



AGING IN THE
COMFORT OF HOME®

FAQS AND COMMON OBJECTIONS

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

No. Experience can be helpful, but it is not required. During Certification, dealers receive training in aging-in-place principles, accessibility planning, home safety evaluations, and consultative service. What matters most is professionalism, follow-through, and a genuine desire to serve families in your community.

Is this a franchise? What are the fees?

No. This is not a franchise. There are no royalties, monthly dues, or franchise restrictions. Dealers operate as independent business owners under their own brands and retain 100% of their revenue. The one-time dealership investment is \$134,900, with financing availability determined only by independent third-party lenders.

Will I represent Aging In The Comfort Of Home®?

No. You operate independently under your own business name. You are not an employee, agent, representative, partner, or franchisee of Aging In The Comfort Of Home®. During Certification, you may receive sample marketing templates for independent adaptation, but you may not present yourself as an “authorized” or “official” representative of the company.

How much support do I receive as a dealer?

During Certification, dealers receive training materials, practical tools, templates, and implementation resources designed to support a strong launch.



Is my territory protected?

No. No geographic territory is granted or protected. Dealers choose how and where to grow based on their own goals, market conditions, and business decisions.

Do I have to do the installations myself?

No. Dealers may perform installations themselves if properly qualified, or they may coordinate with trusted local subcontractors, installers, or tradespeople. Many dealers focus on consultations, assessments, project management, and client guidance, while others take a more hands-on role.

How do I find clients or get leads?

During Certification, dealers receive marketing templates, launch materials, outreach ideas, website framework examples, and sales scripts designed for independent use. These materials are meant to help you build visibility, start local conversations, and create your own lead flow under your own brand.

Can I start part-time or alongside another career?

Yes. Many dealers begin part-time while building local relationships, evaluating demand, and developing their business gradually. The model is flexible and can grow according to your availability, goals, and market.

Is this a meaningful business?

Yes. Dealers help families make homes safer, more accessible, and better suited for long-term independence. The work can reduce risk, improve comfort, and help people remain in the place they know and love. That makes it both practical and deeply meaningful.