

A B2B GUIDE FOR HIGH-END CONTRACTORS & REMODELERS

# THE CAPS CERTIFICATION ROI PLAYBOOK



**BOOST REVENUE, WIN ACCESSIBILITY  
PROJECTS, & SCALE YOUR BUSINESS**

# The CAPS Certification ROI Playbook

## Why Aging-in-Place is the Most Profitable Pivot for Remodeling Contractors in 2026

If you are fighting for standard kitchen and bath remodel leads, you are playing on hard mode. The market is crowded, clients are price-shopping, and margins are being squeezed.

Meanwhile, the fastest-growing demographic in the country is actively looking for contractors, and they care more about **trust and safety** than they do about getting the lowest bid.

This is the Aging-in-Place market. And the Certified Aging-in-Place Specialist (CAPS) designation is your key to unlocking it.

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## The Market Opportunity: The “Silver Tsunami”

- **10,000 people** turn 65 every single day in the US.
- Over **85%** of them want to stay in their current homes permanently.
- The vast majority of those homes (over 90%) are fundamentally unsafe for older adults.
- **The problem:** Homeowners know they need modifications, but they are terrified of being scammed by “handymen” who don’t understand their clinical needs.

## The Margin Difference

Why do CAPS-certified contractors consistently command higher margins?

1. **Less Price Resistance:** When a family is retrofitting a bathroom for a parent coming home from a hospital discharge, they aren’t looking for the cheapest guy on Thumbtack. They are looking for the *most qualified* expert who won’t make a mistake that leads to a fall.
2. **Speed to Close:** Aging-in-place jobs are often needs-based, not wants-based. The sales cycle is drastically shorter than a luxury kitchen remodel.
3. **High Referral Rates:** When you successfully modify a home to keep someone’s mother safe, that family tells every other family they know. Occupational Therapists (OTs) will also refer you relentlessly once they know you do code-compliant, stud-anchored work.

## How to Pitch It: The Psychology of the Sale

Stop selling “Medical Retrofits.” Start selling “Universal Design” and “Peace of Mind.”

**[X] The Wrong Pitch:** > *“We need to install these handicap grab bars and an ADA toilet because your mobility is declining.” (This makes the homeowner feel old and defensive).*

**[□ ] The CAPS Pitch:** > *“We’re going to use Universal Design principles to make this bathroom beautiful, modern, and completely frictionless to use. We’ll add some sleek, structural support bars and a curbless shower so you never have to worry about stepping over a threshold again.” (This sells luxury, longevity, and safety without the stigma).*

## What is CAPS?

The Certified Aging-in-Place Specialist (CAPS) designation is administered by the National Association of Home Builders (NAHB). It teaches you: - The demographics and communication strategies for older adults. - Universal design concepts and ADA/ANSI standards. - The specific construction details (like grab bar structural reinforcement and curbless shower drainage) needed to prevent injuries.

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## **Ready to Tap Into the Market?**

Getting certified is just step one. Getting in front of the right homeowners is step two.

At **AgeProofPros**, we do the marketing for you. We generate high-intent leads from families in Pittsburgh who are actively searching for CAPS-certified contractors, and we send them directly to our vetted network.

1. **Get CAPS Certified.**
2. **Apply to join the AgeProofPros network.**
3. **Stop fighting for leads and start building a high-margin, high-impact business.**

-> **Click here to learn more about joining the AgeProofPros contractor network.**