

# With BarterPays, you can put that cash & credit card away

If you're a business owner, chances are you'd welcome more customers. You have a great product or service, and you want more people to buy from you. But you know running a business is also expensive. You want to improve your bottom line by selling more and spending less.

But how?

Enter BarterPays, a business-to-business barter service — based in both North and Central New Jersey. Since 1993, BarterPays, under the direction of its founder and owner, Faye Alba, has been moving no-cash transfers of merchandise and services between businesses. Since 2013, her daughter, Lisa Vitale has been running the North Jersey division.

**Here's how it works** — and how BarterPays makes its money.

A business owner wants more customers. They join BarterPays!, and BarterPays! sends them new customers. It's that simple! For this service, BarterPays charges a small commission when you make a purchase.

They offer free marketing and promotion, including complimentary email advertising to thousands of participating members. And when you buy from another member in their vast business-owners network, you leave your credit card and checkbook behind. You pay for everything in the Network with only barter dollars.

So now let's say as a member, you need a limo to

get from home to the airport. Rather than paying cash — and let's face it, it's not cheap to get to the airport — you check the online directory for limo companies that participate, or you call your personal barter broker, who will book the car service for you. You're charged barter dollars for your lift to Newark or JFK Airport.

You can also shop online for jewelry, dentists, auto repairs, beauty salons, or restaurants, or you can contact your barter broker for recommendations. And remember, you are paying for all your purchases with new business BarterPays sends your way.

You can also save your barter dollars, just as you'd save cash in the bank for a wedding or a big advertising campaign or orthodontia treatments for your children. Or use it for everyday life, such as dry cleaning, restaurant meals, eyeglasses, dental care, catering, day camp, pet grooming, home maintenance, pest control, and regular massages.

With close to 1,000 New Jersey businesses involved with BarterPays!, by becoming a member, you're opening your business up for incredible growth — and lots of new business.

And chances are good that if you have a need, BarterPays can provide it — and thus, you won't have to whip out that credit card or cash when it's time to pay. Instead, you pay for these goods and services with brand new customers

BarterPays! has referred.

When Barter Pays was in its infancy, Alba says the business did about 50,000 in barter dollars a year. Now, over 20 years later, it does tens of millions of dollars in transactions each year.

"We've been very fortunate to continue to grow," Alba said. "A big reason for our growth has been through my daughter Lisa's expansion into North Jersey. We now work with many members in Hudson, Bergen, Passaic and Essex Counties."

"Just a few years ago we had our most active membership at the Jersey Shore. Now we have signed up lots of great members throughout North Jersey, which extends the market reach for all of our members, and brings a greater variety of goods and services to the Network."

## It works

If the proof is in the pudding, what current members are saying about BarterPays really demonstrates how effective the service is. Several current members have offered testimonies as to its effectiveness.

One member, a Hudson County laundry service and dry cleaner, said, "BarterPays! has been extremely helpful for our small business in Hoboken. So glad we joined. I use my barter bucks for things I would normal pay cash for such as food, flowers, even doctor visits

for my pet. It's been over a year since I joined and I have been satisfied with their services and support."

Tony, the owner of a NJ moving company, has been a member for over ten years. He said, "BarterPays! has extended my reach to new customers; generally those hiring me through BarterPays! would not have known or considered my company. I've purchased in-ground sprinklers, car repairs, catering, restaurants, limousine service, advertising, and more. It is very easy for me and my customers to find each other through the BarterPays! Network."

## All kinds of businesses

Barter Pays has all types of categories of businesses for trades.

Goods and services available on barter include advertising, attorneys, accountants, dentists, salons, spas, restaurants, home improvement, landscaping, marketing, travel, auto repair, event and party planning, printing, entertainment, daycare, day camps, and so much more.

If you're a business owner and think you might benefit from becoming a member of BarterPays, the first thing to do is to visit [www.BarterPays.com](http://www.BarterPays.com) or call Lisa Vitale at 732-547-1076.

You can also email [lisa.vitale@barterpays.com](mailto:lisa.vitale@barterpays.com) for more information, and she'll email or text you a discount code good for free membership to readers of The Observer.