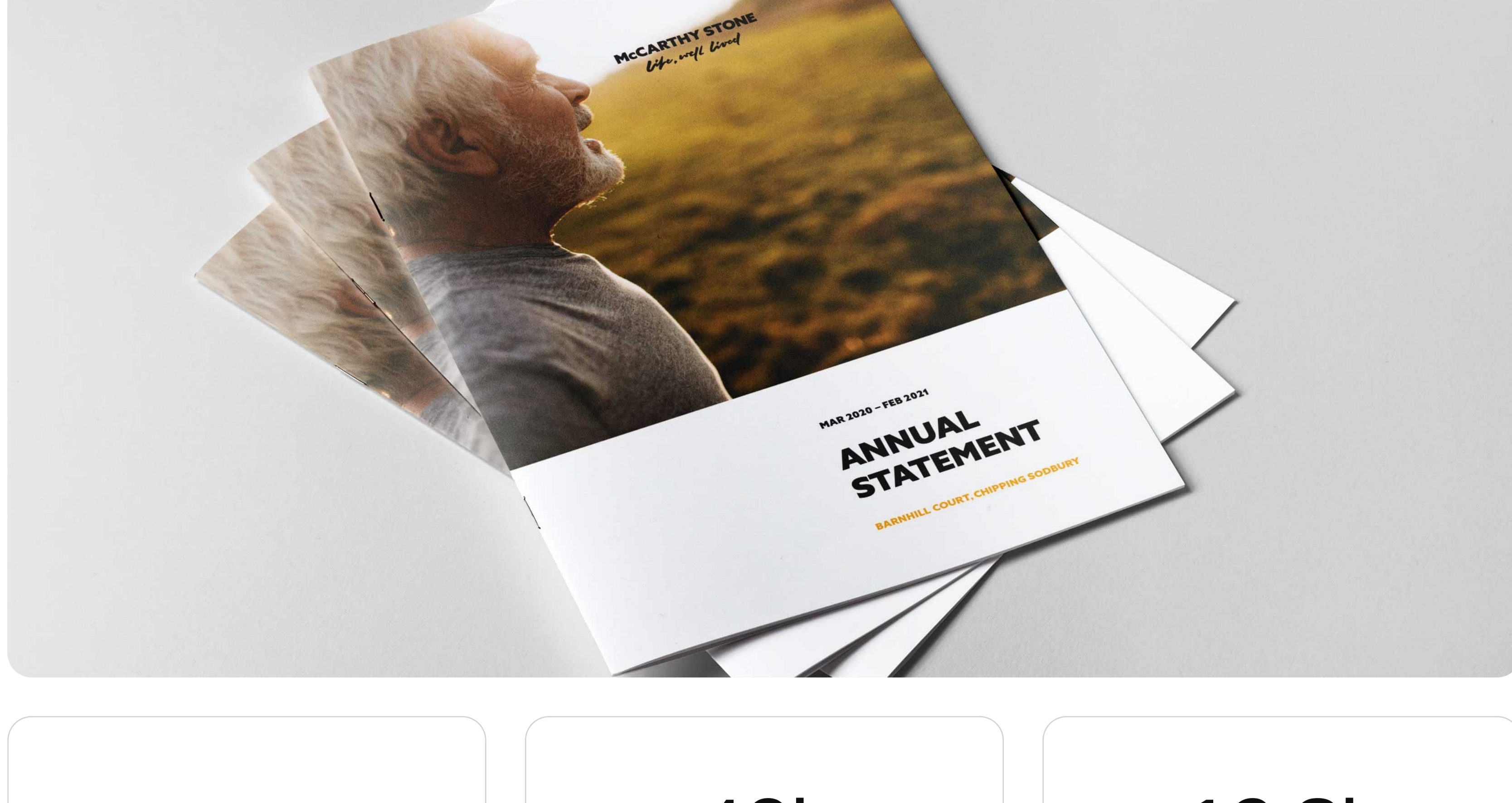


Automated Financial Reporting at McCarthy Stone

Reinventing the annual reporting experience



Retirement living your way

40k

Brochures delivered annually

19.8k

Households across the UK

Challenge

Issuing 40,000 financial statements to their customers was a biannual time-consuming, resource-draining process. McCarthy Stone approached us seeking a more efficient, automated solution that not only looked good but was engaging on a personal level than plain, sterile financial figures.

