

ABOUT THE NAHB REMODELERS

NAHB
REMODELERS

NAHB Remodelers is America's home for professional remodelers, representing the 14,000 remodeling industry members of the National Association of Home Builders (NAHB). Founded in 1982, it provides information, education and designation programs to improve the business and construction expertise of its members and to enhance the professional image of the industry. Its membership incorporates 150 local councils in 45 states. Learn more about remodeling at www.nahb.org/remodel.

WHAT IS CAPS?

CAPS The Certified Aging-in-Place Specialist (CAPS) designation program teaches the technical, business management and customer service skills essential to competing in the fastest growing segment of the residential remodeling industry—**home modifications for aging in place**. NAHB Remodelers—in collaboration with the AARP, NAHB Research Center and NAHB 50+ Housing Council—developed this program to provide comprehensive, practical, market-specific information about working with older and maturing adults to remodel their homes for aging in place.

WHAT IS AGING IN PLACE?

Aging in place means remaining in one's home safely, independently and comfortably, regardless of age, income or ability level. It means the pleasure of living in a familiar environment throughout one's maturing years and the ability to enjoy the familiar daily rituals and the special events that enrich all our lives. It means the reassurance of being able to call a house a "home" for a lifetime.

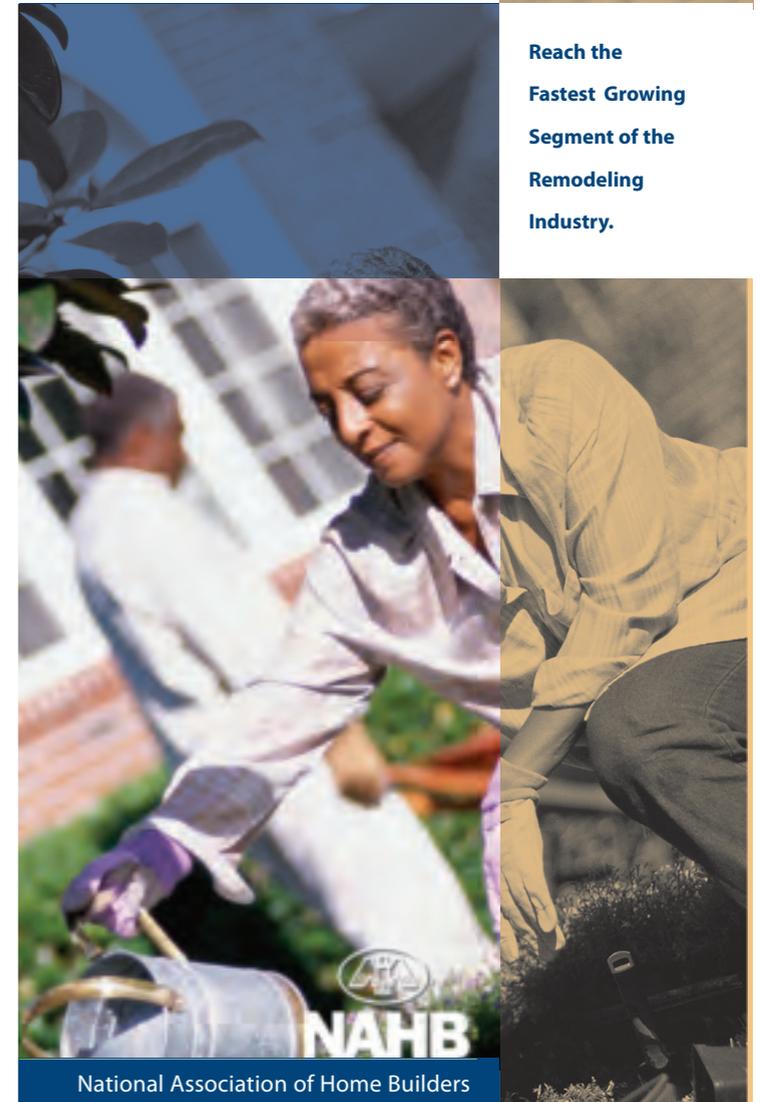


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1201 15th Street, NW
Washington, DC 20005



Reach the
Fastest Growing
Segment of the
Remodeling
Industry.



National Association of Home Builders

www.nahb.org/CAPSinfo

Reach Higher. Work Smarter.

“There are so many ways that a basic building can be improved by a CAPS professional to make the lives of those that are aging in place more productive, and to give them better ease of living.”

