

BizXchange Members "Euphoric"

by Messenger staff

People have been bartering informally for thousands of years, but now this type of transaction has been transformed into a sophisticated business practice by companies like BizXchange, founded by Belltown residents Bob Bagga and Raj Kapoor.

According to BizX CEO Bob Bagga, "trade accounts for a quarter of the world's volume of business every year and is growing as an industry at a rate of 15 percent per year." He knows this well, having founded a \$50 million, 6,000-member bartering firm at age twenty-two. He ran Bartering Business Exchange, Inc. in Toronto, Canada before selling it and moving to Seattle in 1999. And now BizX has over 700 members from Fortune 500s to local Belltown companies.

"BizXchange is a huge factor in our continual growth," says Euphorico Salon owner Rico McPherson. "The networking aspect of it is great. There's a certain entrepreneurial, youthful spirit among the members. It's contagious. The members have a great bit of integrity and concern for helping each other's small businesses grow, and it's in the best interest of BizX staff to facilitate the bartering, as they are commission-based." Rico recently made a trade for ad space with the **Messenger** through BizX.



PETER KLAUSER
Bullseye Graphics

Peter Klausner of Bullseye Graphics (www.bullseyegraphics.com) makes extensive use of the BizX service. "We've enjoyed it and have benefitted from numerous transactions," says Klausner. "We had a seven-year anniversary party and did it almost entirely with BizXchange: the

catering, the band, the beverages, casino-themed entertainment and more—all on trade.



RICO MCPHERSON
Euphorico Salon

"We installed a new phone system, and my brother (and business partner) James bought a hot tub for his home, and I had French doors installed at my house. And we get dry cleaning picked up and delivered as part of a BizX trade. Our many trade purchases are at a favorable variable cost thanks to BizX."

BizX practices what they preach—most things at the office were acquired through barter, including the chairs, desks, computers, and the office space too.

BELLTOWN BizX MEMBERS INCLUDE:

- Argosy Cruises • Bada Lounge
- Belltown Chiropractic Center
- Belltown Vision • Benaroya Companies
- Buenos Aires Grill • Candles Catering
- Chin Chins / Dos Amigos • Clear Channel
- Elephant Car Wash • Endless Knot
- Euphorico • Four Seasons Dry Cleaners
- Harbor Steps • J.H. Terry Gallery
- The Olympus • Lowell's Restaurant
- Madrid 522 • Marjorie • Mojito Café
- One Reel • Rippes
- Schwartz Bros Restaurants
- Seattle Athletic Club • Ticketmaster, LLC
- Toi • Uptown Espresso • zūm

BizXchange

1100 Olive Way, Suite 1720
206-447-9933

info@bizxchange.com – www.bizxchange.com