



...where people with disabilities review businesses and services

## WHY JJ'S LIST?

### **Our Mission**

To create positive interaction and communication between businesses and people with disabilities.

### **What is jjslist.com?**

An consumer review website where people with disabilities, their families, supporters and friends share stories about shopping, learning, working and having fun in their communities. It's the one and only place where users can review the disability awareness of a business, that is, how a business provides customer service (or work!) that is welcoming, flexible and respectful of people with disabilities.

Businesses, services and organizations can join the network as Bridge Builders. A Bridge Builder profile tells consumers who are touched by disability that the business is taking the lead in providing disability aware customer service. Becoming a Bridge Builder is good for the community and it's great for the bottom line.

### **Market Facts**

- There are more than 50 million consumers with disabilities in the United States- that's 18 percent of the population and almost 1 in 5 Americans.
- People with disabilities make up the fastest growing minority in the country.
- Families, friends, caregivers, therapists, employers, healthcare professionals, organizations and agencies who are directly involved in the daily lives of people with disabilities more than double the size of this consumer group.
- This consumer market has more than \$175 billion in discretionary purchasing power.
- That's more than twice the spending power of the teenage spending market and four times that of the market for 8-12 year olds.
- The number of adults with disabilities age 65 and over is projected to double by 2030.
- People with disabilities spend their money at places that are disability aware and accessible.

### **Benefits to becoming a Bridge Builder**

- Attract more customers – 1 in every 5 Americans has a disability
- Improve your bottom line – their discretionary spending power is over \$175 billion annually, more than twice the spending power of the teenage market.
- Gain visibility in the community – you'll have a complete profile on site, including a link to your site.
- Create customer loyalty – the disability market is loyal to businesses with disability aware customer service
- Make the world a better place

### **Learn more about becoming a Bridge Builder**

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