



Table of Contents

Agent Rewards Program	1, 2
• Replacement Property Service	3
• Agent Training and Personal Planning	4
• <i>1031 Exchanges and the Role of the Agent</i>	5
• Description of Services	6
Affiliate Program	7

To begin contact 1031 Exchange Advantage at 866-944-1031 or submit any questions to marketing@1031exchangeadvantage.com



1031 Exchange Advantage Builds YOUR Business and Benefits YOUR Clients!

While good agents get much of their business from word of mouth, great agents provide a reason for client's to keep talking about them! As a 1031 Exchange Advantage Rewards member, you are entitled to offer clients special pricing options and to participate in all marketing programs.

Why Join?

- Double your commissions - make deals happen with our marketing tools.
- Gain more leads from farming with our co-op advertising materials.
- Feature your listings in our targeted database.

**Based on qualifications.*

Only Rewards Members can take advantage of these programs:



Special Pricing

Get special pricing, discounts and free exchanges for you and your clients.* All Rewards Members receive \$500 credits toward exchange fees.



Replacement Property

Let us help you build a strategy to locate your next investment property.



Agent Training

The 1031 exchange market is growing dramatically. Learn how to capitalize on it now and sell more real estate.



What you Receive: Special Pricing • Two Pricing Levels Available

No Interest Exchange at →	\$495	*Interest Exchange at →	\$995
After your Rewards discount →	- \$500**	After your Rewards discount →	- \$500**
	\$0		\$495

All you need to do is:

1. Call us at 866.944.1031, via email at marketing@1031exchangeadvantage.com or visit www.1031exchangeadvantage.com, select Rewards Program and sign up.
2. Agree to use and recommend 1031 Exchange Advantage as your primary 1031 Accommodator.
3. Web link - Attract 1031 prospects by providing our link on your site.†

Once enrolled in any level of our Rewards program, you automatically qualify to participate in all our Marketing Programs!***

**Discounts are on standard deferred exchanges valued at \$495 per exchange and interest exchanges valued at \$995.00 only. Qualifications for calendar year 2008 based on agent estimate & approval by 1031 Exchange Advantage – continued qualification for program renewal based on prior year activity/performance.*

***Applies as a discount off price list fees only. Discounts on Reverse, Money Market, or Build to Suit Exchanges must be requested at time of exchange opening or it will not be honored. Any filing fees, recording fees, or out of pocket cost for LLC formation is additional. Customer must supply agent rewards number to qualify.*

****Participation support at the discretion of 1031 Exchange Advantage based on proposed program specifics.*

†Approved links only – If your site is linked to IRIS through Prudential you meet this qualification (web link information provided by 1031).

Program may be modified, extended or terminated at any time without prior notice at the discretion of 1031 Exchange Advantage.



Feature A Replacement Property or Locate One!

A 1031 Exchange Advantage exclusive online service for Rewards Members.

- 1). Market your listing at no cost.
- 2). Reach our database of investors.
- 3). Make a faster real estate sale.
- 4). Find a property for your client.



1031 Exchange Advantage's new FREE Replacement Property Listing Service provides new ways to feature your listing.

Our advertising attracts investors to our website who are interested in 1031 exchange real estate opportunities.

Feature your listing to these qualified investors visually on our site and through our focused newsletter emails. This is better than any other ad medium, since these folks need to buy something NOW...Or be taxed heavily. Each investor viewing these properties is a qualified lead and has requested information about potential replacement properties.

It's easy to participate in the Replacement Property Program. Here's all you have to do:

1. To participate you must be a member in our Rewards Program.

2. Prepare property details and photos along with your contact information. You will be able to attach PDF formatted documents for potential investors to view.

3. Visit www.1031exchangeadvantage.com and click on: Feature your Replacement Property Section. You will need to enter your Rewards member number to have your information posted.

4. Enter all the property information into the form, attach photos and PDF documents of your selling pieces for investor viewing.

5. **Click Submit. It's that easy!**



Learning the Topic



Knowledge promotes options and action plans.

Learn the fine points of 1031 exchanging while earning DRE credit*. Capitalize on the growing residential and commercial 1031 exchange market by utilizing one of our FREE Agent Training Services. Showcase your benefits, special services, and expertise while gaining a competitive edge.

Learn how with one of these options:

- 1. Webinars & Tele-Seminars** - We provide a workbook for professionals with situational examples that you can apply when consulting clients.
- 2. Online Agent Learning** - Visit our website and view a presentation that will allow you to learn at your own pace or have one of our exchange consultants walk you through it.
- 3. Live Seminar** - We list all our upcoming seminars on our website, just click on the Seminar tab to view seminars in your area. Don't see one in your area? You may submit a request and we will contact you.

Let 1031 Exchange Advantage do the work for you.

Personal Consultations

Encourage your clients to schedule a consultation by utilizing our joint invitation based program. Call 866-944-1031 to learn more.

Example 1:



Your client is looking to reduce their involvement in an investment property and wants to sell and reinvest immediately.

Personal Planning Solution:

We could suggest that they look into TIC's to accommodate their investment goals.

Example 2:



Your client is looking to sell a residence with a home office.

Personal Planning Solution:

Section off the square footage of the home office and have it appraised. The value for the home office may then be exchanged TAX FREE.

**DRE credit available in CA and NV. More states coming soon.*

1031 Exchanges and the Role of the Agent

by David P. Greenberger, Esq.

