

A man with glasses and a beard, wearing a grey blazer and a white shirt, points his right index finger towards the left. A woman with long blonde hair, wearing a white button-down shirt, holds a tablet computer and looks at it with a smile. They are standing on a city street with buildings in the background. The image is overlaid with green geometric shapes and text boxes.

Bartercard

**Franchise**

**Opportunity**

0800 840 6333

[www.bartercard.co.uk](http://www.bartercard.co.uk)

[franchising@bartercard.co.uk](mailto:franchising@bartercard.co.uk)



bartercard



What is

**Bartercard?**

 bartercard



# Bartercard is a business network made up of thousands of members around the world.

It is designed to assist businesses to improve cash flow and reduce cash expenses through the use of modern bartering.

Gone are the days of swapping a cow for a pig or a chicken for a goat.

The power of modern day bartering is that you can conserve cash and reduce expenses by using our virtual currency, known as a trade pound, to swap your products or services indirectly with any business within the Bartercard network.



# How Bartercard provides growth **opportunities** for thousands of global cardholders...



## **Guaranteed new customers**

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Bartercard promotes your company to thousands of local, national and international businesses who are all potential customers.

Every new customer brought to you by Bartercard brings new income on top of what you're already receiving, which will help increase your profit margins.



## **Free up cash flow**

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Bartercard gives you the freedom to accept trade pounds to attract new customers and increase your sales.

Use this additional income to pay for what you need, saving you valuable cash for other business or personal expenses and investments.



## **Interest free line of credit**

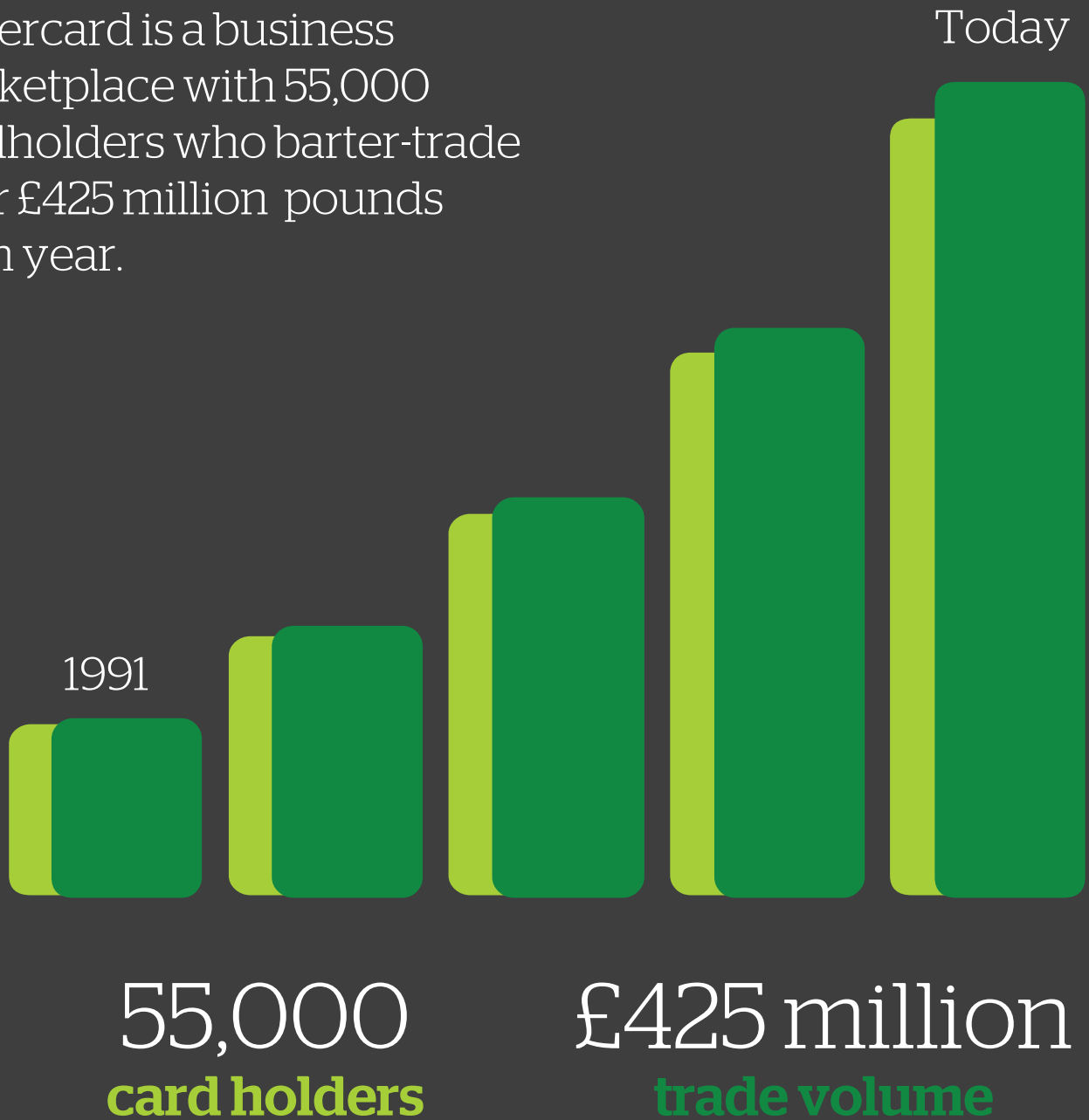
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Bartercard provides you with an interest free line of credit, creating an additional source of funding for you to invest in the growth of your business, thus allowing you to do things that may not have been possible because of cash flow pressures.

