

# Metro Trading Association

## Summer Newsletter

2017

Metro Trading Association is the oldest trade association in the Great Lakes Region! Since its inception in 1978, MTA is approaching more than a quarter of a billion dollars in transactions!

### What some big players in business are saying about barter...

"What do Honda, Haymarket Exhibitions, and your plumber have in common? Bartering. Business bartering is big, and it's happening at every level. The International Reciprocal Trade Association reports that in 2011 over 400,000 companies worldwide used bartering to earn an estimated \$12 billion on unwanted or underused assets." *The Exploding Business of Bartering*, by Tracey Keys and Thomas Malnight **The Harvard Business Review**

"According to the International Reciprocal Trade Association (IRTA), 30% of business worldwide is done on a barter basis – Mercedes Benz once bartered buses for bananas in a deal worth \$65m, and PepsiCo had a long-running Russian deal in which it swapped cola for Stolichnaya vodka." *A Barter Way of Doing Business*, by Charlotte Naughton **The Guardian**

"Historically, when times get tough, you see a 50 percent-plus increase in bartering as a way for people to be able to buy things or get things and do it economically," said C. Britt Beemer, chairman of America's Research Group.

## Flash Back to Last Years Trade Show!

In 2016 we held our 38th annual trade show, and we had an absolute blast!

We had great food, lots of shopping, and tons of wonderful people who came out to join us. Latina Pizzeria and Restaurant catered the event, while Jack Brown was our MC. With a variety of vendors there was a plethora of shopping to do; we even had puppies!

As an additional treat Metro Trading Association gave away tickets to the Thanksgiving Day Detroit Lions game, and an all inclusive trip to the Rivera Maya, Mexico.

All in all, it was a wonderful evening and we loved spending it with you.

We hope that you will join us again this year!



# Just a Few Reasons to Barter

## GREATER PROFITS

Improved profitability is the goal of every business. There are only two ways to improve cash profits: increasing the amount of business or reducing costs. Metro Trading Association can help both by bringing you new business, which you would not receive otherwise, and by turning that business into goods and services your business needs, thus eliminating an equal amount of cash overhead costs.

## MORE BUSINESS & NEW REVENUE SOURCES

Metro Trading Association provides marketing services to more than 5,000 members in Southeast Michigan and Northwest Ohio. That amounts to 5,000 potential new customers you wouldn't have otherwise been exposed to. More importantly, these customers will have a bias to spend their trade dollars at your business over your competitors because you are a member of Metro Trading Association. They know that a purchase from you will seed a future new sale for them. Why? Because all purchases are paid off by a new sale.

## EFFICIENT USE OF EXCESS INVENTORY & SERVICE TIME

Every business struggles with the dilemma: what to do with extra inventory or work-hours that could be put to better use. When you join Metro Trading Association, we are committed to find ways for putting that excess to use in a way that benefits your company. Our trade brokers can match you with businesses and individuals looking for your goods and services and, in return, you will have access to goods and services both locally and worldwide.



## What Some of our Members say:

"MTA has definitely helped us or allowed us to utilize trade at those times in our business cycle when cash just isn't as readily available as we would like it to be. Having trade allowed us or allows us to continue to do business as well as be able to do things like printing and marketing and not having to layout cash that we may not have at the time when the printing or marketing needs to be done."

**GENNADY ZAK, TEKIN SYSTEMS**

"The benefits of MTA are that you get to meet owners whenever you go place, so you are interacting with small business owners every time. You are meeting with people you would never meet any other time. Saving the cash is really great and spending trade but the ideas that you can get from other owners sometimes surpasses any savings of cash."

**DAVID CHIAPPELLI, CLARKSTON HAIR DESIGNS**

"It has been a great deal for our business. We operate nearly 100% on a referral business. So when we generate some trade business it's really the gift that keeps on giving."

**KELLY LEWIS, ALPHA LIFESTYLE**

"Trade has opened up a different avenue, different clients for us that otherwise wouldn't make their way into our store or see our product. This offers us a different opportunity to open up a different revenue source..."

**MATT LEFEVRE B&D VACUUM**

**Shield's of Southfield**  **Shield's of Troy**

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**Dine-In, Parties** 

**Catering** 

**Bar** 

# *Have you seen our website yet?*

## *How about our phone app?*

*Now you can...*

*Search what's near you*

*Get hot offers*

*Get your account info*



*Check Statements  
Order Gift Certificates  
Make Purchases, and  
Run Authorizations!*

The App is free for MTA members to download on the Playstore and the Appstore



*Make sure to check out our Facebook Page too!*



# Here's some of the Events that Metro Trading Association has hosted over the last year!

## Our 38th Annual Trade Show:



## Our 39th Birthday Bash!



2017 Boat Races at the Roostertail



Casino Night Member Mixer



Family Day at the Park Mixer





## Q & A with our President and Founder

### Q: WHAT KINDS OF BUSINESSES ENTER INTO BARTER AND HOW ARE PRICES SET?

A: Most businesses are looking for new business. We deliver \$10 million a year for clients. The vast majority of Fortune 500 companies barter in corporate bartering, with million dollar Inventories. We deal with companies making up to \$300 million in sales to those just starting out. We have major sports teams and people who repair shoes and own carwashes. The first rule of fair trading is to use regular retail prices. We know our prices; they are the same as those in stores. If a member isn't giving a fair price, we can revoke their memberships.