While most real estate transactions that are conducted in the United States have a real estate agent involved, not many of them are clear about their role in the 1031 Exchange.

What should the role of the agent be with the principals in the transaction and what duties, if any, can the agent perform to help the transaction along?

In short, the agent should be the prompter and guide to move the transaction along and open up new questions in the seller's mind to increase possibilities and create an exchange (which requires both a sale and a purchase) within six months.

What should the agent not do? The agent should not offer tax or legal advice, but instead raise the questions above and guide the client to competent professionals that can offer the client peace of mind in their plans.

The agent is the party that should be out in front of the crowd, bringing the taxpayer (exchanger) to the table to sign Purchase and Sale contracts and facilitating the transaction. As it relates to a 1031 exchange, the agent's role, simply stated, is an assistant to the principals. The assistance needed most is to ask the right questions. They are listed below and should be directed to the taxpayer:

- Are you considering selling or buying any property for investment or business purposes?
- Are you considering putting any of your equity from one property into another?

- Are you considering selling any property and buying any other property within 6 months of each other?
- Can I put you in touch with an accommodator who can give you basic information and guide you through your particular facts and situation?
- Do you need further advice or information from a tax advisor?
- Have you got a clear plan for your real estate?
- Should you be considering new categories of real estate or regions for your replacement properties?
- Should you start looking for replacement properties now so that you give yourself more time than the prescribed 6 months from close of the relinquished property?
- Are you aware your deposit for the replacement property may come from the exchange account you set up once you have sold your first property in the exchange?
- Should I follow up with you once you have closed on your replacement property to track performance and help you decide whether you might want to enter into another exchange on additional properties you may own or to discuss a reverse exchange when new properties become available?

It is easy to see how the real estate agent is in the best position to help investors and generate new opportunities for transactions by suggesting exchanging. The agent can enlighten the investor and help him build wealth through a better real estate plan while the agent becomes distinguished as the one who set the investor on the right track.

Articles

Access all of our published articles and eliminate the tedious job of staying updated on current investment trends.



Seminars

Stay updated on 1031 exchange terms and regulations by attending a seminar of your choice:



- **Tele-seminar**
- **Web-based seminar**
- **In-person seminar**

These are offered free of charge to all professionals and can be scheduled on our website at www.1031exchangeadvantage.com

Post Cards/Direct Mailing

Highlight your expertise by mailing our premium designed post cards to investors promoting a variety of 1031 options.

Monthly Emails

Announcements are distributed monthly to maintain accurate and timely communication between all investors and professionals alike.

Roadmap

Request the 1031 Exchange Advantage Roadmap, a guide to a successful 1031 real estate exchange transaction and learn about the different investment opportunities that qualify as “like kind” property under section 1031.



Reverse Exchanges

Learn about Reverse Exchange opportunities with our informational brochures explaining the 1031 process of purchasing a property first and exchanging later. For more information please contact our Reverse Exchange department at 866-944-1031 ext. 306.

Preferred Vendors

Please view our list of preferred affiliates for replacement properties by logging onto www.1031exchangeadvantage.com and selecting “Property Affiliates” from the navigation bar on the left hand side.



Join our Affiliate Program and profit from the relationship!

The 1031 Exchange Advantage, Inc. Affiliate Program allows firms with the ability to refer exchanges to share in the net interest income that is derived from the exchanges. In addition to large commissions, affiliates receive qualified leads from over 5,000 real estate agents in our Rewards Program and clients in exchanges who are motivated and in a position to purchase.

Revenue Sharing

Earn revenue based on exchange balances placed with 1031 Exchange Advantage. Provide clients and referral sources free exchanges, discounts and other marketing benefits with our Rewards Program!

Referrals

As a preferred affiliate you will have the opportunity to receive referrals when you refer 1031 Exchange Advantage, Inc.

Prospects are encouraged in all our communications, printed material and through our telemarketing efforts to visit: www.1031exchangeadvantage.com and select "Property Affiliates" to be directed to view specific services of our affiliates. 1031 Exchange Advantage consultants are actively assisting our clients to make a plan to purchase real estate and offering referral of qualified firms in our Affiliate Program.

Qualified leads are reported to a web page for the Affiliate to view leads, register their own referral sources and revenue sharing commissions from referred 1031exchanges.

Marketing Opportunities for Your Services

Exposure for your products and services to our clients through E-mail blasts, website and other client channels. Affiliates receive customized materials that help them sell.

Leads from 5000 Rewards Members

The members are comprised of agents from around the country primarily top producers from Prudential California Realty (a Berkshire Hathaway affiliate with almost 4000 agents in Southern California) and Prudential Douglas Elliman - the largest real estate firm in New York. Many of our members have high net worth clients looking to liquidate highly appreciated residential investment property and want referrals of commercial agents. Additionally, clients of 1031 Exchange Advantage are looking for many services including: All Replacement Properties, Accounting, Banking, Lending & Title Closing Services. Clients need referrals from a trusted source: their 1031 Exchange Accommodator.

Offer our Rewards Program Benefits to Your Referral Sources

- Discounts and free exchanges
- Education/Training
- Co-branded-marketing materials (see pages 1-5)

Affiliates can provide 1031 Exchange Advantage, Inc. sponsored education and marketing services to their referral sources improving their relationships and strengthening their core businesses.