

Senior Trends

SPECIAL EDITION - SAFETY STARTS IN THE BATHROOM

Aging-in-Place Movement Rocks the Remodeling Industry!

Per The National Association of Home Builders, home modifications specifically for Aging-in-Place are the fastest growing segment of the residential remodeling industry. It's a trend sure to grow in popularity as boomers get older but have no intention of being aged out of their homes.

Nearly 75% of people plan to stay in their homes as they age, according to a recent poll conducted by AARP, and the older people get, the more likely they are to want to stay put.

Nearly 3 million Americans live in nursing homes or reside in assisted living facilities and according to a recent study by Cornell University, a large percentage of these could instead be living at home if they only had the right support system in place.



**BATH
MASTERS**

**BATHROOM REMODELING TIPS
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In response, the remodeling industry is rapidly shifting gears to meet the need including amazing new products which make it possible for seniors to stay safely in their home where they want to be. Every major manufacturer is bringing forward new products, but at the forefront is Kohler which has everything from specialized tubs that are as easy to access as sitting on the couch, to affordable bidet toilet seats, night light toilet seats to prevent middle of the night falls and even an entire product line devoted to easy to clean, durable and aesthetic shower wall systems that coordinate perfectly with many specialized new shower pans.

It's not just the manufacturer's who are hopping aboard, remodeling contractors such as BathMasters are taking specialty certification courses to ensure Aging-in-Place guidelines are followed in their bathroom remodels. They are also setting up showrooms to showcase the new products hitting the market. It couldn't be better timed as so many are in need of these new products and services.

Recent survey, "Greatest fear of American seniors is losing their independence."

"By failing to prepare, you are preparing to fail."

- Benjamin Franklin

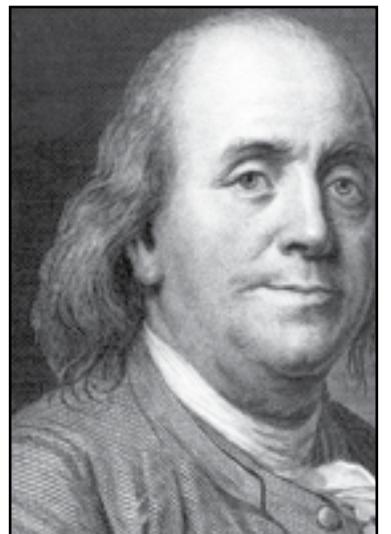
According to reports from the Centers for Disease Control (CDC),

"By failing to prepare, you are preparing to FALL"

"Falling is the #1 cause of fatal and non-fatal injuries to seniors." & "One in three seniors will fall each year." - CDC

Per the National Institute on Aging, 80% of these falls happen in the bathroom! The good news is that these falls are preventable. The bad news is that these falls cause an estimated 1.6 million emergency room visits, \$30 Billion in medical expenses and 662,000 resultant hospital and/or nursing home admissions EVERY YEAR! But eighty percent of these falls occur in the bathroom and need not occur, per the CDC, with the proper bathroom modifications and safety features.

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**BENEFITS OF BIDET
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“My mother was 80 years old and losing her vision. I had a CAPS remodeler build an addition onto my home. The barrier-free bathroom and the new, wide halls have made all the difference for her. The impact on my mother’s life was profound. She became more self-sufficient, more confident, and happier.”

- Roy Laird, Denver, CO



How should you modify your home to make it more comfortable?

To age-in-place you will probably need to modify your house as you mature to increase access and maneuverability. These modifications range from the installation of bath and shower grab bars and adjustment of countertop heights to the creation of multifunctional first floor master suites and installation of private elevators.

How long do you plan to live in your current home?

If you’re like the majority of Americans over the age of 45 you want to continue living in a familiar environment throughout your maturing years. According to the AARP, older homeowners overwhelmingly prefer to age in place, which means living in your home safely, independently and comfortably, regardless of age or ability level.

Who can you rely on to modify your home?

A certified Aging-in-Place Specialist (CAPS) has been trained in:

- the unique needs of the older adult population
- aging-in-place home modifications
- common remodeling projects
- solutions to common barriers.

