



**AGING IN THE  
COMFORT OF HOME®**

## Dealer Package Overview

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### **Investment: \$79,900 (financing available)**

Becoming a dealer with *Aging In The Comfort Of Home*® means starting your own independent business with access to Certification training, practical tools, operating resources, preferred product access guidance, and a professional Dealer Marketing Launch Package created in your name.

The model is built for independent ownership. Dealers operate under their own business names and make their own decisions regarding pricing, operations, hiring, marketing, customers, and growth.

Your dealership scope may include home safety upgrades, bathroom and kitchen remodels, interior and exterior construction, accessibility improvements, product installations, and full home modification projects.

During Certification, dealers receive a structured foundation designed to support a confident local launch. The package includes training materials, consultation tools, home evaluation resources, product category guidance, operations tools, and marketing assets that help you enter your market with a polished, credible presence.

Dealer placement is reviewed with long-term success in mind. *Aging In The Comfort Of Home*® has no interest in placing dealers so close together that they compete for the same immediate local opportunity.

Dealers are responsible for required contractor licensing, business registrations, insurance, local compliance, subcontractor relationships, and daily business decisions in their jurisdiction.

## 1. Training & Certification

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Confidence comes from preparation. Certification blends practical instruction, business setup, and real-world application so dealers can serve families with skill from day one. Training

connects knowledge to practice and helps make each step clear in the field, from single grab bar installs to full bathroom conversions and whole room rebuilds.

## **Core Certification Tracks**

### **Aging in Place and Accessibility Principles**

Training in universal design principles, accessibility standards, and safety codes. Dealers learn to conduct in-home safety evaluations, identify risks, and recommend modifications that align with accessibility needs, home safety priorities, and practical project goals.

### **Home Evaluations & Consult Walkthroughs**

Step-by-step instructions on conducting professional in-home consultations, asking the right questions, building trust with families, and presenting recommendations with empathy.

### **Product Installation & Safety Applications**

Practical training on stair lifts, ramps, grab bars, bathing solutions, safety technology, product access guidance, and common installation considerations.

## **Business & Operations Training**

### **Operational Setup**

How to structure your business, establish daily systems, organize documentation, and build a practical service operation.

### **Hiring & Human Resources**

Interview guides, onboarding processes, compliance checklists, and staff training practices tailored for small service-based teams.

### **Business Development Activities**

Monthly action planning that helps dealers organize outreach, follow-up, service development, local visibility, and relationship-building activities.

## **Sales & Growth Modules**

### **Prospecting & Sales Success**

How to connect with adult children, caregivers, referral contacts, and community organizations without pressure tactics.

### **Your Business & Social Media:**

How to establish your online presence from day one through clear messaging, local education, Facebook content, LinkedIn outreach, and relationship-focused visibility.

## **Tools and Templates**

- Jobsite checklists and forms for home assessments, technician support, and customer walkthroughs.
- Evaluation guides that help document risks clearly and recommend practical solutions.
- C-EASY Digital Evaluation Tool resources to structure and simplify in-home safety assessments.
- Business setup and local outreach planning documents for launch readiness.

Certification gives dealers a practical foundation for evaluating homes, guiding families, planning projects, and organizing daily work. The training materials and field-ready tools are designed to support confident conversations, clear recommendations, and a professional local launch.

## **Lead Generation & Rollout Strategy**

### **Lead Generating Ideas for Dealers**

Grassroots and digital methods to reach your first clients.

### **Rollout Strategy**

An optional 90-day planning checklist is provided during Certification to help you move to your first booked jobs.

## **Tools & Templates**

### **Jobsite Checklists & Forms**

For home assessments, technician support, and customer walk-throughs.

### **Evaluation Guides**

To document risks clearly and recommend practical solutions.

### **C-EASY Digital Evaluation Tool**

To structure and simplify in-home safety assessments.

You finish Certification, ready to act. Outcomes vary by dealer and market, and are not guaranteed. You know how to evaluate homes, guide families, bid projects, and manage your day with tested tools at your side. That mix of technical skill and practical resources lets you start with safety jobs and scale into full remodel and construction work right away. Training is educational and not legal, financial, or tax advice.

## 2. Product Access & Vendor Network

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Dealers may receive access to discounted costs on eligible products purchased through Aging In The Comfort Of Home® using preferred vendors we work with.

Preferred product access is designed to help dealers support common home safety, accessibility, mobility, bathroom safety, monitoring, and remodeling needs. Product categories may include stair lifts, ramps, grab bars, walk-in bathing options, bathroom safety products, mobility equipment, monitoring tools, and related aging in place solutions.

Product guidance provided during Certification helps dealers understand available categories, common use cases, product planning considerations, and how different solutions may support safer daily living at home.

