

Bartering increases during recession

by Sandra Haros/KTAR (June 8th, 2009 @ 7:34am)

Hundreds of business owners are turning to bartering in this struggling economy.

Rob Miller is president of the Arizona Trade Exchange, which he describes as "a third-party record-keeper that facilitates barter and/or trade among business owners."

Miller has a list of 500 businesses that use what he calls a type of alternative currency. Exchange services exist for things like carpet cleaning, transportation and more..

People need these services, but don't have the cash to pay for it, Miller said.

"I had a member tell me that, when the economy was good, he felt like he could afford to trade. When the economy turned bad, he felt like he had to trade."

Miller added, "With this economy, it seems to be the economic climate that is advantageous for trade-exchange to flourish... People still have a need to get things done – either in their personal lives or in their business lives, but lack the capital to do it. Barter allows them to still get those things done."

While trading services for services is a great thing, Miller cautions that it should be a secondary source of income and should not be used as a mechanism to stay in business.

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