

## Barter In The News

The viability of the barter industry, as well as the features and benefits of membership in a trade exchange, has been profiled by such national media outlets as The Wall Street Journal, CBS News' The Early Show, Marketing Concepts, Kiplinger's, Costco, Family Circle, Good Housekeeping, and Opportunity magazine.



*"Barter gives clients a competitive edge. Barter network members tend to shop within the system first, and satisfied barter customers make referrals to cash customers."* - Kiplinger's

*"To get the most out of barter, you must have a talent or product that other people want. Services can make even better swaps than products because they're a renewable source."* - Family Circle magazine



*"Barter exchanges help cash-strapped entrepreneurs stimulate sales, develop new clients, convert excess capacity or inventory into revenue, and acquire goods and services needed to conduct a business. The most important benefit of barter is cash conservation: keeping cash in the bank while using barter revenue to offset normal operating costs."* - Nation's Restaurant News

*"Evolving from one-to-one trades among businesses, bartering now mainly takes place through large exchanges in which businesses receive trade credits instead of cash that they can spend on a multitude of items from other firms. Even large corporations increasingly are using barter networks rather than handling excess products over to liquidators."* - Chicago Tribune



*"The most important part of barter is getting new business," says Tom McDowell, Executive Director of the National Association of Trade Exchanges. "When someone joins an exchange they're exposed to hundreds of new potential customers locally and thousands around the country. With competition so stiff today, barter helps drive those customers past your competition and into your door."*



*"Experts estimate that millions of companies, especially young ones, employ barter as a regular or occasional business tool. Barter provides one important benefit: helping companies dispose of excess inventory by trading it for valuable goods or services. That can be especially useful for startups whose markets aren't developed enough to consume all their capacity."* - [Entrepreneur.com](http://Entrepreneur.com)

*"If you're low on cash and up for new business, bartering for goods and services can be a shrewd business move."* - [BusinessWeek online](http://BusinessWeek online)

