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 find Opportunity Zones?

1. Log in to RPR at narrpr.com.
2. Choose All Properties, For Sale, For Lease or Market Activity Search and enter a geographic area into the search bar.
3. Select Search.
4. Toggle the results page from List View to Map View.
5. Use the Map Tools dropdown, Show Geographies.
7. Census Tract boundaries display on the map, with Opportunity Zones shaded a peach color.

PRO TIP
Select Use a Custom Area, then Create a new one to define a custom area on the map. Select areas on a map, then choose Opportunity Zones and save. Now you can pull up your saved custom area on the map any time.
How do I search for properties in an Opportunity Zone?

1. Click on the shaded Opportunity Zone that you want to search.
   - The area will highlight purple once selected.

2. Choose Search in This Geography or Search in These Geographies if multiple areas are selected.
   - Your results are now updating showcasing properties 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

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