



Presenters

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Who/What is BIAW

- **Building Industry Association of Washington (www.biaw.com)**
- **Nearly 8,000 member companies involved in residential construction in 2 primary classifications: Builders or Associates**
 - Builders: Builders, Remodelers, General Contractors, Developers
 - Subcontractors and Trades (either)
 - Associates: Finance, Real Estate, Architects, Attorneys, Appraisers, Insurance,



Building Industry Association of Washington (BIAW)

- **Largest trade association in Washington representing thousand of companies and their employees in the home building industry**
- **Dedicated to ensuring and enhancing the vitality of the building industry**
- **Focus on educating, influencing and affecting the legislative and regulatory environment in Washington**
- **BIAW offers programs that help members grow their business**



Association Affiliation

- **State “arm” of the National Association of Home Builders (NAHB)**
 - Third largest (membership) state in the national federation
- **15 Local Association Affiliates**
 - From NAHB’s largest, the Master Builders Association of King & Snohomish Counties with nearly 3,000 member companies to one of the smallest (San Juan Builders Assn) of under 30 member companies
- **Association membership provides three levels of service, benefits and value**



NAHB Programs/Services

- Member Advantage Program
 - Discounts on products and services
- International Builders Show
- BuilderBooks.com
 - Largest construction library w/discounts for members
- NAHB Research Center
 - Access to technical information on building products, materials and new technologies
- Lobbies congress on housing issues
- Education
 - Professional designations and industry certifications and the foundation of BIAW's education program started in 1997



Local Associations

- **Community Involvement**
 - Political Advocacy / Action
 - Outreach / Charitable
- **Public Events**
 - Home & Garden Show
 - Home & Remodeled Home Tour
- **Education and Scholarships**
- **Local Governmental Affairs**
- **Publications and Communication**



Local Association Business Marketing Opportunities

- Membership Directory
- Website and newsletter
- Home Tour & Expo
- Home and Garden Show
- Sponsorship of Meetings and Events
- Excellence Awards
- Golf Tournament
- Education classes and seminars



State Association: **BIAW**

- **Insurance Programs**
 - ROII, Health and Contractor Liability
- **Legal**
- **Legislative / Political**
- **Builder/Remodeler Issues**
- **Education**
 - Professional Designations
 - Topical Issues – Codes, CESCL
 - Scholarships



State Association: **BIAW**

- **Award Winning Education Program**
 - Partnership between BIAW and Local Associations, in concert w/NAHB
- **Foundation NAHB curriculum**
- **Professional Designations**
 - CGB, CGR, CAPS, GCB, CSP
- **Topical Issues – Codes, CESCL**
- **BIAW Real Estate School**
 - Continuing Education for Real Estate, Insurance, Appraisers, Legal, AIA



State Association: **BIAW**

- **2013**
 - Classes Held: 108
 - Attendees: 1,252
- **2014**
 - Classes Scheduled: 99



BIAW Benefits

- Reduced rates for insurance programs
- Field safety staff
- Loss Control Services
- Maintenance Guides
- Builder Rebate program
- BuiltGreen Washington®
- Codes – process participation and regular updates



BIAW Committees/Councils

- 50+ Accessible Housing Council
- Education Committee
- Legislative Policy/Strategy Committee
- Remodelers
- Design Professionals
- Builders/Remodelers Roundtables
- New Home Council



History of Senior Housing Council

- **BIAW's originally formed in 2001**
 - Followed NAHB template for “Senior HC”
 - Tiered communities w/assisted living
- **Dormant within 2 years due to lack of participation / member interest**
- **Resurrected in 2011 w/new focus**
 - Accessibility
 - Universal Design
 - Remodeling for Aging-in-Place



History of Senior Housing Council

- **NAHB changed to 50+ in 2004-05**
 - Still includes tiered communities w/assisted living but in the past five years has moved more toward active-adult housing sector
- **BIAW's Council more diverse with broader scope**



BIAW 50+ / Accessibility Council

- **Purpose and Objectives**
 - Promote sound, efficient and progressive practices in design and construction
 - Foster cooperation and facilitate exchange of experience, information and ideas
 - Create forum for sharing of ideas and information on this market segment
 - Product information
 - Education Forum
 - Awards



BIAW 50+ / Accessibility Council

- **Meets three times each year in conjunction with BIAW's Board of Directors meetings**
- **Members from throughout the state involved in various aspects of this market segment**
 - Builders, Remodelers, Design Professionals
 - Real Estate, Finance



BIAW 50+ / Accessibility Council

- **Summer meeting focus:**
 - Designing for Accessibility
 - Presentations by builders, remodelers and design professionals highlighting specific projects
 - Needs addressed and challenges
 - Project results



BIAW 50+ / Accessibility Council

- **Fall meeting focus:**
 - Accessibility Forum
 - Aaron Murphy, ADM Architecture
 - Aging-In-Place, how to live happily ever after in your own home
 - Gerry Cherney, OT/IndeBoom
 - Independent Occupational Therapist
 - Starting an Independence Boom
 - Molly McCabe, A Kitchen that Works
 - Creating Spaces Visitable by All



BIAW 50+ / Accessibility Council

- **Fall meeting focus:**
 - Accessibility Trade Show Participants
 - Accessible Living Concepts
 - AAA Kartak Glass & Closets
 - ADM Architecture
 - Beverly's Daughter
 - Healthcraft
 - Moore Elevator
 - Rainier Shade
 - Rebuilding Together Seattle



Remodeling for Aging-in-Place

- **Certified Aging-in-Place Specialist (CAPS) professional designation**
- **Partnership of NAHB Remodelers, NAHB 50+ Council, NAHB Research Center and AARP**
 - Provide comprehensive, practical, market-specific information when working with older and maturing adults to remodel their homes.



