



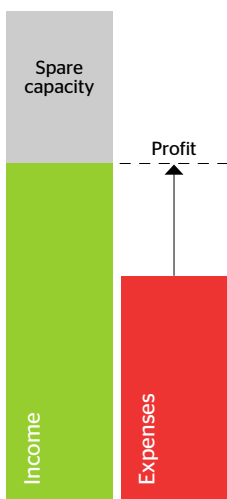
New customers

when you want them

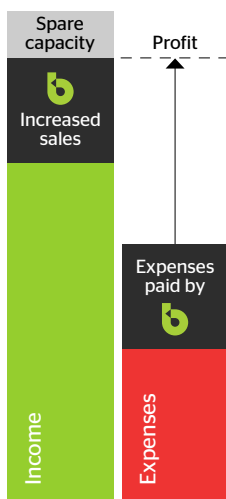
Attract new customers, gain a competitive advantage and achieve financial success.

Bartercard provides business opportunities to members by converting unutilised capacity and excess inventory into new customers.

Before Bartercard



With Bartercard



Simply put, Bartercard delivers new customers to fill a business's spare capacity, these new customers pay with Trade Dollars.

The business utilises these Trade Dollars to offset cash expenses, therefore saving real cash.

5 Key Areas for Growth

- New Customers
- Clearing Excess Stock
- Gaining Market Share
- Improving Lifestyle
- Finding Additional Sales

Bartercard opens up your business to a **captured audience**.

Bartercard's digital currency, trade dollars, acts as an additional sales channel and payment method to a captured audience who are keen to spend their trade dollars with other members. If a Bartercard member sells T\$1,000 worth of goods or services to another member using trade dollars, that T\$1,000 will go into the Bartercard balance of the seller to spend with any other member business in the future.

For all accounting and taxation purposes, one trade dollar is equivalent to one New Zealand dollar with sales representing an asset or cash received, and a purchase representing a liability or cash paid.



Interest Free Business Lending



When you become a Bartercard member, you can apply for an Interest Free Line of Credit* to use immediately to help grow your business and attract new customers.

*Subject to trading amounts, equity, and security.



bartercard.co.nz

 **bartercard**

Top tips to get the most out of Bartercard

- 1 Use Bartercard as a way of gaining new customers in addition to your cash-paying customers.
- 2 Avoid discounting by using Bartercard to move inventory and fill occupancy as your business fluctuates.
- 3 Bartercard is an excellent staff retention and reward system that can be used within fringe benefit rules.
- 4 Take advantage of Bartercard's vast member community and online tools to source suppliers, goods and services within the community.
- 5 Use Bartercard to manage cash flow and make use of the interest-free line of credit so you can continue to make purchases even during quiet times.
- 6 Use Bartercard to attract specific new customers while being bRewarded for introducing those new members.

For more business tips and updates
visit bartercard.co.nz



Reward
your business
your family
you...





What do our members think?

Bartercard has been great in helping us achieve our goal. New signage, decoration, marketing, and advertising have all been paid for using Trade Dollars. We've been a member since 2012, and it's been such a beneficial business tool.

JESS LUXTON
OWNER | JACK DUSTY'S

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Call us today! 0508 227 837