# Bartercard's member list is skyrocketing...



Bartercard is a business marketplace with 55,000 cardholders who barter-trade over £425 million pounds each year.



Since the launch of Bartercard in 1991, it has revolutionised the way businesses manage cash flow.

Bartercard

**worldwide**

office locations



Australia, New Zealand, UK, Thailand, UAE, USA, Cyprus, South Africa, Israel and France  
with new International Licence enquiries daily.



**75** offices

**10** countries

Before

Bartercard...

With

Bartercard...







# 100% Guarantee

We are so confident of our ability to generate extra sales to your business through the Bartercard Trading Program that we offer the unique Bartercard Sales Guarantee.

Any new member that, through no fault of their own and who has made every attempt to offer its services to the other members in the Bartercard Exchange, fails to achieve the predetermined minimum sales target, can claim, after the first 12 months and within 30 days of the first anniversary of their sign-up, the full monthly administrative fees for that first year, plus any cash joining fee, as a full refund.

T£1 trade pound

**= £1 pound sterling**



# Bartercard Travel

[www.bartertourism.com.au](http://www.bartertourism.com.au)  
**FREephone 0800 840 6333**

Let the Travel Team help you make the **most** from your next getaway.

Our Travel Team offer all Bartercard UK members travel advice for both business and pleasure.

## The Travel Team maybe able to assist you with:

- Business & Leisure Travel
- Rental car bookings
- Conference & meeting assistance
- Group travel bookings
- Incentive packages
- Accommodation - budget to luxury
- Tours, sightseeing & adventure tours
- Pacific Island getaway packages
- Airport transfers
- Restaurant & cafés
- Tourist activities.

Contact the Travel Team on:  
**0800 840 6333**  
or email [travel@bartercard.co.uk](mailto:travel@bartercard.co.uk)



Are you a tourist on holiday or visiting out of town? Why not check out the MyBC Directory. View all members' products and services within that area.

[www.mybc.bartercard.com](http://www.mybc.bartercard.com)  
**SEARCH NOW**



# Bartercard Property

www.bartercardproperty.com  
FREEPHONE: 0800 840 6333

Bartercard Property offers purchasers and vendors an ideal way to invest in long-term financial prosperity, and a marketing strategy to achieve a quick sale at the best price!