—Monarcha Marcet, CGR, CAPS, Adventure in Building, Inc., Orlando, FL

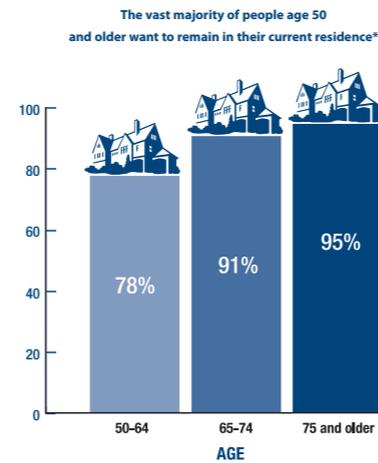
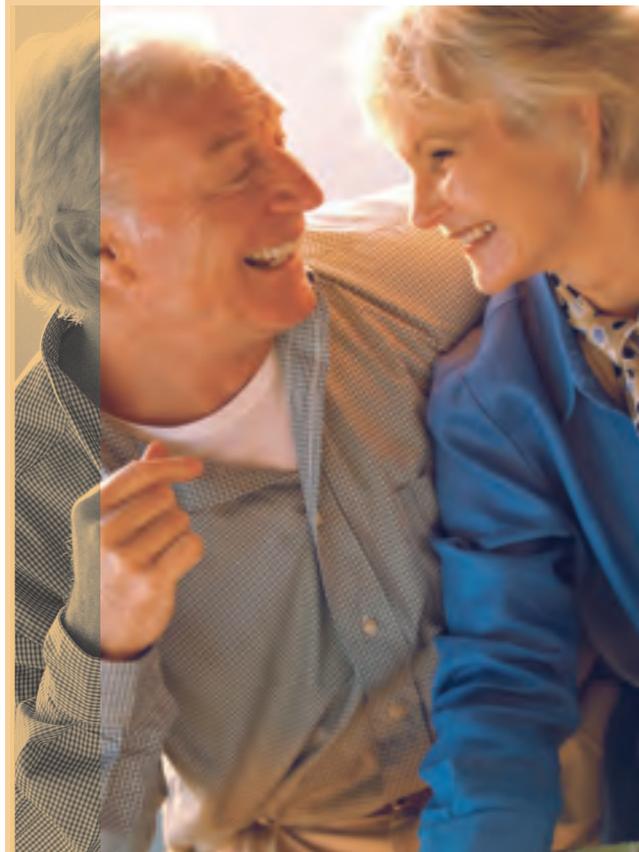


Get Started Today!

Call the Professional Designation Help Line at 800-368-5242 x8154, visit www.nahb.org/CAPSinfo or e-mail CAPSinfo@nahb.com.

AN AGING IN PLACE DESIGNATION?

Seventy-seven million baby boomers are reaching retirement age—the first wave sweeping this new American demographic tide—and nearly half of them do not feel that their home will fully meet their needs as they grow older*.



The AARP landmark study Fixing to Stay (released in 2000) was a wake-up call to the residential remodeling industry. The results of the study sent two messages loud and clear:

- Americans prefer to remain in their homes as they mature rather than seek assisted living and other arrangements
- Older consumers want a reliable means of identifying professionals they can trust to remodel their homes

The CAPS program has been developed to help home remodeling professionals meet the needs of this burgeoning market.

* Source: AARP/Roper Public Affairs & Media group of NOP World, Beyond 50.05 Survey, 2004

OVERVIEW OF CAPS PROGRAM

In a three class program, CAPS teaches the strategies and techniques for marketing, designing and building aesthetically enriching, barrier-free living environments. Going beyond just universal design, CAPS also addresses the communication and technical needs of the older adult market. The CAPS designation program adds value to that knowledge by providing insights into marketing and working with this demographic group.

BENEFITS OF CAPS DESIGNATION

- Recognition for completing the only designation program in the country 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 emerging aging in place market
- Greater understanding of the aging in place population
- Technical knowledge to solve the remodeling needs of the aging in place population
- A network of nearly 1,200 CAPS designation holders nationwide to ask questions, share information and make connections
- Listing in the designations online directory, one of the widely searched directories on www.nahb.org/designationsdirectory, the National Association of Home Builders Web site which received over 6.5 million views in 2006

CAPS REQUIREMENTS

Designation

- Successfully complete the required CAPS courses: Marketing and Communications Strategies for Aging and Accessibility (CAPS I) and Design/Build Solutions for Aging and Accessibility (CAPS II)
- Successfully complete Business Management for Building Professionals or be a current holder of one of the following designations: CGA, CGB, CGR, GMB, GMR, CR, CKD, CBD, ASID, AIA, GRI
- Complete and submit all necessary documents including signed copy of the Code of Ethics Pledge. *To obtain contractor status, also submit: proof of liability insurance from your company or employer, proof of workers compensation coverage from your company or employer and valid business license (if state required)*
- Complete and submit a graduation application to The NAHB University of Housing.

Continuing Education (CE)

- Twelve hours every three years
- A minimum of six hours must be earned through academic coursework and an additional minimum six hours through industry education and/or community service activities.

Fees

- Graduation: NAHB member \$145; Non-member \$245
- Renewal: NAHB member \$50; Non-member \$75

As of December 2008



www.nahb.org/CAPSinfo

“The CAPS designation has helped make my company more profitable and is a great marketing tool.”

—Connie O’Toole, CAPS, CGR, O’Toole Design & Construction, Inc., East Grand Rapids, MI

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