



THE ADAPTIV HOME RENOVATION COURSE

How will your business adapt to the changing needs of homeowners?

The demand for home modifications is here. There are 10 million Canadians age 60+, representing more than 1/3 of the population. The vast majority are homeowners who want to live in their home for the rest of their lives.* They are searching for qualified professionals for their home modification needs.

The Adaptiv Home Renovation Course was developed for renovators, contractors, architects, designers, and other professionals who want to learn about the aging-in-place market and the growing business opportunities across the country.

The definitive training on accessible renovations in Canada

The Adaptiv Home Renovation Course and accompanying manual provides participants with:

- up-to-date information on Canadian building codes and standards with an emphasis on improving design with safety, security, ease of use, comfort, accessibility, and occupant health.
- specific building knowledge on ramps and slopes, zero-step thresholds, curbless showers, accessibility equipment, and home automation solutions.
- training in client communication, empathy, privacy, insurance, and legal considerations.

Become a Qualified Adaptiv Home Specialist

The Adaptiv Home Renovation Course is the first step in becoming part of a network of professionals who offer services to homeowners who want to live in their home safely and comfortably for as long as possible.

Upon successful completion of the course, participants will be recognized on the CHBA Qualified Adaptiv Home Specialist directory. CHBA has a full suite of resources to help promote this prestigious designation.**

- ✓ Logo ✓ Brochure ✓ Press release ✓ Social media assets

* Source: Vividata's SCC | Study of the Canadian Consumer Summer 2023 | **CHBA members only

Adaptiv Home Opportunity



8 million Canadians age 15+ living with a disability



10 million Canadian age 60+



~75% of Canadians 60+ want to live at home for the rest of their lives



80% of homes need to be modified for homeowners to age in place



The home modification sector is valued at \$77 billion dollars