

— Homeowner's Guide to —

Stair Lifts



Compliments of

 **ATLAS**
HOME IMPROVEMENT

(800) 378-1924

AtlasHomeImprovement.com



Index

- 03 A Message From The Owners
- 04 No One Worries About The Future Very Much
- 05 Stair Lifts—The Key To Independent Living
- 06 Stair Lift Benefits
- 07 Why Stair Lifts by Navigator®
- 08 Straight & Flip Up Rail
- 09 Curved & Custom
- 10 Who You Can Buy From
- 12 Navigator® - The Only Logical Choice
- 13 What You Should Do Next

A Message From The Owners

Hello, this is Darian & David Bobby, owners of Atlas Home Improvement. Now, before you start getting the wrong idea about the partiality of this report you need to know that we intend to be as un-biased as possible.

Sounds hard to believe, we know. You see, we started the Atlas Home Improvement company back in 1989. Back then you could trust people and you could trust products to do what they claimed they would do. Unfortunately, times have changed and it's tough to believe much of anything that you see or hear now a days. Especially when it comes to the performance of a product without actually seeing it perform in real life. As a result, we understand that homeowners have become increasingly cynical as a result of these products not living up to expectations.

This trend towards a consumer-jaded mentality led us to one conclusion – that if we truly believed we have the best product on the market today then it was our responsibility to share what we know with everyone that we possibly can.

This free informational report exposes the truths, the lies and the stuff everyone in this industry simply wants to keep under wraps. If you are even considering a stair lift of any kind – we challenge you to read this report and find out what the entire rest of the industry doesn't want you to know. In short, not all stair lifts were created equal and the "right" stair lift does more for your health, safety and continued independent living than any other product on the market today.

Respectfully,



Darian & David Bobby

Atlas Home Improvement



Darian & David Bobby



Questions?
Need More Information?

Call (800) 378-1924

Visit AtlasHomeImprovement.com

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No One Worries About The Future Very Much

We never really think about the future. Sure, we worry about the bills and our family, and about work...but what about our health? Our future? ***Our ability to live where we want for as long as we want?***

And what does all this have to do with something as trivial as a stair lift?

Answer: It has everything to do with you, your continued independent living, safety and especially your finances.

First of all, stairs in the home aren't trivial... they're dangerous. Did you know that according to the CDC (Centers for Disease Control) and the U.S. Department of Health & Human services, slips and falls are the number one danger to seniors. In fact, according to the CDC and the AARP, falls are the most common injury reported across all age demographics.

Just how big is the problem:

- One out of three older adults (those aged 65 or older) falls each year
- Among older adults, falls are the leading cause of both fatal and nonfatal injuries.
- In 2019, 2.5 million nonfatal falls among older adults were treated in emergency rooms and more than 734,000 of these patients were hospitalized.
- In 2020, the direct medical costs of falls, adjusted for inflation, were \$34 billion.

Every injury can financially devastate a family's savings and financial stability.

