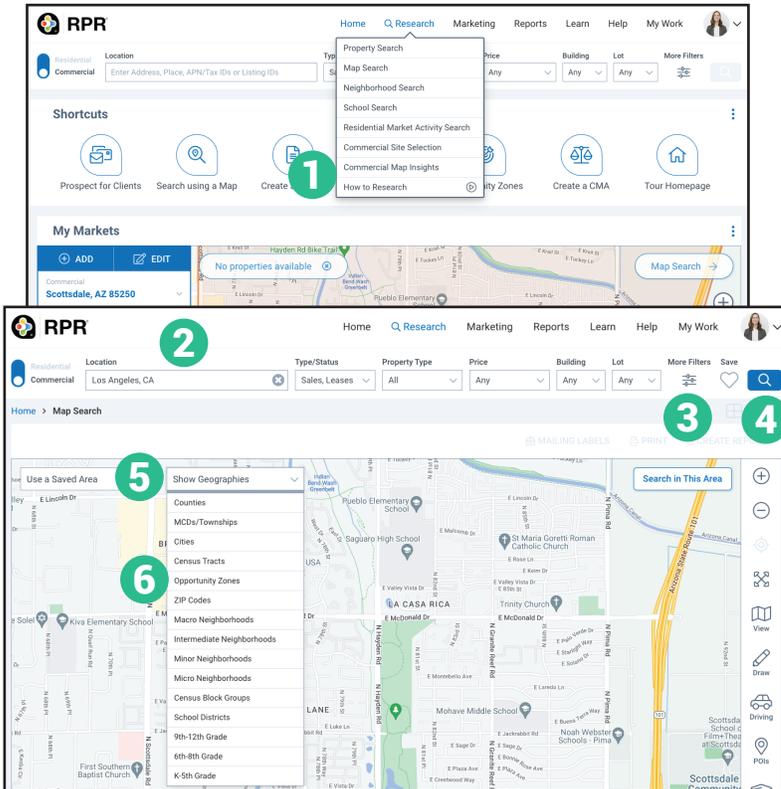


Printable: Opportunity Zones

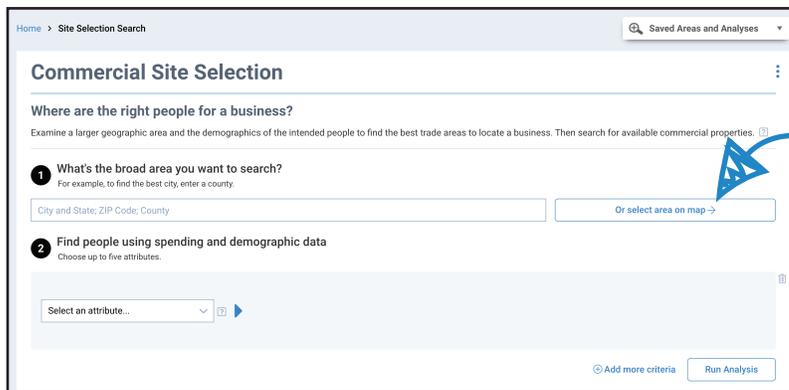
What is an Opportunity Zone?

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 Click *Research*, select *Commercial Map Insights*.
 - 2 Enter a geographic area into the search bar.
 - 3 Use the filters to narrow down your search.
 - 4 Select the magnifying glass.
 - 5 Near the top of the map, select *Show Geographies*.
 - 6 Select *Opportunity Zones*.
- Look for shaded areas on the map. Then select one and a pop up will offer options to search, *Conduct a Site Selection*, *Create a Trade Area Report*, or save the area.