The Remodelers Council of the National Association of Home Builders (NAHB) in collaboration with NAHB Research Center, NAHB Seniors Housing Council, and the

AARP developed this program to address the growing number of consumers that will soon require these modifications. While most CAPS professionals are remodelers, an increasing number are general contractors, designers, architects and health care consultants.

The CAPS designation is a reliable way to identify professionals to modify your home

CAPS professionals have the answers to your questions. They have been taught the strategies and techniques for designing and building aesthetically enriching, barrier-free living environments. The CAPS program goes beyond design to address the codes and standards, common remodeling expenditures and projects, product ideas, and resources needed to provide comprehensive and practical aging-in-place solutions. CAPS graduates pledge to uphold a code of ethics and are required to maintain their designation by attending

continuing education programs and participating in community service.

Before you modify your home

Keep in mind that when you hire a Certified Aging-in-Place Specialist, you are buying a service rather than a product. Each CAPS professional draws from a different knowledge base and will approach your project in a different way. No matter where you start in the process, you will eventually need to hire a professional remodeler to actually make the modifications to your home.



“I feel better about being able to stay in the familiar surroundings of my own home now that it has been fixed up by my CAPS contractor. The changes I made to my house, like grab bars and better lighting, were cheaper than moving to an assisted living apartment!”

- Elsie Petersen, Houston, TX

- Adjustable/handheld showerheads, 6-foot hose
- Tub/shower controls offset from center
- Shower stall with built-in antibacterial protection
- Light in shower stall
- Toilet two and half inches higher than standard toilet (17-19 inches) or height-adjustable
- Design of the toilet paper holder allows rolls to be changed with one hand
- Wall-hung sink with knee space and panel to protect user from pipes
- Slip-resistant flooring in bathroom and shower

Looking for a contractor?

Certified Aging-in-Place Contractors must meet all eligibility requirements, take all training courses necessary for the CAPS certification, and pass a test to ensure they know their stuff. The full checklist is much longer than what we have included here and if you are interested in a full evaluation of your home, please check with your local CAPS contractor.

Ask prospective contractors to mail you a copy of their contractors license, liability insurance, workman’s compensation insurance as well as any membership organizations they belong to and special training certifications they have. If they can’t put this together for you, BEWARE. Reliable contractors pay for continuing education and are proud to show it off.

Aging-In-Place Remodeling Checklist

Have you ever wanted a quick reference for aging-in-place issues? Are you wondering how to incorporate some aesthetically pleasing designs into your projects? If so, the Aging-In-Place Design Checklist might be suited to your needs.

The checklist below contains features you may want to consider for your next new construction or renovation project. It also provides a quick reference for various aging-in-place issues. While the list is not all-inclusive, it will get you thinking in the right direction.

Bathroom Section

- Built-in wall support and provision for adjustable and/or varied height counters and removable base cabinets
- Contrasting color edge border at counter tops
- At least one wheelchair maneuverable bath on main level with 60-inch turning radius or acceptable T-turn space and 36-inch by 36-inch or 30-inch by 48-inch clear space
- Bracing in walls around tub, shower, shower seat, and toilet for installation of grab bars to support 250-300 pounds
- If stand-up shower is used in main bath, it is curbless and minimum of 36-inches wide
- Bathtub - lower for easier access
- Fold down seat in the shower

From Independence page 1

Government agencies including the CDC, the Department of Aging and other institutes working with seniors have arrived at one indisputable fact, “Prevention is key.” Many people simply put off doing anything until it is too late.

The majority of falls happen in the bathroom and this leads to an enormous number of broken hips and head traumas, two of the worse things for anyone, but especially seniors.

Let’s take a look at how hip fractures can so often drastically change the lives of otherwise healthy seniors. The following is from a 2009 study published by The Journal of the American Medical Association.

