



PRE-SYMPOSIUM COURSES

CERTIFIED ACTIVE ADULT SPECIALIST IN HOUSING (CAASH)

The active adult market is the fastest-growing segment of the housing industry today and into the foreseeable future. The Certified Active Adult Specialist in Housing designation gives housing professionals serving this rapidly burgeoning market the essential knowledge, tools, and skills that will help them succeed – from conducting initial research to design considerations and features to servicing the customer. For more information on the CAASH designation, visit www.nahb.org/CAASHinfo.

Friday, April 24

Designing for the Active Adult

9:00 am – 5:00 pm

By the year 2014, there will be 85 million active adults ages 55 and older living in the U.S. and more than 40 percent of all households will be headed by someone in the 55+ age group. These market segments are defined by lifestyle, community and amenities/product design preferences. This one-day course gives you an overview of design considerations to take into account when planning single-family and multifamily housing for active adults. Learn how to meet the needs of this growing market and how to provide them with a variety of housing options.

Saturday, April 25

Selling to Active Adults

9:00 am – 5:00 pm

To improve your sales success with the active adult home buyer, it's critical to have sales strategies specific to this complex customer. This course is designed to give you techniques to more effectively communicate with, handle objections from and close sales with your potential active adult home buyers.

Sunday, April 26

Trends and Research Methods to Define the Active Adult Lifestyle

9:00 am – 5:00 pm

A diverse population with discriminating tastes, the Boomers are influencing everything about planning active adult developments. Learn how to better identify and serve the needs of this unique aging population. This course assists builders, developers, and other housing professionals in gaining a greater and more in-depth understanding of planning for the active adult community and the importance of market research before development.

Registration fee for each course:

50+ Housing Council Member: \$170

NAHB Member: \$195

Non-NAHB Member: \$245

Designation Credit: CAASH

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

Please Note: There are additional fees for all pre-Symposium courses. Each pre-Symposium course will be capped at attendance of 50 registrants per course. Each registrant will receive an email confirmation from the Office of the Registrar.

Cancellation/Refund Policy: Cancellation of an education course will be charged an administrative fee of \$25. Substitutions are permitted at any time and must be in writing.

Advance registration for the pre-Symposium courses will be held for 30 minutes after the start time of the class. After 30 minutes, advance registrations will be considered "no-shows" and seats assigned will be made available for on-site registrants. No refunds will be given.

NAHB reserves the right to cancel a pre-Symposium course due to insufficient enrollment. You will be notified at least seven days prior to the course offering.