



Winning Your Race Against Time

If you are the owner of a business that provides a service rather than selling a product, you are constantly in a race with time. The time that you have available to sell today is expiring by the minute and cannot be resold tomorrow.

Unsold hours are what Equitrade refers to as **perishable excess capacity** and we have a solution to letting it expire worthless. Rather than letting your labor force remain idle while your sales force drums up new sales, you can now capture the value of that expiring time by offering your services to a whole new market who will gladly hire you for payment in barter.

The commercial barter industry has evolved over the past fifty years into an electronic banking system. Barter transactions between businesses today are accounted for in credits and debits, much like cash in a bank account. Businesses barter to fill their excess capacity, which remains unsold after their best efforts to attract cash customers.

A barter bank account with Equitrade enables you to market your excess capacity to a large network of new customers who also offer their products and services for sale on a barter basis. New customers acquired through your affiliation with Equitrade are potential cash customers who will also provide referrals to other new cash customers once you provide them with your excellent service.

As a service provider, your cost to provide services for payment in barter credits is minimal since your overhead is already being covered with existing cash business. If you are providing home improvement and contracting services, Equitrade members always expect to provide cash payment for any direct cost for materials. You are only providing the labor portion in barter.

Using Your New Barter Account

The principle of effective bartering is to use barter in lieu of spending cash which leaves budgeted cash in the bank. Equitrade can help you access goods and services from over 100,000 businesses that barter every day, both locally and nationwide. Items that you may consider purchasing for your business with your new Equitrade account include:

- Advertising and Marketing
- Travel and Entertainment
- Property Maintenance
- Professional Services

Don't let your day end with unsold time. Equitrade can send you new customers to fill your expiring excess capacity and then show you how to use your new source of revenue to grow your business like never before.