidence that comes from receiving the top quality care that you deliver to not only your client, but their families as well, is honestly priceless.

People go from struggling to manage at home, to thriving in their own home.

You make a difference to people's lives. So never underestimate the importance of your service.

Your worth is truly priceless.

