

# Value VCARDAlliance



Improve Cash Flow

Attract New Sales

Enhance your Lifestyle

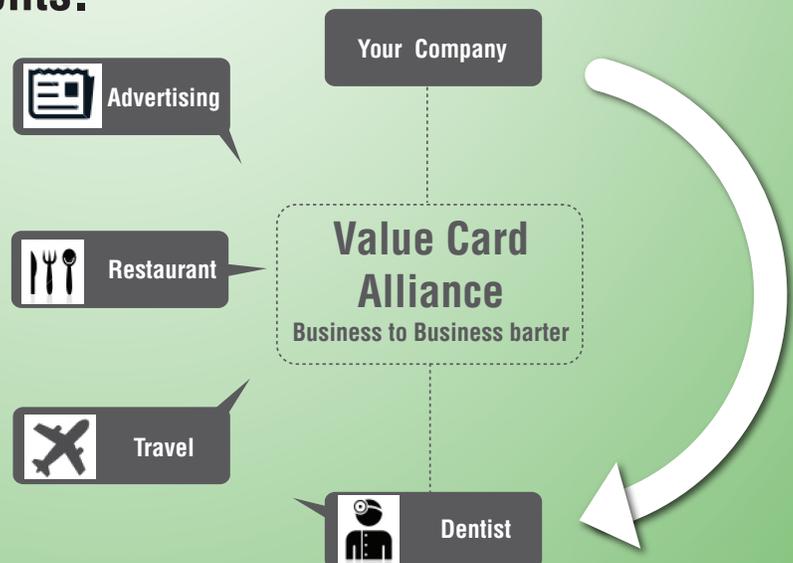
# Trade

The exchange of one good or service for another. Requiring both parties to want what the other has.



## Trade Exchanges

Professional companies that take the idea of barter and add a debit/credit system. These systems work much like a bank, allowing clients to buy and sell freely with whomever they choose. Thus allowing clients to expand their markets and realize previously unknown profits.



# ValueCard Solutions

## for all your Business needs

### ADVERTISING:

- \$ \_\_\_\_\_ Direct Mail
- \$ \_\_\_\_\_ Magazines
- \$ \_\_\_\_\_ Phone on Hold Messaging
- \$ \_\_\_\_\_ Vehicle Wraps
- \$ \_\_\_\_\_ Signs / Banners
- \$ \_\_\_\_\_ Online Banner Ads
- \$ \_\_\_\_\_ Newspapers
- \$ \_\_\_\_\_ Radio Advertising
- \$ \_\_\_\_\_ Promotional Items
- \$ \_\_\_\_\_ Vehicle Lettering
- \$ \_\_\_\_\_ Public Relations
- \$ \_\_\_\_\_ Social Marketing

### HEALTH & MEDICAL:

- \$ \_\_\_\_\_ Doctors
- \$ \_\_\_\_\_ Dentists
- \$ \_\_\_\_\_ Chiropractors
- \$ \_\_\_\_\_ Naturopathic Medicine
- \$ \_\_\_\_\_ Optometrists
- \$ \_\_\_\_\_ Hearing Aides
- \$ \_\_\_\_\_ Dermatologist
- \$ \_\_\_\_\_ Cardiologist
- \$ \_\_\_\_\_ Counselors
- \$ \_\_\_\_\_ Personal Training
- \$ \_\_\_\_\_ Health Clubs
- \$ \_\_\_\_\_ Braces / Invisalign

