

[< Back to overview](#)

Eaton Vance Tax Education Center

# WATCH | Three Ways to Start the Tax Conversation

2 minutes

Taxes are always a concern for sophisticated investors. As a tax-aware advisor, here are a few questions to help start the tax conversation and deepen your client relationships.

Which do you think detracts more from investment performance: fees or taxes?

Many clients believe high asset management or advisory fees are the biggest drain on investment returns, but the reality is that in many cases, taxes can reduce investing gains more than any other cost, and they can be the easiest cost to reduce.

Are you aware of how much taxes impact your investment returns each year?

Capital gains taxes can have a substantial impact on portfolio returns. Introduce your clients to the concept of after-tax returns and how, through tax-aware investing, you can provide a year-round approach that helps them keep more of what they earn.

Would you like to reduce the amount you pay in investment taxes each year?

For example, in a taxable portfolio, you can offer tax-managed services like tax loss harvesting which you can utilize all year long on their behalf.

Set yourself apart from other financial advisors by offering tax-forward investment strategies to your clients. When you ask the right questions, you'll be able to establish yourself as a valuable resource who can help them maximize their after-tax returns.

Take a few minutes to explore the Eaton Vance Tax Education Center at [EatonVance.com/TaxEdCenter](https://www.eatonvance.com/TaxEdCenter) for more useful resources to help you meet a variety of tax-forward investing needs.



The views expressed in these posts are those of the authors and are current only through the date stated. These views are subject to change at any time based upon market or other conditions, and Eaton Vance disclaims any responsibility to update such views. These views may not be relied upon as investment advice and, because investment decisions for Eaton Vance are based on many factors, may not be relied upon as an indication of trading intent on behalf of any Eaton Vance fund. The discussion herein is general in nature and is provided for informational purposes only. There is no guarantee as to its accuracy or completeness. Past performance is no guarantee of future results.



#### HEADQUARTERS

One Post Office Square  
Boston, MA 02110

#### Investments

[Eaton Vance Funds](#)

[Parametric Funds](#)

[Calvert Funds](#)

[Separately Managed  
Accounts](#)

[Closed-End Funds and  
Term Trusts](#)

#### Insights

[Advisory Blog](#)

[The BEAT](#)

[Market Update  
EventsContent for  
Investment Professionals  
only](#)

[The Advisor Institute](#)

#### Taxes & Tools

[Investment Tax Center](#)

[Tax Information](#)

[Investment Tax Calculator](#)

[Laddered Investing Interest](#)

[Rate Scenario Tool](#)

[Concentrated Stock  
Position Calculator](#)

[Tax-Equivalent Yield  
Calculator](#)

#### Resources

[Forms & E-Delivery](#)

[Mutual Funds & Abandoned  
Property](#)

[DST Vision](#)

[Active Advisor](#)

[Corporate Filings](#)

[Annual Reports](#)

[Press Releases](#)

[Diversity and Inclusion](#)

[Accessibility](#) | [Business Continuity](#) | [Privacy & Cookies](#) | [Your Privacy Choices](#)  | [Terms & Conditions](#) | [Careers](#) | [Contact](#) |  
[Investor Account Access](#) | [Morgan Stanley Investment Management Terms of Use](#)

To report a website vulnerability, please go to [Responsible Disclosure](#).

Eaton Vance is part of Morgan Stanley Investment Management, the asset management division of Morgan Stanley.

For USA PATRIOT Act Disclosure Notice please click [here](#).

 This image indicates content designed specifically for Financial Advisors / Investment Professionals. This material is not to be used with the public.

Before investing in any Eaton Vance, Calvert or Morgan Stanley Investment Management Inc.-advised fund, prospective investors should consider carefully the investment objective(s), risks, and charges and expenses. Read the prospectus carefully before you invest or send money. For **open-end mutual funds**, the current prospectus contains this and other information. To obtain an **open-end mutual fund** prospectus or summary prospectus and the most recent annual and semiannual shareholder reports, contact your financial advisor or [download a copy here](#). For **closed-end funds**, you should contact your financial advisor. To obtain the most recent annual and semi-annual shareholder report for a closed-end fund contact your financial advisor or [download a copy here](#). To obtain an **exchange-traded fund**, ("ETF") prospectus or summary prospectus, contact your financial advisor or [download a copy here](#).

Before purchasing any **variable product**, consider the objectives, risks, charges, and expenses associated with the underlying investment option(s) and those of the product itself. For a prospectus containing this and other information, contact your investment or insurance professional. Read the prospectus carefully before investing.

NOT FDIC INSURED | OFFER NO BANK GUARANTEE | MAY LOSE VALUE | NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY | NOT A DEPOSIT

Eaton Vance does not provide tax or legal advice. Prospective investors should consult with a tax or legal advisor before making any investment decision. The information on this Web page is for U.S. residents only and does not constitute an offer to sell, or a solicitation of an offer to purchase, securities in any jurisdiction to any person to whom it is not lawful to make such an offer.

© Eaton Vance Management. All rights reserved.

Eaton Vance open-end mutual funds are offered through Eaton Vance Distributors, Inc. One Post Office Square, Boston, MA 02110. Member [FINRA](#) / [SIPC](#). Exchange-traded funds are distributed by Foreside Fund Services, LLC.

