

# *10 Good Reasons to use Florida Barter*

- 1. Increase Market Share.** When accepting barter business, not only do you increase your sales, you take away from your competitors.
- 2. Reduce Overhead Costs.** Using incremental barter sales to offset daily operating expenses can reduce overhead costs, i.e. janitorial service, water or coffee service, vehicle maintenance, signage, etc.
- 3. Collect Slow Receivables.** When a buyer consistently caused a collection problem for you or is limited to purchases due to their credit standing, offer barter as a method of payment. There are no receivables in barter transactions.
- 4. Generate Referrals.** More barter business typically means more people talk about your business and refer new potential cash customers to your door you otherwise wouldn't find.
- 5. Reduce the Cost of Borrowing.** Rather than paying interest on working capital or capital expenditure loans, many times The Florida Barter network will extend a credit line against future sales.
- 6. Enhance Employee Benefits.** Secure employee loyalty and productivity by bartering for medical services, vehicle repairs, and incentive items.
- 7. Converts Excess Inventory.** Don't let any inventories sit idle. List slow moving goods with The Florida Barter and earn trade dollars that can be used for today's operating expenses.
- 8. Utilize Excess Capacity.** As fixed costs remain the same during good times and slow times, utilize the capacity on hand to produce products or provide services for something available on barter...it's better than nothing.
- 9. Conserve Cash.** You can conserve cash by using inventories and excess capacity to purchase operating expenses, which are normally paid on a cash basis.
- 10. Budget and Implement.** Take the time to prepare a barter budget and be sure to implement each one of your ideas through the year. If you budget for it...you can make it happen.