

# 5 REASONS TO JOIN TRADIA®

Immediate New Tradia  
Customers

New Cash Referrals From  
New Tradia Customers

Increased Advertising Budget  
From New Tradia Business

New Cash Customers From  
Increased Advertising Budget

Every Time You Pay With Tradia  
Dollars, Your Cash Stays In Your  
Pocket



## OPEN A TRADIA ACCOUNT

You can sign-up at [www.tradia.net](http://www.tradia.net), call Tradia Corporate at (503) 656-7900, or contact a local Tradia Franchise office for assistance. All of our Franchise offices are listed on the "Contact Us" portion of [www.tradia.net](http://www.tradia.net).

Take a moment to determine the specific fit for you and your business in our growing barter network. Tradia incorporates the ancient wisdom of barter coupled with modern technology and Tradia Broker / Franchises. Why pay cash when you can Tradia?™



Tradia Commerce Network, Inc.  
PO Box 1963 Clackamas Oregon 97015

(503) 656-7900 phone  
(503) 656-4590 fax

[www.tradia.net](http://www.tradia.net)



Why pay cash when you can Tradia®

## WHY DO PEOPLE BARTER?



Pretend that I just delivered \$1000.00 worth of printing to you and that you are about to pay me. Would you rather write me a check for the printing or trade me something of equal value? The answer is obvious. If you trade me something of equal value, you keep your hard-earned cash in your pocket and move more inventory at the same time. You get a new customer, save money, move excess inventory and we both win.

Tradia offers you a Cooperative Barter System through which you can trade what you have to a Tradia member and bank the Tradia Dollars. When you are ready to spend your Tradia Dollars, you may do so with any active Tradia member within our growing, national network by writing a Tradia Draft to them, just like your checking account. You don't have to trade directly with anyone, as was the case in ancient times. Trade what you have, bank the Tradia Dollars and buy what you want within the Tradia Exchange System without using green money.

## THREE EXAMPLES FOR YOU TO CONSIDER:

1

A northwest hotel chain with 55 locations had major cash-flow problems and was unable to maintain an advertising budget. With all their competition they needed to advertise but simply could not afford the expense. Their occupancy rate was about 60% with approximately 4600 rooms in the chain. An exchange of accommodations for advertising was the PERFECT solution and a contract was initiated with Tradia. The hotel chain traded room nights for 1.2 million dollars worth of advertising and within 6 months increased their occupancy rate by almost 18%. This was all accomplished without the use of cash.

2

A small copier and fax machine sales company used the trade system to pay for dining expenses; obtained printed color brochures, sales contest items and a radio advertising campaign that increased their market share. All of this was done without the use of cash and significantly increased their annual sales volume.

3

A car dealer is able to pull in new customers and re-surface his entire parking lot and add an addition to his house all without the use of hard-earned cash. He takes his wife out to dinner and uses Tradia to pay the bill. His wife joins a health club and gets her manicures using the same account. The Tradia account has enhanced the quality of their lives and brought in more business. Finally, these new customers are the best source of more cash customers, and all because of a Tradia Business Account.

## TRADIA BROKERS HELP YOU TRADE

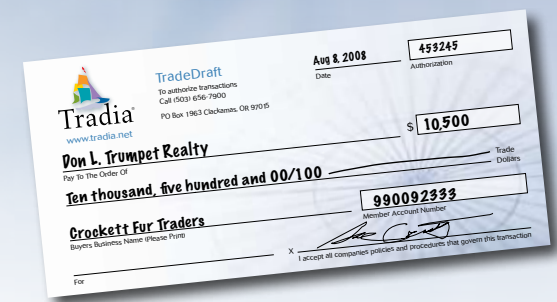
Tradia Brokers help you increase your cash sales, trade for many expenditures you now pay cash for, make improvements to your business and life and help locate the products and services you need without using your existing cash resources. We hold your hand every step of the way and customize a program to suit your business and personal needs.

## USE OUR LIVE-INTERACTIVE WEB SITE 24/7

With a Tradia Account, you can search our database at your convenience by logging onto [www.tradia.net](http://www.tradia.net). Find members in the Business Directory, shop the Classifieds or List your own, print personalized Tradia Drafts, view upcoming Events, Edit your Account Information, check your account Trade and Payment History, bid on Tradia Auctions, update your Wish List, make Travel Requests and more.

## THREE (3) TYPES OF TRADIA ACCOUNTS

- ♦ **Individual / Employee Accounts:** As individuals, our members have a product, service or talent to offer in exchange for Tradia Dollars...do you? Almost everyone has something to trade. As an Employee of a Tradia Business Member, you earn Tradia Dollars as part of a bonus program to spend as you wish.
  - ♦ **Small Business:** Small business makes up the majority of our trade network. This includes everything from Dry Cleaners, Restaurants, Opticians, Bakeries, Printers, Bed and Breakfasts, Florists, Computer Repairs, Massage Therapists, Carpet Cleaners, Contractors, and so on.
  - ♦ **Larger Business:** Manufacturing, Resort Management, Hotel Chain, Publishing, Software Development, Airlines, Cruise Lines, Radio or Television Groups and so forth. Consider trading your unsold inventories for increased Media Exposure, Real Estate Investments, Charitable Contributions or Balance Sheet Enhancements.
- ♦ Increase your Cash Sales Volume
  - ♦ Open New Markets
  - ♦ Cut your Expenditures
  - ♦ Move Excess Inventories
  - ♦ Travel on Tradia
  - ♦ Network with other Small Businesses
  - ♦ Beat your Competition



Every time you use a Tradia Draft® to make a purchase, your money stays in your pocket.™