
Wellness Architecture Initiative

EMPOWERING WELLNESS WORLDWIDE.

Global Wellness Institute

Living in Place

Tuesday June 9, 2020

GUEST SPEAKER SUMMARY

Linda Kafka, living in place advocate.

Subject matter specialist and a residential industry resource on inclusive design and wellness in the residential trade sector. One of Canada's leading experts on living in place.

- Certified Living in Place Professional, CLIPP
- Certified Aging in Place Specialist, CAPS

Currently studying for:

- Rick Hansen Accessibility Certification
- WELL AP Certification
- FITWEL Certification

KEY POINTS

1. What is living in place
2. Why does it matter
3. Why we need to combine wellness and living in place

THE BASICS

Universal Design

Studied by professionals this is a set of 7 principles that guide design

Inclusive Design

Is that a wider diversity of people can easily use the space

Accessibility

Refers to the Ontario Building Code and focuses on persons with disabilities

Aging in Place

Defined as remaining living in the community, with some level of independence, rather than in residential care. It focuses on the 75+ senior population.

Living in Place

The ability to live in one's own home safe, secure, comfortably, with ease of use regardless of age, ability, or size. It supports a wider diversity of people so they can easily use the space

Wellness in the Home

Homes that are proactively designed and built to support the holistic health of their residents. Takes all the elements into consideration

Visitable Home

The concept of building homes with basic accessibility on the main level for visitors of all ages and mobility (no step entrance, clear passageways, accessible bathroom on the main floor)

Lifespan Home

The ability to live in one's own home for a lifespan, where your space adapts to you and your visitors over a period of time. It includes all the essentials for a visitable home and more

WHY DOES IT MATTER?

Need to Know Facts

- Boomers represent the largest share in the 77.7 billion home renovation market in Canada
- 85% of aging boomers surveyed prefer to “Live in Place” in their homes and stay in their community
- 70% of Canadians believe new home construction should be universally accessible

6 Key Factors for Living in Place

1. Security
2. Safety
3. Ease of Use
4. Wellness
5. Comfort
6. Beauty

LiveABLE and Well Homes

- Design Movements, 1980s
- New-Urbanism, 1980s
- Technology & Innovation, 1990s
- Green/Sustainable Building, 1990s
- Wellness Lifestyle Real Estate & Communities, 2000s

Revenue Sources

Based on a survey of 204 remodelers by The Farnsworth Group, October 2016, “Aging in Place” was the top revenue source at 41.2%.

Increased Business

In a recent (2020) survey of trade professionals who completed specialized training in the three basic elements of Home Wellness: Safety, Comfort, and Accessibility,

67% reported an increase of up to 10%

20% reported an increase of up to 20%

13% reported an increase of up to 50%

DRIVERS

- Blurring the lines between home, work, and leisure
- Making healthy homes affordable
- Bringing back multigenerational and diverse neighbourhoods
- Moving from green to regenerative living
- Leveraging technologies to create smart health homes and cities
- Catalyzing medical industry clusters and health services to build wellness communities

DESIGNING FOR LIVING IN PLACE AND WELLNESS WILL GROW YOUR CLIENT BASE AND DIRECTLY IMPACT YOUR BOTTOM LINE

- Wellness lifestyle real estate developments positioned at the middle/upper ends of the market are achieving home sales price premiums averaging 10-25%