Outcome

The integration of Finfo's solutions has streamlined operations, reducing manual effort, and mitigating the risk of errors. Our shift to digital delivery has significantly reduced paper waste, aligning with McCarthy Stone's commitment to environmental sustainability.

Headquarters Bournemouth, UK	Founded 1977	Industry Real Estate	Employees 2,800
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About McCarthy Stone

McCarthy Stone is the UK's leading developer and manager of retirement communities, with a substantial portfolio of over 530 developments across England, Scotland, and Wales. Serving more than 22,500 homeowners and renters, the company is dedicated to providing high-quality, independent living options for older adults, complete with tailored support services to meet their evolving needs.

Challenges & Objectives

With the printing and assembly of over 40,000 financial statements proving to be a laborious, resource-draining process, McCarthy Stone sought a more efficient solution.

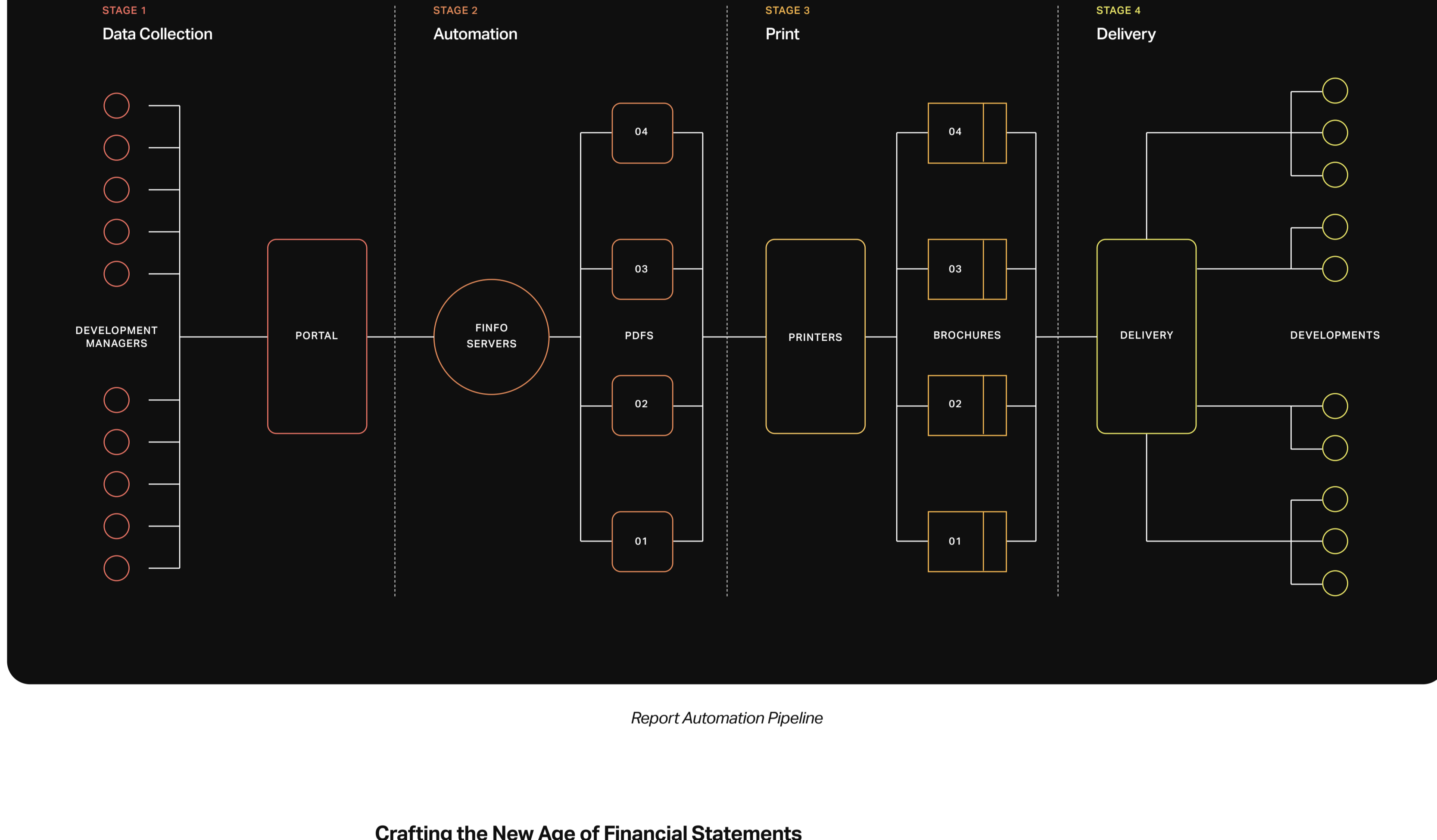
They envisioned their financial statements as more than mere data summaries; they saw the potential for them to serve as powerful communication tools. Finfo was identified as the partner to revolutionise this process with our advanced set of solutions.

