

# Q&A

## Your Questions Answered

### What is E Banc Trade?

E Banc Trade is an innovative community and membership based organisation offering real and practical solutions to communities and businesses through an alternative marketing strategy. Membership with E Banc Trade will assist businesses to survive the day and immediately improve their lifestyle while easing cash flow restrictions.

A leader in the barter industry, we facilitate the exchange of goods and services on a part trade pound, part cash basis, promoting strong business relationships and loyalty.

### What are trade pounds?

Simply a means of exchange similar to cash and tokens which have been used since ancient times. E Banc Trade offers you further trading alternatives outside the currency system to provide you with an advantage over business competitors who limit themselves to cash trading.

### What is a trade exchange?

The organisation which administers the transfer and accumulation of trade pounds amongst its members.

### Who can I trade with?

Any member of the exchange.

### Must I trade in 100% trade pounds?

No, you have the option to trade on a part trade pound and part cash basis. You simply choose the proportion of trade at the time of the transaction. We encourage members to take the VAT in cash.

### What trade percentage should I start with?

You have **total flexibility** and your trade percentage may change from transaction to transaction or at different times of the year, particularly if your industry has peak periods. You also need to respect the right of other members to have this same flexibility. Because of this flexibility, you can always change the percentage if you find it is not working for you. We suggest you start at 50% trade 50% cash, if this is feasible for the goods or services you provide, however each industry has its own unique set of circumstances that may influence the trade component. If you choose a very low trade percentage, you will find it difficult to attract extra business from the exchange.

### What can I spend my trade dollars on?

Property, goods and services. Sometimes it may be difficult to spend trade pounds on some aspects of your business, but are you active in sourcing goods and services on trade? You may not be aware of the many ways to spend your trade. The following goods and services are available on part trade from within the membership.

- Pay your telephone bills with part trade.
- Stationery needs, your toner and printer cartridges, fax machines and photocopiers, even repairs to your office equipment.
- Computer supplies, sales and repairs.
- Web page design and other advertising needs. (Did you know that E Banc Trade offers an advertising subsidy?)

- Cleaning, products and services.
- Accommodation for any travelling business clients.
- Catering for functions.
- Promotional goods, printing, banners and sign writing.
- E Banc Trade Gift vouchers – incentives for staff or gifts for clients.
- New electrical goods.
- Secondhand goods.
- Uniforms and corporate gifts.
- Vehicle sales and service.

Any personal items that you can use your trade pounds on are, in effect, spending within your business as your personal drawings are a cost to the cash available to your business.

Remember to contact E Banc Trade UK or your local E Banc Trade office if you need assistance to locate these products. Some of our members wish to be broker driven and are not published in the membership directory. E Banc Trade UK, or your local licensee can help you source product from these members, so if you are unable to find what you want, always ask. You may be pleasantly surprised at what we are able to source for you.

### How do I know that I am paying a fair price for product?

A price including trade pounds should be the same price offered by the cash market. Compare prices from different suppliers as you would with any purchase. When comparing prices, be sure to match apples for apples. Our philosophy is "Right price, trade component negotiable" so we require our members to offer accurate pricing in return for a flexible trade component. Please let us know if you come across a situation where this is not the case. Remember we do not encourage "fire sale" prices, rather a "fair price". E Banc Trade - the fair trade.

### Can I use my trade pounds to purchase real estate?

Yes, we have an associated real estate agency to assist you to utilise your trade pounds on property. Real Estate facilities are available to approved applicants. Remember you can ask anybody who is selling property if they would consider taking part trade. Ask them "What do you know about trade", then contact us to talk to them.

### How do I source goods and services?

At E Banc Trade UK we have a Customer Support Team who are committed to assisting members to earn and spend their trade. You can contact us for assistance to source the goods and services you require. Our Licensees also provide this service to assist you in spending your accumulated trade pounds.

### How does E Banc Trade help me to promote my goods and services?

Our customer support officers have up to date knowledge of our membership base, and can assist you to promote your business, by word of mouth and through advertising.

- You will be listed in our hardcopy, UK Membership Directory, and also world wide in our online directory.
- Advertising is available free of charge in our UK monthly hardcopy newsletter, and email bulletins.
- Goods for sale can be listed and sold via our online classifieds.
- An advertising subsidy is available to assist members with their advertising costs.

### How does my membership with E Banc Trade improve my market share?

Your business is exposed to our full membership in the UK and currently in 6 countries. You are gaining access to a database of members with supreme customer loyalty.

You acquire extra business through your membership that you would not normally have, and it will generate both cash and trade. Because of the loyalty factor that is generated through the E Banc Trade membership, members are motivated to spend trade pounds in place of cash, therefore they will travel beyond their normal area to purchase your goods and services because your business accepts E Banc Trade pounds.

We all know the best advertising is word of mouth, and quite often a job done well for an E Banc Trade member will be referred to others, including those on the cash market.

### Why do I pay a transaction fee?

We rely on this to maintain customer service and general administration, as we are the third party record keeper. This fee is guaranteed never to increase. In fact we have made a promise to our members that this transaction fee will reduce when we reach 20,000 members. This is a small fee to pay to attract extra business, improve profit levels and increase market share. And remember, you only pay when you spend your trade pounds, not when you earn them.

### How do I get my statements online?

Tax Invoices are sent by email during the first week of each month, when fees are owing on that account.

access your account online, select "Members' Login" from our home page ([www.ebanctrade.com](http://www.ebanctrade.com)). A login screen will display. Enter your username and password in the appropriate boxes and select "OK". A summary of your account will display.

To view current or past transactions, go to the "Statements" area on the left of the screen. Selecting "Current" will display the current month's statement and activity. By selecting "Past" you can view the past 12 months' activity on the account, or select particular months to display. Any fees owing will also be displayed.

### What is my username and password?

Your username and password were included in your membership kit when you first joined. If you have misplaced your information, we can advise you of your original username and password when you quote your Account PIN (a word or number) that is used to identify you over the phone or by email. If you do not have an account PIN, a request for username and password must be received in writing, on your company letterhead (where applicable), and signed by the person who signed the original membership application form. This is to protect our members against fraud and deception. On this letter, you can also nominate an account PIN so this process is avoided in future.