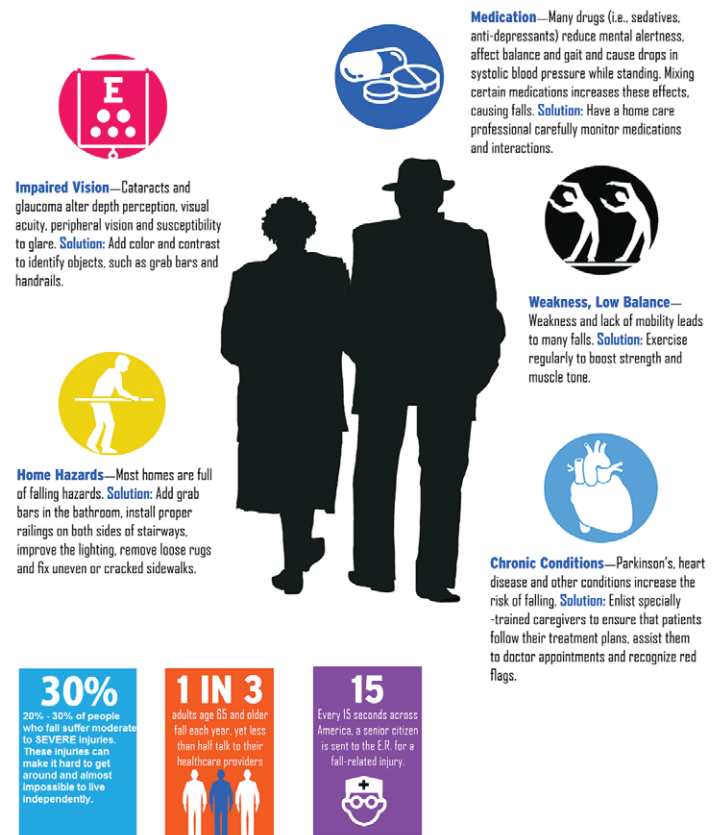
Healthcare costs are soaring. Many long-term care insurance companies are going under. With one of our customers, the family spent over \$30,000 in uninsured medical expenses, and, \$8,000 or more, each and every

month, IN CASH, for the spouses now required nursing home care. Few seniors or families can afford this.

Solution - Investing in preventative safety products saves money and pay for themselves.

Even the most expensive stair lift solution can cost far less than a hospital stay or nursing home confinement. The investment in prevention and health is crucial to thriving in older age and preserving your cherished financial resources. Think of it this way, if someone is barely getting by financially... they can't afford NOT to invest in home safety!

TOP 5 REASONS FOR FALLS AMONG THE ELDERLY



Stair Lifts - The Key To Independent Living



Does walking up and down your stairs fill you with anxiety? Have you tried to avoid using your stairs... or worse yet, just stopped using part of your home because of them? Whether it's due to balance, heart condition, joint pain & stiffness, doctor's advice, etc., you are not alone. Every day, millions of Americans are facing similar fears. And with good reason...

The latest statistics from the Center for Disease Control and Prevention (CDC) are alarming. They found one in three senior citizens will fall this year and face moderate to severe injuries. **One in three!**

Most of these falls happen at home, with the staircase being especially dangerous. For those seniors who do suffer a fall, the statistics are grim – about 50% of the seniors who sustain a fall-related injury are discharged to a nursing home rather than returning home. 25% of those who fracture a hip require life-long nursing care. Falls are the leading cause of death from injury among those age 65 or over.

Many people assume it will never happen to them...but the statistics prove otherwise. Let's face the facts, without proper preparation it is not a matter of "if" you are going to have a fall, it is a matter of "when."

In fact, one of the main reasons people move to a senior living facility is because they can no longer get around their home safely and take care of themselves. While a professional caregiver can help a person with their basic needs, a caregiver is usually not expected to help someone 24 hours a day. This means that simple things like bathing, using the stairs or even getting out of your favorite sleep chair can become burdensome, resulting in some people simply "accepting" their situation.

That's why **"Future-proofin "** your home is an essential part of being able to stay living in it when you reach the golden years. Unfortunately, most of our homes were simply not built to support the demands of those with mobility issues. Whether it's a tall bathtub wall to climb over or slippery hardwood floors or a tall staircase – the chances are some modifications will need to be made in order to preserve your personal safety and independence.

If you are one of the millions of Americans who experience anxiety when walking up or down the stairs, you should know that a Navigator stair lift can help tremendously. You'll enjoy the independence and peace of mind you receive knowing that at the push of a button, you are safely transported up or down your stairs. Plus, when you aren't using it, you can even use the remote to send it up the stairs and out of sight... or even help you with those pesky heavy loads of laundry.

Stair Lift Benefits



Gives You Back Use Of Your Entire Home Again

Regain access to your bedroom, garage or basement. Go anywhere you want within your home, without fear for your safety, just like the good old days. With a stair lift, you can go back to using your entire home – whenever you want. Now you don't need to confine yourself to just one floor... move from your home... or enter a senior living facility prematurely just to avoid the perils of a fall. Enjoy your home again – all of it.

