



For Immediate Release

Contact: Jerry West, (716) 550-3445
Jerry.west@bartercardusa.com

Bartercard Buffalo introduces alternative way of doing business
New trade exchange seeing tremendous growth in first 10 months

ORCHARD PARK, NY (September 29, 2017) – Working on trade, rather than cash, is an old concept that is seeing rebirth in Western New York thanks to a new business that opened earlier this year.

Bartercard Buffalo, a new trade exchange covering all of Western New York, opened for business in January 2017 with only one employee and no business members. Now entering its tenth month of operation, the business has grown to five full-time employees and more than 80 member businesses. As the number of entrepreneurial businesses grow in the WNY area, **Bartercard Buffalo** expects to continue adding new business members and potentially double the number of employees by the end of the year.

On **Thursday, Oct. 12, Bartercard Buffalo** is inviting business owners – both members and non-members – to celebrate another milestone – the official opening of its Western New York headquarters at **4323 S. Buffalo St. in Orchard Park**. The grand opening and ribbon cutting ceremony will take place from **10 a.m. to noon**.

Bartercard Buffalo works with member businesses to help them fill spare capacity by connecting them with new customers to whom they would not have had otherwise.

“We feel that there is a need everywhere for barter,” explained **Jerry West, Bartercard Buffalo Franchise Principal**. “Most businesses do not operate at full capacity so they have the ability to take on more business. They have down time or excess inventory so it makes sense for them to be able to take that and turn it into a viable asset rather than getting nothing in return for it.”

Here’s how it works. Businesses that qualify can apply for a free, lifetime membership in **Bartercard**, which gives them access to a network of potential new customers. Once a member, businesses can then offer products and services in exchange for “trade dollars.”

-MORE-

Those trade dollars – one trade dollar is equal to one U.S. dollar - can then be used to purchase goods or services from any member business within the **Bartercard** network – locally, nationally, and internationally. **Bartercard Buffalo** also offers monthly networking events that are open to both members and non-members as a way to connect businesses and customers.

The point of **Bartercard** isn't to convince businesses to do everything on trade, but to allow their spare capacity – time or product – to work for them. The goal for a business should be to only do between 3 to 10 percent of their sales through barter, said West.

“We exist to help find new customers for your business; people who want to work with you but don't have the extra cash to do so. With **Bartercard**, they are now able to do business with you by spending trade dollars and saving cash while at the same time receiving a product or service. And you, in turn, receive trade dollars that you can then use within the network as well,” he said.

If you are interested in learning more about **Bartercard Buffalo**, please call Jerry West at (716) 550-3445 or email him at jerry.west@bartercardusa.com.

***Bartercard Buffalo's** mission is to enhance the lives of people by creating value and opportunity from the unrealized potential in the business of each member around the world. Our vision is to be the leading global market place where businesses connect and barter-trade their goods and services. Visit us at www.buffalo.bartercardusa.com and like us on Facebook.*

-END-