



Trade Wins – Brantford Golf & CC

New Members Through Trade!

5/1/2007

After 108 years in business, the Brantford Golf & Country Club (BGCC) views Tradebank as a “no-lose situation”. So far the connection has been positive; the club received new business.

The BGCC feels that by offering memberships through Tradebank, they will be able to obtain new members who were deterred from joining because of membership fees. Club general manager, Denis Matte, is able to take the earned value and buy product that would normally be purchased by the club. He does not have to borrow or use capital to get things the club needs. He also realizes that when people join BGCC as Tradebank members, they will enjoy the course and tell their friends about it. There are “spin-offs” that can happen whether in cash or trade; word of mouth can bring in a variety of new customers. Denis knows it can take time but in his opinion, “Anything that gets people to talk about your product is good for business.”

For more about the BGCC and their trade experience please view the May / June 2007 issue of myTrade magazine.