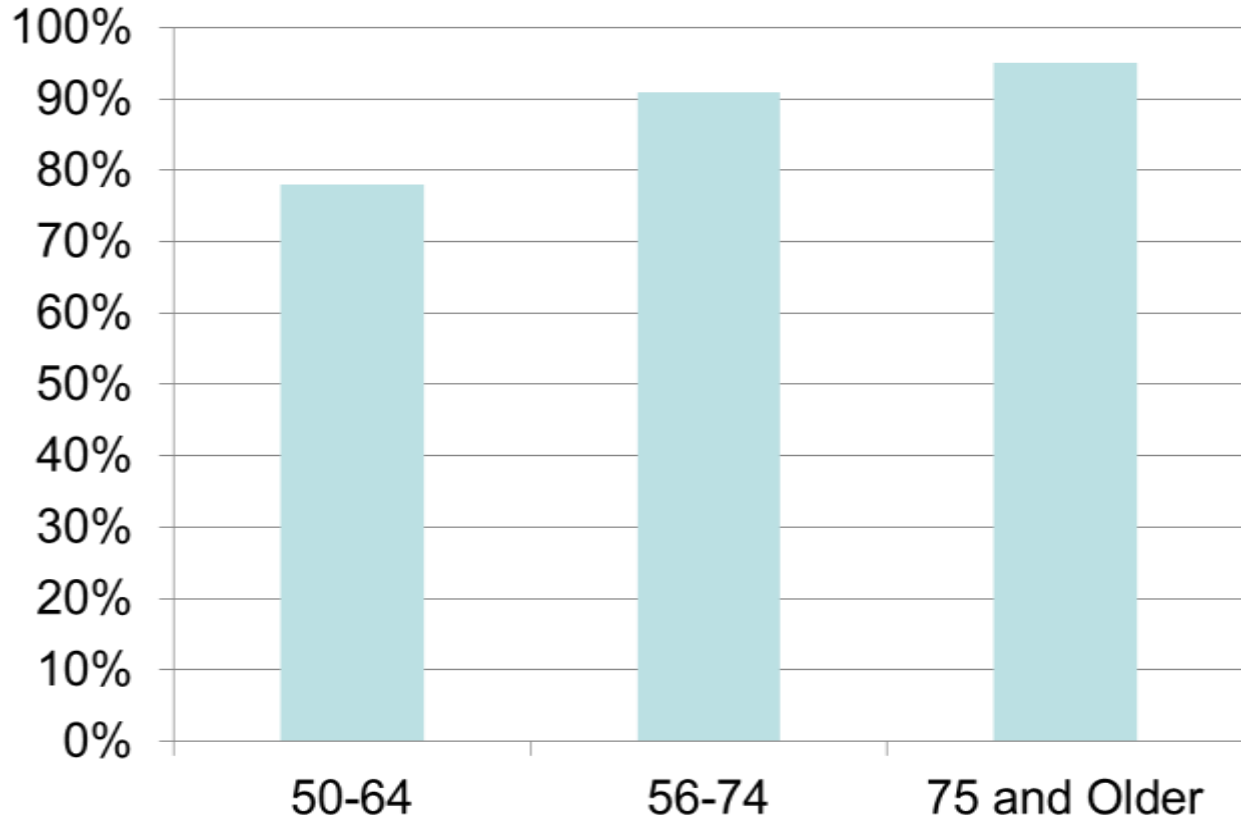
Remodeling for Aging-in-Place

- **Marketing and Communications Strategies for Aging and Accessibility**
- **Design/build Solutions for Aging and Accessibility**
- **Business Management for Building Professionals**
 - 1200 designation holders nationwide
 - 147 currently in Washington



Why Aging-in-Place?

Majority of people 50+ want to remain in current residence





Aging-in-Place Market

- Fastest growing segment of the remodeling industry
- Seventy-Seven million baby boomers are reaching retirement age – 49% do not feel that their home will fully meet their needs as they age



Remaining in one's home safely, independently and comfortable, regardless of age, income or ability level



Universal Design

- NAHB developed Universal Design class in 2011
- Augments traditional design, to offer comfort, convenience and ease of use



Universal Design vs CAPS

- CAPS targets specific need
 - Maturing homeowners
 - Individuals requiring home modifications
 - Aging / antiquated housing stock



Universal Design vs CAPS

- Universal Design
 - Way of meeting current and future homeowner needs
 - Adaptability
 - Aesthetics as well as accessibility and affordability
 - Transparent living



Universal Design vs CAPS

Marketed to Aging homeowners and/or specific modifications

Targets a specific need or tailored to the individuals abilities

Most common in remodeling

Design is convenient and comfortable but modifications may be apparent and noticeable

Marketed to all homeowners regardless of age or ability

Targets the ease of use to all users of the home

Most common in custom and even some production; universal design in remodeling is limited to specific areas being updated

Design is convenient and comfortable but transparent to occupant