Helping your clients Love it until they want to List It!

Living in Place from Cradle to Cradle.
This session Qualifies for:

NKBA 0.1 CEU

NKBA members:
- Log in to NKBA.org and use the on-line reporting system to request CEUs.
Format: Interactive Lab

Description
Have you wondered how to create personalized yet timeless experiences for your clients remodeling projects?

Have you thought about how to market your expertise for the Living in Place Market?

Do you long to build a team of strong collaborators who will keep your business thriving with clients who value your network of resources?

At this interactive lab learn from a Kitchen & Bath specialist who is also a successful Realtor, who has embarked on facilitating collaboration between Real Estate Brokers and Developers, Builders, Interior Designers, Occupational Therapist and Physical Therapists and more to create safe, affordable, healthy homes that last a lifetime.
Technology and sustainable building practices have evolved to be completely integrated into design and construction solutions.

Case studies will be presented with best practice solutions that are easy to implement in your clients projects.

A lively discussion will build on what is discovered in the case studies and you are invited to bring your enquiries and experiences.

How to advice will be shared to assist you in getting your philosophy and messaging to those who are looking to work with someone who is passionate about designing the best possible outcomes for their investments.

Tracks:
Customer Service
ADA – Americans with Disabilities Act
It’s My Right

I Have The Right To...........

Manage My Own Money
Make My Own Schedule
Decide What To Do With My Day
Have Privacy In My Home
Take Part In My Community
Keep Myself Safe
Make My Own Friends
Choose My Own Relationships
Follow My Religion Or Beliefs
Vote For My Candidates
Make My Own Goals
Exercise My Independence
Make My Own Choices,
The Same As Anyone Else!

It’s MY LIFE!
• Autism
• Mental health disorders
• Intellectual disability
• Multiple disabilities
• Orthopedic impairment
• Other health impairment
• Serious emotional disturbance
• Specific learning disability
• Speech or language impairment
• Traumatic brain injury
- Mobility Impairment
- Use of assistive device
- Deaf – Blindness
- Deafness
- Hearing impairment
- Visual impairment including blindness

https://www.apens.org/whatisape.html
Generations of Consumers

- **Traditionalsists**
  - Born 1900-1945
  - Great Depression
  - World War II
  - Disciplined
  - Workplace Loyalty
  - Move to the 'Burbs'
  - Vaccines

- **Boomers**
  - Born 1946-1964
  - Vietnam, Moon Landing
  - Civil/Women's Rights
  - Experimental
  - Innovators
  - Hard Working
  - Personal Computer

- **Gen X**
  - Born 1965-1976
  - Fall of Berlin Wall
  - Gulf War
  - Independent
  - Free Agents
  - Internet, MTV, AIDS
  - Mobile Phone

- **Millenials**
  - Born 1977-1997
  - 9/11 Attacks
  - Community Service
  - Immediacy
  - Confident, Diversity
  - Social Everything
  - Google, Facebook

- **Gen 2020**
  - After 1997
  - Age 15 and Younger
  - Optimistic
  - High Expectations
  - Apps
  - Social Games
  - Tablet Devices

- [http://blog.watermarkadvertising.net/blog/generation-marketing](http://blog.watermarkadvertising.net/blog/generation-marketing)
Figure 2. Generational share of net household wealth (percent)

Source: Deloitte Center for Financial Services.

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Divided by age and condition – How many categories?
Why Limit Your Market?

✓ Our industry and your business are NOT age specific.
✓ 90% of older Americans want to stay at home (AARP study was titled “Fixing to Stay”)
✓ 1 in 5 individuals have a challenge with their Activities of Daily Living (ADLs).
✓ Majority of people age 65+ remodel to make their home more accessible and safer. (Moen)
✓ Nearly 65% of US wealth owned by people age 50+* = $55.2 Trillion in 2015.**

* https://www.federalreserve.gov/econres/scfindex.htm

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Baby Boomers are NOT Going Anywhere

✓ 85% have no plans to sell their home.*
✓ Home Ownership – 78% or about 33 million properties.*
✓ Age 55-74 made up 21% of the population in 2015, compared to 16% in 1985.*
✓ 78 million individuals age 50+ control 67% ($28 trillion) of the nation’s wealth.**


** US Census & Federal Reserve

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Personalized Design

The Little Couple’s Dr. Jen Arnold, Bill Klein Sell Houston Home After 10 Price Cuts for $900K

The TLC stars are finally able to move on from their long battle to sell their Houston home. After a series of price cuts, the couple has managed to sell their property for $900,000.

The Little Couple” stars have, at long last, reportedly sold their Houston home—after months of trying to make the most of it. The couple had been trying to sell their home for a long time, but after several price cuts, they finally managed to find a buyer.

