

COURSE OVERVIEW

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

ABSTRACT

Market and sell to the booming aging-in-place demographic using communication strategies that will give clients a lifetime of happiness in their homes.

Purpose of this Course

Millions of Americans are living longer and more active lives. In embracing newly found and changing lifestyles, a need to revitalize their home environment has arisen. Identifying this burgeoning opportunity and then developing the skills to interact with them can help you grow your business dramatically. The goal of this course is to equip course participants with the knowledge and tools to effectively market and sell services to the Aging in Place market.

Audience for this Course

This course will benefit individuals in the following roles: builders, remodelers, and allied professionals interested in serving aging in place market.

Course Description

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.

Course Learning Objectives

After this course you will be able to:

- Describe 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

Topics Covered

Section 1: Identifying Aging in Place Market Needs

- Aging in Place Market Segments
- Factors that Impact Aging in Place Market

Section 2: Analyzing the Aging in Place Market

- Gathering Data
- Studying Market Characteristics and Needs
- Assessing Company Readiness

Section 3: Assessing the Aging in Place Market

- General Access Points
- Access to Specific Aging in Place Segments

Section 4: Selling Aging in Place Solutions

- Prepare the Meeting
- Establish Rapport
- Explore Client Situation
- Conduct House Survey
- Reinforce Company Expertise
- Determine Next Steps
- Close the Sale

CE and Designation Criteria

0.6 AOTA CEUs

Continuing Education Hours: 6.0

Designations: CAPS,CGA,Master CSP

Continuing Education Credits: CAPS, CGA, CGB, CGR, GMB, CSP, Master CSP, CMP, MIRM

Take this Course

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Questions?

Contact the NAHB Designation Help Line: 800-368-5242 x8164