



AGING IN THE
COMFORT OF HOME®

2026
Dealership
Overview Packet

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1. A Letter From Our Founder

Dear Future Partner,

Welcome, and thank you for your interest in becoming an independent dealer with *Aging In The Comfort Of Home*®.

If you're reading this, chances are you've witnessed it firsthand, a parent, a neighbor, or someone close to you wants to stay in the home they love but needs some help. This company was built for that moment, when care becomes action, and love turns into lasting impact.

For over 75 years, our legacy has been grounded in helping families make peaceful aging possible. Today, that mission continues, thanks to people like you: heart-led, service-driven individuals who want to create independence for others while building something deeply meaningful.

This isn't a job. It's a calling. And with the right tools, training, and heart, you'll be amazed at how deeply your work will matter.

We're honored you're here. Let's build something powerful, together.

Warmly,

William Macier

Founder & CEO

Aging In The Comfort Of Home®





 **AGING IN THE**
COMFORT OF HOME®

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DEALER
AGING IN THE
COMFORT OF HOME

2. The Opportunity of a Lifetime

Aging in Place, Accessibility & The Business of Dignity

Across the country, families are asking a question that feels both personal and urgent:

“How can we help Mom, Dad, or Grandma stay safely in the home they love, without losing their independence or sense of self?”

For more than 75 million Americans nearing retirement, aging in place isn't just a preference, it's a deeply rooted need. It's about staying connected to routines, relationships, and the spaces that reflect who they are.

But most homes weren't built with this chapter of life in mind. Fewer than 1 in 10 are aging- or ADA-ready.

And that's where you come in.

Your Role: Advocate. Problem-Solver. Local Brand.

As an independent dealer, you'll run your own business under your brand while gaining access to national training, tools, and product support.

Your focus is clear:

- Deliver aging-in-place, ADA-compliant upgrades and home modifications that protect dignity, mobility, and peace of mind.
- Each project creates more than safety, it creates the freedom to stay home on their terms.

The Market is Real. The Demand is Rising.

This is no longer a niche, it's a national shift backed by data:



- Aging-in-place market is \$151B+ and climbing
- Projected to reach \$9.2B by 2032 in remodeling alone
- Nearly 50% of all home improvement spending now comes from adults 55+
- Seniors invested over \$117B in upgrades between 2015–2017

People want to stay home. They need someone who can help them do it.

The Heart of the Home: Why This Work Matters

As people age, what they want isn't complicated.

They want to stay close to the rhythms of their lives, their morning routines, backyard gardens, and the people and spaces that make them feel at home.

But the barriers are everywhere:

- Bathrooms they can't enter safely
- Stairs they can't climb
- Entryways that put them at daily risk

That's where your impact begins, one lift, one ramp, one thoughtful remodel at a time.

Because every project you complete delivers more than safety, it restores confidence, preserves independence, and offers more time in the place that feels most like home.

Who Thrives in This Business?

You don't need a construction background to do this work well. You need heart, follow-through, and care.

Some of our most successful dealers come from:

- Veterans still answering the call to serve
- Healthcare workers turning compassion into a career
- Family caregivers who've lived this need firsthand
- Tradespeople ready to create meaningful change
- Community leaders building trust where they live

If you're the kind of person who sees a need, and steps in to meet it, this is your place to grow.

What You'll Receive as an Independent Dealer

This isn't a franchise. It's your business, your brand, built on your terms, with no royalty fees. No protected territory is granted, just the freedom to grow however you choose.

