

What is a Certified Aging-in-Place Specialist (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 the aging-in-place. The NAHB Remodelers Council, in collaboration with the AARP, NAHB Research Center, and NAHB Seniors 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?

In plain English, 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.

Why Earn the CAPS Designation?

The CAPS program will expand your understanding of the aging-in-place market, provide the necessary technical knowledge and resources, and give you the tools to gain access to that market.

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

Graduates will receive a certificate and press release approximately six to eight weeks after submitting the graduate application. The Remodelers Council, a department of NAHB, markets CAPS professionals through NAHB's Web site and publications.

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. Candidates who already possess an industry certification with a business component are exempt from taking the third day (see below for additional information).

- *Marketing and Communication Strategies for Aging and Accessibility (CAPS I)*: background on the older adult population; communication techniques; common remodeling expenditures and projects; accessing the aging-in-place remodeling market
- *Design/Build Solutions for Aging and Accessibility (CAPS II)*: codes and standards; common barriers and solutions; product ideas and resources
- *Business Management for Building Professionals*: strategies and techniques for building a competitive, sustainable remodeling business; case studies and interactive exercises (*holders of certain certifications are exempt from this course**)

*Exempt designations are the following: CGR, GMR, CGA, CGB, CGP, GMB, CGA, CR, CKD, CBD, AIA, ASID, GRI, CCIM. This list will be reviewed periodically and additional designations may be added. Individuals who have earned a Masters of Business Administration from an accredited University within 10 years of submitting their CAPS graduation application are also exempt. However, it is highly recommended that all individuals seeking the CAPS designation take the Business Management for Building Professionals course which focuses on business principles relevant to residential construction.

Upon completion of the CAPS coursework, participants receive a graduation application. Participants must complete and submit the graduation application to NAHB Education before they can use the "CAPS" designation.