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## **Blue Badge Homes Launches Accessible Real Estate Marketplace**



**Miami, Florida --- May 21, 2015:** *A new accessible real estate marketplace launches in South Florida - [www.BlueBadgeHomes.com](http://www.BlueBadgeHomes.com). People with special needs can now search for homes with the accessibility features they require, such as step-free entrances, grab bars, roll-in showers, wide hallways and doorways, pool lifts and more.*

Blue Badge Homes, the accessible real estate marketplace, is a Florida real estate company that is transforming the real estate industry by making it easier for people to find accessible homes. Individuals with disabilities and seniors often have a difficult time finding accessible homes that meet special needs. BlueBadgeHomes.com provides a custom platform that combines active listings with agent-enhanced details about a home's accessibility features. The result is the most current and comprehensive information available about accessible homes on the market. The website's unique advanced search tool enables people to find homes that offer the level of accessibility they require. Homes for sale or lease can be searched for accessibility features like step-free entrances, grab bars, roll-in showers, wide hallways and doorways, pool lifts and more.

The website was created in collaboration with advocates for people with disabilities and the response is overwhelmingly positive. Buyers who search BlueBadgeHomes.com include not only those individuals with mobility issues, but their family members, guardians, and loved ones who are concerned with helping to provide a comfortable and safe independent living experience. The latest U.S. Community Survey reports that there are nearly 40 million individuals with disabilities, or 12.7% of the population. According to the U.S. Census, by 2030, the 65-plus population will double to about 71.5 million, and by 2050 will grow to 86.7 million people. As the population ages, the percentage of people with disabilities grows. With retiring baby boomers choosing to age-in-place, there will be a surge in demand for accessible homes. Buyers value homes that offer the level of accessibility they require. Current design trends, with beautiful kitchens, baths and work spaces, demonstrate that an accessible home can be both functional and stylish.

Ginger Tuttle, president of Blue Badge Homes, has more than a decade of experience in the South Florida real estate market. Ms. Tuttle comments, "The idea for Blue Badge Homes was born out of a desire to better serve the community of people with disabilities. With all the professional resources available to me as a real estate agent, I was still frustrated by how difficult it was to find homes for my special needs customers. I also found few opportunities to market accessible homes, and reach buyers who valued the kinds of accessibility features offered in my listings. When I tell people now about Blue Badge Homes, and the accessible marketplace we've created, the reaction is very positive. The response I get most often is that not only is Blue Badge Homes a much needed solution, but one that is long overdue."

Blue Badge Homes invites real estate agents to participate in creating the new accessible real estate marketplace. Agents receive free marketing exposure for their accessible home listings on the website as well as top placement in home search results with "best match" banner recognition. Blue Badge Homes helps to create awareness about accessibility issues and educates real estate agents about the demand for accessible homes. The website provides resources to help agents assess a home for its accessibility, such as the number of inches needed for a doorway to accommodate a standard

wheelchair. Beautiful photographs of accessible design are showcased through the Blue Badge Homes Pinterest  board. Twitter  followers are updated with information on independent living and Tweets announcing new accessible homes for sale. Blue Badge Homes representatives are available for group presentations to brokers, organizations and associations with an interest in promoting accessible real estate. By engaging both real estate professionals and special needs communities, Blue Badge Homes is well-positioned to provide home buyers and sellers with a better experience in the accessible real estate marketplace.

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