

NAHB: Certified Aging-in-Place Specialist (CAPS)

Houses for Living. Homes for Life: American's are getting older – 88 million people will be over 60 within the next 15 years according to AARP, which also reports that 83% of middle-aged Americans wish to live in their homes indefinitely rather than in an assisted living facility. With careful remodeling, homeowners can remain in their homes throughout their maturing years, known as aging-in-place. This means living in one's home safely, independently, and comfortably, regardless of age or ability level.

To meet the demand of a changing population, the NAHB Remodelers Council, in collaboration with the AARP, NAHB Research Center, and NAHB Seniors Housing Council, created the Certified Aging-in-Place Specialist (CAPS) designation program – the only program that teaches remodelers how to modify homes for the aging-in-place market. CAPS designees are specifically trained how to evaluate a homeowner's needs and implement a project in a professional, aesthetically pleasing way. While the majority who take CAPS courses are home builders and remodelers, others such as architects, designers, and healthcare professionals are also trained by CAPS instructors. More than 800 people have completed the education requirements for CAPS since 2002.

Basic alterations can make it easier and more affordable to carry out daily activities, such as bathing, cooking, or climbing stairs and can improve a home's overall safety. Projects for aging-in-place remodeling vary from the installation of shower grab bars or adjustments of countertop heights to private elevators and first-floor master suites. Since professional modifications are often barely noticeable to visitors, homeowners can enjoy their home safely and without any institutional feel. Since it is the only program of its type in the country, CAPS remodelers are uniquely qualified to answer the call of millions who have or will need these types of home modifications. Consumers know that CAPS designees are specially trained to meet their needs, giving remodelers an edge over their competition. Word is spreading all across the country about the expertise of CAPS.

"CNN American Morning" recently highlighted the CAPS program as part of its series "Dream Retirement: Living It". CAPS stories involving NAHB members and staff have also appeared in *Time* magazine, *Business Week*, *Wall Street Journal*, *Chicago Tribune*, and other major metropolitan daily newspapers. The NAHB CAPS program was featured in the May 12, 2012 lead story "Stay in Your Home" in *Consumer Reports Money Advisor*. On average, more than one story a week about CAPS has appeared across the country.

Benefits of the CAPS Designation

- Recognition for completing the only national designation program dedicated to improving the knowledge of remodelers who want to serve the fastest growing segment of the residential remodeling market.
- Marketing and customer service tools to gain access to the burgeoning aging-in-place market
- Technical knowledge to solve the remodeling needs of the aging-in-place population
- Greater understanding of the aging-in-place population
- Official CAPS certificate and lapel pin identifying your accomplishment

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Overview of the CAPS Program: In a three-day program CAPS teaches the strategies and techniques for marketing, designing, and building aesthetically enriching, barrier-free living environments. This program goes beyond universal design; CAPS addresses the communication and technical needs to a specific market. CAPS adds value to that knowledge by providing insights into how to market to and work the demographic group. Classes are offered through local and state home building associations and at national trade shows including NAHB's International Builders' Show and the Remodeler's Show. Upon completion of CAPS coursework, participants receive graduation materials, information and marketing resources, and inclusion in the professional designation databases on NAHB.org.

Required Courses (three)**Marketing & Communication Strategies for Aging & Accessibility (CAPS I)**

Millions of Americans are living longer and more active lives. And with their changing lifestyles, maturing Americans are also looking to revitalize their home environments. Identifying these opportunities and developing the skills to interact with 50+ customers can help you grow your business dramatically. Learn best practices in communicating and interacting with this exciting and evolving population, and take advantage of one of the fastest growing market segments in remodeling and related industries. As a graduate of this course, you will be able to:

- Explain the three segments within the Aging in Place market that present business opportunities for building professionals
- Implement a process for promoting new opportunities for products and services in the Aging in Place market
- Enhance your sales process with effective techniques for the Aging in Place market

Design/Build Solutions for Aging and Accessibility (CAPS II)

The maturing of the U.S. Baby Boomer population is a huge opportunity for remodelers. As this consumer group expands, more and more are interested in remodeling their home to fit their new lifestyle and abilities. This CAPS course will help you understand the guidelines and requirements of accessibility, the importance of doing an assessment with input from occupational and physical therapists as well as qualified health care professionals, and the significance of good design in making modifications that can transform a house into a safe, attractive, and comfortable home for life. As a graduate of this course, you'll be able to:

- Describe the home ownership market as it relates to the three segments of the Aging in Place market
- Consider contractual and legal concerns for building professionals providing design solutions to the Aging in Place client
- Perform a needs assessment to identify and prioritize the needs, wants and wishes of the Aging in Place client
- Recommend specific design solutions for the Aging in Place client
- Estimate and schedule the Aging in Place project while regarding special considerations
- Identify considerations for executing the job while the client is in residence

Business Management for Building Professionals

Learn the management skills that give industry leaders the edge. This course will give you a solid foundation in those best business practices so valuable to smaller businesses: planning, organizing, staffing/directing and controlling. By using case studies and sample forms, your instructors give you practical and applicable tools for management success. As a graduate of this course, you will be able to:

- Discuss common business challenges and learn practical tips and tools to overcome them
- Explain the three basic functional areas within a company
- List the five main tools used to improve a business
- Apply each of the five Ps to the three functional areas of the business
- Identify methods of recruiting, interviewing, training, and retaining quality personnel
- Apply the key measures of business performance to your own business