### Q: WHAT ARE SOME MISCONCEPTIONS ABOUT BARTERING?

A: Barter brings up thoughts of haggling or inconvenience. You may have to drive a few miles to use a member auto shop, but people are going out of their way to get to your business. People also need to know that barter profit is the same as cash profit.

### Q: WHY IS BARTER SO IMPORTANT NOW?

A: We hear that the economy is slowing down. Very few companies do better in softer times. Barter does better in these times because our raw material is in excess inventory and space.

# Linda's Cleaning Services

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## THE ENTERTAINMENT NETWORK

Fun is our job. Whether it's a casino party, a wedding reception or a game show, we make sure you and your guests have a fun and memorable night.

[www.enterthenetwork.com](http://www.enterthenetwork.com)

(419) 270-3300

#### DJ's

Our DJ's are trained to bring the best in music for all guests to enjoy. You can choose a quiet DJ or someone more outgoing. It's our job to keep the evening flowing smooth while never missing a beat!

#### Casino Parties

Our casino parties are designed to bring real casino action to you...without losing your money! Professional Tables, authentic clay chips and outgoing dealers are all a part of the program.

#### Game Shows

You can be a contestant on the Feud, Jeopardy, Face Off, Trivia Challenge, Idol, or Win It in a Minute. Our game shows have electronic lock out buzzers, game boards, and stage set ups to spoof actual TV Game Shows!

# Best of Detroit 2017

Congratulations to these Metro Trading Association members who made the cut!  
Your top Resource for the Best Businesses in the Detroit Area!

GATOR JAKES ★

AUTO ONE OF GARDEN CITY ★

ANNIE B'S ★

DOOLEY'S ★

ROSEVILLE ★

THE HUB SPORTS BISTRO ★

THE SPORTS VENUE ★

SHIELD'S ★

DI MAGGIO'S ITALIAN BAKERY ★

MIKE CAREY MUSIC ★

GREAT DANE HEATING AND COOLING ★

SERVPRO OF FARMINGTON HILLS ★

CHOCOLATE BAR CAFÉ ★

TOTAL SPORTS ★

MICHIGAN RENAISSANCE FESTIVAL ★

SUPER DAVE DJ.COM ★

BOZZO'S LIMOUSINE ★

PRESIDENT TUXEDO ★

ROOSTERTAIL ★

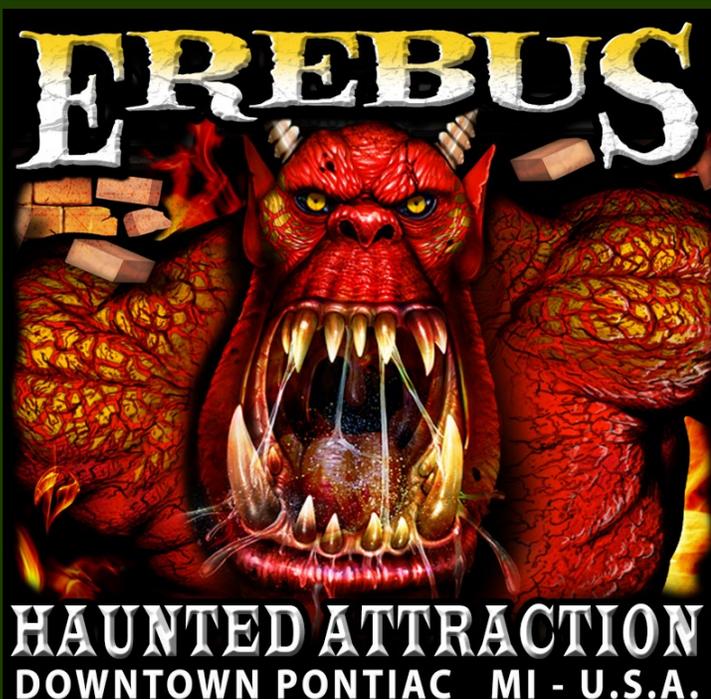
MASSERMAN PHOTOGRAPHY ★

TERRY'S TERRACE ★

TOM'S OYSTER BAR ★

ALE MARY'S BEER HALL ★

And to any others who made the list who aren't listed here.



Get tickets now at Metro Trading Association!

# Metro Trading Association

445 S. Livernois Road  
Suite 216  
Rochester Hills MI, 48307



Metro Trading Association  
presents the  
*39th Annual*  
*Trade Show!*

We hope that you will join us,  
for a night of food, entertainment, and  
shopping!

**PLAYTIME: 2230 MALL DRIVE,  
WATERFORD, MI 48328  
OCTOBER 25TH FROM 3PM TO 9PM**