SECTION 179 · 2026 · FOR SALES REPS

The year-end Section 179 conversation

$2,560,000	$4,090,000	Dec 31	{{APPLY_BY_DATE}}
2026 deduction limit	Phase-out threshold	Placed-in-service deadline	Apply by

The 30-second pitch

"Before you decide, one thing worth knowing: if this equipment is in service by December 31, Section 179 may let you deduct the full purchase price on this year's taxes. With financing through FPG, you can put it to work now and pay over time. Want to see a quick estimate?"

When they say... / You say...

When they say...	You say...
1 **"I'll wait until next year."**	If it's on your plan anyway, buying now could mean a deduction this year instead of waiting a full year. A 30-second estimate will tell you if it's worth it.
2 **"I don't have the cash right now."**	Financing spreads the cost into monthly payments, so the purchase doesn't have to come out of cash flow.
3 **"Does financed equipment qualify?"**	Equipment financing agreements may allow you to take the deduction. Confirm with your tax advisor.
4 **"Will I get approved in time?"**	Credit decisions come back within a few hours in most cases, and app-only approvals go up to $350K. Apply by {{APPLY_BY_DATE}} to leave time for delivery.
5 **"I'm not sure I qualify."**	That depends on your business, so check with your tax advisor. The calculator is a good way to start that conversation.

Next step

Send your customer the Section 179 page: estimate, then apply.

Click to Apply

Share the calculator and point to a tax advisor. Don't give tax advice.