

D*GLOW
AGING IN PLACE

The Partner Playbook

How realtors and professional partners work with D*GLOW on the stay-or-sell decision

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The Model, in One Page

"I do the clinical work. You keep the client." D*GLOW is not a competing agent, not a placement agency, and not a training program. It is a clinical referral partner for the one question every long-tenured homeowner eventually faces: should this family stay in this home, or is it time to sell.

The clinical foundation is real and rare in this space: a Licensed Clinical Social Worker, REALTOR®, with 23 years operating geriatric, palliative medicine, and cancer care programs at Stanford Medicine and Anthem / Elevance Health. That background, paired with the Wellness Home Score™, a 10-domain, 100-point clinical home audit, and a new Aging-in-Place Clinical Overlay built specifically for this decision, is what sits behind every engagement described in this playbook.

The arrangement is simple: a partner makes one warm introduction. D*GLOW coordinates the assessment, the professional network, and what comes next. The client relationship, and the listing when selling is the honest answer, stays with the partner who made the introduction.

The Service, in Plain Terms

- Age-in-Place Decision Consulting**
- \$500–\$1,500. A documented, evidence-based answer to “should we stay or should we sell,” built from a structured interview and a stay-or-sell decision framework, not a guess made under pressure.
- Family Readiness Audit**
- The full Wellness Home Score™ run specifically against Movement & Layout and Recovery & Upgrade Potential, plus the new Aging-in-Place Clinical Overlay: six additional modules covering functional and fall-risk readiness, cognitive and environmental safety, caregiver capacity, financial and legal readiness signals, advance care and family goals conversation readiness, and care-team continuity. Priced at the existing \$750 (Focused) / \$1,500 (Comprehensive) tiers.
- Family Care Conferencing**
- A facilitated family conversation on care decisions, drawn directly from palliative medicine training: the conversation most families need and almost never get help having. Available by consultation.
- The Listing**
- When the honest answer is to sell, the listing stays with the referring realtor. D*GLOW is the clinical and positioning layer that gets a family to a confident decision faster, not a competing path to the transaction.

Why This Benefits You Directly

Every partner type below sees families facing this decision before anyone else does, by the nature of their own work. One real relationship here is worth more than broad awareness across a hundred acquaintances.

Partner Type	What You Bring	What D*GLOW Brings	How a Referral Flows
Realtors & Agents	An established client relationship and local market expertise	A documented clinical reason to open the stay-or-sell conversation, months before a listing would otherwise surface	You introduce D*GLOW for the Decision Consulting session. If selling is the answer, the listing returns to you.

Partner Type	What You Bring	What D*GLOW Brings	How a Referral Flows
Geriatric Care Managers	Ongoing care coordination and family trust	A documented, evidence-based home assessment to point families to, instead of a guess	You refer a family for the Family Readiness Audit. Findings route back to you for ongoing coordination.
Elder Law Attorneys	POA, trust, and Medi-Cal planning expertise	A readiness flag on missing or outdated advance directives and estate documents, surfaced during the audit	The overlay flags a documentation gap. The family is referred to you to close it.
Professional Fiduciaries	Financial and legal decision authority for clients who can no longer manage their own affairs	A real, costed home-readiness assessment to anchor an affordability decision, not an assumption	You request an audit on a client's behalf, or receive a referral once a financial readiness gap is flagged.
Occupational Therapists	Formal home-safety and functional assessment expertise	A pre-screened functional and fall-risk flag, so your assessment starts from a documented baseline	The Functional & Fall-Risk module flags a concern. The family is referred to you for a formal OT assessment.
Senior Move Managers	Physical move logistics and downsizing expertise	An early, clear signal when relocating becomes the honest answer, well before the scramble	Once the audit points toward a move, you're looped in early, not after the decision is already urgent.
Financial Advisors & Wealth Managers	The "can you afford to stay, can you afford to move" conversation	A documented Wellness Home Score and cost-to-modify figure to make that conversation concrete	You request an audit for a client weighing the decision, and use the report in your own planning conversation.

