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Historic Griswold House Wins 2004 National Best of Seniors Housing Design Awards

During the Seniors Housing Council's 2004 Best of Seniors Housing Design Awards the historic Griswold House made history by winning several awards including the Gold Achievement Award for Aging-in-Place Design and the Juror's Innovation Award for 2004. Both awards were first time winners for residential remodeling projects representing the best in seniors housing arena and excellence in aging-in-place design of a remodeled home.

The Griswold House, an aging-in-place showcase, located in Columbus, Ohio, was judged by a 12-member panel of architects, designers, builders and marketing professionals which evaluated projects on how effectively they responded to the housing demands of the burgeoning 50+ market as well as their innovative architectural and

interior designs. Projects were evaluated on their ability to meet the lifestyle requirements of the target market, the budget and the ability to overcome site challenges.

The Griswold House project is a culmination of several years of planning, relocation, renovation and sale of an historic structure in central Ohio. The home was designed and remodeled by Bill Owens, CGR, CAPS, of Owens Construction, located in Powell, Ohio. "As a speculative remodeling project this house has many unique features that



an older person would enjoy but also has the feel, charm and comfort that persons of all ages would appreciate," commented Owens. "It is truly a showcase of the

News You Can Use

- The CAPS Board approved the Graduate Realtors Institute (GRI) designation as an exemption from the *Introduction to Business Management* CAPS course requirement. Encourage your Realtor peers to earn the CAPS designation.
- The CAPS consumer marketing PowerPoint presentation is completed. The presentation is for CAPS graduates to use at a civic club or local event to assist in his/her marketing of their CAPS designation. The NAHB University of Housing is distributing copies on CD ROM to all CAPS graduates.
- The NAHB Research Center's 2004 Directory of Accessible Building Products contains descriptions of nearly 200 commercially available products designed for use by people with disabilities and age-related limitations. The directory is updated annually and is *FREE* – you just pay shipping and handling. Visit the Research Center's bookstore at www.nahbrc.org to order your copy.

newest and best in aging-in-place products and design but also has the look and feel of an older house in an established neighborhood."

The house was completed in the summer of 2003, was on tour for four months to the general public during which time the

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Universal Understanding The Ageless Home

By Polly Zeleny, ASID, CAPS

Coming home after a long day is comforting. Yet for many, coming and going from home is a daily challenge. Millions live with a disability or a chronic condition. Four out of five of us will face some part of these challenges in our lifetime. Aging is the most constant force at work in these situations. The future of staying home is shaped by the homes we build today and how they will accommodate changing needs.

Many of our customers are Baby Boomers. Boomers are a sandwich generation that seeks homes to secure their parent's needs and also homes that comfort themselves. They are the largest group of caregivers ever raised. They bring deep expectations and resources to secure quality care of their aging parents. Boomers are informed consumers capable and willing to pay for what they seek. They stand to inherit more wealth than any previous generation—an estimated \$30-50 trillion dollars, the equivalent of \$100,000 for every citizen.

Most customers plan from best intentions rather than honest long-term needs. As professionals, we see beyond today and know that a ranch would be a better choice for an active adult rather than a two-story. We know that zero thresholds and level grades are not a high cost to design or build. So what can we do—isn't the homeowner always right? How do we serve the uniformed/ in denial homeowner?

First, we can expand our level of expertise. Concept 360 has found identifying needs is one of the most difficult tasks for both active adult and their caregivers and can halt the design-build process. Needs change through life but the concepts of universal design bring connecting points. Understanding the individual will increase profit. For example, personality types are used throughout the business world to focus customer service. Our design company uses personality as the touchstone to create designs that communicate individual preferences and needs.



By using interactive worksheets and assessments to define personality types, likes and dislikes, goals, budgets, safety and medical needs, we can help our clients focus their long and short term needs necessary to create a flexible, safe and comfortable home for years to come. When we know our customers more completely, we find solutions that appeal to their desires while also creating universal possibilities for the future.

Mature customers have long lists of wants, needs and expectations.

Worksheets, checklists and other tools break the complexity of creating a dream home into essential, simple parts. By creating a pathway of connected steps we provide for our customer's peace of mind while building their dream home.

Polly Zeleny, ASID, CAPS is the Principal Designer of Concept360. Located in Fort Collins, CO, Concept 360 is a design, publishing and training firm specializing in active adult communities and home modifications. Contact the 360 team at www.concept360.com or 1-866-MY-SPACE.



ASID Approves CAPS Courses for Continuing Education

In recognition of the CAPS designation program, The American Society of Interior Designers (ASID) recently approved two of NAHB's CAPS courses for continuing education units.

The CAPS courses *Working with and Marketing to Older Adults* and *Home Modifications* are each worth 0.7 continuing education units (CEUs). Because ASID is a member of the Interior Design Continuing Education Council (IDCEC), these courses were approved by all IDCEC member organizations including the Interior Designers of Canada, Interior Design Education Council, International Interior Design Association, and the National Kitchen & Bath Association and will be registered with the National Council for Interior Design Qualification (NCIDQ).

- *Working with Older Adults and Marketing to Older Adults* is registered with the NCIDQ Registry Service as ASID course #1955.
- *Home Modifications* is registered with the NCIDQ Registry Service as ASID course #1959.

NAHB earlier included ASID certification to the list of designations exempt from the mandatory *Introduction to Business Management* course requirement held on the third day during CAPS education sessions. Industry professionals who have earned the ASID certification and are interested in earning the CAPS designation are required to successfully complete the *Working with and Marketing to Older Adults* and *Home Modifications* courses and complete the CAPS graduation application.

ASID

American Society of Interior Designers