Care Homes | Home Care | Retirement Properties

The UKs fastest growing care and retirement living discovery website!

Partner with Lottie to reach millions of people searching for care homes, home care and retirement living.

Request a Demo | Let's Chat

600k+ monthly website visitors

Free to list and success-based pricing

-10% of enquiries convert to a customer

Cancel anytime and freedom to hide listings

Lottie can help you...

We're marketing experts, so you don't have to be!

With more families finding care and retirement services online than ever before, Lottie is expertly positioned to help providers increase their online visibility and to attract new customers.

Marketing Benefits | Other Benefits

Access New Customers
Advertise your spare vacancies to Lottie's growing audience of over 1m monthly care and retirement seekers.

Free to list
Lottie is free to list and operates success-based pricing. Partners can choose between one of two charge models.

Exclusive Enquiries
Partners benefit from free referrals from NHS discharge teams and social workers using Lottie's technology, as well as exclusive enquiries on **Businesses** customers.

Higher Conversion
On average, Lottie's enquiries convert significantly better than other marketing sources used by care providers.

You'll be in good company!

Trusted by over 6,000 of the UK's best care home, home care and retirement living services.

Meet Lottie's Partner Portal

A secure portal allowing partner providers to view enquiries and understand their marketing performance.

Manage Availability
Benefit from ultimate flexibility by turning your listing's availability on and off at any point, depending on whether you wish to attract more enquiries to the chosen community.

View Enquiries
Access your enquiries by month and type, as well as detailed information on each referral including contact details, residency requirements and funding information.

Monitor Performance
View detailed insights and monitor the marketing performance of your listings, both in actual terms and against Lottie's benchmark - an average of all listings promoted on Lottie's marketplace.

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Look Grandma, we're in the news!

The Guardian | BBC | Forbes | Evening Standard

Lottie's Charge Models & Pricing

Free to list & success-based pricing!

Pay Per Qualified Enquiry

Partners are charged for receiving qualified enquiries to their services.

Available to all providers

- Free listing and ability to manage availability.
- Qualified and high-intent enquiries.
- Cancel anytime, subject to 90-days.

Pay Per Customer

Partners are charged a fee for the referral of a new customer to their services.

Available only to providers using Found CRM.

- Free listing and ability to manage availability.
- Qualified and high-intent enquiries.
- Cancel anytime, subject to 90-days.

Ready to see a demo of all Lottie has to offer?
Get in touch with Lottie's partner team to discuss adding your services to Lottie's marketplace

Request a Demo

Don't just take Lottie's word for it!

Here's what some of our partner providers have to about Lottie...

Borough Care
★★★★★
It has been fantastic to track the leads and enquiries generated via Lottie over the last five months. Through Lottie we have placed three residents in our Staffordshire homes with another in the pipeline already. The team are great and regularly check in, inviting me to their Zoom calls to provide updates on the latest innovations on the platform which makes me feel appreciated and valued as a client. I look forward to seeing the leads and enquiries continue to come in and add value to Borough Care.

Care UK
★★★★★
Lottie has quickly become a valued partner, not just in terms of the volume and value of enquiries provided but also the collaborative nature of our commercial relationship. Business Intelligence is critical to our joint success and the new portal provides invaluable insight which will help inform our future marketing efforts.

McCarthy Stone
★★★★★
Lottie's partner portal is a very easy- to use platform which has the flexibility for our team to see leads in set periods of time to help with our internal reporting. The ability to listen to calls helps both for determining enquiry intent levels, but also understanding what people within this key demographic need and the products retirement seekers are looking for. The insights section provides a great overview of listing performance and provides actionable data on where retirement seekers are searching for their next home.

Frequently asked questions about marketing your care home, home care and retirement properties

- Where is the best place to advertise for home care?
- How can I make my home care agency stand out?
- How do I market my care home?
- How do I market my new care home?
- How do you attract residents to a care home?
- What is the target market for a care home?
- How can I increase occupancy in my care home or retirement home?
- What are Lottie's best tips on marketing a retirement property?
- How do I advertise my retirement village?

How else can Lottie help?

A suite of products and services built to support UK providers grow their occupancy, become more operationally efficient and achieve large cost savings.

1. Found CRM
2. Lottie Media

foundcrm

Ready to convert more enquiries?

Found is the UK's leading cloud-based CRM built for the care sector and helps providers better manage their day-to-day operations through intuitive tools, insights, and workflows.

- Enquiry management
- Email & SMS marketing
- Occupancy management
- Finance management & invoicing

Request a demo

Still have questions?

Fill in the form below and Lottie's team will get back to you shortly

First Name * | Last Name *
Email * | Phone Number *
Company Name *
Which of Lottie's services are you interested in? * — Select
Is there anything else we should know?

By submitting this form, you're agreeing to Lottie's Privacy Policy & Terms of Platform Use, and consenting to receiving marketing emails from us. You can unsubscribe at any time.

Submit Enquiry