

How BarterXchange Creates Business Opportunities

Find out how BarterXchange works for:

- An Auto Repair Shop
- A Dentist
- A Real Estate Agency
- A Retail Store Owner
- A Lawyer
- A Private Tutor
- A Publisher
- A Medical Doctor
- A Restaurant Owner
- A Hotel Manager
- A Chiropractor
- A Wholesaler
- A Manufacturer
- A Carpenter
- A Web Designer
- A Beauty Shop
- An Advertising Agency

A Carpet Cleaning Business How BarterXchange Works For An Auto Repair Shop You can easily be losing \$100,000 every year. Take the case of John, a member of barterxchange and owner of a web design business, who needs a \$350 car repair. Prior to discovering Barterxchange, John would have taken the vehicle to "Garage A", where he has previously done business and paid cash. John realizes that if he proposes trade to his old garage, he would be asking them to give up cash business for trade — something that does not work and is not what the BarterXchange trading system is all about. Barterxchange is about generating new business for its members. So John turns to "Garage B", another BarterXchange member, where his trade proposal becomes new business and has no relationship to any previous cash activity. "Garage B" repairs John's car in otherwise slow or down time and is paid with trade credits for use within the Barterxchange system at some future date, or simultaneously, "Garage B" calls his Barterxchange broker to redeem the trade credits on signages and in doing that, conserves cash and improves his cash flow. Both parties leave the future open for more trading activity, as it has proven profitable for both. By going this route, John's car has been repaired at a big discount, since he paid the bill with his Trade Credits or otherwise his own products in which he has a substantial built in profit. "Garage B" has acquired new signages at a price reflecting its own out of pocket cash costs of fixing John's car. Again, we have new business resulting is a win-win situation. Through the BarterXchange broker, both John and "Garage B" can transact multiple trades with other BarterXchange members simultaneously. Never forget that trading a product or service with other companies is much, much easier than selling the same product to them for cash. People everywhere jump at the opportunity to trade and save their cash. Once we fully understand that trading within the BarterXchange network is all about new business for both parties using vanishing inventories, and not a substitute for cash business, we will realize its phenomenal power. [Back to Top]

How BarterXchange works for a dentist You can finance many of the things you now pay cash to get, by joining Barterxchange. But you must have time available for more business than you currently have. In most cities you will find dentists who trade. Not all dentists do but a substantial number will have long made use of their ability to obtain products and services through trade. Dentistry is very competitive. It is also very expensive to the patient and everybody needs dental care at some point in time. The dentist can save substantial cash by trading when it constitutes new business. The patient, on the other hand, can avoid a painful cash outlay. For example, if a carpenter and his family need dental care, he can pay cash to his regular dentist and obtain the dental services. If the dentist, on the other hand, needs to renovate his clinic, he can pay cash to some firm he finds in the Yellow Pages and get it done! That's the usual process and both the carpenter and dentist end up with a lot less cash than they had. Should the carpenter propose to his regular dentist a trade arrangement, he very likely will be turned down as the dentist would have no desire to turn cash business into trade business. The dentist's reaction is understandable and to be expected. But the carpenter has business to offer and the key for him is in turning it into new business. A customer recommends the carpenter to BarterXchange, and through the broker at BarterXchange gets connected to a different dentist on the same network, recommending a trade of services instead of paying cash, and the dentist agrees. On completion of the renovation, the dentist is happy with the quality of work, and recommends the carpenter to another dentist, again resulting in new business. Always remember that trading products or services with other companies is much, much easier than selling the same product to them for cash. The BarterXchange network facilitates multiple trades with various members, and once we fully understand that trading new business for its members using vanishing inventories or down time, and not a substitute for a cash business, we will realize its phenomenal power. through a trade exchange is about generating [Back to Top]