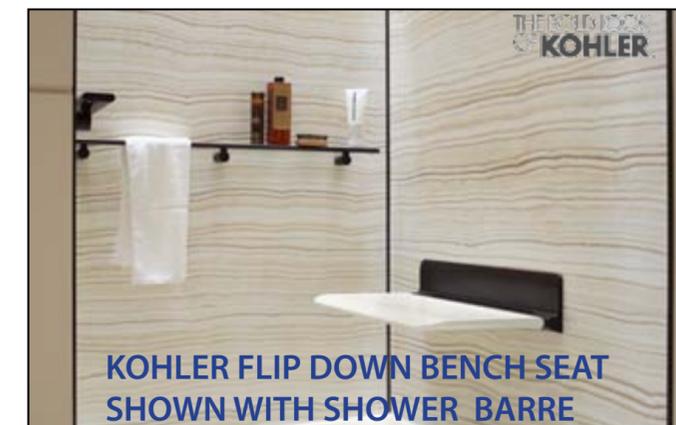
“Of the 300,000 Americans 65 or older who fracture a hip each year, 20 to 30 percent will die within 12 months, and “many more will experience significant functional loss,”

Indeed, a year after fracturing a hip, 90 percent of those who needed no assistance climbing stairs before the fracture will not be able to climb five stairs; 66 percent won’t be able to get on or off a toilet without help; 50 percent won’t be able to raise themselves from a chair; 31 percent won’t be able to get out of bed unassisted; and 20 percent won’t be able to put on a pair of pants by themselves.

But what makes a hip fracture so deadly and so debilitating? And how can a seemingly healthy person experience such a dramatic decline from what is essentially a broken bone? The answers have less to do with the break itself than with the response to the break, not just in the hours immediately following but also in the weeks and months post-injury.

Not surprisingly, most young people who fall don’t break a hip. But as we age and our bones weaken, a fall that our children or grandchildren might walk away from could put us in the hospital, facing major surgery. That surgery carries risks, yet so does the immobility caused by a broken hip. When you’re bedridden and hospitalized, your odds of everything from bedsores to pneumonia increase dramatically.

The thing to do is take action sooner than later. The bathroom is the most dangerous room in the house, but it doesn’t have to be.



Many organizations are working to make it easier than ever to get help. Start with the bathroom and then move on to other areas of your home gradually until you have taken all the recommendations as outlined in the Aging-in-Place Remodeling checklist from the National Association of Home Builders.

By taking action now, you will certainly increase your odds of living a longer, healthier life in the comfort of your own home.

KOHLER FLOATING SHELF & SERICA WALLS



Barrier Free Showers That are Functional and Look Fantastic

An Old-Fashioned Mud Job and a High-Tech Membrane Team Up for a Leakproof Floor.

One aspect of civilization that the Romans got right was the tiled bath. Since then, Europeans have built tiled bathrooms that present no distinction between the shower and the rest of the room. This design's success depends on lots of tile, effective waterproofing, and a floor that slopes to a strategically placed floor drain. A lack of thresholds also makes this kind of bathroom perfect for wheelchair access.

On this side of the pond, these European style showers have found their way into the mainstream of American bathroom design, even when accessibility is not a factor. This is allowing safety and accessibility to coexist with style and increased property values in a way not seen before.

From a designer's perspective, a truly successful bathroom must be maintenance-free, hygienically effectual, and true and pleasing to the eye.

Making these seamless designs a reality is a revolutionary waterproofing membrane known as Kerdi, a product engineered by the Schluter Company out of Germany. While it is relatively new here in the United States, it has been used by top contractors in remodeling and new construction for over 25 years in Europe. The conventional method of installing a showers here in the United States is time and labor intensive, but more importantly, it requires a level of knowledge and understanding that many installers simply lack. The result is an unacceptable percentage of shower pans that fail within the first five years of installation.

What makes things worse is the fact that even if you happen to find a contractor that executes this correctly, there are still liabilities. Since shower pan liners are placed below the mortar bed in a conventional assembly, they allow moisture to saturate the mortar bed. This can increase the risk of leakage, cause efflorescence, lead to deterioration of the mortar bed itself, and foster bacteria



Courtesy of BathMasters

and fungus growth.

The Schluter Kerdi system eliminates these liabilities. Instead of waterproofing below the concrete shower pan, the Schluter liner waterproofs directly underneath the tile on the floors and up the walls. This means that there is no saturation of the concrete shower pan. It virtually eliminates the risk of mold and fungus growing in your shower. Because it is similarly waterproofed up the walls, the moisture is kept out of the walls as well.