McCarthy Stone realised that their homeowner financial statements had significant untapped potential. Not only did they need to improve the production and distribution efficiency of these statements, but they also saw the opportunity to infuse these documents with engaging content that resonated with homeowners. To fulfil these ambitions we mapped out these objectives for the final product:

- 01 Reinvent**
Reinvent the McCarthy & Stone Financial Statement, currently sent to each resident, by using the Finfo methodology.
- 02 Focus On Community**
Support the community-focused objective by allowing local developments to add bespoke content through an easy-to-use web portal.
- 03 Multi-format Reporting**
Ensure the new statements can be delivered to residents through both digital & print channels.
- 04 Collect Resident Feedback**
Ensure residents get a follow up survey through SMS and email to monitor areas of concern

Automation & Oversight

We developed a system to aggregate all the financial data and site-specific information in order to automate the creation of the final print-ready documentation.

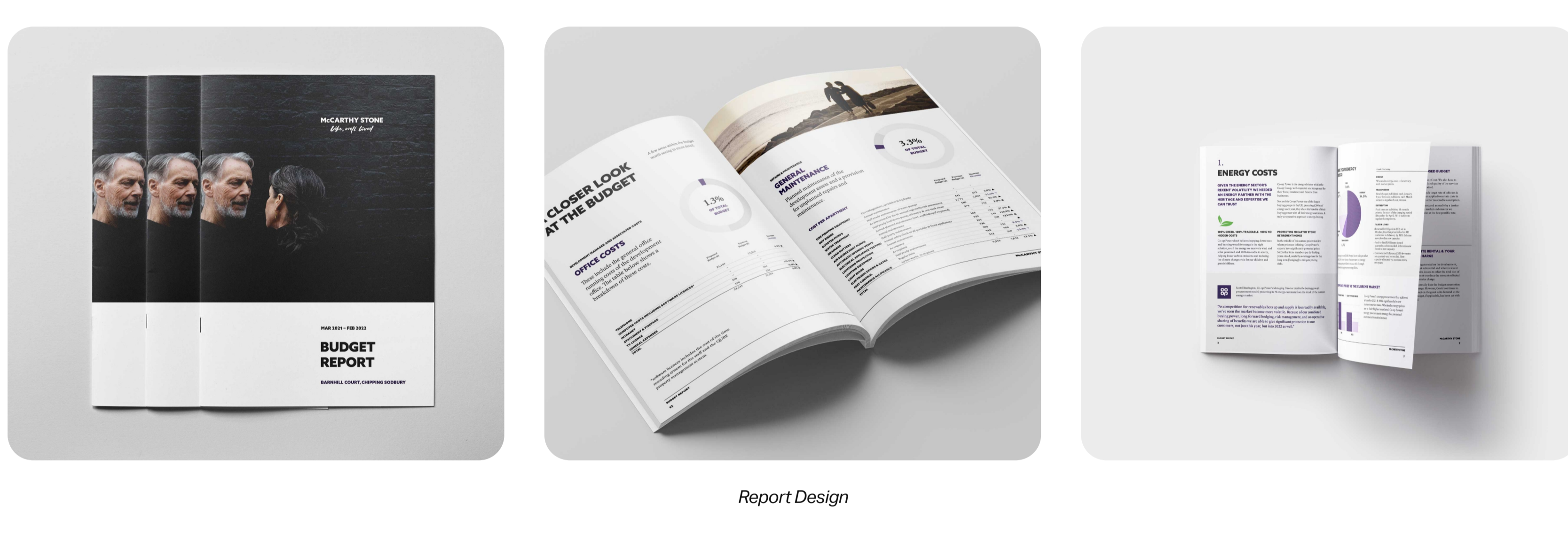
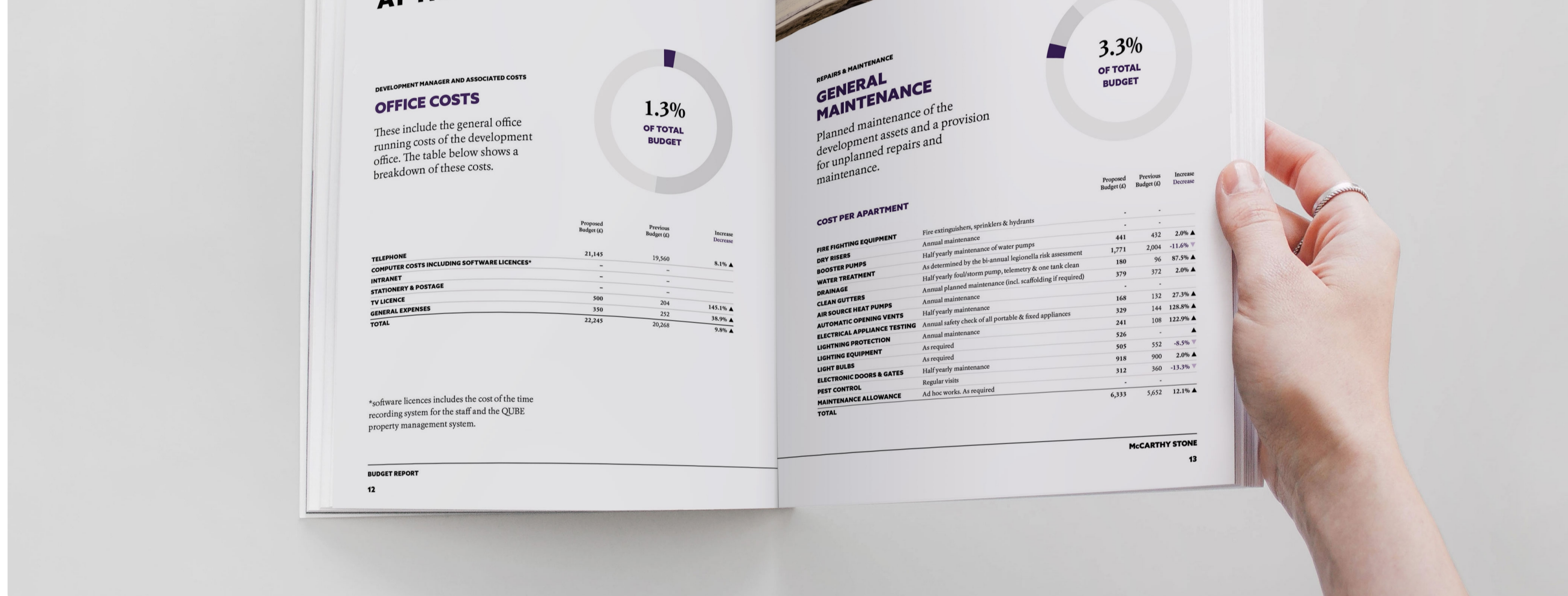


