



FOR IMMEDIATE RELEASE

BIA-Hawaii Offers Certified Aging in Place (CAPS) Courses
National Industry Designation Available to Hawaii Professionals

HONOLULU (September 4, 2020) BIA-Hawaii is pleased to announce a nationally recognized industry certification program is available online this Fall for the first time in Hawaii. CAPS certification courses will be offered November 30, December 1 & 2. Three offerings in the series will focus on various aspects of **Aging in Place** including *Marketing & Communication Strategies for Aging & Accessibility*, *Design/Build Solutions for Aging & Accessibility*, and *Details & Solutions for Livable Homes and Aging in Place*.

Millions of Americans are living longer more active lives, and with these changes, maturing Americans are revitalizing their home environments. Building industry professionals are identifying these opportunities and developing a specialized skill set to effectively interact with the aged 50+ customer base which offers great potential to help grow your business.

In the CAPS online courses offered through BIA-Hawaii, 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.

The NAHB CAPS certification online courses offer a great opportunity to gain the specialized knowledge to grow this segment of your business. As a community and industry resource, BIA-Hawaii has professionals in our membership who are certified in aging-in-place design, and extremely knowledgeable about products, technology, and options to consider when remodeling for aging in place. CAPS designees can also offer valuable guidance for multigenerational housing prevalent in Hawaii. For a full listing of the elite group of Hawaii CAPS designees, visit <http://www.biahawaii.org/ourmembers>.

“We want to enable our kupuna to live comfortably and safely, and feel independence in the home,” said Jess Leorna, BIA-Hawaii CEO. “Professionals with CAPS designations have gone the extra mile in their education to help specifically with home design and mindful placement of appliances or fixtures. Hiring a CAPS professional to remodel your home during COVID is something to consider to heighten safety inside the home; professionals can help make your home safe and comfortable for all generations to visit.”

Even small improvements can make an enormous difference in the safety and comfort of our homes. The importance of understanding aging-in-place doesn't necessarily mean grip bars and wheelchair ramps; it can be modern and stylish, with mindful solutions recognizing the urgency of COVID pressures.

Other examples to consider are the utilization of cool new technology and accessible, affordable products. Larger projects might be widening hallways and kitchens or installing seamless room to room flooring with great lighting and walk-in showers. DIY projects can be voice-activated gadgets with Alexa throughout the home, installing hand sanitizer stations and touchless sink faucets that reduce the spread of bacteria and viruses and make turning water on and off easy for all ages.



Builders, remodelers, vendors, manufacturers, architects, designers, real estate professionals, health industry professionals, government personnel and the academic community will all benefit from the CAPS designation. The professional courses provide six hours of continuing education credits.

To enhance your training experience, BIA-Hawaii is offering special discount rates to members and non-members for the Certified Aging In Place Specialist (CAPS) designation courses. Interested participants, builders and realtors can register for the virtual courses at www.biahawaii.org or email info@biahawaii.org for more information.

About BIA-Hawaii

The Building Industry Association of Hawaii (BIA-Hawaii) is the Voice of the construction industry and a not-for-profit trade organization chartered in 1955.

BIA-Hawaii is affiliated with the National Association of Home Builders (NAHB) with members including developers, general contractors, specialty contractors, suppliers and associates. BIA-Hawaii members build the living spaces that we call home and supports the creation of housing at all price points. BIA-Hawaii's corporate sponsors are Hawaiian Electric Company, Hawaii Home + Remodeling Magazine, Sub-Zero, Wolf & Cove by Riggs Distributing, Hawaii Gas, and Inspired Closets Hawaii.

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