[info@bartercard.co.uk](mailto:info@bartercard.co.uk)  
0800 840 6333

“

Bartercard gave a lot of support and comfort to buyers behind the scenes, approved Trade Pound overdrafts where required and made the settlement transactions seamless for the client. As the cash economy for property has weakened, I would not have sold these units so readily if it had not been for Bartercard.

**Simon Zutshi** - Mastermind Principles

# Bartercard

## Franchise Opportunity

### About a Bartercard Franchise Opportunity

This is a franchise area based model.  
The more business you generate - the more you earn.

Your income includes upfront member investment plus a great residual income.

**It's as simple as that.**

#### Advantages of owning a Franchise:

- multiple revenue streams - member investment, residual income and capital growth of business
- comprehensive IT support systems including a centralised CRM and accounting system
- extensive training
- marketing and lead generation support
- operating your business within the world's largest trade-exchange
- internationally expanding business
- access to world-class intellectual property
- leveraging from frequently updated internet and technology advancements
- the autonomy to control your own business with the reassurance and ongoing support from a world-class management team





# Income

- percentage of member sign-on fee
- trailing transactional income from members on-going trading
- bonus income based on performance and national competitions

Income can vary therefore Bartercard cannot predict future revenue of a particular Bartercard Franchisee but the following are some basic figures to consider.

## SCENARIO 1 (HYPOTHETICAL EXAMPLE ONLY)

NUMBERS SALES PER MONTH	8
TOTAL SALES FOR 1ST YEAR	88
TOTAL PER SALE	£ 250
ATV* PER MEMBER	£ 750
TOTAL MARKETING AND SUPPORT FEE	£ 90

**TOTAL INCOME** £ 57,529.00

## SCENARIO 2 (HYPOTHETICAL EXAMPLE ONLY)

NUMBERS SALES PER MONTH	10
TOTAL SALES FOR 1ST YEAR	110
TOTAL PER SALE	£ 250
ATV* PER MEMBER	£ 750
TOTAL MARKETING AND SUPPORT FEE	£ 90

**TOTAL INCOME** £ 71,911.00

All figures are based on 11 months of business, and after license fees have been paid of 10% on all up-front sales income and ATV\*, and 50% of all monthly admin fees. \*ATV is average trade volume. This may vary from member to member | All numbers allow for attrition.

\*\*Different levels of membership and commission rate could vary this amount.

The amount traded may change due to the type and quality of businesses signed up. Better quality businesses that trade more will result in a higher variable commission.

### Disclaimer

The figures set forth in this illustration indicate the revenue levels which have been experienced by franchisees. There is no guarantee that you will achieve the same results, nor is it intended that you rely upon them as a warranty of what you will achieve.

## (HYPOTHETICAL EXAMPLE ONLY) BASED ON 8 SALES A MONTH FOR 11 MONTHS OF THE FIRST YEAR

YEAR	NUMBER OF SALES	NUMBER OF MEMBERS	TOTAL INCOME
1	88	88	£ 57,529
2	96	173	£ 133,479
3	96	247	£ 198,416
4	96	312	£ 255,235
5	96	369	£ 304,952



**THE SALES RECORD IS 46 NEW MEMBERS IN ONE MONTH**

### Reward and Recognition

**Extra bonuses:** Owning an Area Franchise makes you eligible for monthly and yearly competitions as well as National and International incentive events.



## Training

### To start:

- Up to 20 training credits provided as part of initial setup arrangement fee (1 training credit = £199 per person)
- One week intensive training
- Post training care programme (plus field training)

### Local support:

- A minimum of one monthly catch up call by the National Sales Manager
- A minimum of one monthly support call by Head Office Support Team
- Unlimited telephone and email support available through head office (during working hours)
- Quarterly franchisee office visits

### Ongoing:

- Regional monthly training plus group reward and recognition sessions
- Two conferences per annum (invitation to attend)

### Tools needed in the franchise:

- Presenter brochures - provided
- Smart phone
- PC - provided (up to 2)
- Stable mid speed internet connection
- Access to Bartercard CRM system - provided
- Branded stationery - provided
- Bartercard account to enable trading - provided
- Business cards - provided
- Branded promotional pack and banner - provided
- Reliable, presentable car

When you invest in a  
**Bartercard Area Franchise,**  
 you are investing in a trusted,  
 well-established brand and an  
 innovative business solution.