### **Preferred Product Access Benefits**

- Discounted product costs may be available on eligible products purchased through Aging In The Comfort Of Home® using preferred vendors we work with.
- Dealers receive product category guidance, planning resources, and ordering support materials during Certification.

### **Product Categories You Can Offer**

- **Remodel & Construction Services**  
Bathroom rebuilds, curbless showers, subfloor and joist repair, doorway widening and framing, kitchen layout changes, cabinet modifications, flooring replacement, exterior entry rebuilds, decking, handrails, lighting, and electrical updates that support aging in place.
- **Mobility & Accessibility**  
Stair lifts, vertical platform lifts, modular ramps, threshold ramps, widened entries, transitions, and related access solutions.
- **Bathroom Safety**  
Walk-in bathing, roll-in showers, grab bars, non-slip flooring, comfort-height fixtures, handrails, and fixture changes that support safer routines.
- **Kitchen & Living Modifications**  
Cabinet access, appliance positioning, smooth flooring transitions, reach improvements, lighting, seating height, and layout changes.
- **Health, Safety, and Monitoring Tools**  
Transfer aids, home beds, patient lifts, emergency alert tools, motion sensors, stove shutoff devices, caregiver notification tools, and related accessories.

- **Monitoring & Security Tools**  
Emergency call systems, motion sensors, stove shutoff devices, and caregiver notification tech.
- **Maintenance and Follow-Up Tools**  
Replacement parts, lighting kits, detector checks, service visit summaries, maintenance checklist examples, and recurring safety visit concepts.

### **Product Planning and Local Coordination**

- Product planning templates, recommended product lists, planning worksheets, order preparation tools, and category reference materials.
- Local installer vetting resources with criteria for evaluating subcontractors, installers, and local service providers.
- Project coordination guidance for organizing product selection, local sourcing, installation timing, and client communication.
- Product availability, pricing, shipping timelines, warranty terms, and fulfillment details may vary by vendor, product category, and order.

## **3. Dealer Marketing Launch Package**

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Dealers receive a professional Dealer Marketing Launch Package created in their name to support credibility, outreach, and clear local communication.

Many new businesses struggle because they open before they look established. The Dealer Marketing Launch Package helps solve that problem from the beginning by giving dealers polished brand, print, digital, campaign, and consultation materials they can use in local outreach.

### **Branding & Identity**

- Original static logo design created for the dealer's local business identity.
- Animated logo version for digital, video, and online campaign use.
- Video introduction logo designed for presentation, social media, and campaign content.
- Brand color and font guidance that helps keep the dealer's local brand consistent.

### **Digital Launch Assets**

- Starter five-page website created to explain local services, invite inquiries, and support credibility.

- Three custom landing pages for focused campaigns, service education, local outreach, and lead capture.
- Three HTML email campaigns for outreach, education, follow-up, and referral conversations.
- Website copy structure and messaging frameworks designed to help the dealer communicate clearly.

### **Printed Marketing Collateral**

- 1,000 8.5-inch x 11-inch flyers.
- 1,000 11-inch x 17-inch tri fold brochures.
- 1,000 business cards.
- 1,000 6-inch x 9-inch postcards.
- Letterhead template, press release content, and outreach copy for local introductions and referral conversations.

### **Campaign and Consultation Materials**

- Radio campaign script for local awareness.
- Home safety evaluation materials that support structured walkthroughs and practical recommendations.
- Consultation walkthroughs that help dealers explain services clearly and respectfully.
- Referral introduction copy for local referral sources, care organizations, veteran groups, community contacts, and professional networks.
- Local event messaging and educational flyer language for home safety, accessibility, remodeling, and aging in place services.

### **Low Visibility Resources**

- A 30-day launch calendar or first-month action guide.
- A 90-day rollout planning framework for local outreach and visibility.
- Lead magnet examples, such as home safety guides and checklist-based downloads.
- Presentation and event materials for community education settings.
- Relationship-based outreach ideas for churches, nonprofits, veteran groups, caregiver networks, care organizations, and local service networks.
- Campaign examples for safety assessments, bathroom conversions, kitchen accessibility, entry access, and broader home modification work.

The marketing package gives dealers a polished foundation for local outreach. From logo assets and print collateral to website pages, email campaigns, consultation tools, and referral

materials, each piece is designed to help the dealer introduce the business with clarity and confidence.

## **4. Operations & Customer Experience Tools**

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Strong operations keep promises. The toolkit gives dealers a clear framework for daily management, technician support, estimating, and client communication. It simplifies complex tasks, keeps projects on track, and supports a steady experience families can count on across small safety jobs and multi-week remodels.

