

How care-home owners can unlock €52,000 to €520,000 in extra revenue this year

Fill more rooms. Keep more revenue.

The staffing plan for filling 1, 2, 5 or 10 empty rooms without paying a placement fee for every hire.

For residential care-home owners and operators across Europe

2026 EVIDENCE EDITION

Example only. Your actual income and costs will be different.



Every staffed room can add another €52,000 a year.

Care homes earn money when residents live in their rooms. If rooms are empty because you do not have enough staff, hiring can help you fill them.

A SIMPLE EXAMPLE

$$\begin{array}{ccccccc}
 1 & & \times & \text{€1,000} & \times & 52 & = \text{€52,000} \\
 \text{staffed room} & & & \text{paid each week} & & \text{weeks occupied} & \text{gross room revenue}
 \end{array}$$

Use the amount your residents pay, the number of weeks and your local currency.

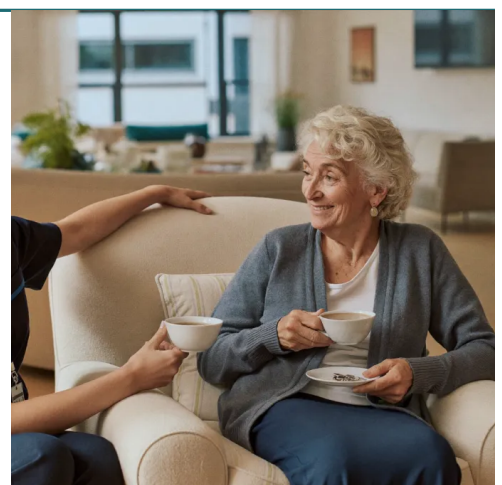
The value grows with every room. At the same weekly fee, two rooms equal €104,000, five equal €260,000 and ten equal €520,000 in possible yearly revenue.

WHAT THIS NUMBER MEANS

Possible income is not the same as profit.

Staff wages and other costs still have to be paid. Use your own numbers to see what could be left.

Use the same formula in your local currency.



More people need care, but there are not enough carers.

This problem is growing across Europe. These four published figures show why hiring has become so important for care homes.

+24%

MORE PEOPLE WILL NEED LONG-TERM CARE

The number is expected to rise from 30.8 million in 2019 to 38.1 million in 2050.

6.3M

PEOPLE WORKING IN LONG-TERM CARE

The number of workers grew, but many care providers still cannot find enough people.

+1.6M

MORE CARE WORKERS NEEDED BY 2050

Europe may need 1.6 million more workers just to provide the same level of care.

5 per 100

CARE WORKERS FOR EVERY 100 OLDER PEOPLE

The OECD average did not improve between 2013 and 2023, even as more people needed care.

WHAT THIS MEANS FOR OWNERS

More people need care each year, but there are not enough carers. Homes that can hire and keep good staff can accept more residents.

Sources: European Commission (2025, 2026), Eurofound (2020), OECD Health at a Glance (2025).

No staff means no new resident.

A family may want the room, and the room may be ready. But without enough carers, you cannot safely let the resident move in.

01

Family calls

They want a place for someone they care about

02

Room ready

You have a suitable room available

03

Carers ready

You have enough people to provide safe care

04

Move-in

The room starts bringing in money

WHAT THE EUROPEAN COMMISSION FOUND

Too few carers can stop new move-ins.

When there are not enough carers, people wait longer and homes may stop accepting residents. No carer means no move-in. No move-in means no weekly payment.

The owner's question

How much money is this home losing each month because it does not have enough staff?

Once you know that number, you can compare the cost of hiring with the money those rooms could bring in.

Sources: European Commission reports on long-term care and care staff shortages in Europe (2025 and 2026).

The problem is not only hiring. It is keeping good carers.

OECD research finds that long-term care workers stay with employers about two years less than workers across the economy.

2 years less

Average time a long-term care worker stays with an employer, compared with workers across the economy.

Every person who leaves opens the same gap again

Cover

Agency staff and overtime fill the immediate gap.

Hire again

Managers spend more time advertising, calling and interviewing.

Lose capacity

Without enough carers, safe move-ins can be delayed and rooms stay empty.

WHY GOOD CARERS LEAVE

Good carers leave when the job does not offer fair pay, reliable hours, manageable work or a future.