### BUSINESS EXPENSES:

- \$ \_\_\_\_\_ Dining & Entertainment
- \$ \_\_\_\_\_ Accounting
- \$ \_\_\_\_\_ Employee Incentives
- \$ \_\_\_\_\_ Computer Repair
- \$ \_\_\_\_\_ Graphic Design
- \$ \_\_\_\_\_ Janitorial
- \$ \_\_\_\_\_ Promotional Items
- \$ \_\_\_\_\_ Lawyers
- \$ \_\_\_\_\_ Office Furniture
- \$ \_\_\_\_\_ Fire Safety Inspection
- \$ \_\_\_\_\_ Payroll Services
- \$ \_\_\_\_\_ Printing
- \$ \_\_\_\_\_ Time Clock Services
- \$ \_\_\_\_\_ Website Design & SEO
- \$ \_\_\_\_\_ Pest Control
- \$ \_\_\_\_\_ Stationery / Business Cards
- \$ \_\_\_\_\_ Embroidery / Screen Printing
- \$ \_\_\_\_\_ Rental Space
- \$ \_\_\_\_\_ Window Washing
- \$ \_\_\_\_\_ Computer Equipment
- \$ \_\_\_\_\_ Construction
- \$ \_\_\_\_\_ Vehicle Graphics

## ValueCard Solutions for all your Personal needs

### AUTOMOTIVE:

- \$ \_\_\_\_\_ Car Washes
- \$ \_\_\_\_\_ Detailing
- \$ \_\_\_\_\_ Body Work & Paint
- \$ \_\_\_\_\_ Re-Upholstery
- \$ \_\_\_\_\_ Oil Changes
- \$ \_\_\_\_\_ Maintenance
- \$ \_\_\_\_\_ Towing
- \$ \_\_\_\_\_ Glass Repair
- \$ \_\_\_\_\_ Bed Liners
- \$ \_\_\_\_\_ Window Tinting
- \$ \_\_\_\_\_ Mechanical Repair

### KIDS/PETS:

- \$ \_\_\_\_\_ Daycare
- \$ \_\_\_\_\_ Preschools
- \$ \_\_\_\_\_ Tutoring
- \$ \_\_\_\_\_ Pet Grooming
- \$ \_\_\_\_\_ Pet Boarding
- \$ \_\_\_\_\_ Pet Obedience Training
- \$ \_\_\_\_\_ Music Lessons
- \$ \_\_\_\_\_ Camps
- \$ \_\_\_\_\_ Birthday Parties
- \$ \_\_\_\_\_ Veterinarian

### HEALTH & MEDICAL:

- \$ \_\_\_\_\_ Doctors
- \$ \_\_\_\_\_ Weight Loss
- \$ \_\_\_\_\_ Dentists
- \$ \_\_\_\_\_ Chiropractors
- \$ \_\_\_\_\_ Naturopathics
- \$ \_\_\_\_\_ Optometrist / Glasses
- \$ \_\_\_\_\_ Hearing Aides
- \$ \_\_\_\_\_ Dermatologist
- \$ \_\_\_\_\_ Acupuncture
- \$ \_\_\_\_\_ Counselors
- \$ \_\_\_\_\_ Personal Training
- \$ \_\_\_\_\_ Health Clubs
- \$ \_\_\_\_\_ Cosmetic Surgery
- \$ \_\_\_\_\_ Braces/Invisalign
- \$ \_\_\_\_\_ Dentures

### HOUSEHOLD EXPENSES:

- \$ \_\_\_\_\_ Accounting
- \$ \_\_\_\_\_ Computer Repair
- \$ \_\_\_\_\_ Legal Services
- \$ \_\_\_\_\_ Pest Control
- \$ \_\_\_\_\_ Window Washing
- \$ \_\_\_\_\_ Electronics
- \$ \_\_\_\_\_ Dry Cleaning
- \$ \_\_\_\_\_ Maid Service
- \$ \_\_\_\_\_ Weed Control
- \$ \_\_\_\_\_ Carpet / Tile Cleaning
- \$ \_\_\_\_\_ Pool Maintenance