### **Dealer Operations Toolkit**

- Project Planning Calculators: digital tools to review scope, materials, pricing assumptions, and project planning before committing resources.
- Business Planning Worksheet: a planning resource that helps dealers think through service mix, project volume, pricing assumptions, and growth priorities.
- Sales Call Assistant: structured call guides to support conversations with new leads.

### **Field Management Support**

- Technician service checklists for bathrooms, kitchens, entries, and exterior areas to support consistent quality on each job.
- Time and receipt tracking resources for logging technician hours, materials, and expenses.
- Project overview forms that document job details, scope of work, and next steps.
- Mobile-ready tools for field staff to receive alerts, upload receipts, and track tasks.

### **Customer-Facing Resources**

- Safe Home Helper Guide that explains common upgrades in plain language.
- Home Safety Check Tool that structures in-home safety assessments.
- Customer experience surveys, feedback requests, completion summaries, and quality sign-off sheets.
- Leave-behind reports with professional summaries, notes, and recommendations.

When your process is organized, families feel at ease. These systems make professionalism a habit and reinforce your role as a trusted guide. The same structure that supports a rail install can also support a full bathroom rebuild, and that consistency becomes part of your local reputation.

## 5. Post-Certification Support

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Certification gives dealers a complete launch foundation they can continue using as they build their independent businesses.

By the time training concludes, dealers have access to practical instruction, consultation tools, home evaluation resources, marketing assets, product access guidance, and operations materials designed for independent use.

After Certification, each dealer leads their own business according to their goals, market, qualifications, service mix, and local relationships. The model gives dealers control over branding, pricing, staffing, scheduling, project selection, customer communication, and growth direction.

## 6. Business Growth Opportunities

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Dealers may build their businesses around service categories that fit their skills, qualifications, market demand, and local relationships. The model can support home safety evaluations, accessibility installations, remodeling projects, maintenance concepts, referral development, and broader construction opportunities.

### **Core Service Categories**

- Safety assessments and consultations: conduct in-home evaluations and provide written recommendations using provided templates and digital tools.
- Installation services: offer or coordinate stair lifts, ramps, grab bars, walk-in bathing options, bathroom safety products, and other accessibility-related installations based on qualifications and local project needs.
- ADA remodeling and general construction: manage bathroom conversions, curbless showers, doorway and hallway widening, kitchen layout changes, subfloor and framing corrections, and exterior entry rebuilds.

### **Maintenance and Follow-Up Concepts**

- Monthly Maintenance Program for Safety: monthly safety visit concepts may help dealers offer structured follow-up services for families who want regular home safety review and practical support.
- Product Maintenance Programs: annual service checks for installed lifts, ramps, safety equipment, and related products may help dealers maintain customer relationships and identify future project needs.

## **Market Expansion Opportunities**

- VA home modification contracts and related veteran outreach where appropriate.
- Hospital and discharge relationships that support safe transitions home after medical events.
- Community and referral relationships through care organizations, veteran groups, churches, nonprofits, clinics, and community networks.

## **Expanded Remodel Opportunities**

- Insurance and private pay positioning for bathroom conversions and kitchen modifications with clear cost-benefit language.
- Phased projects that begin with priority safety changes and continue with planned upgrades over time.
- Design-assist services for finish selection, fixture planning, and layout guidance that support larger contracts.

## **Additional Growth Options**

- E-commerce and resale opportunities for aging in place products and adaptive living aids where appropriate.
- Custom program packages for families navigating Alzheimer's, stroke recovery, or multi-generational living.
- Preferred Product Access: use eligible product categories and preferred product access guidance to support resale, installation, and project-based opportunities where appropriate.

## **Dealer-Led Growth**

Dealers build their businesses through their own skills, service quality, local relationships, pricing decisions, project mix, and consistent follow-through.

## **Dealer Control Areas**

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### **Independent Business Ownership**

Dealers operate under their own business names and lead their own local businesses.

### **Local Business Setup**

Dealers manage business registrations, contractor licensing, insurance, permits, tax matters, advertising compliance, and local requirements.

**Operations and Customer Experience**

Dealers make decisions about pricing, scheduling, hiring, subcontractors, project management, customer communication, and quality standards.

**Product and Project Coordination**

Dealers use product access guidance, local service providers, subcontractors, and project planning tools to build the operating model that fits their market.

**Brand and Market Direction**

Dealers adapt provided materials to their own business name, local audience, service mix, and long-term growth goals.

**Dealer Legal Note**

Dealers with Aging In The Comfort Of Home® operate as independent business owners under their own brands. Formal program terms, Certification scope, dealer responsibilities, financing terms, service area details, and legal requirements are governed by the applicable agreements and written program documents.