The result is a safe, hygienic, stylish bathroom that you can be proud of and that will last a long, long time!

Universal Design makes things safer, easier and more convenient for everyone.

Universal Design involves designing products and spaces so that they can be used by the widest range of people possible. Universal Design evolved from Accessible Design, a design process that addresses the needs of people with disabilities. Universal Design goes further by recognizing that there is a wide spectrum of human abilities. Everyone, even the most able-bodied person, passes through childhood, periods of temporary illness, injury and old age. By designing for this human diversity, we can create things that will be easier for all people to use.



Who Does Universal Design Benefit?

Everyone.

Universal Design takes into account the full range of human diversity, including physical, perceptual and cognitive abilities, as well as different body sizes and shapes. By designing for this diversity, we can create things that are more functional and more user-friendly for everyone. For instance, curb cuts at sidewalks were initially designed for people who use wheelchairs, but they are now also used by pedestrians with strollers or rolling luggage. Curb cuts have added functionality to sidewalks that we can all benefit from.

Senior Trend to Watch: The Bold New American Bidet

Bidets have long been a foreign notion to most Americans, but that is rapidly changing. With the introduction of bidet toilet seats, which quickly add bidet functionality to a standard toilet, there has been a dramatic increase in American bidet sales over the past decade.

The rise in popularity has been largely attributed to the increasing age of the American population as baby boomers move into retirement. However, sales have been equally influenced by the increased awareness of their value in allowing senior citizens to maintain their independence and dignity as they grow older.

According to Dr. Mary Tinetti, the Director of the Yale Program on Aging, "As people get older and frailer, it's harder for them to do good personal hygiene, particularly if they have arthritis." Bidets eliminate the need to make difficult motions, which is easier on the body in general, but also decreases the likelihood of falls related to using the rest room. They also reduce falls by allowing people to clean their lower body without getting in and out of a shower. Without a solution to this barrier, many otherwise able seniors are eventually forced to find outside assistance or move to an assisted living facility.

According to Dr. Tinetti, bidets are also very effective in reducing discomfort caused by hemorrhoids and in improving cleanliness, which has been shown to guard against urinary-tract infections; one of the most common reasons that older people have to visit hospitals.

What's more, as the cost of Nursing Homes and Assistant Living Facilities continues to rise (according to a recent survey, the median cost of care for a semi-private room in a Florida nursing home in 2014 was \$87,600), the cost of bidet toilets continues to fall.

While earlier models frequently approached \$2,000, Kohler recently released a bidet toilet seat from its top rated C3 line that can convert any toilet into a bidet for the for about \$900...less than the average cost of 4 days in a nursing home.

Considering the health and safety benefits, along with top tier amenities such as heated water, an integrated night light and automatic drying, it seems likely that the upward trend of bidet sales will continue for quite some time.

Interested in learning more or having a bidet toilet seat installed in your home?

Find out more data at Kohler.com or contact a local showroom, like BathMasters, that can order one for you.

KOHLER BIDET TOILET SEAT



Experience a new level of cleansing for daily comfort and confidence. This advanced C3 toilet seat with bidet functionality uses naturally soothing water as a refreshing, hygienic alternative to toilet tissue. Easy-to-use controls let you adjust the water spray for temperature and pulsating motion--all at the touch of a button. Other amenities include a heated seat, adjustable warm-air flow for drying, and built-in odor control.

KOHLER CHOREOGRAPH SHOWER LOCKER

Shelves are removable and dishwasher safe.



THE BOLD LOOK OF KOHLER

Founder of BathMasters gives you BATHROOM REMODELING TIPS

My task is to outline some basic guidelines to help you move forward with confidence and actually get your bathroom renovation done now, instead of later. Here's some basic information that should help you in your journey. Good luck!

The first place to start when considering a bathroom renovation is how much can you invest in the project. For an average bathroom (about 5 feet by 8 feet) the national average for a complete remodel is just under \$17,000. This means tearing out and replacing everything in the bathroom including a new tub or shower stall, tiled walls, plumbing valves, ADA height toilet, new vanity, granite tops, single lever faucet, vent fans, light fixtures, tiled flooring, shower door, drywall and painting as well as knobs, switches, outlets - EVERYTHING NEW!