## Bartercard marketing

Bartercard’s promotional programmes are focussed on educating businesses on the benefits of modern barter. Building the brand perception of a professional and relevant business solution is integral to the brand message. This in turn makes your job easier introducing Bartercard as a solution to meet the needs of our target audience.

### Bartercard’s external marketing and promotional programme includes:

- local and national advertising in magazines, newspapers, internet, radio campaigns, billboards, etc
- sponsorships both on a national and local area level
- direct mail campaigns
- trade exhibitions and events
- public relations

**The following activities are also used as lead generation strategies for Bartercard.**





# Q&A

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## **1. What is the purpose of a Bartercard Area Franchisee?**

The purpose of a Bartercard Area Franchisee is to present to targeted business owners the Bartercard business solution and then on successful qualification of their business needs and their suitability to Bartercard sign them as a member. Once the sales team enrolls the business owner into Bartercard the new member is passed onto an account manager who will be responsible for servicing the member ongoing. The Sales team's relationship with the new member would be to stay in regular contact to work together to attract other businesses the member would like to trade with.



## 2. How much do I have to invest?

### **Training and Establishment fee:**

A initial training and establishment fee (Cash and Trade blends are available) is required - from £5,000 depending on the franchise area size agreement.

### **Ongoing Investment:**

The Bartercard Area Franchisee must cover all running expenses including: motor vehicle lease, repairs, petrol, tolls and parking, mobile phone charges, ipad or equivalent presentation tablet plus any travel and accommodation if needed.

A £500 licence fee is payable every month by the franchisee for the entire term of the franchise agreement.

Sometimes a short-term payment arrangement can be made to assist cashflow.

## 3. Do I have an exclusive area?

Bartercard do not grant an exclusivity postcode area to a Bartercard franchisee. However you will be allocated a defined marketing territory or upon negotiation access to other postal code areas as a clearly defined marketing territory. The nature of the marketing areas and the options of special franchise relationships will be determined in direct consultation with Bartercard UK

## 4. What is the recruitment process?

During the first stage of recruitment Bartercard will provide you with a general information pack. If you wish to proceed further you will need to simply fill out the Bartercard franchisee application form and forward it to the address provided.

Bartercard will review your application and initiate phone contact, with the view to discuss mutual suitability. If both parties wish to proceed to the next stage then a face to face meeting will be arranged to discuss the opportunity in more detail and provide any relevant documentation.

Once all terms have been agreed upon and both parties are happy to further proceed then franchise documents will be provided to be signed. You will be provided with adequate time to speak to independent advisors.

On the completion and receipt of relevant documentation, the establishment fee will be payable prior to initial training commencing.

## 5. What training would I require?

Bartercard provides an initial training and development program. This will include one week intensive training followed by ongoing training and support.

## 6. What ongoing support is available?

During your initial training a Head Office representative will be in contact with you weekly to check on your progress and provide you with further explanation, and trouble shoot where necessary. A national sales resource will also be available to receive calls from you if you need help or to discuss issues.

A monthly meeting will be held to discuss activities and provide communication updates and training.

Monthly and annual competitions will be run to stimulate activity and to provide some competitive reward and fun. The National Trading or Sales Manager will also be able to provide one on one time.

## 7. What are my reporting requirements?

Each Franchisee will be required to enter into Bartercard's custom CRM systems all notes, appointments and presentations and manage through to completion. There will also be the requirement to complete a various reports.