The kitchen is one of the highlights of the home, with its modern design and stainless steel appliances. The living room is spacious and welcoming, with plenty of natural light streaming in through the large windows. The bedrooms are comfortable and well-appointed, with en-suite bathrooms and plenty of storage space. The home is located in a desirable neighborhood, offering easy access to all the amenities the area has to offer.
The new standard, personalized, user experience, always connected

https://www.youtube.com/watch?v=L6hjWu30AFU
Solution: Levers & Electronic controls
Challenge: Hearing Impaired

Solution: Visual and motion and auditory assistive technology

http://avchears.org/
Solution: Occupancy sensors & rocker switches
Challenge: Inadequate Light
Solution: Auxiliary & Task lighting

www.mrbeams.com/readybright
Solution: Handrails
Solution: Install Grab bars, seats, glass shower enclosures or ceiling mounted curtains, zero or low thresholds.
Solution: Use Comfort height models or elevated seats and grab bars.

Kohler.com

www.techforltc.org

http://www.grabbarsofwny.com
Solution: Elevated Appliances and drawer style appliances
The Problem… *Our homes are not safe.*

✓ Falls are the leading cause of fatal and non-fatal injuries among older adults.

✓ If unchecked, by 2030 there will be 59,000 deaths per year or about seven older adult (65+) deaths per hour.*

✓ 45% of all childhood deaths occur at home.

✓ 33% of all child related injuries are due to falling downstairs, out of windows, off decks or balconies.

✓ Every two weeks a child dies because of a piece of furniture or TV fell on them.

✓ Over 90% of all home injuries to children are preventable, with appropriate safety in the home.

*https://www.cdc.gov/mmwr/volumes/67/wr/mm6718a1.htm
NO…Safety in homes is worse!

✓ Fall death rates have increased 30% from 2007 to 2016. (US Centers for Disease Control and Prevention)

✓ Less than 0.9% (down from 1% in two years) of the current housing stock have zero-step entrances, single floor living, wide hallways & doors, electrical controls, reachable by everyone, and lever-style handles on faucets and doors. (2018 Joint Center for Housing Studies of Harvard University)

✓ Less than 3.5% (down from 4% in two years) of current single-family homes have three of the most critical accessibility features (zero-step entrances to the home, single floor living, wide hallways and doors). (2018 Joint Center for Housing Studies of Harvard University)
AN APPROACH AS UNIQUE AS YOU ARE

Start Your Journey
Free programs and services to support you no matter what.

Find Your Community
Your needs matter and we have a community to make sure you’re not alone.

See The Difference
Each day, our warriors set ambitious goals and we celebrate their accomplishments.

WHY NOW?

More than 52,000 servicemen and women physically injured in recent military conflicts. 500,000 living with invisible wounds, from depression to post-traumatic stress disorder. 320,000 experiencing debilitating brain trauma.

Advancements in technology and medicine save lives – but the quality of those lives might be profoundly altered.

The numbers speak for themselves, because not every warrior can. With the support of our community of donors and team members, we give a voice to those who can’t.
Specially Adapted Housing (SAH)

Housing Adaptation Grant Programs
Challenges: Builder Availability

- 3 Bid Waivers, Veterans have a difficult time finding companies to bid on critical adaptation projects, “builder deserts”
Challenge: Adaptive Design & Construction Expertise

• CLIPP Code of Ethics – Hold paramount the welfare of persons you serve professionally
• We need professionals to understand accessible design and construction (safety and fall prevention, zero thresholds, roll-in showers, accessible bathroom and kitchen design, lighting and color, smart home technology)
• Handbook for Design – Safety Chapter
Challenge: Adaptive Construction Expertise

Sample Resources:

- Living in Place Institute (LIPI) – Certified Living in Place Professional (CLIPP)
- Age Safe America (ASA) - Senior Home Safety Specialist (SHSS)
- Universal Design Living Laboratory (UDLL)
- National Kitchen + Bath Association (NKBA)
- National Association of Home Builders (NAHB)
- NARI - Universal Design Certified Professional (UDCP)
- Housing and Urban Development (HUD)
How Can You Get Involved?

1. Register: Go to our website and register for a VA builder number

2. Advertise: Market your participation in the SAH grant program, get to know your Veteran customers

3. Bid: When the opportunity arises, submit one

4. Work closely with the SAH Agent
Habitat Builds Wheelchair Accessible Home for a Local Family

Having spent the past several years in an over-crowded, mold-infested apartment which was not wheelchair compatible, Luz Lara will receive the keys to her family’s new wheelchair accessible home on Saturday, July 9th, 2016.

The 10:00 am Home Dedication will include comments from Mayor-elect Darrell Steinberg, City Councilmember Allen Warren, the
Making accessibility a reality

Life would never be the same after a car accident left Jason paralyzed below his neck. But one thing didn’t change: his desire to take care of himself. Twenty years later, Jason drives, works as a para-transit dispatcher and even skydives. And now, with the help of Habitat Central Iowa, he owns his own home, one that maximizes what he can do.

