



Certified Aging In Place Specialist (“CAPS”)

By NAHB Licensed Master Instructor Steve Hoffacker, CAPS, CEAC, SHSS

“NAHB’s CAPS Educator of the Year, 2015”

CAPS I – “Marketing & Communicating With The Aging In Place Client”

CAPS II – “Design Concepts For Livable Homes & Aging In Place”

CAPS III – “Details & Solutions For Liable Homes & Aging In Place”

ALL THREE CLASSES ARE

REQUIRED TO OBTAIN

THE DESIGNATION



Northwest Arkansas Builders Association

2022 Long Street #C, Springdale, AR 72764



Monday, January 22 – Wednesday, January 24, 2018 – 9:00am-5:00pm each day

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

Please call, text, or email to reserve your space – (561) 685-5555 (Steve Hoffacker) • <mailto:steve@stevhoffacker.com>
For questions visit: <https://www.stevhoffacker.com/faq> • To register: <https://www.stevhoffacker.com/caps-registration>



Steve Hoffacker, CAPS, CEAC, SHSS, has over 30-years’ professional experience in the building and construction industry. He has been recognized for his sales and education accomplishments through 4 national awards from NAHB over the past several years, including CAPS Educator of the Year for 2015 and was named a Master Instructor in 2017. He writes extensively about aging in place and universal design and has published his “[Aging In Place Insider](#)” blog daily since the beginning of 2016 as well as moderating “[Aging & Accessibility](#)” groups on [Facebook](#) and [Linked In](#). He is North America’s most experienced aging in place instructor and has been selected several times by NAHB to teach the CAPS I and Universal Design/Build classes at IBS.

Whether you’re a general contractor, builder, remodeler, handyman, occupational therapist, physical therapist, durable medical equipment provider, nurse, physician, case manager, architect, interior designer, kitchen and bath designer, attorney, financial planner, counselor, social worker, building materials supplier or manufacturer, non-profit agency, support group staff, real estate sales professional, or anyone else interested in working with people help them remain safely and comfortably in their homes as they age (with or without limiting conditions), 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
- Creating solutions for specific needs
- Building codes and considerations
- Changing human performance characteristics
- Using technology to create solutions
- Working with normal aging issues
- Serving the special needs population