For those unable to invest that much in the project, there are a few additional options.

1) Get help with financing. Many companies accept credit cards or offer in-house financing. For example, BathMasters has teamed up with SunTrust bank to offer customers various loan programs to help finance their projects.

2) You can do part of the bathroom project like a tub to shower conversion with grab bars and so forth and wait on the remainder.

3) Find a contractor that offers economy packages which include all products and labor at a reduced price. These are possible through high-volume discounts on stock items such as tile and plumbing fixtures combined with the most popular designs which saves on installation and design fees thus reducing overall cost. BathMasters has done thousands of bathrooms and I am constantly on the lookout for high-quality products and installation methods that can reduce the total cost for our customers who need to remodel on a budget. Through experience and research, we have been able to bring our average project down by up to 40% which saves our customers thousands of dollars on a complete bathroom

install.

Whichever products you choose, the key is finding the right contractor. You are looking minimally for a company that uses licensed plumbers and electricians and is itself fully licensed and insured including workman's compensation insurance. It's a great idea to check references and find out their rating from the Better Business Bureau. Please know that every 3 years, the average construction company goes "out of business" often reopening under a new name. This shocks many people when they call the contractor to repair the work done just to find out they are "out of business". Look for a company that has been around for a decade or so which means they are probably doing a lot of stuff right. Asking to see photos of bathroom projects completed and calling recent references is also important.

My personal advice is to deal with a company that specializes in bathrooms as opposed to a general remodeling contractor that may only do one bathroom a year. A company that has an in-house showroom featuring the actual products they will be installing in your home is a GREAT benefit. Indeed, a company that has invested thousands in a showroom for their customers use shows a high level of commitment to the industry and their customers and significantly increases the odds of a successful renovation.

For seniors, choosing a contractor that has done the training to become a Certified Aging in Place Specialist doesn't hurt, as it ensures safety features you may need are included



Courtesy of BathMasters



KOHLER SHOWER BARRE & TEAK SHELF



Courtesy of BathMasters

in the design plans and the finished project.

Once you have found the right contractor, they will measure everything and write down what is and is not included in the contract. This should not be confusing at all. If it is confusing, that is something to worry about. It should all be black and white and in writing. If there are sketches or photos referred to, get them included as part of the contract which ensures everyone is on the same page. Before you sign anything, get a FIXED PRICE AGREEMENT for everything including all products, setting materials and taxes. If you feel uncomfortable at any point, just call another contractor and get a second opinion.

Beware of franchise companies that use high pressure sales. Realize that you shouldn't be forced to sign and pay on the same day as the "free" estimate. Various coupons, specials and every reason possible will be presented to you as to why you MUST PAY NOW! If you need financing, they will at once put you on the phone with someone to get you a loan right then. It all makes sense when you realize that these salesmen are 100% commission based and make a big chunk of the money you pay on the sale, but nothing at all if you don't sign up, so it can get pretty uncomfortable. I've seen the training and I don't agree with this method AT ALL. Further, these same salesmen often only bid on one part of the job and refuse to do other items you want done. They are not full service, they only want to make the easy sale. Beware if someone comes to your house and tells you how easy and cheap it is to do everything you want done but THEY won't do it. There is a veteran salesman who uses the line, "Anybody can do that." Everything you ask for, counter top, new tiled floor, electrical.... he won't do it but "anybody can do that." Obviously this is a lie, as if "anyone can do that," then he would do it for you too. It's much better in my opinion to get a real contractor who uses licensed tradesman and does the ENTIRE project.

If you only have a few hundred dollars to invest, then call a Handyman and get grab bars installed in your tub or shower area. Put at least one near the entrance in a position where you can hold

BathMasters Quick Facts

BathMasters is a family-owned company dedicated to helping individual homeowners incorporate Universal Designs and products into every bathroom remodel. They are also proud to be/have:

- **Members of the National Kitchen and Bath Association**
- **Certified Aging in Place Specialist Contractors**
- **Better Business Bureau members with an A+ rating**
- **Designer showroom**

BathMasters offers their customers free in-home estimates and free design services and have designed and remodeled thousands of bathrooms.



onto it as you exit the shower. Two-thirds of falls occur getting out of the tub or shower when everything is wet. Also, have a grab bar installed near the toilet. This is helpful for stabilizing yourself as you get off the toilet. And if you can afford it, get an ADA compliant toilet which is 2" or 3" higher than the standard toilet and makes it much easier for most people to use the toilet without falling. Lastly, throw some mats from Bed Bath and Beyond on the bottom of the tub or shower and outside the tub or shower to prevent slipping.

