

SEPTEMBER 21, 2000

Barter exchange pays to the tune of millions

By **NANCY SHIELDS**
STAFF WRITER

It's lunchtime and Howell Mayor Timothy J. Konopka and other local business owners pull into the driveway of a small brick house with a red awning set back on the Route 9 corridor.

Faye Vitale is having a party to celebrate the success of her company, Barter Pays!, an innovative bartering exchange that has grown to 650 members trading their goods and services.

Vitale started the barter exchange in her Howell home seven years ago and relocated to two different sites before buying and renovating the new office here in the past year.

Network members maintain accounts that allow them to transform their business services into barter dollars to buy what they, in turn, may need. Vitale and her staff help broker the deals and make their money by charging a 10 percent fee, 7 percent for high-volume members.

Mike Browner, owner of Scooters restaurant in Howell, is here today. He joined the exchange five years ago and trades dinners at his restaurant for many of the services he needs, like getting his carpets cleaned, for example.

It's good marketing, Browner says, because customers who may come to his eatery for the first time through the barter exchange often come back, paying cash the second time around.

"It (the barter system) goes back to



TANYA BREEN/Staff Photographer

● Faye Vitale (right, in light jacket), creator of the Barter Pays! exchange network, talks to Peter Terranova during a grand opening celebration for her company's new location on Route 9 in Howell.

the beginning of time and is a very effective way to market without spending money," says Hal Ornstein, president of the Howell Chamber of Commerce.

Vitale, 43, is a graphic designer who says she wanted to start a barter exchange as soon as she learned about the concept. Her company is the largest of its kind in central New Jersey and boasted \$10 million in trade volume last year.

"It's always exciting to see successful businesses in our community and we're trying to clean up the Route 9 corridor

and make it more attractive," the mayor says.

Peter Terranova, owner of a Route 9 communication services company called Mail Boxes Etc., was one of the first to join Barter Pays! seven years ago. He never left.

"The concept of bartering my services for other business services I might need was very appealing because, not unlike most small business start-ups, you're short on cash but have an abundance of labor," Terranova says.

Copyright © 2000, by The Asbury Park Press. Reprinted with permission.

BarterPays!

BarterPays! Inc.

New Jersey's Leading Barter Network Since 1993

2587 Route 9 North, Howell NJ 07731 • 732-364-4614

For more information contact us at www.EBarterPays.com