Keeps You Safe

Whether you already have had a fall or are worried that you or a loved one is at risk of falling on an existing staircase, a stair lift can ease your mind and your knees.



Protects Your Independence

If you are like most Americans, living independently is very important to you. The idea of one of your children or a caretaker carrying you up and down the stairs is both embarrassing and impractical unless they live with you full time. Even then, it is extremely dangerous for someone else to carry you up or down the stairs without the proper equipment.

If that's a bad idea, the idea of moving to an assisted living facility may be even worse – and it's very expensive as well. Sometimes it is necessary – but not when the main problem is simply getting up and down the stairs safely. Stair lifts protect you from this danger and thus remove a major risk to staying in the home you love. It's an investment in your safety and independence... as well as peace of mind for you and your loved ones.

Helps With The Chores

Believe it or not, but many of our clients find their stair lift an absolute essential to getting chores done. When you consider that our stair lifts come standard with two remote controls, it's easy to use your chair lift to send dirty laundry down and clean laundry up. You can also use it to carry your cleaning products and more... even your pets! Every one of our clients has stated that their Navigator® stair lift has become an essential tool for their continued independent living.



Why Stair Lifts by Navigator®

All Navigator® stair lifts come standard with a safety belt to keep you firmly in place during the ride and a swivel seat to get your feet safely on the floor. It is equipped with a safety sensor which stops the Navigator stair lift if something is obstructing the path. If the power goes out when you're riding the Navigator, the backup power system will safely lead you to your destination. Even if the electricity is out for more than a few minutes, the Navigator will ensure you can get back downstairs or upstairs safely.

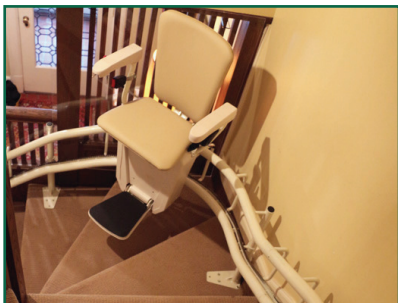
In cases where multiple people in the home need the assistance of a stair lift, this is not an issue. The Navigator comes standard with two remote controls. If the Navigator is at the bottom of the steps, and you are upstairs, you can use the remote control to call the Navigator to the top of the stairs! The Navigator is designed to be the no-hassle solution to your mobility concerns.

But that's not all...here are the top 5 reasons why Navigator is the only logical choice.



Safety and Security

Navigator features a swivel seat, foot and armrest that enable you to get in and out of the chair safely and easily. Sensors automatically stop it immediately if it hits an object. There's even a retractable seatbelt designed for convenience and ease of use.



Custom Measured and Custom Built

Worried that it won't fit your specific staircase? We've got you covered. Navigator stair lifts are custom-designed to fit any staircases and can even curve around the bottom of straight stairs. Every staircase is individually measured, and the stair lift is custom-built so it fits your stairway like a glove.

3 More Reasons
On The Next Page





Quality and Simplicity

This company has been making these products for a long time – they do it right. This model features innovative design and quality components. It's simple and reliable, with the least need for maintenance and repair. Every Navigator also comes with 2 hand remote controls



Flexibility

Navigator is designed for all stairways and can be installed on either side of the staircase. The seat-mounted controller can be placed on either side and the call/send controls can be mounted wherever you want them. When you're not using it, simply fold up the stair lift against the wall or park it out of sight.

And The Number One Reason You
Need To Buy An Navigator® Is

America's Best In Class Warranty



10 YEAR	3 YEAR	1 YEAR
Mechanical Warranty	Electrical Warranty	Labor Warranty

The Navigator®

Custom Measured & Custom Built To Fit Your Home...PERFECTLY.

Staircases come in many shapes, sizes and locations. So it makes no sense that a stair lift should be built to a pre-set and pre-determined standard at a factory. We actually measure your staircase and then custom build your Navigator to those measurements. That is why our lifts can be custom fit to almost any situation.

