

UNTAPPED MARKET IS YOUR MISSED OPPORTUNITY

Individuals with disabilities and the elderly are underserved markets.

ARIZONA POPULATION

13% report a disability
30% households with one or more 65 year olds.



BABY BOOM

For the next 19 years, 10,000 Baby Boomers turn 65 every day.



There are 31 opportunities to make your listing more attractive by adding accessible features.

ARMLS

Only 1 in 10 ARMLS listings include an accessible feature.



There are 31 accessibility features in the MLS.

