



**AGING IN THE**  
COMFORT OF HOME®

**Certified Dealer Handbook**

*Your business. Your brand. Our legacy of care.*

## We Are A Movement That Matters

At **Aging In The Comfort Of Home**<sup>®</sup>, we believe lasting business success is grounded in service, compassion, and trust.

As a Certified Dealer, you are stepping into more than a market opportunity. You are stepping into work shaped by purpose and real community impact.

This journey belongs to you. Your brand, leadership, and local impact are strengthened by the training, tools, and practical examples provided during Certification, along with a legacy of care that has served families for more than 75 years.

This is more than a business opportunity. It is a way to help families stay together longer, with greater safety, comfort, and dignity at home.

[www.aitcoh.com/dealerships](http://www.aitcoh.com/dealerships)



**Your work will not just create safer homes.  
It will create stronger communities.**

# Provided Launch Materials

## **Comprehensive Certification**

Training that prepares you for home safety evaluations, accessibility planning, consultative service, and local business readiness.

## **Business & Operations Training During Certification**

Practical instruction to help you launch, manage, and grow your independent business with confidence.

## **Preferred Product Access**

Access to preferred sourcing pathways and dealer pricing on trusted aging-in-place and home safety solutions.

***“The first 30 days set the tone for everything to come!”***

## **Sample Branding Templates for Independent Adaptation**

Templates and examples designed to help you shape a brand that reflects your voice, your market, and your values.

## **Independent Dealer Framework**

A practical operating framework designed to support independent ownership while giving you structure for service, positioning, and growth.

## **Expanded Remodeling Project Opportunities**

Training and knowledge to help you pursue standard remodeling work, including bathrooms, kitchens, and accessibility upgrades.

## **Ongoing Home Maintenance Service Options**

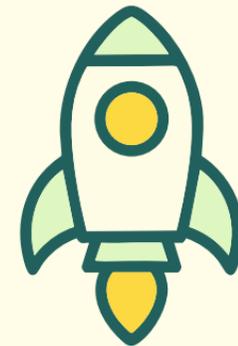
The option to offer quarterly or biannual maintenance packages that help families keep their homes safer over time.



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## Start Strong From Day One



### **Orientation Slides and 30-Day Calendar**

Actionable resources designed to organize and energize your first month of outreach.

### **Website Framework Provided During Certification**

A professional website structure created to help tell your story, invite consultations, and connect with your community.

### **Sales and Consultation Scripts**

Emotionally intelligent conversation templates for home evaluations, consultations, and local events.

### **Launch Planning During Certification**

Launch materials are provided during Certification for independent use and are not updated or managed after Certification.

# Independent Dealer After Certification

Certification provides dealers with a practical foundation of training, templates, and field-ready tools designed to support a strong start.

Once Certification is complete, each dealer operates independently under their own brand and leads the business according to their own goals, decisions, and market approach.

No continuing services, updates, portals, or additional assistance are included unless separately agreed to in writing.

Marketing, pricing, territory decisions, operations, hiring, and long-term growth remain the responsibility of the dealer.

The work carries real value for the people and families you serve in your community.

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*“Growth isn’t just about more. It’s about deeper service, sharper skills, and greater confidence, one conversation, one home, one referral at a time.”*



## **Build Your Brand. Leave Your Legacy.**

You lead the story. Certification helps you begin with clarity, purpose, and a strong operational foundation.

During Certification, dealers receive training materials, practical tools, and example templates designed to support a confident launch.

From there, you bring your leadership, local insight, and vision to life through your own independent business.

Our role is to prepare you well, not to define your path.

At the heart of the work is something that matters deeply: protecting independence, dignity, and the meaning of home.

***Lead with heart. Grow with purpose. Serve with lasting impact.***

# Your Journey Starts Here

Families across the country are looking for ways to age safely, independently, and with confidence at home.

The next part of that work may begin with you.

Your next step is simple: start the conversation.

Let's explore whether this opportunity aligns with your goals, your market, and the future you want to build.

***Ageing In The Comfort Of Home®***

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**THANK YOU.**