## 8. Previous experienced required?

Bartercard is a sales driven business therefore the ideal candidate would have experience running a business, general business acumen plus sales and sales management experience.

Good interpersonal skills are essential as well as being a good communicator. Having a great attitude plus being motivated by achievement and money are ideal. Finally being a creative thinker and having the ability to build rapport easily are traits which will ensure success.

## 9. Do I need to employ people?

Yes you will need to employ other people at some stage. You may wish to maximise your time in front of business owners and perhaps hire your own personal assistant/appointment setter, or even other sales staff to help create appointments.

## 10. What is my income potential?

This is totally up to you. How well you organise yourself, what hours you put in, how well you create qualified prospects, how well you sell/close, what type of businesses you sign up are all variables. These are the variables of your income but no limit on your success.

# What's included?

**We will provide you with:**

## Initial Setup

### Includes

#### Office & Administration

- Account Manager Training Manual
- Objection Handling Manual
- Franchise Operations Manual
- Sales Training Manual
- Letterheads x 250
- Business Cards x 250
- VoIP Phone x 2
- Contact List

#### Sales & Marketing Material

- Fabric 2.3m x 3m Curved Stand
- Cocktail Table
- TV Promotional Stand
- Sales Brochures x 250
- New Members Brochures x 250
- Sales Flyers x 250
- Membership Price Cards x 250
- Brand Guidelines

## Monthly Recurring

### Includes

#### Office & Administration

- Office 365 including Email x 2
- DocuSign (50 Envelopes) x 2
- Trade Management Console access
- PC Box up to 2
- Technical Support

#### Sales & Marketing Material

- Sales CRM access x 2
- Barteriversity access x 2
- Website Landing Page
- Solus E° Shots
- Bartercard Trader Promotions



# What happens

## next?

### INITIAL MEETING

Your Franchise Assistant will arrange an initial meeting to discuss Bartercard, how bartercard works and the franchise opportunity we will also run a franchise financial model to see if your potential Bartercard Franchise fits our criteria and visa versa.

### PROPOSAL MEETING

Your Franchise Assistant will provide you with a full proposal and mapping of your potential area. Here you will discuss pricing and commission structures in the hope we can get an agreement in principle for the franchise area.

### UNIT FRANCHISE AGREEMENT

Your unit franchise agreement will be drawn up for signature and counter signed by Bartercard, these will be hand delivered or sent via recorded post.

### SETUP OF ACCOUNTS AND SOFTWARE

Once all agreements have been processed and agreed payments received, our Head Office Administration team will create the relevant accounts and cloud based user applications, as well as any additional staff accounts you may require.

### INSTALL AND TRAINING

After all of the above is completed, you will be invited to Bartercard Head Office for one week's intensive training. Here, you will be introduced to the CRM systems, Bartercard Training Manuals and your direct Bartercard Contacts.

### OFF YOU GO

Now you are fully trained and have gained a knowledgeable understanding of the Bartercard System, you can now start to gain members. Remember, the more work you put in, the greater the reward.

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# Mission Statement

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Bartercard's mission is to enhance the lives of people by creating value and opportunity from the unrealised potential in the business of each member around the world.



bartercard



What you get!

