



Certified Aging-In-Place Specialist ("CAPS")

By Licensed Instructor Steve Hoffacker, CAPS, MCSP, MIRM

"North America's Most Experienced Aging-In-Place Instructor"

"NAHB's CAPS Educator of the Year, 2015"



Berkshire AHEC

CAPS I – "Marketing & Communication Strategies for Aging & Accessibility"

Monday, October 17, 2016, 9:00a-5:00p

CAPS II – "Design/Build Solutions for Aging & Accessibility"

Tuesday, October 18, 2016, 9:00a-5:00p

CAPS III (BMBP) – "Business Management for Building Professionals"

Wednesday, October 19, 2016, 9:00a-5:00p

☆ Home Instead Senior Care, 66 Wendell Avenue, Pittsfield, MA 01201 ☆

Classes are \$275 each for HBA members and \$300 each for non-members

ALL THREE CLASSES ARE REQUIRED TO OBTAIN THE DESIGNATION

Please call or email to reserve your space.

(561) 685-5555 (Steve Hoffacker) • steve@stevehoffacker.com

For more information, visit: http://www.stevehoffacker.com/Aging-in-Place_FAQ.html

Whether you're a general contractor, remodeler, handyman, occupational therapist, physical therapist, durable medical equipment provider, nurse, physician, home health agency, case manager, architect, interior designer, kitchen and bath designer, attorney, financial planner, building materials supplier or manufacturer, non-profit agency, support group staff, home builder, real estate sales professional, insurance agent, or anyone else interested in working with and helping people remain safely and comfortably in their homes as they age, this coursework is for you.

Over these 3-days of instruction, you will learn about:

- The 3 aging-in-place market segments
- How to appeal to each market segment
- Using universal design as a baseline solution
- Creating visitable homes
- Interacting with other professionals
- Assembling an effective delivery team
- Conducting home assessments and audits
- Marketing your services and selling the job
- Legal considerations to keep in mind
- Appealing to renters as well as homeowners
- Commonly used and accepted solutions
- Industry design trends
- Challenges in delivering solutions
- Determining market areas
- Formulating a business plan and business model
- Challenges in building your business
- Identifying sources of new clients
- Using technology to create solutions
- Working with normal aging issues
- Serving the special needs population