As an Independent Dealer, you'll gain access to:

Training & Certification

- Learn aging-in-place design, ADA code essentials, and practical product applications
- Access expert-led safety assessments and ready-to-use home evaluation templates

Premium Product Access

- Enjoy exclusive dealer pricing on stair lifts, ramps, grab bars, walk-in tubs, and Cobra GPS trackers
- Receive guidance on sourcing trusted vendors and turnkey solutions for every project

Marketing Templates & Launch Materials

- Use sample marketing templates, lead-generation templates, and customizable campaigns
- Get market-evaluation examples discussed during Certification

Case Studies and Field Examples

- Access real-life case studies, and learn from peer collaboration
- Tap into national insights and apply them with confidence in your local community

This Is Legacy Work

Every project you touch becomes part of someone's story, not just a safer home but a return to identity, dignity, and the life they know and love.

Sometimes, it's a ramp that lets Dad make his morning coffee again. Or a grab bar that gives Mom the confidence to tend the garden she's nurtured for years.

This isn't construction. It's love, quietly built into the corners, thresholds, and everyday moments of home.

Ready to Make an Impact?

The need is real. The moment is now. Families everywhere are searching for someone they can trust, someone who sees their struggle and says,

"I've got you."

If you're ready to build a business with purpose, heart, and legacy...then this is your chance.

3. Market & Industry Outlook

The Business of Dignity, Demand, and Deep Human Need

The demand for aging-in-place solutions is growing rapidly. With an aging population and shifting cultural preferences, the market is transforming to meet the needs of older Americans who wish to remain in their homes longer. Here’s a look at the data driving this opportunity.

The Big Picture: America Is Aging Fast

We are in the midst of one of the most transformative demographic shifts in history:

Year	U.S. Population 65+	% of Total Population
2022	58 million	17%
2030	71 million	20%
2050	82 million	22%

By 2030, every Baby Boomer will be 65 or older, making one in five Americans a senior. By 2050, that ratio will climb to nearly one in four. Families across the country are already grappling with a difficult question:

“How do we keep Mom and Dad safe, comfortable, and independent—without uprooting them from their home?”

The Remodeling Boom: Aging-in-Place is Leading the Way

As seniors seek freedom and familiarity, home spending habits are evolving fast.

Aging-in-Place Remodeling Market Value:

Year	Aging-in-Place Market Value
2024	\$5.3 billion
2032	\$9.2 billion

That’s a 6.9% compound annual growth rate (CAGR)—outpacing many traditional industries.

- Older adults (55+) now account for nearly 50% of all home improvement spending.
- Between 2015 and 2017 alone, they invested over \$117 billion in home modifications related to safety, comfort, and accessibility.

This is not a niche market. It’s the new mainstream.

A Smarter Investment: Aging at Home vs. Institutional Care

Type of Care	Annual Cost (2024)
In-Home Health Aide	\$77,800
Assisted Living Facility	\$70,800
Nursing Home (Semi-Private)	\$111,300
Nursing Home (Private)	\$127,750

Now compare that to a one-time aging-in-place upgrade:

- Grab bars, ramps, and handrails: ~\$3,000
- Walk-in showers, stair lifts, wider doorways: \$7,000–\$20,000

The takeaway?

Aging-in-place modifications cost less than 3–6 months of facility-based care.
And the return? Invaluable peace of mind.

The Cost of Inaction: Falls, Families, and Financial Burden

Falls are the #1 cause of fatal injuries for seniors.

- In 2020, fall-related healthcare costs reached \$80 billion
- By 2030, that figure is expected to exceed \$101 billion

Every fall avoided saves medical costs and potentially years of mobility, connection, and quality of life.

Your dealership doesn't just sell installations.

It delivers prevention, freedom, and the ability to stay close to what matters most.

Why Aging in Place Matters More Than Ever

As seniors seek freedom and familiarity, home spending habits are evolving fast.

Roughly 75% of adults 50+ say they want to remain in their homes as they age. Yet, less than 10% of U.S. homes are considered “aging-ready.”

Millions of seniors live in houses with:

- Stairs that have become barriers
- Bathrooms that pose risks
- Entryways that threaten independence

This isn't only a business opportunity, it's a national priority. Our mission is to bridge that gap, one family, one story, one home at a time.

