

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

Instructor(s): Linda Fake, CAPS

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.

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; CGP; CGR; CSP; CMP; GMB; GMR; Master CSP; MIRM: **AOTA: 0.6 CEUs**



CAPS I

March 9, 2016

9:00AM - 5:00PM

Rochester HBA
20 Wildbriar Road
Rochester, NY 14623



Additional Information CAPS I

DATE:

March 9, 2016
Sign-In: 8:30 AM
Session: 9:00 AM-5:00 PM

LOCATION:

Rochester HBA
20 Wildbriar Road
Rochester, NY 14623

Registration Deadline:

February 24, 2016

An Additional \$40 Late Fee Will Apply Beyond February 24th Deadline Date

To Register

BY PHONE
(518) 465-2492 *110

BY FAX
(518) 465-0635

BY MAIL
NYSBA REF
152 Washington Avenue
(Lower Level)
Albany, NY 12210

ONLINE
www.nysba.com

Registration Information

(one form per attendee)

NAME

COMPANY

ADDRESS

CITY

STATE

ZIP

PHONE

CELL

FAX

E-MAIL ADDRESS

Please note: It is NAHB's policy not to share or sell its e-mail addresses.

Fees and Payment

Registration fee includes course material and lunch.

\$300 NAHB/Local Member \$350 Non-Member

\$40 Late Fee Applies after February 24th Deadline

Check made payable to: NYSBA REF

MasterCard Visa

CREDIT CARD NUMBER

EXP. DATE

CSV NUMBER

NAME ON CARD

SIGNATURE

Cancellation Policy

(4) or more business days prior to the course - full refund. (3) business days or less or failure to attend - liable for the entire fee.