Other wonderful options include adding a bidet toilet seat to your bathroom remodel. The electrician can run the needed wire to a location near the toilet and hooking them up is very easy. The price of bidet toilet seats has drastically reduced over the past few years and Kohler even has one for less than a thousand dollars. This is a great way to stay in your home instead of the nursing home.

Bathroom vanities were once much lower than kitchen cabinets. The trend now is toward taller vanities. Anyone can try out the difference. Go use your kitchen sink and then your bathroom sink. Most people will agree that the taller cabinets cause less stress on your back. This has become commonplace but still make sure you get the height you prefer. BathMaster's number 1 request for the past 10 years has been to remove the tub and replace it with a walk in shower. This is the way to go. A shower stall has a low curb and

is easier to get in and out. Also, placing a seat in the shower is pretty easy to do and can be added for not much more money. If you can afford it and your contractor is experienced in this type of thing, request a curbless shower where there literally is no curb and you could roll a wheelchair into the shower. This eliminates a tripping hazard but must be installed by a



knowledgeable contractor.

My suggestion for tile is to use porcelain wall and floor tile in a size about 8" x 10" or 12" x 24". I like to use an accent row made from glass and/or stone to make it a custom designed tile job. I only use Powergrout presealed grout on our installations. This removes the need to seal the grout and porcelain tile doesn't need to be sealed as it doesn't absorb anything. Second best, a good old fashioned ceramic tile installed correctly.

The reason tile has declined in recent decades is because installers are generally not trained in its proper use. Inspectors don't inspect "wall coverings" and so no one is really making sure it is done right. If you are interested in tile, please go to www.Schluter.com and watch some videos and even request an informational pack. You want a tile contractor that fully understands and uses the Tile Council of North America guidebook which covers all approved products and installation techniques. I assure you 95% of "tile installers" don't even know the Tile Council of North America exist. That's why the industry is declining. Find an authorized Schluter dealer or certified Schluter trained installer and know your installation will last decades as opposed to a few years.

For acrylic, one of the biggest advantages is how easy it is to design. Pick a color or pattern and you are done. It does not have to be used to cover up the old tile work and tub. That is just one method but it can also be used in a real remodel where everything is taken out and the plumbing drains and valves are replaced and rebuilt new again with the exception that acrylic wall systems are used instead of tile. It can be easier to clean than tile but beware as some common household cleaners can cause acrylic to bubble up and using them voids the warranty. Be sure to get the recommended cleaning instructions to go with it BEFORE you pay anyone for acrylic. Read the fine print...

Then there are some new products hitting the market that have the look of tile and the ease of cleaning generally associated with acrylic but do not have the plastic look to it. One such product is made by Kohler from their own composite material, Serica. This provides an easy to clean and durable surface in a matte finish. The natural stone walls look like the real thing and there is no grout to clean. It come with beautiful accessories and we decided to bring in a bunch of it to display in our showroom.

It does not have to be difficult to make your bathroom safe for you and your family, while also making it an aesthetic oasis for you to enjoy every day. It only takes about 2 weeks to remodel an entire bathroom with all the Aging-in-Place recommendations included.

Good luck to you on your renovation and please don't delay.

Greg Norman, Founder of BathMasters

Call BathMasters at 727-333-7997 to request your free information packet and/or in-home estimate.

www.BathMasters.us

BATHMASTERS

THE MASTERS OF BATHROOM RENOVATION

- Extensive Online Portfolio
- Free information pack mailed to all who inquire.
- We listen, we respond. Excellent communication skills.
- Designer showroom in Clearwater
- Full-Service Bathroom Renovations
- Fixed-price packages customized to meet your needs
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These and just some of the Aging-in-Place products available through BathMasters