How BarterXchange Works For A Real Estate Agency Trade is an ideal way to get new listings in the real estate business. James is an agent for a large real estate agency who is a BarterXchange member. When he obtains a new property listing it is virtually guaranteed that he will receive a listing commission, regardless of who sells the property. Listings represent almost certain income and are very sought after — and therefore hard to get. To increase his number of listings, James suggested to his agency to offer prospective sellers the option of accepting the listing

agent's part of the commission in trade. Here is how it developed when the Lims decided to sell their house: Seeing a For Sale by Owner sign, our agent James stopped and knocked and spoke with Mr. and Mrs. Lim. James failed to convince them to list the house with his company. They told James that many brokers and agents had come by for the same purpose. After determining that Mr. Lim owned a small delivery and courier business, James said he had a special program for the Lims if they joined BarterXchange and listed the property with his company, they would take the entire listing fee in trade, thereby saving the Browns several thousand dollars at closing. James had a printed letter to this effect that he left with the Lims. "If you decide to list with a real estate agency, please consider us and the real savings we can offer over any other agency." The very next day, James received a call from the Lims and got the listing. When the house was sold and went to closing, James was paid several thousand dollars in trade credits and through his broker at BarterXchange, used the credits earned to trade for printing services. As with most professionals, real estate agencies find trade a striking way to get new business. Some agencies are prepared to trade the entire commission in a property transaction. When an agency offers to take trade for the commission, then that agency is far more likely to get the listing than other agencies who are asking for cash. For the real estate agency, it is new business and perhaps 100% profit. Never forget that trading a product or service with another is much, much easier than trying to sell the same product to them for cash. Once we fully understand that BarterXchange trading is entirely new business for its members using vanishing inventories or down time, and not a substitute for cash business, we will realize its phenomenal power. [Back to Top]

How BarterXchange Works For A Retail Store Owner Trading may be better than selling for cash. A kitchen accessories store, going out of business, rather than accepting a liquidator's offer, traded everything to a trader on BarterXchange including fixtures and the remaining inventory after holding its final going-out-of-business sale. The store owner earned several thousand trade credits, which he used to trade with a freight forwarder to move his business to another district, a web designer to create a new website, a printing company to print business cards and marketing collaterals, and a signage company for signs. The cash saved on the move alone was more than the liquidator had offered to pay for everything in his store, and with the trade credits earned, the store owner was able to start a new business in another part of the city.

Trading is the best way to go when it keeps us from taking a ridiculous cash price. Trading is the wisest way in virtually every circumstance where we can save our cash by paying with trade. Once we fully grasp the fact that trading in the BarterXchange network conserves cash and improves cash flow for business owners, we will realize its phenomenal power. [Back to Top]

How BarterXchange Works For A Lawyer You could easily have a vanishing inventory of more than \$100,000 each year. Like most professionals, lawyers deal primarily in time. Their unused inventory of time disappears at the end of each day and their additional cash cost for servicing one more client is close to zero. One lawyer allows his wife to issue \$20,000 each year in vouchers for his legal services. With this resource she trades for virtually all services for the house, plus she is always equipped with dining vouchers for different restaurants and all their family vacations come through trade. Once we fully grasp the fact that trading in the BarterXchange network is entirely new business for members using vanishing inventories, and not a substitute for cash business, we will realize its phenomenal power. [Back to Top]

How BarterXchange Works For A Private Tutor Don't spend cash on things you can easily obtain on trade. A woman developed an active trade business from her home by trading lessons to business owners (who sent their children). Her very first trade was for purchasing a new home air conditioning system. Through BarterXchange, the trade was proposed to three companies. One of the companies responded, he had three young children and was prepared to put in a new air conditioning system in return for tuition lessons for all three. Our teacher discovered what so many do, that people are usually very receptive to a trade proposal — when it represents new business and not a replacement for a cash sale. Using the strategies and tools of BarterXchange she feels she can buy what she needs and wants from members on the trade network. Those she trades with are equally delighted because they are getting a valuable service at a major discount, due to their wholesale purchasing power and availability of downtime. Once we fully grasp the fact that BarterXchange trading is generating new business for members and does not dilute or replace cash business, we will realize its phenomenal power. [Back to Top]

