

The ultimate barter blueprint for business owners

Learn how thousands of business owners
are using organized barter to save cash.

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Did you know that companies still actively barter?

They do! Everything from Fortune 500 companies to small, local shops.

Bartering has evolved from simple one-to-one trades, and is now a strategic commerce solution where there's little to no cash involved.

As the [barter industry continues to grow across the United States and Canada](#), it's become increasingly clear that business owners want smarter ways to scale.

Why business owners have started bartering:

1. Organized barter allows business owners to meet business goals faster
2. Multi-directional trading produces a net positive cash flow. Products and services are purchased with trade dollars instead of cash
3. Excess inventory or spare capacity can be turned into liquid assets
4. Trading within a network connects you to like-minded business owners

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There's two ways to trade today:

1. Business to Business: This is the oldest form of trading, and one that is still in use today. This occurs when one party offers its merchandise or service to the other party in exchange for the second party's merchandise or service.

2. Trade Exchanges: Exchanges have emerged in the US in the last 30 years to facilitate bartering between companies in a seamless manner. This emergence comes from the limitations of one-to-one trading. When an exchange member sells merchandise or services, it's not immediately contingent on receiving equal value from the buyer. Instead, the seller's account is credited with trade dollars, which can be used for purchases on "as needed" basis with any of the other members of the exchange. This expanded capability of an organized trade exchange is deemed to be responsible for the growth of the trade industry.

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A Practical Approach

Example of how a trade exchange works

Plumber



1. Mike needs a haircut

Mike's hair is getting long. He decides to use Amy's haircut services with (T\$) trade dollars.

2. Amy uses Mike's (T\$) trade dollars

Amy goes out with her husband to a bakery, paying with the (T\$) trade dollars she received from Mike.



3. Pierre has a great bakery spot

Pierre ran out of espresso pods, so he uses his (T\$) trade dollars to purchase some from

Baker



4. Julien's sink starts to leak

Julien calls Mike to schedule a time that he could come out to fix his plumbing issue. No cash involved, just (T\$) trade dollars.

Barista



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As seen in the practical example, the beauty of a trade exchange is that all of those goods and services were exchanged *without* cash!

We could estimate that between a 1) haircut, 2) a few baked goods, 3) a box of espresso pods, 4) and a fixed sink, we're looking at **around ~\$300 saved cash** between all parties.

And that's just a singular, small example of how trade revolutionizes business finance.

The International Reciprocal Trade Association noted that participating businesses transacted approximately \$12-14 billion globally in 2021, with that number expected to grow year after year.

<https://www.forbes.com/sites/forbesbusinesscouncil/2022/02/25/how-bartering-can-help-increase-your-cash-flow/?sh=39dbe85f6949>

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How Tradebank Works

Tradebank consists of thousands of business owners across the United States and Canada. Our members save cash, connect with a diverse range of entrepreneurs, and leverage the power of smarter business growth — simply by trading products and services freely.

We truly believe that advanced barter systems are the future of business commerce.

We expand the basic principle of trading by employing a multi-directional system. Essentially, you're able to trade goods and services with any other Tradebank member, whenever you want.

1. Apply and join Tradebank within the same day (join fee varies by region)
2. Earn trade dollars from the new business that we send you
3. Spend those trade dollars on over 100,000 products and services

Trading is done via trade brokers who put trades together for clients. Needs and wants of clients are matched with available merchandise and services of their clients to affect the trade. This creates new business on a continual basis that the clients did not have access to previously. Instant access to free marketing and advertising.

Trade transactions are accounted for through use of trade credits, which we refer to as Trade Dollars. These have the same value as a U.S. Dollar, and are spent for goods or services in the same way that U.S. Dollars are spent. But only with other Tradebank members.

Some things are not available for trade, such as taxes, mortgage payments, utilities, interest payments, tips, etc. However, nearly everything else is available for trade. A wise trader will trade those things that he needs or wants, thereby conserving cash flow. Traders trade with traders that trade, so the round robin NEVER stops.

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Learn more at tradebank.com/request-info/

The benefits of Tradebank:

- **More sales**
- **Guaranteed new customers**
- **Purchase at wholesale cost**
- **More profits**

Convert your excess time, capacity or inventory into spendable trade dollars.

- **Conserve cash**

Trade dollars allow you to offset expenses and keep valuable cash.

- **Use trade for business or personal**
- **Guaranteed Collections**

No bad checks. No receivables.

- **Flexibility**

Each trade client determines the amount of the new business they can take on.

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Common Questions

“How does it work?”

Tradebank Clients receive “trade dollars” by selling their merchandise and services to other business owners in the trade exchange. The trade dollars they earn are then spent (instead of cash) for a variety of purchases with other trade clients.

[Remember that your purchasing power is equal to the wholesale cost of the merchandise or services you sold in the trade transaction.]

With Tradebank, transactions are as simple as a debit card purchase. The purchaser identifies himself as a tradebank client and pays for the purchase with their Tradebank ID Card or Digit Card available via Tradebank Mobile. The seller processes transactions online for an authorization, uses Mobile Pay or a seller can accept PushPay directly from buyers. The seller has the trade dollars moved to his account immediately. Every client receives a detailed monthly statement which lists all their sales and purchases.

Is barter legal? (we get this one alot)

The barter industry is officially recognized under the “Tax Equity and Financial Responsibility Act.” Trade exchanges now rank on an equal footing with banks, credit card issuers, credit unions, security brokers and others, as legitimate custodians in the eyes of the law.

“I need X product, Y service. Will it be readily available to me?”

Short answer, probably. Only merchandise and services that are currently available from clients can be traded. This merchandise or service is subject to the same laws of supply and demand that operate in any marketplace. We can fill most needs. For those that we can't, we actively search out new clients and ask existing clients to sponsor businesses for membership.

“Can I afford to barter?”

All business owners can afford to barter and trade. Some more than others, of course, but it benefits everyone. Those who contend that they cannot afford to trade because of cash flow often need the benefits of barter more than anyone.

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“What does it cost to join Tradebank?”

Typically, the join fee is \$495.00. This may vary by region depending on franchisee structure or other promotions. [Check out our website to see if there's a Tradebank office in your area!](#)

“What's the catch? How does Tradebank make money?”

Besides our join fee and monthly accounting fee, we don't make money until you do.

- Tradebank applies a 12% broker cash fee on trade transactions (may vary by region).

*Did we mention that we refund your join fee in full
if we don't bring you new business?*

Save cash.

Trade for what you want and need.

No contracts, no hidden fees. New business or your money back.

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Simply the best way to save cash and get new customers!

Get started today at
tradebank.com/request-info/

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