



Company Fact Sheet

BarterLink

Barterlink Worldwide Incorporated (BarterLink) is a trade organization with offices in Atlanta, Georgia.

BarterLink helps member businesses exchange products and services in lieu of making traditional cash transactions. Bartering of products such as office supplies, furniture, advertising, accounting and legal fees aid business owners with conserving cash assets and increased profitability. BarterLink serves as a clearinghouse for overstock merchandise, unused services, excess space or capacity and labor downtime.

Founded: January 2005 in Atlanta, Georgia

Headquarters: 4381 Raptor Place
Suite 1-A
Atlanta, Georgia 30039
(404) 625-9506
www.Gobarterlink.com

Officers: Gregory D. Allen
President/CEO

Products/Services (include but not limited to)

- ✓ Advertising
- ✓ Professional Services
- ✓ Travel/Entertainment
- ✓ Printing
- ✓ Media Design

Company background

BarterLink

Business: BarterLink Worldwide Incorporated (BarterLink) is an organized trade exchange business with offices in Atlanta, GA, New Orleans, LA and Houston, TX. The firm aids business owners through facilitating the exchange of goods and services such as furniture, advertising, dental care, office supplies, carpet cleaning and more. The company targets small and minority owned business to provide its services. BarterLink also acts as a clearinghouse for overstocked merchandise, surplus labor and unused services.

BarterLink is promoted externally through marketing and advertising. The business also hosts a series of networking events among its members to promote membership and increased trade activities. By acting as a sales force our clients can increase business-to-business trade and stimulate new cash business through referrals. BarterLink hopes to establish a network of exchanges throughout the southeastern United States connecting minority owned businesses in several states.

Historical Overview: Established in 2005 by Gregory D. Allen, BarterLink was established to offer small and minority owned businesses the advantages of participating in an organized barter exchange. After working with M/FBE's for more than 30 years in both the public and private sectors, Gregory literally stumbled upon barter while researching assistance programs for minority businesses. After more than 2 years of research and evaluation of existing barter organizations it became clear that small and minority businesses were under represented. BarterLink launched its exchange from a small home office with the lofty goals of creating a regional exchange network consisting of more than 10,000 small and minority owned businesses in 6 states in the south and southeast.

Unlike many barter exchanges that permit universal trade with national and international trade groups, BarterLink focuses on promoting trades exclusively throughout its own network of exchanges. By restricting trade to this targeted group greater attention can be given to training, networking and business growth within the target market.

Biographical Profile

BarterLink



Gregory D. Allen

Gregory D. Allen has more than 30 year of business/economic development and consulting experience. Mr. Allen has demonstrated expertise in the areas of small business finance, business development, and business management. Mr. Allen began his career with Louisiana National Bank (LNB) as a Branch Officer and lender to both consumers and small businesses. He later served as Executive Director of the Louisiana Minority Business Development Authority (LAMBDA), a statewide small business lending program created to stimulate growth of minority owned business in Louisiana. Upon completion of this assignment Mr. Allen became the first African American and youngest Economic Development Specialist in Louisiana history working for the state's Department of Commerce & Industry. As a national marketing specialist, Mr. Allen recruited Fortune 100 companies seeking location/relocation opportunities in Louisiana. In

1983 Mr. Allen was hired as a consultant by the City of Atlanta to monitor federal employment compliance for the 125 million dollar re-development of Underground Atlanta. Later, in 1986, he was hired by Fulton County Government as a Senior Contract Compliance Officer. In 1997 Mr. Allen founded and served as General Manager/CEO of the Fulton County Business Incubator a quasi government business development center created to nurture, train and promote small business growth in Georgia's largest county.

Mr. Allen holds a Bachelors degree form Southern University (Baton Rouge, LA) in Marketing and earned his Masters degree in Public Administration (MPA) at the University of Maryland (College Park, MD). He is also a Certified Economic Developer (CED) and Certified Industrial Developer (CID).