Closing the Loop: Execution & Design Partners

The partners above are the referral-in half of this model: the people who see a family before D*GLOW does, and send them for the Decision Consulting session or the Family Readiness Audit. The other half of the loop is just as important: once that audit documents what a home actually needs, the work has to get done by someone. These partners are the referral-out half, the trusted professionals a family is sent to once a specific finding calls for it.

Partner Type	What You Bring	What D*GLOW Brings	How It Works
CAPS-Certified Contractors	NAHB Certified Aging-in-Place Specialist credentials and hands-on retrofit expertise: grab bars, zero-threshold showers, stairlifts, widened doorways, ramps	A documented, prioritized scope of work from the Movement & Layout and Recovery & Upgrade Potential domains, not a vague renovation wish list	Referred once the audit flags a physical modification need. A 15 to 20% referral fee is owed once, paid when the client's first engagement is paid.

Partner Type	What You Bring	What D*GLOW Brings	How It Works
HVAC & Air-Quality Contractors	Filtration system installation, duct cleaning, and ventilation upgrade expertise	A documented Air domain finding pointing to a specific, scoped need	Referred once the Air domain flags a gap. Same 15 to 20% referral fee, same terms.
Water Filtration Installers	Water filtration system installation and water quality expertise	A documented Water domain finding	Referred once the Water domain flags a gap. Same 15 to 20% referral fee, same terms.
Lighting Contractors	Installation of circadian and smart lighting systems, not just design specification	A documented Light & Circadian Design domain finding	Referred once the Light & Circadian Design domain flags a gap. Same 15 to 20% referral fee, same terms.
Flooring Contractors	Non-slip, fall-prevention flooring installation	A documented Movement & Layout or Functional & Fall-Risk Readiness finding	Referred once a fall-risk flooring concern is flagged. Same 15 to 20% referral fee, same terms.
Certified Design Partners (Architects & Interior Designers)	Design and architectural expertise, often an existing client relationship at the design stage, before a space is even built or remodeled	A validated, clinically-grounded framework to design around, plus a listing as a certified partner on the D*GLOW site	Runs both directions: a Certified Design Partner can refer an audit client to D*GLOW for a 15 to 20% commission, or receive a referral once the audit flags a design opportunity. Certification is \$497 self-study or \$1,497 guided.

Together, these two tables are the whole loop: a family comes in through a referral partner, the audit documents exactly what the home needs, and an execution or design partner closes it out. That's the complete model, not two separate businesses.

How a Referral Actually Flows

- A partner identifies a family facing the stay-or-sell question, or a specific, named need (a fall-risk concern, a missing advance directive, an affordability question).
- A warm introduction is made: a name, not general awareness.
- D*GLOW runs the Age-in-Place Decision Consulting session, and the Family Readiness Audit and overlay modules where relevant.
- The family receives a documented report: a clear, evidence-based recommendation, not an opinion.
- If the honest answer is to sell, the listing returns to the referring realtor, or is coordinated with disclosed terms when the introduction came from a non-realtor partner.
- If the honest answer is to stay, the Family Readiness Audit's prioritized upgrade plan proceeds, and any flagged module (functional, cognitive, social, legal, advance care, or care-team) is referred out to the right partner by name.

What To Ask For

Three specific things, not general awareness:

A Name

A family in your sphere already asking whether Mom and Dad should stay in this home or sell.

A Professional

A geriatric care manager, elder law attorney, fiduciary, or senior move manager you already know.

A Room

Help getting this in front of more realtors, agents, or professional networks building on an introduction already made.

Credentials & Contact

Deepti Randhava, LCSW, REALTOR®. 23 years in healthcare leadership, operating geriatric, palliative medicine, and cancer care programs at Stanford Medicine and Anthem / Elevance Health, before founding D*GLOW and the Wellness Home Score™ in October 2025.

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*This is an advisory evaluation. D*GLOW is not a WELL certification body, a licensed home inspector, a placement agency, or an environmental testing lab, and does not provide medical, legal, or financial advice. The Wellness Home Score™ and Aging-in-Place Clinical Overlay are designed to sit alongside, not replace, inspection, legal, and medical counsel.*