### ENTERTAINMENT:

- \$ \_\_\_\_\_ Sports Equipment
- \$ \_\_\_\_\_ Horseback Riding
- \$ \_\_\_\_\_ Hot Air Balloon Rides
- \$ \_\_\_\_\_ Amusement Parks
- \$ \_\_\_\_\_ Indoor Race Tracks
- \$ \_\_\_\_\_ Batting Cages
- \$ \_\_\_\_\_ Limousines
- \$ \_\_\_\_\_ Concerts
- \$ \_\_\_\_\_ Sporting Events
- \$ \_\_\_\_\_ Theatre
- \$ \_\_\_\_\_ Paintball/Laser Tag
- \$ \_\_\_\_\_ Restaurants
- \$ \_\_\_\_\_ Vacations
- \$ \_\_\_\_\_ Water Parks
- \$ \_\_\_\_\_ DJs
- \$ \_\_\_\_\_ Segway Tours
- \$ \_\_\_\_\_ Scenic Tours
- \$ \_\_\_\_\_ Golf
- \$ \_\_\_\_\_ Comedy Shows
- \$ \_\_\_\_\_ Ziplining

### HOME IMPROVEMENTS:

- \$ \_\_\_\_\_ Painting
- \$ \_\_\_\_\_ Pool Resurfacing
- \$ \_\_\_\_\_ Backyard BBQs
- \$ \_\_\_\_\_ Stamped Concrete

- \$ \_\_\_\_\_ Insulation
- \$ \_\_\_\_\_ Garage Door Repair
- \$ \_\_\_\_\_ Rugs
- \$ \_\_\_\_\_ Garage Floor Epoxy
- \$ \_\_\_\_\_ Picture Framing
- \$ \_\_\_\_\_ Security Systems
- \$ \_\_\_\_\_ Window Tinting
- \$ \_\_\_\_\_ Misting Systems
- \$ \_\_\_\_\_ Plumbing
- \$ \_\_\_\_\_ Electrical
- \$ \_\_\_\_\_ Roofing
- \$ \_\_\_\_\_ Dry Wall
- \$ \_\_\_\_\_ RO Water Filtration
- \$ \_\_\_\_\_ Solar Pool Covers
- \$ \_\_\_\_\_ Water Heaters
- \$ \_\_\_\_\_ Real Estate
- \$ \_\_\_\_\_ Landscape
- \$ \_\_\_\_\_ Heating / AC
- \$ \_\_\_\_\_ Shade Structures
- \$ \_\_\_\_\_ Awnings
- \$ \_\_\_\_\_ Sunscreens
- \$ \_\_\_\_\_ Water Purification

### PERSONAL EXPENSES:

- \$ \_\_\_\_\_ Tanning
- \$ \_\_\_\_\_ Travel
- \$ \_\_\_\_\_ Places to Eat
- \$ \_\_\_\_\_ Hair Salons
- \$ \_\_\_\_\_ Nail Care
- \$ \_\_\_\_\_ Massage / Facials
- \$ \_\_\_\_\_ Catering
- \$ \_\_\_\_\_ Photography
- \$ \_\_\_\_\_ Laser Services
- \$ \_\_\_\_\_ Clothing
- \$ \_\_\_\_\_ Skin Care
- \$ \_\_\_\_\_ Health / Beauty
- \$ \_\_\_\_\_ Flowers
- \$ \_\_\_\_\_ Wedding Services
- \$ \_\_\_\_\_ Waxing

## How does it work?

**Lets assume you want to go to the dentist and you do not want to pay cash to do this. Typically this would mean that you would begin making phone calls hoping to find a dentist that is interested in trading his service for yours. This, most likely, would be a very long and time consuming process.**

**Enter your local trade exchange. With one phone call to your representative or trade broker you are set up with a participating dentist. When it comes time to pay instead of worrying about providing services back to the dentist and tracking the amounts until paid in full, trade dollars or credits, are transferred from your online trade account to the dentists. This is done in a similar manner to PayPal. Now the dentist has those trade dollars to spend with any one or more of the thousands of clients locally or across the country.**

# How does it work?



Advertising



Restaurant



Travel



Dentist

Your Company

**Value Card Alliance**  
Business to Business barter



The mechanical blue print of trade exchanges have been the same for over 50 years. There are typically only three main differences to look for:

**1. Size.** This is easily one of the most important areas to look at. Trade dollars, like any dollar, is all about the end use and the more options available to you the better.