The type of stair lift and rail system you need will depend specifically on the type of staircase you have, and what your specific needs are. There are two types of stair lift rail systems on the market today: Straight and the Curved/Custom.



Straight & Flip Up Rail

Straight Lifts are the simplest and most common type. As the name implies, these run along a straight stretch of stairs without any turns or curves. The length can vary to match your stair case. Higher quality lifts like the Navigator® even have the strength to climb most 'extra steep' straight staircases.

Also, with Navigator®, you have the option for a "flip rail." This is especially helpful for those types of staircases that end at a doorway. Simply "flip the rail" and it is easily placed out of the way avoiding a trip hazard.



Curved & Custom

Curved Lifts wrap around a multi-part stair case for a continuous ride from top to bottom regardless of how the stairs are configured. These require custom-manufactured rails that fit the exact size of the staircase. Often this is required whenever there is a landing on the stairs and/or when the stairs have one or more turns.

Navigator® stair lifts are custom-designed to fit either straight or curved staircases and can even curve around the bottom of straight stairs. **Every staircase is individually measured, and the stair lift is custom-built so it fits your stairway like a glove.**

A professional Navigator representative will come to your home and take a few simple measurements, which will be used to ensure a proper, custom fit for your home. The stair lift's low-profile **track is attached to the stairs, not the wall**, so little to no redecorating is required.

Left handed or right handed controls are available as a standard and each lift comes with remote controls. When you are done using the stair lift, simply fold back the seat and armrests and use the remote to send it back upstairs where it will be out of site. Our custom-built curved stair lift is as unique as its owner and comes in both a black rail with beige seat and a beige rail with beige seat option.

WHO Can You Buy From

So far we have covered some of the most common reasons for looking into a stair lift as well as discussed the wide array of types and options available (the good, bad, and ugly). Now it's time to discuss who you should purchase from.

This is a bigger part of the decision than most people think – It's actually quite critical. Again, we are going to be as impartial as we possibly can here, keeping in mind that we have been doing this a long time and have a pretty good view of how this industry works.

LOCAL DEALERS AND ON-LINE STORES

There are plenty of local dealers and On-Line stores that offer stair lifts. Many of the lifts available are actually previously used. There will likely be little or no instructions and certainly a limited (if any) warranty. Don't go looking for too much customer service or installation support either—typically what you will find is a few guys who have seen it installed or know a buddy who has one in their home. The reality is that installing a stair lift is a complex process. There are literally hundreds of points that have to come together perfectly in order to have a functional lift that will work as promised and that will last.

TRUCK AND LADDER CONTRACTOR

If you never listen to another word we ever say, please listen to this. **NEVER** take the advice of a Truck and Ladder Contractor when it comes to installing a stair lift. There are many of these guys doing stair lift "installations" but they don't have the first clue when it comes to the "complete

picture" when installing a stair lift. Let's face it, most of these guys don't install many stair lifts because it's not their principal business. Make sure you don't become their "guinea pig!"

Who are these guys? These are the guys that work out of their truck and are contacted only by cell phone. All they care about is the up sell and quick buck that installing a "cheap" stair lift can bring. Their guarantees are useless the moment you see the back of their truck drive away.

COMPETITOR PRODUCT DEALERS

We really need to be careful when speaking of the competition. Unfortunately for consumers, many of the 6 reasons you shouldn't buy from truck & ladder companies (listed on the next page) apply to most of our competitors.. However the single biggest reason is of course that they don't sell the Navigator® brand of stair lifts. And this is HUGE, because the Navigator offers the best warranty in the business.



