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Press Release

FOR IMMEDIATE RELEASE: Mark V. Pelletier Awarded Certified Aging-In-Place Specialist (CAPS) Designation

Frederick, MD January 20, 2008: Mark V. Pelletier, of M.V. Pelletier Inc. recently became one of the select group of professionals nationwide to earn the Certified Aging-in-Place Specialist (CAPS) designation, identifying Mr. Pelletier as one of the building industry's top professionals with skills and knowledge specific to home modifications for aging-in-place.

The Remodelers™ Council of the National Association of Home Builders (NAHB) in collaboration with the NAHB Research Center, NAHB Seniors Housing Council and the AARP created the CAPS program. The CAPS designation program teaches the technical, business management and customer service skills essential to compete in the fastest growing segment of the residential remodeling industry – house modifications for the aging-in-place.

CAPS was developed to help home remodeling professionals meet the needs of the 77 million Baby Boomers that will reach retirement age in the first years of the 21st century. The CAPS designation identifies remodelers that have been trained to help retirees and older adults remain in their homes safely, independently and comfortably, regardless of income or ability level, and continue to live in a familiar environment throughout their maturing years.

In three days of coursework, the CAPS curriculum incorporates a variety of information tailored to aging-in-place home modifications, including: background on the older adult population; communication techniques; common aging-in-place remodeling projects; marketing to the aging-in-place market; common barriers and solutions; codes and standards; product ideas and resources; and business management.

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CAPS program graduates are required to maintain their designation by attending continuing education programs and/or participating in community service projects. CAPS classes are offered through local and state home building associations and at national trade shows including NAHB's International Builder's Show and the Remodelor's Show.

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