**2. Fees.** Typically exchanges make a commission based up each trasaction. This usually ranges between 5 and 10% in cash (U.S. currency).

A monthly fee is normally between \$5 and \$20 dollars.

Membership fees or initial sign up costs. This is the largest variance. Ranging from \$0 to \$1000.

**3. Customer service.** Make sure your exchange is **PROACTIVE**. They do not simply list you in a directory and hope you get business.

They actively promote your services to the other clients and review your needs on a regular basis. It is important to have a barter plan and share that with your Trade Broker. If you need help creating one, ask. Thats what they are their for.

**Value Card Alliance is the largest independently owned trade exchange in the Southwest. VCA has received the Inc 500 Fastest Growing Businesses award.**



**What do we attribute our success to? Our clients. By helping you to prosper in both your business and personal life we ourselves grow to new heights each year. This has been the foundation of VCA since its inception and remains the key focus of our business each day. Your success is our success.**

**Given VCA's core values and our combined 40 plus years of experience in the barter industry, you will not find a better partner for you and your business.**

## How does VCA stack up in the three points?

**1. Size.** VCA has hundreds, if not thousands of clients locally for you to work with. VCA's affiliate program increases your barter purchasing power to over 32,000 businesses nationally.

**Doctors**

**Lawyers**

**Hotels**

**Advertisers**

**Contractors**

**Mechanics**

**Schools**

**Child Care**

**Pet Care**

**Printers**

**Sign Makers**

**Retailer**

**and more...**

## How does VCA stack up in the three points?

**2. Fees. Upfront membership fee: \$0.** Why be short sided? We know we will both make money together during the years to come.

**Monthly Maintenance fee: \$8 monthly fee** One of the lowest in the industry.

**Commissions: 5% cash (US funds) plus 2.5% trade dollars on purchases and sales.** What does that

mean? If your trip to the dentist cost \$100 trade, the next month you would pay VCA \$5 in cash and \$2.50 in trade dollars.

You spend \$100 on your Dentist  
5% cash fee paid to VCA is \$5.00  
2.5% VCA fee is \$2.50 in trade dollars

**3. Customer Service.** We pride ourselves in our system and we know that the only way it will work effectively for you is communication. Not only do we have online directories and shopping malls but we fax, email and text information. Think that is enough? We don't. Our most important tool in helping you to maximize the benefits of trade is our Broker staff. Each of our clients is assigned a specific staff member who will learn everything they can about you and your business. From your spending habits to your family life, it is our job to help you make sure that your sales and your purchases are the best they can be. Maximize the benefits of barter with our Trade Broker Staff.

## What does all this really mean for you and your company?

**Simply put...a better life and a more successful business.**

**VCA will bring you new sales.**

**This will translates into new funds to make purchases and sales that you would have normally paid for out of existing cash flow. By using VCA you will be saving this cash, now increasing your cash reserves and helping to ensure your financial future. to make purchases that you would have normally paid for out of existing cash flow.**

## Who is part of VCA?

**There is no limitation to the type's of businesses that work with VCA. Business owners include:**

**Advertisers**

**Doctors**

**Restaurants**

**Electricians**

**Detailers**

**Dentists**

**Hotels**

**Orthodontists**

**Dry cleaners**

**Caterers**

**Lawyers**

**Accountants**

**Landscapers**

**Night clubs**

**Pest control**

**Jewelers**

**Plumbers**

**Auto mechanics**

**Nurses**

**Contractors**

**And many more**

## So what is holding you back?

**No cost to join.**

**Commission paid upon results.**

**No contracts.**

**There is an age old saying, “You wont know until you know.” If you are in business you are a risk taker every day your doors are open. If you stay in business those risks become calculated decisions. VCA is a no brainer calculation. No downside with the potential of a huge upside. Give us 90 days to show you what the benefits of barter can mean to you and your business.**

**Value Card Alliance**

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