

Marketing & Communications Strategies for Aging & Accessibility (CAPS I)

77 Million Potential Customers

Instructor: Allan Anderson CAPS, CGR

Millions of Americans are living longer and more active lives, and with their changing lifestyles, maturing Americans are also looking to revitalize their home environments. Identifying these opportunities and developing the skills to interact with 50+ customers can help you grow your business dramatically. Learn best practices in communicating and interacting with this exciting and evolving population, and take advantage of one of the fastest growing market segments in remodeling and related industries.

WEDNESDAY, NOVEMBER 7TH, 2018 | 8:30AM - 4:30PM

Springfield Area Home Builders Association
 3001 Springmill Drive, Suite F
 Springfield, IL 62704

Tel: (217) 698-4941 • Fax: (217) 698-4942

Email: leeann@springfieldareahba.com

Website: www.springfieldareahba.com

As a graduate of this course, you will be able to:

- Explain the three segments within the Aging in Place market that present business opportunities for building professionals.
- Implement a process for promoting new opportunities for products and services in the Aging in Place market.
- Enhance your sales process with effective techniques for the Aging in Place market.

Designation Credit: CAPS; Master CSP

Continuing Education Credit: CAPS; CGA; CGB; CGR; CSP; CMP; GMB; Master CSP; MIRM;
 0.6 AOTA CEUs

ADDITIONAL INFORMATION

For overnight accommodations, we have agreements with the Hampton Inn (217-793-7670) at \$109 for a Basic room and \$119 for Suites, as well as Staybridge Suites (217-793-6700) for \$112 for a Queen Suite and \$126 for King Suites, both located less than two miles from our office. Just ask for the Springfield Area Home Builders Association rate at each. Continental breakfast and lunch are complimentary with your registration.

Cancellations made in writing 10 days prior to the course will receive a full refund. Those made within 10 days of the course will be subject to a partial refund.

Registration Information

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Name	HBA Name	
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Company	Address	
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City	State	Zip
Email Address (Please note, it is NAHB's policy not to share or sell its e-mail addresses.)		
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Phone	Fax	

Registration Fees (Includes lunch and materials.) ___ Member Rate - \$225 ___ Non-Member Rate - \$300

Payment Information ___ Check Made Payable to: SAHBA ___ MasterCard ___ Visa

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Credit Card Number	Exp. Date	VIC Code
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Name on Card	Signature	