

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.

The top screenshot shows the RPR website's navigation menu with 'Research' selected, and a search bar containing 'Los Angeles, CA'. The bottom screenshot shows a map view with a 'Show Geographies' dropdown menu open, highlighting 'Opportunity Zones'. Numbered callouts 1 through 6 indicate the steps in the process.

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 orange 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.

The screenshot shows the 'Commercial Site Selection' form. The first section, 'What's the broad area you want to search?', includes a text input field for 'City and State, ZIP Code, County' and a button labeled 'Or select area on a map'. The second section, 'Find people using spending and demographic data', includes a dropdown menu for 'Select an attribute...' and a 'Run Analysis' button.

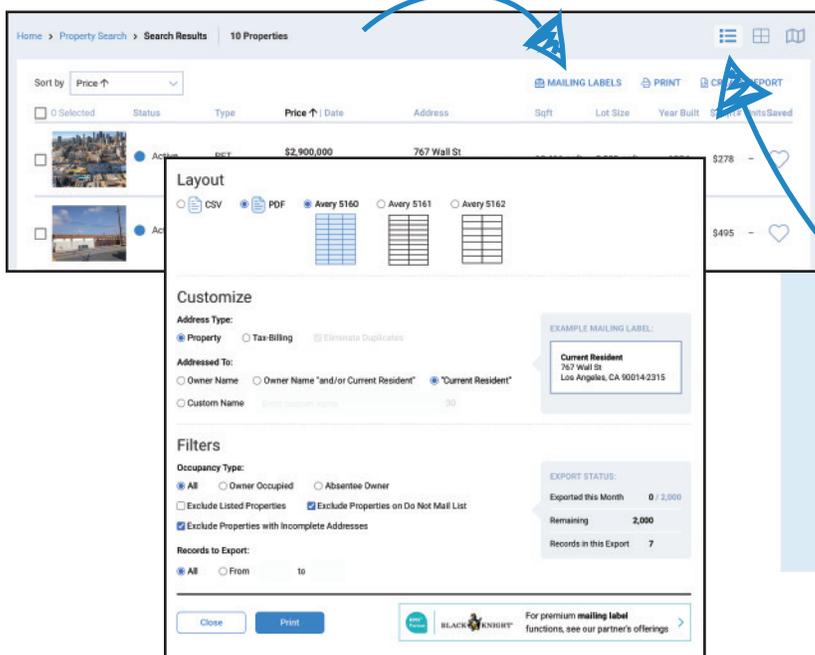
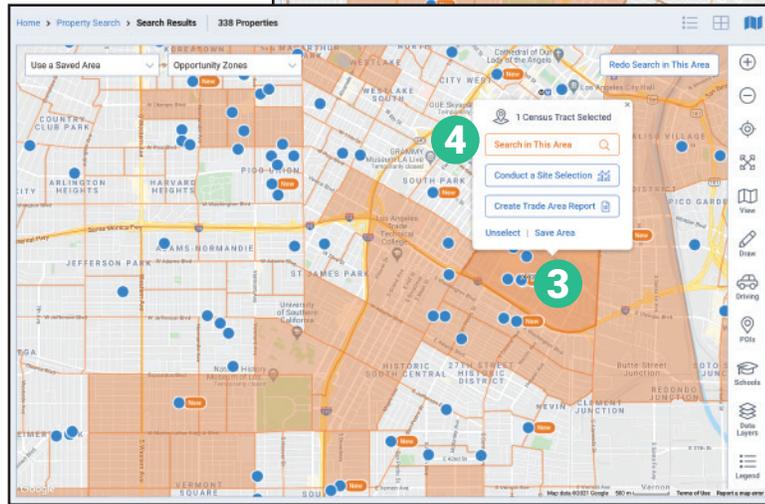
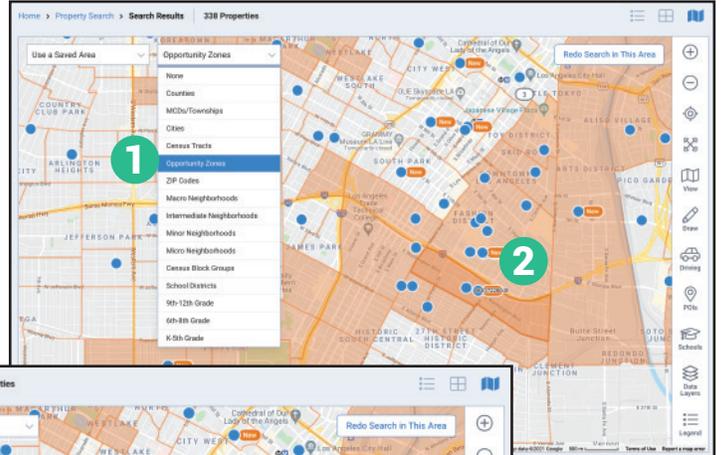


PRO TIP

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*, switch your view to *List View* and 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 Printable* for more info.