

THE ADVANTAGES OF **BARTER**

■ Maximize Your Business

■ Increase Cash Flow

By spending your trade dollars on business expenses you will conserve cash and offset your bottom line.

■ Tap Into New Markets

It has been proven that a trade customer will travel further to spend their dollars.

■ Alternative Form Of Financing

We offer small business loans with no interest. Pay back your loan by selling your products or services.

■ Liquidate Excess Inventory

Move out last year's inventory at fair market value. No more costs to store old inventory.

■ Increase Your Quality of Living

Use your trade dollars for an all-inclusive vacation.

■ Additional Sales Force

Our Trade Brokers and Account Executives are constantly promoting your business.

■ Increase Purchasing Power

Additional funds give you the ability to expand your company.

■ Give Your Business Increased Exposure

TradeWorks™ nationwide presence provides you with increased exposure at no additional cost.

■ Reduce Accounts Payable

Pay for your office equipment, repairs, advertising & professional services using your trade dollars.

TOOLS OF THE TRADE

TRADE BROKERS

Our experienced Trade Brokers will continuously market your product or service to facilitate trading among the members of the network. Consider our employees an extension of your business.

ACCOUNT EXECUTIVES

Our Account Executives are continuously soliciting businesses based on your requests for products and services to fit your needs.

PRINTED DIRECTORY

Get access to our printed directory at any time, 24 hours a day 7 days a week. Print a copy for yourself and review it at your own convenience.

MONTHLY MAILER

Each month you will receive our Newsletter which includes information regarding our newest members, existing members who are looking for business, and flyers from businesses looking to promote their companies.

MESSAGE ON HOLD

Each time a client calls the TradeWorks™ office and is put on hold, they will listen to several different advertisements for companies looking for new business.

AUTOMATED AUTHORIZATIONS

Call our Automated Authorizations 24 hours a day, 7 days a week. Get approval immediately. Upon approval the funds will be automatically transferred into your account.

ONLINE TRADING SYSTEM

Login to our website and trade whenever you want. See what we see. View listings of over 10,000 businesses. Make your own requests, get an authorization, view your own statement and even print a directory at any time.

DAILY E-MAILS

Our Trade Brokers send out emails daily notifying our members of the latest offerings as well as new and existing members that are looking for additional sales. Whenever a new account is listed on our website or an existing member or Broker has added a new product or service you will be notified immediately

WHY SMART BUSINESSES BARTER

Thanks to advanced computer technology, business owners and professional people alike can participate in an advanced marketing concept that is as old as time – organized barter and reciprocal trade. Whether you own or operate a small business or are the CEO of a large multi-million dollar corporation, your financial success will depend largely on your ability to stay on top of current economic conditions. It is important to keep in touch with new trends and ideas while make the most of old and proven concepts.

The ageless concept of barter – the direct exchange of what you have for what someone else has – has been upgraded and infused with new life and flexibility by computer technology and by TradeWorks™. Today, TradeWorks™ trading is done by a system of computer credits/debits which we call Trade Dollars. The Trade Dollar is the system's currency and it creates the flexibility that traditional back-to-back barter lacks, yet it offers all the advantages. It offers you a way to increase sales, move surplus inventory and make use of excess capacity. It is also a way to collect on bad debt or create an alternative means of financing.

“A barter exchange – for those who haven't used one – combines the functions of classified advertising and a bank. Customers sign up to sell anything from drywall to dentistry, the exchange compiles the listings in a directory, the buyers contact sellers directly or through a broker employed by the exchange.”

– *Inc. Magazine*

“Think of barter as a supplement to your regular cash business, not a replacement for it. For most businesses, producing 6-8% of sales per year by barter is a reasonable ceiling.”

“The key to successful bartering is know how to use the system. Learn to be flexible in your buying habits. Give your trade broker time to find what you want and be willing to help by giving referrals.”

“There's no tax advantage or disadvantage to bartering. Cash sales and trade sales are treated identical under tax law.”

– *Kiplinger Personal Financial Magazine*