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LifeWise Renovations Introduces the Who's Who of Home Remodeling Homer, The Wisest Owl, and Certified Aging-In-Place Specialists Share Expertise for National Safety Month

PRAIRIE VILLAGE, Kansas, June 22, 2015 — LifeWise Renovations® is excited to introduce **Homer, Our Wisest Owl**, just in time for National Safety Month and the launch of the **LifeWise Certified Home™** program—the smartest decision any family can make.

Homer is an informational resource for care providers to find reliable answers about home modification and aging in place. Homer will provide wise information and offer explanations for a variety of challenges, faced by both families and providers.

“Our team has great plans for Homer,” said LifeWise Renovations Vice President of Business Development Katy Dodd, who engages with several local and national providers that struggle keeping patients safe once returning home. “Homer will swoop in to share tips for incorporating universal design trends and resources on various physical and cognitive impairments.”

LifeWise Renovations is committed to sharing techniques for improving quality of life and ensuring a home is safe for the entire family. For National Safety Month, our expert team has focused on fall prevention.

“Each year, millions of adults fall, which is the leading cause of both fatal and nonfatal injuries for people aged 65 and older,” said Kathy Dodd, an equity partner at LifeWise Renovations, who is one of the nation’s most accomplished home care and post-acute care experts. “These injuries (head trauma and fractures to the spine, hip, arm, leg, ankle and hand) can drastically decrease a person’s ability to live independently or have an active life.”

The certified aging-in-place specialists at LifeWise Renovations are experts at transforming a home with a customized plan of attack, specific for each unique client. Now, the Kansas City-based company is offering another tool to address the “accessible fitness” of a home—the **LifeWise Certified Home™**.

A **LifeWise Certified Home™** is evaluated and approved by the LifeWise Renovations’ team as a home suitable for aging in place. Certification is a voluntary rating system, which promotes homes that were either fully or partially designed for accessibility and longevity.

The top benefits of a **LifeWise Certified Home™** are increased functionality, a custom-tailored plan to meet specific needs, an extended warranty that covers defects in materials and workmanship, and increased peace of mind.



About LifeWise Renovations

LifeWise Renovations (lifewiserenovations.com) is Kansas City's premiere Certified Aging-in-Place Specialist (CAPS) and universal design remodeler. Owned and operated by trusted experts, with more than 70 years combined experience in residential design and construction, LifeWise Renovations is uniquely qualified to create attractive, functional homes designed for anyone, regardless of age or ability. Follow us on Facebook, Twitter and LinkedIn to see more of Homer and [read his origin story](#), where—as a baby owlet—Homer learns about love, family and home.

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Introducing Homer—Our Wisest Owl—for National Safety Month and the launch of our LifeWise Certified Home™ program. [\[Insert link to the blog\]](#)

Media Pitch

Good morning,

I am Cheryl Musial, the communications strategist for [LifeWise Renovations](#), Kansas City's premiere certified aging-in-place specialist and universal design remodeler. I wanted to share this exciting press release on the recent launch of [Homer](#), an informational resource for care providers to find reliable answers about home modification and aging in place.

As you may know, June is National Safety Month. The team at LifeWise Renovations is committed to sharing techniques for improving quality of life and ensuring a home is safe for the entire family.

If you are interested in covering this latest trend (from any business, health or lifestyle angle), I would be happy to connect you with two great entrepreneurs and spokeswomen, Kathy Dodd and Katy Dodd.

Please contact me directly for an interview with this dynamic mother-daughter team, who can talk about this issue in a way that is sure to connect with your audience.