**FOR IMMEDIATE RELEASE**

**Contact: [Name]**

**[Email]**

**[Website]**

**[Phone number]**

**[Name] Earns Certified Aging-in-Place Specialist Educational Designation**

**[City]**, **[Date]** – **[Name]**, of **[Company Name]**,is now one of the select group of professionals nationwide to earn the Certified Aging-in-Place Specialist (CAPS) designation, identifying **[him/her]** as a **[job title]** with the skills and knowledge necessary to remodel or modify a home to meet the unique needs of the older population, disabled owners or their visitors.

The National Association of Home Builders, in partnership with the AARP and NAHB Research Center, created the CAPS program, which includes training and education on the technical, business management and customer service skills essential to compete in the fastest-growing segment of the residential remodeling industry — home modifications for aging-in-place.

**[Insert brief company information here.]**

CAPS graduates include remodelers, builders, designers, architects, occupational therapists and others who help homeowners remain in their homes safely, independently and comfortably as they age.

In three days of coursework, the CAPS curriculum incorporates market demographics, communication techniques, marketing, common barriers and solutions, building codes and standards, product ideas and resources and business management.

CAPS program graduates are required to maintain their designation by attending continuing education programs and/or participating in community service projects.

“I look forward to helping homeowners in **[local market area]** make the changes they need to enable them to live in their homes for a long, long time,” said [name].

For additional information about the CAPS program, visit www.nahb.org/caps. For more information about **[company name],** visit **[website]** or call **[phone number].**