

# BARTERSAVE\$



George Ackerson (CEO and Co-Founder), René Ackerson (President and Co-Founder), Lisa Britt (Senior Sales Director)

## BUSINESS SPOTLIGHT

## René Ackerson, President of BarterSaves

**René Ackerson is the President and Co-Founder of the BarterSaves trade exchange, the area's preferred barter network. She Co-Founded the business with her husband George. Together they have 6 kids and are the official "Barter Bunch." René is passionate about helping local business owners increase their purchasing power through the barter exchange and generate additional cash flow from new customers.**

René leverages her 20+ years of experience in media and advertising to help her clients obtain a competitive advantage in the market by utilizing the barter exchange to promote their businesses rather than paying cash for those marketing and advertising efforts.

For many businesses cash flow is sometimes tight, resulting in cutbacks on business promotion. This ultimately hurts the business even more, continuing a vicious cycle. One of the many benefits of belonging to the BarterSaves trade exchange is that the company can help reverse that vicious cycle. As a member, businesses have access to other businesses that can provide promotional items (vehicle wraps, website design, promotional videos, etc.) without having to pay cash for the cost of those goods and services. Instead, businesses trade with one another via trade dollars, i.e. the value of the goods and/or services the member business provides to the exchange. BarterSaves will help drive new business/customers to their business!

### What does BarterSaves do for business owners?

Most small businesses have excess capacity in the form of unused hours of service and/or unsold inventory, which translates into lost revenue and lost profits. Therefore, a business owner's purchasing power is typically limited to their actual profits in U.S. dollars.

BarterSaves was created to help business owners increase their purchasing power by transforming that excess capacity into goods or services that can be sold, thus having real value within

the BarterSaves community of businesses. The BarterSaves trade exchange provides opportunities for small business to get value from their excess capacity by using trade dollars to exchange their items with other members' excess capacity.

For example: A restaurant may not have every table full. Every time a table is empty, the restaurant is losing potential profit. Similarly, an accountant may not be working every hour of the day. A spa may not have an appointment booked for every time slot of the day. By being part of the exchange and offering this excess capacity to other members, businesses get customers utilizing those empty tables, open hours and time slots. The value of that extra business is kept track via BarterSaves; it acts as a 3rd party record keeper to track the value of transactions with trade dollars. Each trade dollar has an equivalent dollar for dollar value as a cash dollar within the exchange. Therefore, it can be easily used at other members' businesses. Sales tax for any transaction is taken at the point of sale by the member business seller in cash to remit to the state, and if applicable, tips are given in USD cash too.

Our main goal as a 3rd party record keeper is to improve and enhance the lives and businesses of those involved in BarterSaves. As a business accumulates trade dollars, their leverage and trading power grows and enables them to get more goods and services to help their business grow.

### What makes BarterSaves unique?

BarterSaves has incredible saturation at the Jersey Shore, and consistently delivers the lowest rates for all members! Others

charge "premium rates" which are about double our standard rate in some cases. Why pay more than you need to?

BarterSaves also has annual parties where our members eat, drink, network and shop using BarterSaves trade dollars! These events are a great way to bring local business owners together and build relationships. BarterSaves also is the primary sponsor of a weekly podcast called G\$ and The Godmother where George and René interview local business owners and discuss their business and strategies for success.

### What kind of businesses participate?

BarterSaves is partnered with hundreds of business owners locally. Examples include over 65 eateries, dozens of media companies, home improvement contractors, spas, cleaning services, retail stores, jewelry stores, entertainment, summer camps, medical & healthcare services and much more!

### How do you make a purchase?

Every member gets a BarterSaves member card and pays for their goods and services using BarterSaves trade dollars as a unit of exchange with the sales tax and gratuity separately paid in USD cash to the seller. Spending and sales are managed through the online portal on the [bartersaves.com](http://bartersaves.com) website. Participating businesses are located in the member directory on the website. A new app is also being rolled out in the first quarter of 2020 and there will be features that make purchasing even easier for members!

### How can business owners participate?

Joining is a no brainer! Successful business owners are always looking for additional revenue streams and opportunities to SAVE cash! Go to [bartersaves.com](http://bartersaves.com) and join online for free. Or call 732-859-8694 and BarterSaves will help you with your application to enroll.

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