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## FREQUENTLY ASKED QUESTIONS

### **WHAT ARE THE ADVANTAGES OF BARTER?**

Our trading network enables you to expand your market beyond your cash paying clients and allows you to attract new clients. These new clients will pay you with Barter Dollars, which you can in turn use for services and products that you are currently spending cash for. Conservation of cash leads to an overall increase in your cash flow and profit and will enable you to purchase items and services that may not currently be possible with your existing budget.

### **IF I JOIN SBC, DO I HAVE TO ALWAYS OFFER MY SERVICES ON BARTER?**

Barter is not a replacement for your cash business. Members have the option to sell excess inventory and services during downtime or during off-peak seasons, which could vary though out the year.

### **CAN I COLLECT PART CASH FOR MY PRODUCTS AND SERVICES?**

SBC is a 100% trade organization which means that members offer their goods and services at 100% barter, and in return, they can expect that they will receive goods and services from other members at 100% (there are a few exceptions such as a contractor who needs to charge for the cost of materials for a specific job). This eliminates negotiations about part cash/part trade and provides a comfortable trading environment for all members.

### **WHAT TYPES OF THINGS ARE AVAILABLE ON BARTER?**

Items that are typically available using barter include items such as advertising, printing, signs/banners, accounting, attorneys, administrative assistance, direct mail, construction and handyman services, event planning, entertainment, spa services, restaurants, catering, vehicle repair, hotel accomodations and more. There are too many categories to list! New members are constantly being added, so ask your SBC representative for a complete listing of current services available. If you're looking for a product or service that currently isn't offered on barter, our brokers will do our best to locate those items for you by contacting the appropriate vendors to see if they would be interested in providing their products/services on trade.

### **IS A BARTER DOLLAR EQUAL TO A CASH DOLLAR?**

Barter dollars hold the same value as cash dollars. You should expect to pay MSRP when you buy on trade, except that there are no special discounts or wholesale items. If a member discovers unfair or questionable pricing, we encourage the member to contact SBC so that we can investigate it.

### **IS BARTER FOR EVERYONE?**

Anyone that owns a business or that has goods to sell can barter. However, our most frequent traders follow similar practices: Spending a few minutes receiving training from their SBC broker on how to utilize barter, ensuring that their online profile is always up to date, going online frequently to "window shop" and to check what goods and services are being offered by members of the network, reading the SBC newsletter which announces new members and provides tips and training, attending the monthly SBC networking events to meet other members and staying in frequent communication with their broker about their wants and needs. SBC brokers are very supportive of members and are ready to help you buy and sell on trade.

### **WILL I HAVE TO MARKET MYSELF TO ATTRACT BARTER CUSTOMERS?**

SBC has an online membership list in addition to a printable directory with member descriptions so our members often consult the directory for their needs and will contact you directly. We also send frequent e-mail communications to members to advertise member products and services. If you wish to be included in one of these e-mails, let us know – it's a complimentary service with your membership.

### **IS BARTER INCOME TAXABLE?**

Barter income is the same as cash income. Trade purchases related to business are tax deductible. We do require you fill out a W9 as part of your application for us to keep on file.