"It is very rewarding to know that I have independence," Jason says. "My home is very comfortable and secure, and I am very happy having the space I need to function as normally as I can."

Jason was 23 years old and fresh off a stint in the U.S. Marines when that life-changing car crash happened. "One day you are walking down the street and the next day you are not," he says. "At the same time, I had the philosophy that I am not going to curl up in a ball and die, that I still have a lot of life to live."
Photo Opportunity

This Presentation is available for download at

https://livinginplace.institute/KBIS2020

www.LivingInPlace.Institute

888-467-3220

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The Living In Place Institute will host a series of FREE education panel discussions at the 2020 Kitchen & Bath Industry Show.

Roundtable Discussions - Join us and learn from some of the most recognized and respected professionals in the industry. Each informative session will last about 30 minutes and will be hosted by some of the most recognizable and talented professionals in the industry. Registration NOT required but seating is limited. These are NOT CEU courses. Schedule below: https://livinginplace.institute/KBIS2020

Location: All presentations will be in room S114 at the Las Vegas Convention Center South Hall

**Wednesday:**
9:30 "Under One Roof - 4 Generations Living In Place in One Home" - Presented by Vicki Flores
10:00 "Living In Place...The Solution - Not aging in place or universal design" – Presented by Living In Place Institute co-founder, Erik Listou & Doug Lugar
11:00 "How the Living In Place Philosophy Helps My Clients & My Business" - Presented Toni Sabatino
12:00 "Kitchen Designs for Living In Place" – Presented Sheri Gold & Maria Stapperfenne.
2:30 "Aesthetic Bathroom Designs for Living In Place" – Presented by Julie Schuster
3:00 "Building a Forever Living In Place Home" – Presented by LaDonna Eriksen
4:00 "Community Service Session – Understanding the Benefits of Working with Living In Place Veterans" – Presented by Jason Latona, Chief – Specially Adapted Housing, US Department of Veterans Affairs

**Thursday:**
9:30 "Working with Living In Place Veterans Presented" – Peter & Geniene Haack with Jason Latona
10:30 "Ergonomic Kitchen Designs for Living In Place" – Presented Mary Fisher Knott

VOTI Presentations by CLIPP Ambassadors
**Wednesday 1:30 N225** "Ergonomics in the Kitchen & Bath" Presented by Mary Fisher Knott and Judy Delaware

**Thursday 9:00 N226** "Living In Place Designs for ALL Homes" Presented by Toni Sabatino and Jennifer Bertrand

Rescheduled for today 3:00 Aaron Gould, AKBD “Selling yourself to make the Sale”
KBIS Show Floor Tours
Each day, free KBIS Show floor tours will visit booths and see products recognized by the Living In Place Institute. Each 90 minute Tour will be guided by a Certified Living In Place Professional (CLIPP) and will open your eyes to the possibilities and products you should include in all your projects. The Tours are free, but registration is required. Tours start at the Showcase for Living In Place and end at the Discovery District. Register now for Tuesday 1:30 - 3:00 / Wednesday 2:00 - 3:30 / Thursday 10:00 - 11:30

2nd Annual Living In Place Family Reunion
You are invited!
Meet other Living In Place members and share thoughts and ideas.
Even if you are not yet part of the Living In Place Family, come-as-you-are on Thursday 2:00 pm to the Showcase for Living In Place, located in the lower level of the South Hall, Room S114.
This very special time will be hosted by our own Maria Stapperfenne and Dr. Brian Isetts.
My heros! Pioneers in making the world more Inclusive, Equitable and creating Equality.

Dr. Timothy Nugent, 1949 Founded National Wheelchair Basketball association and in 1960 published the first Barrier Free Design standard called the American National Standard, A1171.1 after 11 years of Research

Ron Mace and other UD Pioneers

Les Petrie, CMKBD

Mary Jo Pedersen, MS, NKBA, NAHB, CKD, CBD, CAPS, CAASH, CLIPP

Ellen Cheever, CMKBD, ASID, CAPS

Michael Thomas, FASID, CAPS

Drue Lawlor, FASID

Cynthia Leibrock, MA, ASID, Hon. IIDA

Scott Anderle, PT, CAPS

Erik Listou, CLIPS, CAPS, CAASH, CGR, CGP, CR, LDST &

Louie Delaware, CLIPP, ACPC, CRM, CAPS

Jose Rafols, OTD, MHSA, OTR/L

CLIPP Ambassadors – join us in this awesome movement!
Thank You for your time today!

For more information
Call/Text me Dani 585-474-5677
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LinkedIn Friend me Daniela Polidor

Visit my website:
www.EmpireRealtyGroup.com