



**AGING IN THE  
COMFORT OF HOME®**

## Dealer Package Overview

---

### **Investment: \$134,900 (financing available)**

Becoming a dealer with *Aging In The Comfort Of Home*® means starting your own independent business with access to training materials and implementation templates provided during Certification. We are not a franchise. There are no royalties, brand restrictions, or exclusivity requirements. You retain 100% of your revenue and operate entirely under your own brand.

Financing, if any, is offered by independent third parties and is not provided by AITCOH. All approval terms are set solely by the lender. No geographic territory is granted or protected. AITCOH requires no minimum purchase commitments or inventory purchases.

Your dealership scope is broad and may include safety upgrades, bathroom and kitchen remodels, interior and exterior construction, and full home accessibility projects.

Dealers operate under their own business names, not as franchisees or agents of Aging In The Comfort Of Home®. This distinction protects your independence and ensures you have complete ownership of your brand and reputation.

While you may not market yourself as an “authorized” or “official” representative of Aging In The Comfort Of Home®, you may receive sample marketing templates during Certification, provided solely as examples for independent adaptation. These are not ongoing services, endorsements, or brand authorizations. These are examples only and are not updated or supported after Certification. These include a launch branding kit, website framework, collateral templates, and campaign tools—all designed to be tailored to your unique business identity.

This approach gives you the confidence of training materials and examples provided during Certification while allowing you to present yourself to your community under your own name, building trust and recognition locally.

All materials are provided at the time of Certification for your independent use. No continuing support, updates, or services are included beyond these deliverables.

You are responsible for all required contractor licensing, business registrations, and insurance in your jurisdiction.

## 1. Training & Certification

---

Confidence comes from preparation. Our Certification blends practical instruction, business setup, and real-world application so you can serve families with skill from day one. Instructors connect knowledge to practice and make each step clear in the field, from single grab bar installs to full bathroom conversions and whole room rebuilds.

Training covers general principles and public standards. It is not legal advice. You are responsible for local licensing, permits, code compliance, and professional judgment.

### **Core Certification Tracks**

#### **Aging-in-Place & ADA Compliance**

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 ADA requirements.

#### **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, and safety tech. Modules include installation guidance, vendor protocols, and troubleshooting basics.

### **Business & Operations Training**

#### **Operational Setup**

How to structure your business legally and establish daily systems that support long-term growth.

#### **Hiring & Human Resources**

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

### **Revenue Generating Tasks**

Monthly action plans that highlight which tasks build the most consistent income.

## **Sales & Growth Modules**

### **Prospecting & Sales Success**

How to connect with adult children, caregivers, and case managers without using pressure tactics.

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

How to establish your online presence from day one.

### **Facebook Best Practices for Business**

Content planning, targeted ads, groups, and community engagement.

### **LinkedIn Best Practices**

Networking with referral sources, including VSOs, discharge planners, and healthcare professionals.

## **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

---

Dealers may be introduced during Certification to suppliers who advertise aging-in-place products. AITCOH is not a party to these supplier arrangements. All purchases, warranties, and disputes are solely between the dealer and the supplier. AITCOH does not guarantee supply, pricing, or terms. Supplier catalogs presented during Certification may include products such as lift installs and ramp systems to full wet area rebuilds, subfloor corrections, and structural updates tied to accessibility. Suppliers are independent third parties. Each supplier sets pricing, availability, lead times, and warranties, and may change without notice.

### Access to Suppliers

- **Potential Margins**  
Vary by supplier, scope, and local pricing are intended to support competitive pricing options that you may adapt for your market.
- **Ordering Guidance**  
From suppliers aligned with ADA standards and aging-in-place needs.

### Product Categories You Can Offer

- **Remodel & Construction Services**  
Bathroom gut and rebuild, curbless showers, subfloor and joist repair, doorway widening and framing, kitchen layout changes, cabinet modifications, flooring replacement, exterior entry rebuilds, decking and handrails, lighting and electrical updates that support aging in place.
- **Mobility & Accessibility**  
Stair lifts, vertical platform lifts, threshold ramps, and widened entry solutions.
- **Bathroom Safety**  
Walk-in tubs, roll-in showers, ADA toilets, grab bars, and non-slip flooring.
- **Kitchen & Living Modifications**  
Pull-down cabinets, comfort height seating, and smooth flooring transitions.
- **Health & Medical Equipment**  
Home beds, transfer aids, patient lifts, adaptive accessories.
- **Monitoring & Security Tools**  
Emergency call systems, motion sensors, stove shutoff devices, and caregiver notification tech.

- **Monthly Maintenance Tools**  
Replacement parts, lighting kits, CO and smoke detectors, and preventative add-ons.

## **Sourcing & Fulfillment Guidance**

- **Ready to use sourcing templates**  
Recommended product lists, order forms, and supplier contacts.
- **Supplier vetting resources**  
Criteria for assessing local subcontractors and installers.
- **Inventory management guidance**  
How to balance direct order products with local sourcing to keep overhead low.