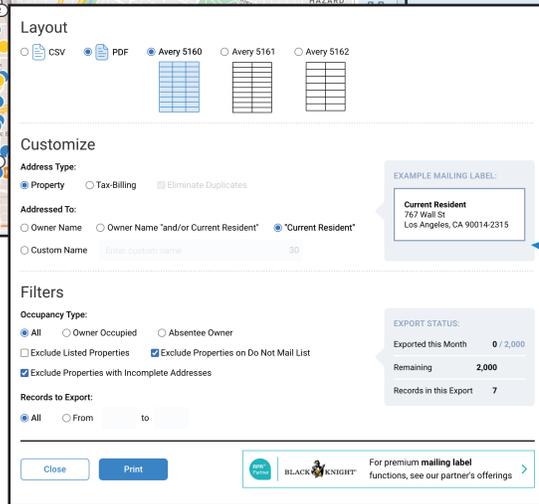
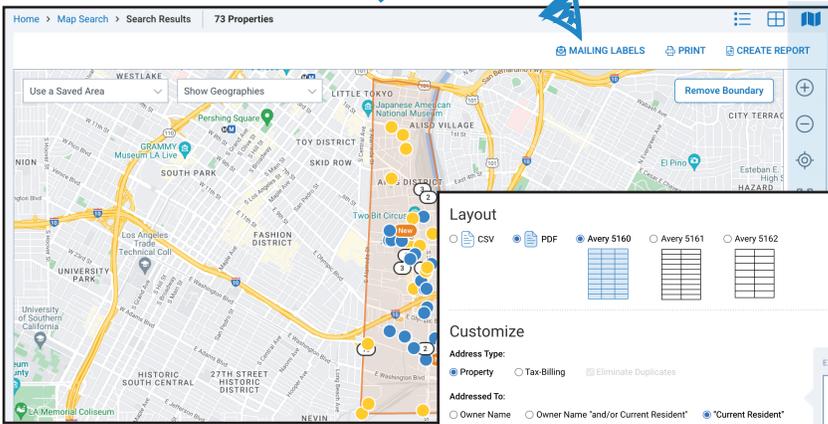
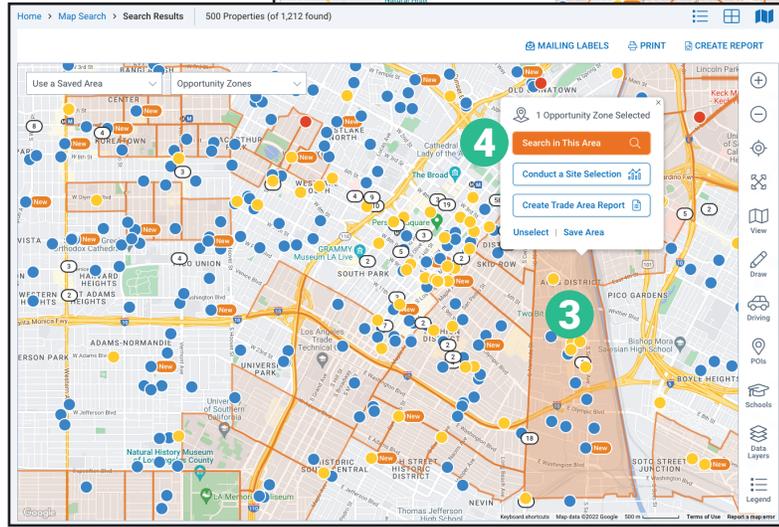
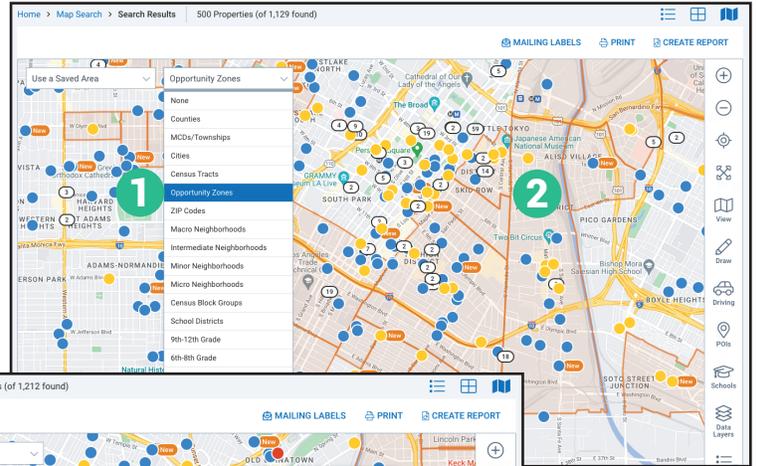


PRO TIP

The *Commercial Site Selection* search 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 Opportunity Zone?

- 1 Select *Opportunity Zones* from *Show Geographies* on the map.
- 2 Census Tract boundaries display on the map, with Opportunity Zones shaded orange.
- 3 Click on the *Opportunity Zone* or *Zones* that you want to search. The area(s) will highlight darker orange once selected.
- 4 Choose *Search in This Area*. 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*. Now you can create a mailing campaign directed to only those properties within the defined area. See our *Mailing Labels Printable* for more info.