Here Are **6** Reasons Why You Should Never Buy A Stair Lift From A Truck And Ladder Company

- 1** It isn't their normal line of business. We think this is pretty easy to see. Their day to day business is not making sure that you get the best solution for your problems. They are instead too busy rushing from job to job and leave the work in the hands of day laborers instead of skilled technicians. Don't be fooled, there is a big difference between installed and installed right. The last thing you want is a component coming loose and after the fact because it wasn't installed correctly... putting your safety at risk.
- 2** They have no product loyalty. They change brands and types as easily as you might change pain relievers. Generic, brand name, this type or that... they don't care. They usually make their decision based on what is going to net them the most money.
- 3** They are out of business in a few years time. Statistically speaking, Truck and Ladder Guys have one of the highest turnover rates in the home improvement industry. They don't have an office or infrastructure to support. It's very easy for them to just close up shop, not honor any warranty's, and then simply reopen under another name. In the meantime, what does that say for their guarantees?
- 4** No training in the installation of the product means they are basically "eyeballing, improvising and walking away". Forget any type of product support or explanation.
- 5** Since a stair lift is an additional product, or what they like to call a "gravy product," it's usually not explained to the customer correctly.
- 6** If there is a problem, try getting a quick response from these guys on the phone.

Why NAVIGATOR And Atlas Are The *Perfect* Combination

NAVIGATOR® - The Only Logical Choice

No other manufacturer has the decades of engineering experience to match the uniqueness and flexibility of the Navigator stair lift system. Each and every Navigator is custom measured and custom built to the homeowners exact specifications.

BEST IN CLASS WARRANTY:

- ◆ Navigator's warranty is one of the best in the industry.
- ◆ Many competitors only offer 1 year or 2 year warranties.

THE BENEFITS OF USING NAVIGATOR®

- ◆ Extremely safe.
- ◆ Easy to reach handles, controls, and comes standard with 2 remotes.
- ◆ Seat swivels at top of stairs.
- ◆ Extraordinary flexibility.
- ◆ Safety sensors.
- ◆ Custom measured and custom built to your exact needs.

The Benefits Of Using Atlas Home Improvement

- ◆ We use only the Navigator brand line of products.
- ◆ We use only the highest quality materials and hardware
- ◆ We will NEVER cut corners or take short cuts...PERIOD.
- ◆ We are aging in place specialists [CAPS: Certified Aging in Place Specialists]
- ◆ SIX Unprecedented Guarantees...In Writing.

Why You Can TRUST Atlas

100% Money Back Guarantee: we offer an EXCLUSIVE money back guarantee and we put it in writing-

Best Value Guarantee: Atlas offers the absolute best value for your money, find it cheaper, we refund the difference plus \$100.

No Surprise "Price" Guarantee: If you don't make a change, we don't change the price. The price we quote is the price you pay.

Certified craftsman Guarantee: All of our workers are experienced craftsman that must pass a certification process, including background and drug testing.

Cleaner Than We Found It Guarantee: We don't just show up, create a mess and then expect you to clean up after us- If you have to clean up after us we will give you \$100-

Property Protection Guarantee: If we break it, we fix it-PERIOD.

Family Owned And
Operated For Over 25 Years

WHAT YOU SHOULD DO NEXT



At this point you probably have a great many questions and we are here to answer them. Feel Free to call us AND make sure you visit us online to see what specials we are running this month.

Or, Better yet...call us to schedule an appointment for an absolutely FREE, NO STRINGS ATTACHED, NO HIGH PRESSURE SALES, investigation of your aging in place needs.

We will come out to your home and we will give you a complete breakdown of all the issues we discovered, educate you on your solutions, give you a fair firm price, and then let you decide. That's it. No Arm Twisting Or Hours Long Sales Pitches.

GIVE US A CALL TODAY.



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We believe that Atlas Customers always say it best!

Learn more about what actual customers have
to say about Atlas Home Improvement



GUILD QUALITY

Atlas uses a 3rd party company to survey all customers upon completion of work.

www.guildquality.com/AtlasHomeImprovement



ATLAS WRITTEN TESTIMONIALS

Read notes from actual customers who have written to us over the years on a variety of project types.

www.atlashomeimprovement.com/testimonials.html



ATLAS VIDEO TESTIMONIALS

Listen to actual customers discuss what it was like to hire Atlas for their project.

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CUSTOMER REVIEWS



RATING
4.9



RATING
4.8



RATING
4.8



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