## **Tools & Add-Ons**

- **Product Catalog Access**  
A catalog of products presented during Certification.
- **Early Access**  
Examples of emerging products provided during Certification.

During Certification, dealers may be introduced to independent suppliers that advertise aging-in-place products. These introductions do not constitute an endorsement or guarantee of supplier quality, pricing, or availability. Each supplier is independent and responsible for its own quality, warranties, pricing, and availability. AITCOH does not guarantee supply or performance.

## **3. Marketing & Growth Tools**

---

Visibility opens doors. Your marketing suite establishes credibility fast, is designed to support lead generation, and builds trust over time. Each asset speaks with care and professionalism, so outreach feels natural and true to our mission, and it positions you for both safety projects and full remodel contracts.

### **Branding & Identity**

- **Illustrative Branding Kit**  
Logo, fonts, color codes, and usage guidelines tailored to your dealer name and local market. These materials are examples only. They are not endorsements, brand authorizations, or ongoing marketing services.
- **Collateral Templates**  
Business cards, yard signs, uniforms, and other handouts you can customize.

- **Flyers & Brochures**

Crafted for emotional clarity, highlighting the mission of safe, dignified living.

## **Digital Presence**

- **Dealer Website Framework**

A mobile-ready, SEO-optimized site built on the AITCOH structure, customized with your name, service area, and local content.

- **Social Media Launch Kit**

Pre-designed Canva graphics, quote templates, and campaign posts aligned with national awareness events.

- **Email Sequences**

Ready-to-use campaigns for introductions, follow-ups, and client education. Seasonal campaign kits are provided during certification as downloadable files.

## **Outreach & Lead Generation**

- **Community Partnership Kits**

Presentations and leave-behinds for senior centers, rehab facilities, hospitals, and veteran groups.

- **Lead Magnets**

Downloadable guides (e.g., “10 Safety Fixes Every Home Needs”) to capture interest and generate inquiries.

- **Local Campaign Support**

Examples of seasonal promotions are provided during Certification for independent adaptation.

- **Remodel Campaign Blocks**

Ads, mailers, and landing copy that promote bathroom conversions, kitchen accessibility upgrades, and whole-home construction services.

## **Prospecting & Sales Growth**

- **Grassroots Strategies**

Proven methods for generating referrals through churches, nonprofits, VSOs, and caregiver networks.

- **Digital Campaign Coaching**

How to run ethical, community-focused ads on Facebook and LinkedIn.

- **90-Day Rollout Plan**

A structured calendar of outreach tasks designed to secure your first consultations quickly.

## **Tools & Templates**

- **Customizable Flyers**  
For targeted outreach.
- **Brochures & Lead Sheets**  
You can distribute at expos and events.
- **Community Event Toolkit**  
With scripts, presentations, and booth materials.
- **Seasonal Campaign Kits**  
Provided during Certification as downloadable files.

Your foundation is ready on day one. Flexible templates, digital campaigns, and outreach kits show you where to begin and how to grow into larger remodel and construction scopes while adapting to your local market.

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

---

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

### **Dealer Operations Toolkit**

- **Profitability Calculators**  
Digital tools to measure margins and project profitability before you commit resources.
- **Dealership Profit Forecaster**  
A growth planning calculator that helps you set realistic revenue targets.
- **Sales Call Assistant**  
Structured call guides to support conversations with new leads.

### **Field Management Support**

- **Technician Service Checklists**  
Step-by-step lists for bathrooms, kitchens, entries, and exterior areas, ensuring consistent quality on every job.
- **Time & Receipt Tracking Tools**  
Digital systems for logging technician hours, materials, and expenses.

- **Project Overview Forms**  
Simple templates to document job details, scope of work, and next steps.
- **Technician Mobile Tools**  
Mobile-ready tools for field staff to receive alerts, upload receipts, and track tasks.

## **Customer-Facing Resources**

- **Safe Home Helper Guide**  
A simple homeowner resource that explains common upgrades in plain language.
- **Home Safety Check Tool**  
A digital evaluation system that structures in-home safety assessments.
- **Customer Experience Surveys**  
Templates for gathering feedback and building trust.
- **Leave-Behind Reports**  
Professional one-page summaries of completed work with notes and recommendations.

## **Quality Assurance & Client Care**

- **Checklists & Sign-Off Sheets**  
Confirm every job is completed to standard before invoicing.
- **Service Visit Summaries**  
Monthly safety visit notes for clients enrolled in maintenance programs.
- **Feedback Loops**  
Structured follow-up templates to capture satisfaction ratings and testimonials.

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 scales smoothly to a full bathroom rebuild, and that consistency becomes your reputation.

## **5. Post-Certification Support**

Certification marks the beginning of your independent journey. By the time training concludes, you will have a complete toolkit of instruction, templates, and resources to operate your business with confidence.