This is where our work begins, and why our mission matters.

The Bottom Line

This is an urgent need, a social responsibility, and an opportunity to build a business with real heart.

- The demand is massive
- The investment is wise
- The impact is generational
- And the mission is meaningful

Whether stepping into a second career, launching a business for the first time, or looking to lead change in your community, **Aging In The Comfort Of Home®** provides Certification, tools, and practical resources to help you launch independently.



4. Dealership Snapshot

Aging-In-Place, ADA Accessibility, and Remodel Solutions

Becoming an independent dealer is about aligning with a purpose. As an independent dealer, you'll serve as a local advocate for aging-in-place, ADA accessibility, and inclusive remodeling solutions that empower individuals to remain safe, independent, and comfortable in their homes regardless of age or ability.

You'll run your brand, serve your community, and build a business reflecting your values. During Certification, you receive training materials, consultation tools, example marketing templates, and product access information for independent use afterward.

Your Role: Accessibility Partner & Remodel Consultant

As an independent dealer, your mission is to meet people where they are, whether aging, living with disabilities, or simply looking to make their homes safer and more functional. You'll help clients make informed decisions, install meaningful upgrades, and improve lives, one room, ramp, or remodel at a time.

You're not selling products. You're offering independence, safety, and quality of life.

Your Core Responsibilities

1. Consult & Advise

- Conduct home evaluations for aging-in-place and ADA accessibility
- Recommend code-compliant, budget-friendly solutions (e.g., zero-step showers, handrails, threshold ramps)
- Educate homeowners on how simple changes can reduce risk and enhance mobility

2. Coordinate & Deliver Solutions

- Manage client projects, from consultation to installation
- Collaborate with contractors or installers as needed
- Ensure ADA compliance and consistent quality

3. Grow Your Local Brand

- Operate under your business name with your own brand identity
- Build local partnerships with senior centers, VA programs, disability services, and remodel networks
- Leverage sample marketing templates and campaigns

4. Run Your Business

- Access dealer pricing through approved vendors/suppliers
- Apply pricing and positioning frameworks provided during Certification
- Participate in dealer knowledge-sharing

Who Thrives in This Role?

The strongest partners aren't just business-minded, they're mission-minded. You're likely a great fit if:

- You care deeply about helping people live safely at home
- You see the value in practical solutions over complicated sales
- You have an eye for design, quality, and problem-solving
- You enjoy meeting people, building community trust, and offering meaningful upgrades

Whether you're a caregiver, builder, designer, veteran, or local leader, you belong here. If you've ever wanted to use your time, energy, and values to create something meaningful, this is your moment.

Let's create safer, more accessible homes.

5. Signature Products Overview

At *Aging In The Comfort Of Home*®, we proudly connect families with carefully vetted products designed to make aging in place safer, smarter, and more comfortable. You can access exclusive dealer pricing and product-access pathways across our most trusted solutions as an independent dealer.

ADA-Compliant Bathroom Upgrades

Dignity begins in the most personal spaces.

- Walk-in tubs and barrier-free showers
- Comfort-height toilets and non-slip flooring
- Grab bars, handrails, and lever handles

Stair Lifts & Home Access Equipment

Restore freedom, one step at a time.

- Indoor and outdoor stairlifts
- Vertical platform lifts
- Modular ramps and threshold transitions

Alzheimer's & Memory Support Aids

Comfort through familiarity and design.

- Visual cue signage and memory-friendly layouts
- Contrasting color placements and soft-close fixtures
- Sensory lighting and wandering prevention setups

GPS Trackers & Smart Monitoring

Peace of mind, no matter the distance.