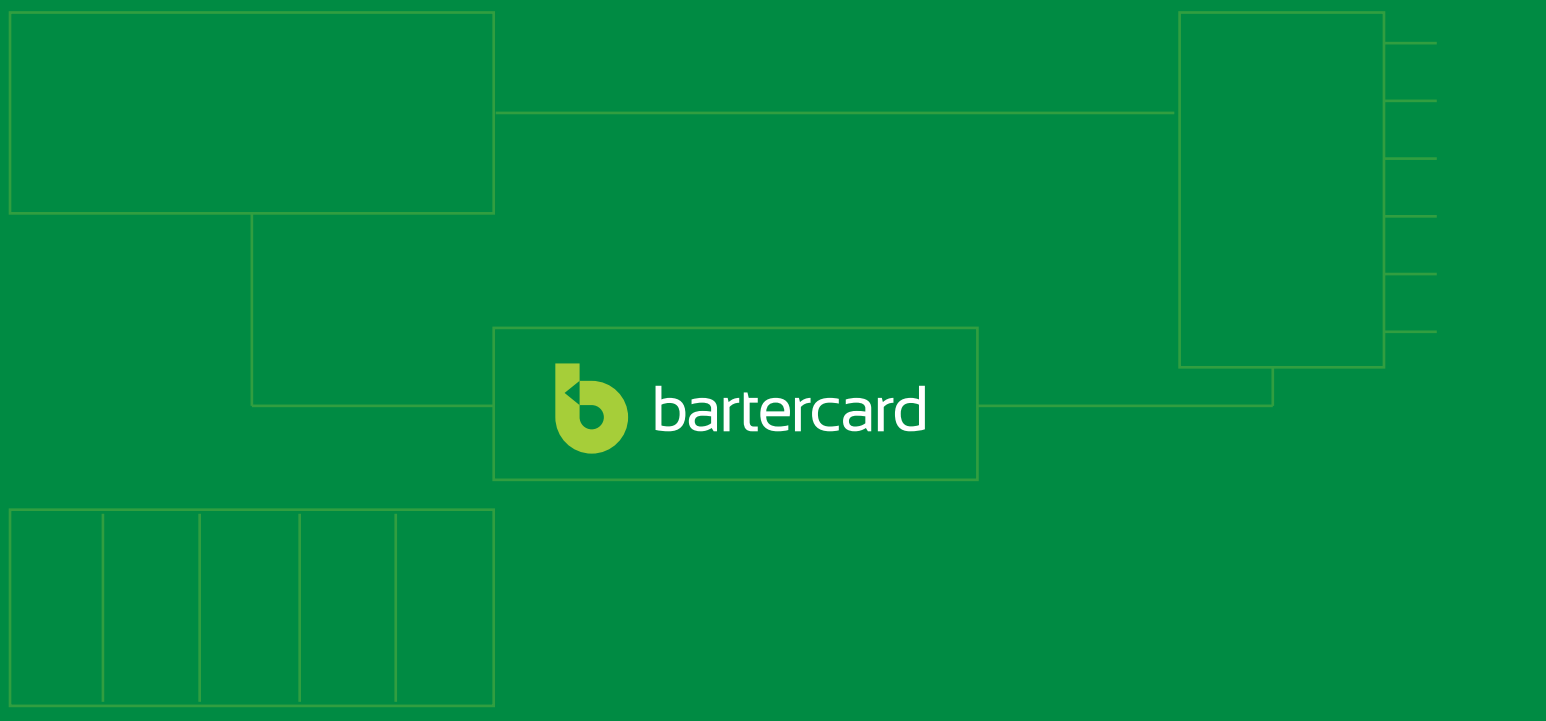
**MONTHLY COST**



	Starter <b>£45</b> per month**	Standard <b>£65</b> per month**	Corporate <b>£99</b> per month**	Corporate Plus <b>£125</b> per month**	Premium <b>£175</b> per month**
Set-up	£99	£199	£250	£500	£999
Directory Listings	✓	✓	✓	✓	✓
Dedicated Account Manager	✓	✓	✓	✓	✓
Green Card	✓	✓			
Gold Card			✓	✓	✓
B-Loyal Perks			✓	✓	✓
Trade Shows & Networking			✓	✓	✓
Sales Guarantee	£5,000	£10,000	£20,000	£30,000	£50,000
Line of Credit	£2,500*	£5,000*	£20,000*	£30,000*	£50,000*
Transaction Fee	7% cash + 1% trade	6% cash + 1% trade	5% cash + 1% trade	4% cash + 1% trade	2.5% cash + 1% trade

What you also get!

\* Conditions apply - credit assessment  
 \*\* Plus £20 per month, all prices subject to VAT & 12 month contract agreement



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