

The Roanoke Regional Home Builders Association will be hosting three separate courses in October that you may find value to your business as we see a growing market among Central Virginians who are living longer and more active lives. These courses that are being conducted locally by the National Association of Home Builders and are available to HBACV members at a reduced fee. Each day's course is from 8 am until 5 pm at the Roanoke Regional Home Builders Association office: 1626 Apperson Drive; Salem, VA 24153. The cost for each course is reduced to \$230 for HBACV members from the regular fee of \$280.

On Wednesday, Oct. 25 from 8 am until 5 pm is CAPS I Marketing and Communication Strategies with the Aging In Place Client.

Register at: www.rrhba.com/registration

On Thursday, Oct. 26 from 8 am until 5 pm is CAPS II Design Concepts for Livable Homes and Again In Place.

Register at: www.rrhba.com/registration

On Friday, Oct. 27 from 8 am until 5 pm is CAPS III Details and Solutions for Livable Homes and Again in Place. This course builds on Caps I and CAPS II, which are prerequisites to take this course.

Register at: www.rrhba.com/registration

Why are these courses value to you? Because as this aging clientele is embracing newly found and changing lifestyles, they are looking to revitalize their home environment. Identifying this burgeoning opportunity and then developing the skills to interact and sell to this market can help you grow your business dramatically.

COURSE DETAILS:

CAPS I: Equips participants with the knowledge and tools to effectively market and sell services to the aging in place (AIP) market. You will learn to:

- Identify population segments and access points within the AIP market that present business opportunities for building professionals; Explain how allied professionals can collaborate effectively to serve this market; Develop the process to use effective needs assessment and communication techniques.

CAPS II: Enables 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. You will also identify special considerations for estimating, scheduling and executing the job while the client is in residence; present various methods and techniques for modifying home design, from the perspective of new construction and retrofitting; identify legal and contractual considerations for building professionals.

CAPS III: Offers participants design solutions and techniques to help clients who require specialized design and equipment to live and thrive comfortably in their homes. Whole house product specification and installation techniques will be covered accompanied by practical, hands-on activities. You will learn to: Identify available innovative and specialized products and explain best practices for design and installation of key components; understand and apply budget and early product selection; recommend best solutions for common single-room modifications and evaluate design considerations and installation requirements for recommended modifications based on whole house layout and circulation patterns.

Each course provides six hours of continuing education credits for these NAHB designations: CGA, CGB, CGR, GMB, CSP, Master CSP, CMP, MIRM.