How BarterXchange Works For A Publisher There are very good reasons for you to utilize BarterXchange although you may do considerable trading already as most publications do. The print advertising business is highly competitive and thousands of newspapers, magazines and other publications more often than not go to press with space available for more advertising than was sold. This is a clear example of a vanishing inventory. The potential marketable value of the space not used for advertising cannot be recovered. As a result of this vanishing inventory of ad space, virtually all newspapers and magazines and other periodicals engage in some form of barter as a part of their business. Such publications and media will generally have, when trading, less than 10% cash cost in that which they acquire with their trade. With BarterXchange your trading can be very specific to your needs. That is, when you need something that requires cash payment, send a trade proposal to two or three companies, on the same network, dealing in that product. The process is simple for you to do and the email itself outlines for the recipient what it is that you want to trade and how it will be equally rewarding to each of you. Alternatively, you could call your broker at BarterXchange, who will source the products and/or services that you need. Once we fully grasp the fact that BarterXchange trading is entirely new business for all parties and not a substitute for cash business, we will realize its phenomenal power. [Back to Top]

How BarterXchange Works For A Medical Doctor A General Practitioner who is not busy has a large vanishing inventory. Assuming his clinic is open from 9.00am to 6.00pm Mondays to Fridays, he attends to 10 patients in an hour between 9.00am to 5.00pm, and an average of one to two patients between 5.00pm to 6.00pm. The down time provides a window of opportunity to trade for products or services that he needs. The general practitioner provides

Barterxchange with vouchers in \$25 and \$50 denominations for future uses of his medical services. (During the slow period only.) If a professional issues his own vouchers, he is in a position to drop in on BarterXchange trade events and trade them for products and/or services that he needs, or he could through the broker at BarterXchange trade them for auto repair services, dining vouchers at restaurants for his family, spa vouchers for his wife, piano lessons for his children or renovation for his clinic which is lone over due. Once we fully grasp the fact that BarterXchange trading is entirely new business for all parties, and not a substitute for a cash business, we will realize its phenomenal power.[Back to Top]

How BarterXchange Works For A Restaurant Owner Restaurants have a real problem with vanishing inventories. The restaurateur needs to have customers fill up the vacant tables! They represent inventory, which when lost at the end of each day, result in a loss of revenue. If food costs represent 35% of the restaurant's sales, then 35% of a customer's tab is the wholesale cost of product, while 65% of the tab is a net loss to the business when there are unused tables. This means that the restaurant can minimize the impact of the unused inventory by exchanging dining vouchers for such services as advertising, air conditioning service, carpet cleaning services. These services are, therefore, acquired at 35 cents on the dollar. Many restaurants do just that and have been doing so for many years. Another benefit can be having more people in the restaurant which helps with the image customers have. Since dining vouchers generally exclude tips and taxes, trade is helpful to the waiters. A new restaurant just opening can find trade particularly useful to purchase a wide range of basic needs, including linen, uniforms, table ware, kitchen ware, marketing collaterals, signages as well as introduce potential customers to the new outlet. Once we fully grasp the fact that BarterXchange trading not only generates new business but allows restaurateurs to purchase products and services at a huge discount, we will realize its phenomenal power.[Back to Top]

How BarterXchange Works For A Hotel ManagerIs your vanishing inventory worth \$150,000? The General Manager has the unenviable task of filling his hotel rooms night after night. The hotel industry is one of the purest examples of vanishing inventory. When the hotel is running 70 per cent occupancy, it is 30 per cent empty. In typical cases this represents a loss of thousands of dollars per night, since his wholesale cost of having one more customer is the cost of utilities and cleaning up the room. As an example, take a hotel with 300 rooms and a 20 percent average vacancy at a \$150 per night average cost. They would have \$9,000 per day in unused room nights, or \$270,000 per month. If the hotel's added cash cost for having a room occupied was 25%, or \$37.50 per room, it then has a profit loss of \$112.50 per room each day. By trading room nights to purchase products or services the hotel would otherwise have paid cash for, they could potentially acquire the value of \$9,000 per day in products, services and advertising at a cost of \$750. To varying degrees, virtually every business has similar opportunities. Many hotels around the world generally make use of barter to ease their vanishing inventory problem. With BarterXchange your trading can be very specific to your needs. That is, when you need products and / or services that is going to take cash, send a proposal to two or three companies dealing in that product. The process is simple, all you need to do is to contact the broker at BarterXchange who will source for the products or services that you need. Once we fully understand that BarterXchange facilitates multiple trading with various business owners and generates entirely new business for all parties using vanishing inventories, and does not dilute nor replace cash business, we will realize its phenomenal power. [Back to Top]

