

Meet Your Aging Customers' Needs

As baby boomers retire, many are updating and renovating their homes in order to safely live on their own as long as possible. The desire to “age in place” has caught the attention of manufacturers, remodelers and retailers across the country, and many are working with seniors to adapt their homes.

These design elements, known more broadly as universal design, allow everyone to live comfortably in the same space, from those with limited mobility to active teenagers. Below are some aging-in-place projects retailers and remodelers identified. These home alterations can help your store provide quality assistance to your aging community of customers.

Applied to Retail:

Research the aging-in-place demand in your market and see if there are any NAHB Certified Aging-in-Place Specialists nearby. Partner with a certified remodeler to inform your staff on aging-in-place practices so your employees can educate customers and become an aging-in-place resource. Partner with your local AARP to provide educational content and checklists for your customers.

How to Sell:

Understand the simple steps your store can take to help aging customers and community members. Identify products that you already have in stock that can help seniors live independently. While aging-in-place remodeling projects are often contractor-specific jobs, your store can assist customers with projects like grab bars, better lighting and non-slip floor surfaces.

BATHROOM



More than 80 percent of falls occur in the bathroom. Due to this, a majority of aging-in-place projects and remodels begin in this room.

Alterations:

- Grab bars
- Heated floors
- Shower seats
- Lower vanities
- In-shower lighting

KITCHEN



Appliances and dangerous cooking surfaces can cause injuries that can be easily prevented with aging-in-place alterations in the kitchen.

Alterations:

- Move the microwave from hard-to-reach cooking surfaces.
- Lower cabinets and countertops

OTHER AREAS



If a home is true to universal design, each room will have modifications that make the living space safe and independently accessible.

Alterations:

- Motion-sensor lighting
- Non-slip floors
- Smart thermostat systems
- Triple-pane windows
- Crank window levers