Report Automation Pipeline

Crafting the New Age of Financial Statements

Our partnership with McCarthy Stone started an exciting journey to redesign their homeowner financial statements entirely. Every one of their 500+ developments required a unique approach, ensuring each statement's content was relevant and connected with homeowners.

Our expert design team brought financial data to life by blending it with personalised narratives and updates specific to each community. The result was a groundbreaking financial statement that not only informed homeowners about their investment but also fostered a sense of community pride.



Report Design

Redefining Distribution

We didn't stop at automating the production of financial statements. Finfo also introduced an advanced distribution system that revolutionised the way financial statements were delivered to homeowners. Homeowners could now choose how they received their statements: either a physical copy or a digital version through their new homeowner portal. This ensured that each homeowner had access to their financial statements in the format that best suited their preferences, providing both flexibility and convenience.

"We knew our financial statements had the potential to become more than just a data summary. We just needed a partner who could help us unlock this potential."

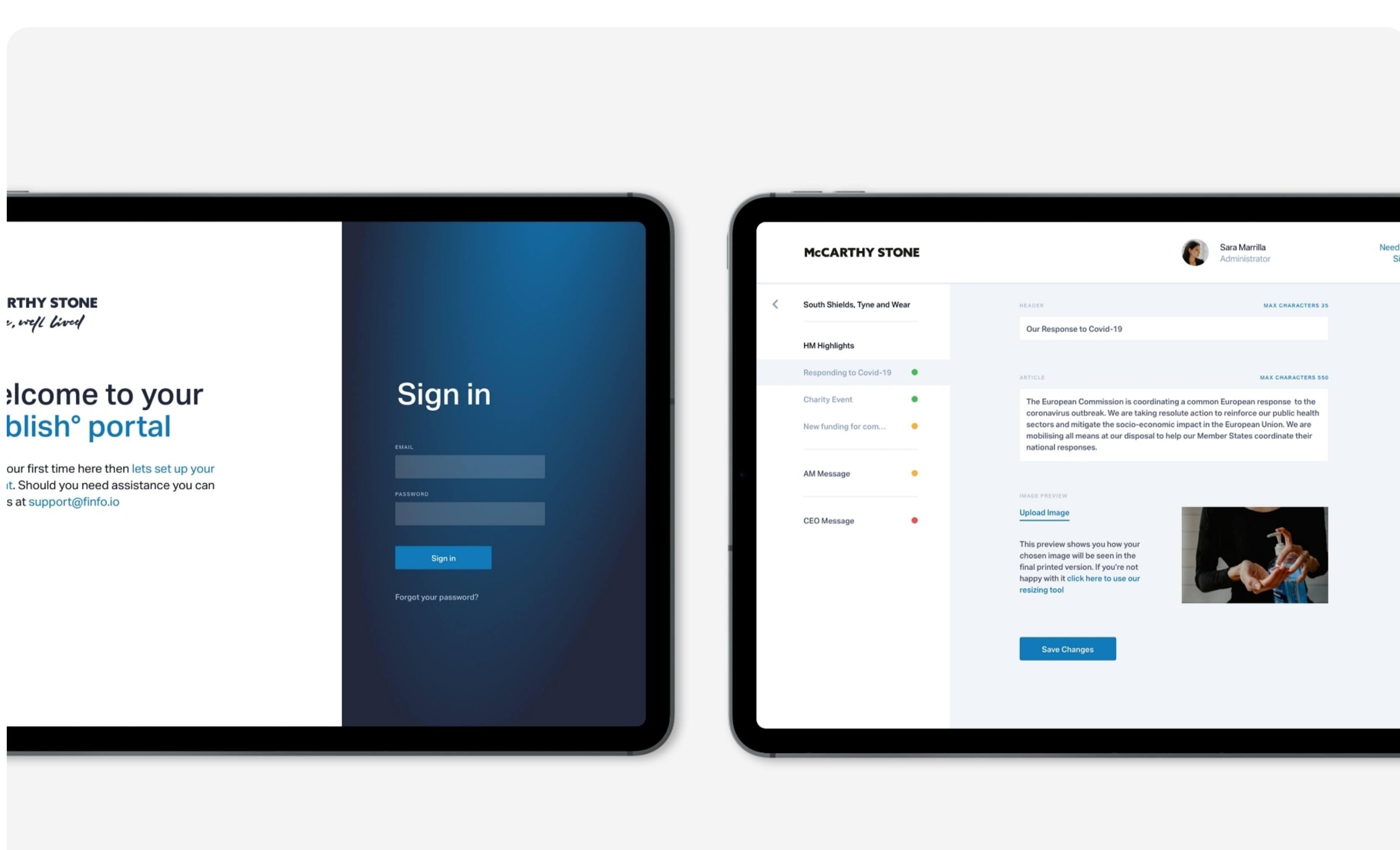
Ali Chorley, McCarthy Stone

Managing & collating data through a bespoke online platform

We created an online platform to allow local developments to upload financial info as well as add bespoke content through an easy-to-use web portal. This portal also allowed management to observe the progress of the various developments.

A one stop shop for all components of the financial statement production such as:

- 01 Submitting local news and events**
- 02 Submitting personal statements to feature in brochure**
- 03 Uploading of the raw financial data**
- 04 Tracking deliveries**
- 05 Reviewing the progress of production**
- 06 Help & support features**



Bespoke Submission Portal

Outcomes & Impact

Distribution Redefined:

