



NAHB Certified Aging in Place (CAPS) Courses at CRBRA

March 20, 21 and 27



Course and Description

Cost Per Course: Member \$275.00, Non-Member \$325.00

Marketing and Communicating with the Aging in Place Client (CAPS I)

Millions of Americans are living longer and more active lives. Because they are embracing newly found and changing lifestyles, they need to revitalize their home environment. Identifying this burgeoning opportunity and then developing the skills to interact with this market can help you grow your business dramatically. The goal of the course is to equip course participants with the knowledge and tools to effectively market and sell services to the aging in place (AIP) market.

Date and Time: Tuesday, March 20,
9:00 am - 5:00 pm

Design Concepts for Livable Homes and Aging in Place (CAPS II)

Design/Build Concepts for Aging in Place prepares you to take on the AIP market intentionally, by calibrating your business to address the unique challenges of providing successful solutions. The goal of this course is to enable participants to identify common challenges within the home and understand attractive design concepts that create a safe and comfortable environment for clients who want to age in place as well as identify with one or more of these groups:

- Individuals who are not experiencing health issues related to aging
- Individuals who have a progressive or other condition that requires home modifications or equipment
- Individuals who are dealing with an abrupt or traumatic health-related change

The course presents various methods and techniques for modifying home design, from the perspective of new construction and retrofitting.

Date and Time: Wednesday, March 21,
9:00 am - 5:00 pm

Details and Solutions for Livable Homes and Aging in Place (CAPS III)

This course builds on the CAPS I & II courses (which are prerequisites for this course) by introducing design solution techniques, innovative products and best practices for product installation for CAPS professionals to utilize when creating livable homes in which to Age-In-Place. Participants will engage in hands-on activities from real case studies to apply material learned in all CAPS courses.

Date and Time: Thursday, March 27,
9:00 am - 5:00 pm



All courses will be held at the
Capital Region Builders & Remodelers Association
at 10 Old Plank Road, Clifton, NY 12065.
Course materials and lunch will be provided.

Registration Deadline: **March 5**

To register, submit the form below to
DeeDee Enides at **deedee@crbra.com**.

Learn more at **crbra.com**.

Registration Form

Name Phone

Company

Email

Please Select:

CAPS I CAPS II CAPS III

Credit Card # Exp CVC

Cardholder Name Amount Paid

Billing Address (line 1)

Billing Address (line 2)

City State Zip Code

CRBRA: 518-690-0766