Unlike a franchise, there is no continuing mentorship or oversight. You maintain full control over your operations, branding, and growth decisions. This independence allows you to adapt to your market and build a business that reflects your vision.

All materials provided during Certification are for independent use after training. No updates, continuing support, or future services are included or promised unless separately agreed in writing. They are designed to remain useful well beyond training, giving you the structure to work effectively while preserving your freedom to innovate and expand. Dealers should not expect future services, updates, or communications from AITCOH unless separately agreed in writing.

## **6. Revenue Opportunities & Growth Streams**

---

The following are examples of business models used by independent contractors in the aging-in-place industry. Assessments, installations, maintenance programs, remodels, and institutional partnerships all address real needs in your community. Choose the mix that fits your skills and your market to build a flexible, resilient business.

### **Core Service Revenue**

#### **Safety Assessments & Consultations**

Conduct in-home evaluations and provide written recommendations using AITCOH templates and digital tools.

#### **Installation Services**

Earn revenue from installing stair lifts, ramps, grab bars, walk-in tubs, and more.

#### **ADA Remodeling and General Construction**

Manage higher-value projects such as bathroom conversions, curbless showers, doorway and hallway widening, kitchen layout changes, subfloor and framing corrections, and exterior entry rebuilds.

### **Recurring Revenue Programs**

#### **Monthly Maintenance Program for Safety**

Concepts such as monthly safety visits are included as business model examples during Certification. AITCOH does not operate or manage these programs on your behalf. May support recurring client relationships and monthly revenue at your discretion.

#### **Product Maintenance Programs**

Annual service checks for installed lifts, ramps, and safety tech, ensuring continued safety, which may, at the dealer's discretion, lead to additional client work.

### **Market Expansion Opportunities**

### **VA Home Modification Contracts**

Partner with VA programs such as SAH (Specially Adapted Housing) to serve veterans with service-connected disabilities.

### **Hospital & Discharge Partnerships**

Collaborate with hospitals, rehabs, and case managers to support safe transitions home after medical events.

### **Community & Senior Center Partnerships**

Offer workshops, free safety checks, or outreach events that lead to service bookings and referral networks.

### **Expanded Remodel Pathways**

- **Insurance and Private Pay**  
Position full bathroom conversions and kitchen modifications as risk reduction with clear cost-benefit language.
- **Phased Projects**  
Start with priority safety changes, then schedule planned upgrades over time to build steady revenue.
- **Design-Assist Services**  
Offer finish selection, fixture planning, and layout guidance that lead to larger contracts.

## **Scalable Growth Streams**

### **E-Commerce & Resale**

Sell aging-in-place products and adaptive living aids online, including new and certified pre-owned items.

### **Custom Program Packages**

Provide bundled services for families navigating Alzheimer's, stroke recovery, or multi-generational living.

### **Branded Product Line**

Access AITCOH's dignity-first safety items, from adaptive hygiene tools to mobility aids, packaged for resale.

### **Dealer Advantage**

- **No Royalties or Franchise Fees:** all revenue is yours.

- **High-Demand Market:** Public sources regularly discuss the demand for aging in place.
- **Independent Business Ownership:** with resources provided during Certification.

### **Dealer No Earnings Claims**

We do not make earnings claims. Results depend on your skills, pricing, local conditions, and independent business decisions.

Dealers may combine safety services, remodels, and broader construction projects to build their businesses in ways that suit their skills and local market.

## **Important Disclaimers**

---

### **Independent Business**

Dealers are independent business owners. AITCOH does not control operations, pricing, hiring, marketing, customer relations, or daily business decisions. Dealers are not agents, representatives, partners, or franchisees of AITCOH and “No ongoing support or updates are included beyond Certification.

### **No Ongoing Support**

All training materials, tools, and templates are provided during Certification for independent use. No continuing services, updates, portals, or assistance are included after Certification unless separately agreed to in writing.

### **No Legal, Financial, or Earnings Advice**

Training is educational. It does not constitute legal, financial, tax, compliance, or business advice. We do not make earnings claims. Results depend on individual dealer effort, market conditions, and independent decisions, and will vary.

### **Third-Party Suppliers and Financing**

Suppliers and lenders are independent third parties. AITCOH does not guarantee availability, pricing, timelines, approval terms, or warranties. All supplier and lender relationships are managed directly between the dealer and the third party.

### **Licensing and Insurance**

Dealers are responsible for obtaining and maintaining all required contractor licenses, business registrations, and insurance in their jurisdictions.

### **Trademarks and Branding**

No license is granted to use AITCOH trademarks in business names, advertising, or marketing. Dealers may not present themselves as “authorized” or “official” AITCOH partners. Any reference to AITCOH is limited to factual attribution during Certification.

**Territories and Purchasing**

No geographic territory is granted or protected. AITCOH imposes no minimum purchase requirements or inventory obligations.