



Greensboro Regional REALTORS® Association  
23 Oak Branch Drive, Greensboro, NC 27407

## **Public invited to learn about Greensboro's opportunity zones with city, community leaders**

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**Joe Borlik**  
336.854.5868  
jborlik@grra.org  
www.grra.org

GREENSBORO, N.C. – The public is invited to learn about the strengths of Greensboro's opportunity zones with city staff and community leaders at an event sponsored by the Greensboro Regional REALTORS® Association, the Greensboro Planning Department, the Greensboro Community Foundation, NC REALTORS® and the National Association of REALTORS®.

Bruce Katz, the author of several books and major papers on sustainable and smart growth, will serve as keynote speaker.

It takes place Tuesday, Sept. 24 from 8:30 a.m. to 1:30 p.m. at Cadillac Service Garage at 304 East Market Street in Greensboro. The \$15 cost includes refreshments, coffee and catered sandwiches by 1618 Seafood Grille.

"Opportunity Zones have generated a lot of interest in the Real Estate industry," said 2019 GRRRA-RCA Chair Tonya Brady. "By bringing together leaders from across the community and expert Bruce Katz, we hope to capitalize on this program and carry the momentum forward."

Opportunity Zones are census tracts, consisting primarily of economically distressed communities, where new private investments may be eligible for preferential tax treatment under certain conditions.

They have incredible potential to bring cutting edge, innovative projects and development to economically challenged areas.

The program works by offering a deferral of capital gains tax over time and eventually total forgiveness. This increases the profit margin for investors and developers.

Representatives from the East Greensboro Now and Downtown Greensboro Inc. will also discuss the ongoing success they've had with the zones and how they see their respective areas growing and developing.

The Greensboro Planning Department plans to discuss some of the available properties in the area, the amenities, planned civic improvements and the city's vision for the zones.

The City will also provide some "best practices" tips and advice for working with the city on new projects.

Register at <https://www.eventbrite.com/e/greensboros-opportunity-zones-tickets-69790480205>.

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*The Greensboro Regional REALTORS® Association, Inc., REALTORS® Commercial Alliance is a non-profit organization whose mission is to support its members in their business pursuits by promoting the highest professional ethics and being the primary provider for quality services, education and real estate information in the market area.*