Finfo's advanced distribution system transformed how financial statements reached homeowners. McCarthy Stone homeowners were presented with two delivery channels: a printed version for those who preferred a physical copy and a digital version through Finfo's meticulously managed homeowner portal. This dual approach ensured that homeowners could access their financial statements in the format that best suited their preferences, providing flexibility and convenience.

Future-Proofing with Continual Innovation:

Finfo's partnership with McCarthy Stone extends beyond transforming financial statements. Recognising the need for continual innovation, Finfo collaborated with McCarthy Stone to design a digital hub that goes beyond financial insights. By incorporating homeowner feedback and insights from focus groups, Finfo developed a user-friendly portal within the homeowner portal. This enhanced platform not only provides access to financial statements but also empowers homeowners to view energy reporting and find answers to common questions associated with financial statements. The commitment to constant evolution ensures that McCarthy Stone homeowners stay connected, informed, and engaged with their investments.

Driving Efficiency and Sustainability:

The collaboration between Finfo and McCarthy Stone extends beyond financial transformation. Finfo's involvement in working closely with the finance team at McCarthy Stone throughout the year ensures the accuracy of financial data through a robust governance process. The integration of Finfo's solution streamlines operations, reducing manual effort and mitigating the risk of errors. Additionally, the shift to digital delivery significantly reduces paper waste, aligning with McCarthy Stone's commitment to environmental sustainability.

"The transformation we've seen with Finfo's solutions is beyond anything we could have imagined. They've not only revolutionised our financial statements, but they've also helped us better engage with homeowners. We look forward to our continued partnership with Finfo."

Ali Chorley, McCarthy Stone

Any Questions?

Book a personal introduction to our Automated Publishing service via info@finfo.io