



Create Leads and Market Yourself With TSN Memberships

People need information and assistance to save taxes on real estate they buy, sell or hold. Turn those you meet into leads by offering free TaxSaver memberships*. You can:

- Send people e-flyers offering free memberships
- Take print materials to open houses
- Attract prospects with a banner on your website

How it works: Sally Realtor gives a free membership to Alice Smith who joins TaxSaver, learns her options and makes a plan to sell her property. Since the free membership was coded to Sally Realtor's account, she is kept informed through TaxSaver about Alice's activity and knows when to contact her to get the listing.

* With full membership



Connect With Your Sphere — Motivate Them With a Free “Tax-Saving Checkup”

Right now, there are people in your sphere who invest or are thinking of investing in real estate. You can help them learn how to buy or sell tax free to create a transaction. Tell them how TaxSaver consultations act as a “checkup” to suggest tax-saving ideas. Once they learn these strategies, they will be motivated to buy or sell.

How it works: Edna Brown inherited property from her mother and was excited to sell it and move to Florida until her plans were canceled when she learned that it would cost \$85,000 in taxes. Without enough money left over to buy, she decided to cancel the sale. Had she been a TaxSaver member, she would have learned how to do the transaction tax free.

Whether your clients are:

- Retiring
- In a divorce
- Setting up a home office
- Buying or selling a vacation home
- Looking to improve real estate
- Sending kids off to college





There are tax-free strategies they will not know about unless you send them a free membership!



Learn About Saving Taxes Yourself to Increase Your Opportunities

Learn for yourself how to save taxes on real estate you buy, sell or hold. Use TaxSaver as a resource to save taxes on your own property through personal consultations with an attorney or by emailing questions at your convenience. Through the process, you will gain a broader understanding and begin to see the sales angles for approaching clients or prospects with information on tax-free strategies. Taxes are on the rise, and people want to know how best to manage them.

How to do it: Go to www.taxsavernetwork.com, Prosper tab, then Tax Axe Tools.

1. To send people e-flyers offering free memberships, look for the  icon.
2. To take print materials to open houses, look for the  icon.
3. To attract prospects with a banner on your website, look for the  icon.
4. To ask questions via email, look for the “Ask TaxSaver” button in the Resources section.
5. To schedule a personal consultation, look for the “Personal Consultation” button in the Resources section.
6. To send clients a link to start their 1031 Exchange, look for the  icon. They will receive \$200 off the exchange fees.

Questions? Call 877-982-9293