- Cobra GPS Trackers with fall detection & geofencing
- Motion sensors and emergency alert systems
- Voice-activated assistants and caregiver dashboards

AGING IN THE COMFORT OF HOME®



STATISTICS ON THE AGING POPULATION

17%
OF THE U.S.
POPULATION
IS 65+

22%
PROJECTED SHARE
OF THE POPULATION
BY 2050

86%
OF OLDER
ADULTS HAVE A
CHRONIC CONDITION

55X
MORE LIKELY
TO MOVE TO A
NURSING HOME

Everyday Safety Enhancements

Small changes. Big impact.

- Reacher tools, anti-slip rugs, lighting upgrades
- Door widening kits and smart doorbells
- Easy-reach cabinetry and adaptive hardware

Dealer Tools & Trusted Vendor Access

Tools, training, and vendor guidance provided during Certification.

- Exclusive dealer pricing and sourcing support
- Turnkey installation guidance and training
- Access to industry-leading brands and product partners

Why These Solutions Matter

- 83% of older adults say they prefer to stay in their own homes as they age, but less than 10% of homes are adequately equipped for long-term aging in place.
- A simple grab bar or handrail can reduce fall risk by up to 60% in high-risk individuals.
- Homes with basic safety modifications see a 43% decrease in fall-related emergency room visits.
- Families are now 4x more likely to seek home upgrades for aging loved ones than just a decade ago.

Every product you offer represents a choice that restores independence, builds confidence, and protects what matters most: home.

Whether it's a stair lift that brings Dad back to the second floor or a walk-in shower that lets Mom start her day with peace of mind, these solutions make everyday life feel possible and personal.

As an *Aging In The Comfort Of Home*® dealer, you're not just delivering equipment. You're delivering empowerment, safety, dignity, and a few more beautiful years in the place they love most.

6. FAQs & Common Objections

Do I need experience in construction, healthcare, or remodeling?

No. While experience can be helpful, it's not required. We train you on everything you need about aging-in-place design, ADA accessibility, and inclusive home modifications. You only need empathy, drive, and a desire to serve your community.

Is this a franchise? What are the fees?

This is not a franchise. No royalties, monthly dues, or use of our name are required. You operate under your independent brand and identity. As an independent dealer, you can access our training, product discounts, and training materials, tools, and templates provided during Certification without giving up your autonomy.

Will I represent your company?

You'll operate independently under your business name. And you can access dealer-level pricing on national products. You are not an employee or direct representative of our company. You may not present yourself as an "authorized" or "official" AITCOH partner.

How much support do I receive as a dealer?

During Certification, you receive product training, home evaluation templates, ADA/accessibility guidance, business setup instruction, and sample marketing materials for independent use. No continuing services, updates, portals, or assistance are included after Certification unless separately agreed in writing.

Is my territory protected?

During Certification, examples may be discussed for evaluating local market potential, but no exclusive territory rights are provided. You have the freedom to scale based on your own goals and market conditions.

Do I have to do the installations myself?

Not unless you want to. You can subcontract trusted local installers or partner with Tradespeople. Many dealers focus on consultations, home assessments, and project management, while others take a hands-on approach.



7. Your Next Steps

We appreciate your interest in becoming a dealer with *Aging In The Comfort Of Home*®, a brand built on purpose, trust, and the belief that aging at home should be safe, empowering, and dignified. Whether you are ready to move forward or still evaluating the opportunity, we welcome your questions.

Step 1: Let Us Know You're Interested

Complete our quick dealer interest form to tell us who you are, where you're located, and why this mission speaks to you.

Step 2: Review the Dealer Overview Packet

After reviewing the Dealer Overview Packet, reflect on how this opportunity aligns with your values, goals, and community vision. Write down any questions you'd like to ask during your consultation.

Step 3: Book a Personal Consultation

We'd love to meet you. Schedule a one-on-one call with a team member who can answer your questions, share real-world dealer stories, and walk you through the next steps.

Step 4: Decide Your Next Move

Review the materials, assess fit, and move forward with a consultation or application when ready.

Have Questions?

We're happy to help.

Call: (417) 527-8786

Email: contact@aginginthecomfortofhome.com