How BarterXchange Works For A ChiropractorYou definitely are spending cash for what your vanishing inventory would buy? In many families someone often needs the services of a chiropractor so vouchers for chiropractic services are always in high demand. Vouchers could be issued covering one or multiple visits. When such vouchers are offered on the BarterXchange network, the chiropractor has the opportunity to purchase most things he needs with trade — cleaning services for the home and office, personal services including dental care for the children, travel vouchers for the family vacations, and dining vouchers for his regular clients. Once we fully grasp the fact that BarterXchange trading is entirely new business for all members using vanishing inventories, and not a substitute for cash business, we will realize its phenomenal power.[Back to Top]

How BarterXchange Works For A WholesalerWholesalers have a double spread when it comes to trading. In the cash world the wholesaler buys at factory price and sells at wholesale price to the retailer. But when using Barterxchange and its trading system the wholesaler buys at factory price and sells at retail. Any wholesaler is well suited to make barter a profitable side of their business. If the wholesaler offers inventory items to his Barterxchange customers at retail to end use consumers, he enjoys a double spread since his “wholesale cost” of product is actually the factory price. Many wholesalers, by following the trading strategies developed by BarterXchange are in a position to acquire on trade very high ticket items such as vehicles and real estate. Once we fully grasp the fact that BarterXchange trading is entirely new business and not a substitute for cash business, we will realize its phenomenal power.[Back to Top]

How BarterXchange Works For A ManufacturerManufacturers have a triple spread when it comes to trading . In the cash world you sell to a wholesaler who in turn sells to the retailer who then sells to the consumer. But when using barterxchange the manufacturer sells at retail and enjoys the maximum advantage. When a manufacturer offers inventory items to his Barterxchange traders at retail, he enjoys a triple spread. Many manufacturers, by following the trading strategies developed in barterxchange are in a position to acquire on trade very high ticket items as vehicles and real estate. A manufacturer's cost of producing “one more product,” often is virtually zero since the big cost factor — overhead — is incurred whether or not the additional item is produced or not and thus, in trade, should not be considered. In trading, the cost of product is determined as how much additional cash will have to be spent to produce the item. Once we fully grasp the fact that barterxchange trading is entirely new business using vanishing inventories, and not a replacement for cash business, we will realize its phenomenal power.[Back to Top]

How BarterXchange Works For A CarpenterEverybody needs a carpenter. If a carpenter's time is not fully taken up with his cash businesses he can easily trade for most anything. For example, if a carpenter and his family need \$1000 in

dental work, he can pay cash to his regular dentist and obtain the dental services. If the dentist, on the other hand, needs his surgery renovated, he can pay cash (let's say, \$1000) to some firm he finds in the Yellow Pages and get it done! That's the usual process and both the carpenter and dentist end up with a lot less cash than they had. Should the carpenter propose to his regular dentist a trade arrangement, he very likely will be turned down as the dentist would have no desire to turn cash business into trade business. The dentist's reaction is understandable and to be expected. But the carpenter has business to offer and the key for him is in turning it into new business. In this situation, the carpenter sends a Business Proposal to a different dentist suggesting a trade of services instead of paying cash, and the dentist agrees.

They make the trade and supply the services to each other, and each ends up with \$1000 in the bank that otherwise would not have been there, and could now trade for other products and services available on the BarterXchange platform. Once we fully grasp that barterxchange trading is entirely about new business and not a substitute for a cash business, we will realize its phenomenal power.[Back to Top]

How BarterXchange Works For A Web Designer Why not save \$3,000 cash? Jenny owns a Web design company using and for several years the computers have been serviced and maintained by a computer repair company owned by John. Jenny has been spending about \$3,000 yearly with John and they have had a good business relationship. Philip, unknown to either John or Jenny, has a computer repair company with down time available and he made a proposal to Jenny that she do his Website work in return for Philip's company servicing Jenny's computers. Jenny realized her company had enough unused time to be able to do the Website for Philip while incurring very little extra cost. So she moved her \$3,000 annual business from cash to trade. Philip, in turn, got his Website done using some of his unused inventory of time. Both Jenny and Philip benefited. John, on the other hand, was the loser as he saw \$3,000 a year of his cash sales disappear. Once we fully understand the fact that BarterXchange trading brings new business for its members using vanishing inventories, and will not dilute or replace cash business, we will realize its phenomenal power.[Back to Top]

