



Leaders in the Active Adult Market Recognized

The NAHB 50+ Housing Council recently launched a new educational program and designation specifically for housing professionals in the active adult market, the fastest growing segment of the housing industry. The Certified Active Adult Specialist in Housing (CAASH) designation will require those interested to complete a series of courses established by the NAHB University of Housing that cover topics such as active adult research and trends, design, and sales and sales training with the aim of providing the essential knowledge, tools, and skills that will help them succeed. However, the 50+ Housing Council is initially allowing housing professionals who have a high level of experience and expertise in the active adult housing field to waive the educational requirements and be grandfathered as a CAASH designee. Having showcased their extensive experience with designing active adult communities and numerous accomplishments in the active adult arena, both Tom Barton and Bill Warwick of BartonPartners have been honored with the CAASH designation. They will be inducted at the 2007 International Builders' Show in Orlando, FL. Please visit www.bartonpartners.com.