

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

## 77 Million Potential Customers

Instructor(s): Esther Greenhouse, CAPS, CGP

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



June 15, 2010  
8:30am - 5:00pm

Home Builders & Remodelers of Central NY  
3675 James Street  
Syracuse, NY 13206



## Additional Information

CAPS I

June 15, 2010  
Check-in: 8:30am  
Session: 9:00am - 5:00pm

Location: HB&R of CNY  
3675 James Street  
Syracuse, NY 13206

Registration Deadline:  
June 8

NYSBA REF  
518-465-2492\*110

## To Register

**By Phone**  
not available

**By Fax**  
518-465-0635

**By Mail**  
One Commerce Plaza  
Suite 704  
Albany, NY 12210

**Online**  
[www.nysba.com](http://www.nysba.com)

## Registration Information

(one form per attendee)

NAME \_\_\_\_\_  
HBA NAME \_\_\_\_\_  
COMPANY \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_  
STATE ZIP \_\_\_\_\_  
PHONE \_\_\_\_\_  
FAX \_\_\_\_\_  
E-MAIL ADDRESS \_\_\_\_\_

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

## Registration Fees

**Includes course materials and lunch.**

NAHB Member \$265       Non-member \$325

## Payment Information

Check Make Payable to: NYSBA REF  
 MasterCard       Visa

CREDIT CARD NUMBER \_\_\_\_\_  
EXP. DATE \_\_\_\_\_ VIC CODE \_\_\_\_\_  
NAME ON CARD \_\_\_\_\_  
SIGNATURE \_\_\_\_\_

## Payment and Cancellation Information

PAYMENT MUST ACCOMPANY REGISTRATION.  
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.