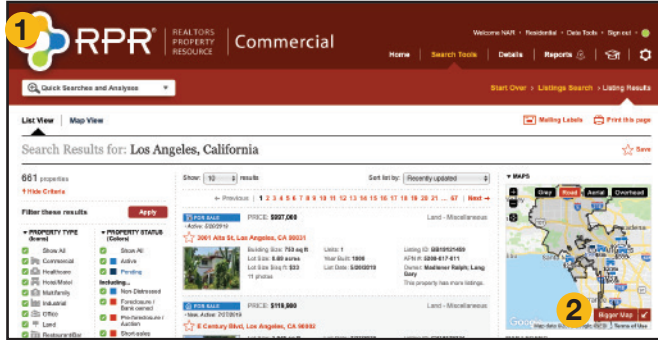




What is an Opportunity Zone?

Created in 2017 as part of the Tax Cuts and Jobs Act, the purpose of the federal government’s Qualified Opportunity Zone (QOZ) program is to drive economic growth through long-term investments in economically disadvantaged communities. Designated as “Opportunity Zones”, these areas present opportunities for real estate investment and development by offering tax incentives to investors.



How do I show the Opportunity Zone layer?

- 1 Log in to RPR at narrpr.com.
 - Or choose *Commercial* if you are on the *Residential* side of RPR.
- 2 From *Search Results*, *Property Details* and *Trade Area Summary* pages you’ll select *Bigger Map*.
- 3 Select *Show Geographies* dropdown from the *Map Tools*.
- 4 Select *Opportunity Zones*.



Maps in RPR Commercial with the Opportunity Zone Layer

- Search Results Page
- Property Detail Page
- Trade Area Summary Page
- Thematic Map Search Page



PRO TIP

The *Market Analysis* and *Thematic Maps* searches can also use *Opportunity Zones*. Try for yourself! Instead of typing a geography, click on the link “Or select area on a map” to search.

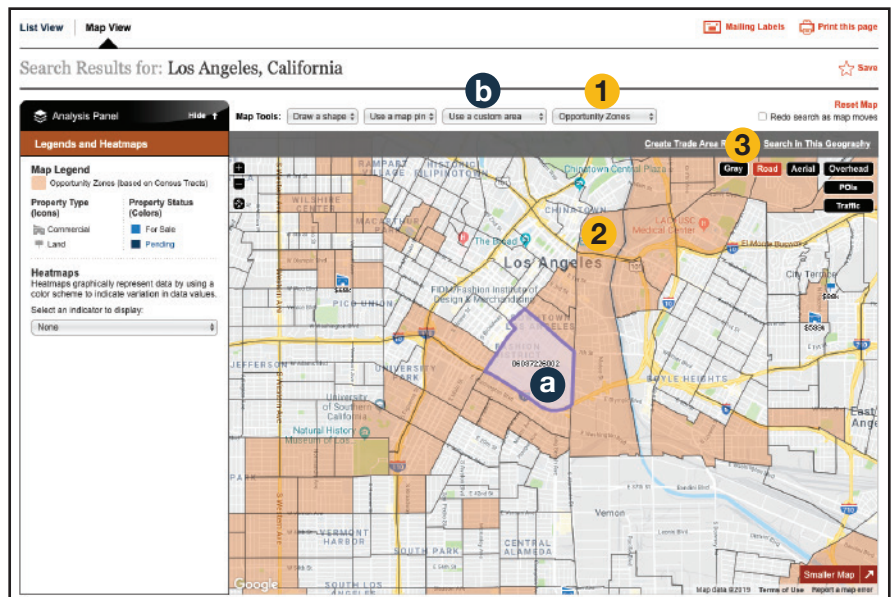


How do I search within an an Opportunity Zone?

- 1 Select *Opportunity Zones* from *Show Geographies* on the map.
- 2 Census Tract boundaries display on the map, with *Opportunity Zones* shaded a peach color.

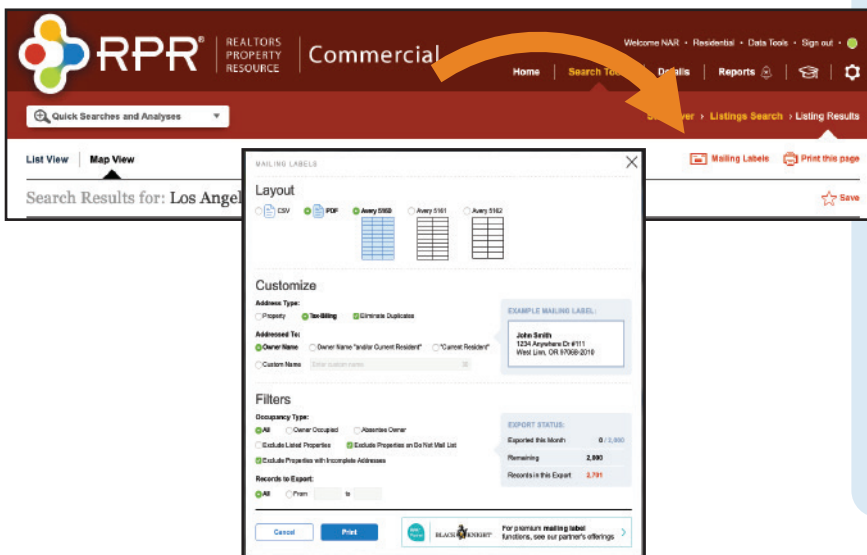
3 Click on the *Opportunity Zone* or *Zones* that you want to search.

- a The area will highlight purple once selected.
- b Also create a saved search of opportunity zones in your market by selecting the *Use a Custom Area* dropdown and clicking *Create a new one*. Then follow the wizard to select the *Opportunity Zone* layer and choose the geographies you want to save.



3 Choose *Search in This Geography* or *Search in These Geographies* if multiple areas are selected.

● Your results are now properties that fall within that *Opportunity Zone*.



PRO TIP: Create Mailing Labels

Once you've searched for properties in your *Opportunity Zone*, select *Mailing Labels* from the *Search Results* page. Now you can create a mailing campaign directed to only those properties within the defined area. See our *Mailing Labels Quick Start Guide* for more info.



Customer Support:
877.977.7576



Learn more
blog.narrpr.com



NATIONAL
ASSOCIATION of
REALTORS®
Wholly Owned Subsidiary



RPR®

Wow your clients. Close more deals.