OECD (2020), Who Cares? Attracting and Retaining Care Workers for the Elderly.

Good carers need four things to stay.

The exact wages and rules change by country. The reasons people leave are remarkably consistent across European research.

€9 vs €14

PAY MUST COMPETE

Median hourly pay in long-term care versus hospital work in similar roles across 11 EU countries. Compare your offer with nearby employers.

45%

HOURS MUST BE RELIABLE

The share of long-term care staff working part time. Some want more hours but cannot get them. State the hours and shifts clearly.

18%

THE WORK MUST BE SUSTAINABLE

Former residential care workers who named bad health as a reason for leaving, compared with 12% in healthcare. Staffing and support matter.

2 years

PEOPLE NEED A FUTURE

Long-term care staff stay about two years less than workers overall. Training and a visible next step make the job easier to keep.

Fix the job before paying to advertise it

Match local pay, make hours clear, reduce avoidable pressure and show people how they can progress. Recruitment works better when the job is worth staying for.

Sources: OECD, Who Cares? (2020); OECD, Beyond Applause? (2023); Eurofound (2020).

The bigger the staffing gap, the more Carewell can be worth.

This example uses €1,000 per room each week for 52 weeks. Carewell costs €22,100 in year one, regardless of how many people you hire.

STAFFED ROOMS	POSSIBLE GROSS REVENUE	VS YEAR-ONE FEE
1 room	€52,000	2.4x
2 rooms	€104,000	4.7x
5 rooms	€260,000	11.8x
10 rooms	€520,000	23.5x

CAREWELL YEAR ONE

€22,100

€1,700 setup + €1,700 a month. One fixed fee for unlimited hires, with no additional placement fee for each person.

Revenue examples only. Use the real weekly fee, occupancy and employment costs in your home. Gross revenue is not profit.

We connect each hire to a room you can fill

01

Work out what the rooms are worth

We check how many rooms are empty, what residents pay and how many carers you need.

02

Make the job worth taking

We compare the pay, hours, training and working conditions with nearby jobs.

03

Find and speak to carers

We find suitable people nearby and call the ones who may be a good match.

04

Book your interviews

We check their experience and availability, then book them into your diary. You decide who to hire.

WHAT YOU RECEIVE

**Room revenue estimate | Job and pay check | Local recruitment
Calls with carers | Suitable interviews | Weekly update**



Sources: OECD and Eurofound research on long-term care jobs across Europe.

One fixed fee. Hire as many carers as you need.

THE CAREWELL OFFER

€1,700

PER MONTH

+ €1,700 setup

ONE-TIME FEE

Unlimited hires | No placement fee | No added cost per person

Your fee stays flat. The value can keep growing.

Carewell finds and speaks to the carers you need. You do not pay more when you hire a second, fifth or tenth person.

We check the numbers with you first

We use your staff-blocked rooms, weekly fees and hiring needs. If the likely value is not much greater than €22,100 in year one, you should not buy Carewell.

Find out what your empty rooms are worth

info@recruitment-online.nl | carewell.work

Final scope and terms must be agreed in writing. New staff, filled rooms, revenue and profit are not guaranteed.

References

Sources supporting the quantitative and workforce claims in this report.

- [1]** European Commission. (2026). Long-term care settings for older people in Europe: Comparative overview.
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- [2]** European Commission. (2025). EU social partners commit to tackle workforce challenges in social services.
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- [3]** Eurofound. (2020). Long-term care workforce: Employment and working conditions.
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- [4]** OECD. (2025). Health at a Glance 2025: Long-term care workers.
oecd.org

- [5]** OECD. (2020). Who Cares? Attracting and Retaining Care Workers for the Elderly. OECD Publishing.
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- [6]** OECD. (2023). Beyond Applause? Improving Working Conditions in Long-Term Care. OECD Publishing.
oecd.org

Links accessed July 2026. Titles and publication details follow the issuing organisations' records.

FREE 20-MINUTE REVENUE REVIEW

Turn empty rooms into €52,000 to €520,000 in extra revenue this year.

Bring your weekly room fee and number of empty rooms. We will show you what hiring enough carers could add to your revenue.

Show me what my empty rooms are worth

20 minutes | No obligation | Your real numbers