

SellTaxFree.com Call Scripts

1. What do you say to client when your listing qualifies for an exchange?

Agent: “Hey <Mr. and Mrs. Seller>, I was just notified that your property at <Listing Address> may qualify to be sold tax free which can save you an awful lot of money. Selling tax free saves you from paying capital gains taxes which apply to every sale and typically take 30-40% of your profit!”

If in person: Show the client their estimated taxes by going to SellTaxFree.com and using the tax slider to calculate the estimated taxes your client will pay by dragging the slider to the correct Sales Price.

If not in person: Suggest that the Client use the tax slider at [SellTaxFree.com](https://www.selltaxfree.com) to calculate the estimated taxes they will pay by dragging the slider to the correct Sale price.

Agent: “You could potentially save <Amount underneath Tax Slider> in taxes by doing a 1031 exchange.”

Client: How does that work?

Agent: In short, an exchange simply requires that you reinvest your sales proceeds into new property. An exchange must be set up before your sale, and the best thing you can do is talk to a 1031 Specialist to walk you through the specifics. Can I set up a consultation for you? The specialists at SellTaxFree.com handle thousands of exchanges every year, and I would be happy to be on the call with you!

Client: Yes - **Agent:** Great! Just let me know what day and time is best for you.

Client: No - **Agent:** Ok, I’ll just order you a roadmap so you can get more information on how the 1031 works. (Order the client the Roadmap underneath the Tax slider on the home page of SellTaxFree.com.)

Client: Great, thanks a lot.



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2. The Divorce Exchange: What do you say to your client when client is in a divorce?

Agent: Hey <Mr. or Mrs. Seller>, I saw that your property at <Listing Address> is being sold as a result of your divorce. There is a possibility that your property may qualify to be sold tax free, which can save you an awful lot of money. In fact, selling tax free saves you from paying capital gains taxes which apply to every sale and typically take 30-40% of your sale profit!”

If in person: Show the client their estimated taxes by going to SellTaxFree.com and using the tax slider to calculate the estimated taxes your client will pay by dragging the slider to the correct Sales Price.

If not in person: Suggest that the Client use the tax slider at [SellTaxFree.com](https://selltaxfree.com) to calculate the estimated taxes they will pay by dragging the slider to the correct Sale price.

Agent: “You could potentially save <Amount underneath Tax Slider> in taxes by doing a 1031 exchange.”

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3. The Vacation Rental/Second Home Exchange: What do you say to your client when client is selling a Vacation Rental or Second Home?

Agent: So, I understand you have a property that's been used as a vacation rental/second home, and due to <Client's Reason for Selling>, you are considering selling. You should know you can potentially save thousands in taxes when the home is sold, if it qualifies to be sold tax free with a 1031 Exchange.

If in person: Show the client their estimated taxes by going to SellTaxFree.com and using the tax slider to calculate the estimated taxes your client will pay by dragging the slider to the correct Sales Price.

If not in person: Suggest that the Client use the tax slider at [SellTaxFree.com](https://selltaxfree.com) to calculate the estimated taxes they will pay by dragging the slider to the correct Sale price.

Agent: "You could potentially save <Amount underneath Tax Slider> in taxes by doing a 1031 exchange."

Client: How does it all work?

Agent: In short, an exchange is an IRS rule that allows property to be sold tax free. An exchange must be set up before your sale, and the best thing you can do is talk to a 1031 Specialist to walk you through the specifics, and further qualify your property. The specialists at SellTaxFree.com handle thousands of exchanges every year, and I would be happy to be on a phone call with you and a specialist! Can I set up a quick consultation?

Client: Yes - **Agent:** Great! Just let me know what day and time is best for you.

Client: No - **Agent:** Ok, I'll just order you a roadmap so you can get more information on how the 1031 works. (Order the client the Roadmap underneath the Tax slider on the home page of SellTaxFree.com.)

Client: Great, thanks a lot.



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4. The VRBO/Airbnb Exchange: What do you say to your client when client is selling VRBO/Airbnb?

Agent: So, I understand you have had a <primary residence/investment property> that you have used for Airbnb or VRBO. This is a relatively new class of investment property, and you may be able to sell that property tax free if it qualifies for a 1031 Exchange.

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5. The Single-Family Rental/Condo/Apartment Rental Exchange: What do you say to your client when client is selling a Rental Property?

Agent: So, I understand you have a rental property that you are considering selling? You should know you can potentially save thousands in taxes when the home is sold if it qualifies for a 1031 Exchange.

If in person: Show the client their estimated taxes by going to SellTaxFree.com and using the tax slider to calculate the estimated taxes your client will pay by dragging the slider to the correct Sales Price.

If not in person: Suggest that the Client use the tax slider at [SellTaxFree.com](https://www.selltaxfree.com) to calculate the estimated taxes they will pay by dragging the slider to the correct Sale price.

Agent: “You could potentially save <Amount underneath Tax Slider> in taxes by doing a 1031 exchange.”

Client: How does it all work?

Agent: In short, an exchange is an IRS rule that allows rental property to be sold tax free. An exchange must be set up before your sale, and the best thing you can do is talk to a 1031 Specialist to walk you through the specifics. The specialists at SellTaxFree.com handle thousands of exchanges every year, and I would be happy to be on a phone call with you and a specialist! Can I set up a quick consultation?

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6. The Home Office/Business-Use/Duplex/Triplex Exchange: What do you say to your client when client is selling a property with a Home Office or a Business-Use?

Agent: So, I understand your property has a <home office/business use> (Ex. Agricultural Land, Garage Business, Duplex/Triplex with a Rental on one side, etc.) You should know you can potentially save thousands in taxes when the home is sold, if it qualifies.

If in person: Show the client their estimated taxes by going to SellTaxFree.com and using the tax slider to calculate the estimated taxes your client will pay by dragging the slider to the correct Sales Price.

If not in person: Suggest that the Client use the tax slider at [SellTaxFree.com](https://www.selltaxfree.com) to calculate the estimated taxes they will pay by dragging the slider to the correct Sale price.

Agent: “You could potentially save <Amount underneath Tax Slider> in taxes by doing a 1031 exchange.”

Client: How does it all work?

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Client: Great, thanks a lot.