How BarterXchange Works For A Beauty Shop How does an extra \$50,000 a year sound? Many beauty parlors traditionally take advantage of barter. One, owned by Maria, has eight chairs. At the start of each year, Marie prints \$50,000 in vouchers and makes purchases in amounts ranging between \$5,000 and \$10,000 each month until the \$50,000 has been spent on trade each year. When used up, Maria does no more trading until the next year when she repeats the process. She is, however, thinking of increasing the amount to \$75,000 a year because trading has proved so beneficial for her. Forty percent of the trading she does is to get restaurant vouchers and her employees get this for servicing trade customers. The other sixty percent buys printing services for marketing collaterals and advertising for the business and as a result of these policies she has little adverse tax consequences from trading. Marie is certain that her barter advertising brings in enough cash business to make trading more than worthwhile. Some of her other purchases have been for signage work, carpet replacement, a telephone system for her business and four ceiling fans. Once we fully grasp the fact that barterxchange trading is about using vanishing inventories to generate new business and not a substitute for cash business, we will realize its phenomenal power.[Back to Top]

How BarterXchange Works For An Advertising Agency Let me tell you what one woman did, using the strategies of Barterxchange. Ann, who owns an advertising agency, acquired 5,000 white T-shirts from a friend who was moving away and needed to get rid of them. The friend offered to sell all for a bargain price of 35 cents each. Ann bought them and paid \$1,750 (in cash). Ann then traded with a silk screen printing company for an agreement to imprint 4,000 T-shirts in exchange for 1,000 T-shirts that the printer would have for their own use. At this point, Ann now owns 4,000 T-shirts, including the printing (to be done), for a new total of 44 cents each. She set a regular retail price of \$7.95 per T-shirt and traded all 4,000 T-shirts to a group of radio stations to be imprinted with their logo. Ann received run-of-the-station radio spots and got a 1 and 1/2 to 1 ratio, meaning that she received a total of \$47,680 in radio time. Ann then proceeded to trade the radio spots to local businesses at the normal radio station rates plus 15 percent in cash for her agency ad fee. Through using the multiple strategies, she turned a \$1,750 cash investment into \$47,680 in goods and services with local businesses and also got about \$5,000 in cash fees. The radio station got 4,000 promotional T-shirts and paid for them with unused air time, which, except for the trade, would have been lost as part of its vanishing inventory of time. Everybody came out a winner, which is what should happen in any trade. Once we fully grasp the fact that BarterXchange trading is entirely about new business for using vanishing inventories, and not a substitute for a cash business, we will realize its phenomenal power.

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How BarterXchange Works For A Carpet Cleaning Business Are you losing \$50,000 each year? For most of us, trading is the only answer to getting value from our vanishing inventories. Trading can commence literally within hours, once you join BarterXchange and the drain on your vanishing inventory halted. That was the case with Tom and Maria who manage a carpet cleaning business. One day they had more work than they could handle and often lost jobs as a result. Another day would have huge gaps with no carpets to clean. After enduring this routine for several years, they discovered Barterxchange and its trading system. This changed everything. Now, they have the tools to deal with their dilemma – how to take on new jobs that could be done during downtime. Seeing that they could do an additional \$50,000 more business a year if it could be done on a time available basis, they customized vouchers for carpet cleaning services during their down time. They then made a list of products and services that they needed to buy over the next few months and began working with the broker at BarterXchange to trade for those things with their services. This strategy brought responses for 90% of the items on their “needs” list and they were assured of large cash savings as a result. This can happen without affecting your cash business. Barterxchange trading is entirely about new business. It is not a substitute for cash business. In fact, no business should barter more than 15% of their annual turnover. Once we fully grasp these facts, we will realize the phenomenal power of barter to conserve cash and generate new business that do not dilute or replace cash business.[Back to Top] Have a general comment,

suggestion or question about BarterXchange?