

myTrade Survey Results

Question	Response																				
General																					
Had you used a barter / exchange network prior to joining network.	57% had previously used another exchange.																				
Do you currently trade with other networks	60% are now exclusively with Tradebank.																				
Have you referred any new clients to Tradebank	40% of clients surveyed stated they had sent referrals to Tradebank.																				
Have you brought cash business to another client (directly or indirectly) because of Tradebank	46% of clients surveyed stated that they had brought other members cash business because of Tradebank.																				
myTradebank / myTrade magazine																					
How often do you visit myTradebank	37% Never, 37% Monthly, 17% Weekly and 9% Daily																				
Have you posted a classified ad on myTradebank	Only 17% of clients surveyed have posted a classified ad.																				
Do you read the myTrade magazine	90% said yes																				
Do you read most articles, skim or just look at listings.	42% Read most articles, 52% skim and 6% just look at listings.																				
Design and Content Rating	Clients rated the quality of content and design between good and excellent																				
TRADING																					
Do you know who your broker is	All but 1 client knew who there broker was – the 1 who didn't was retired and had just moved.																				
	<table border="1"> <thead> <tr> <th></th> <th>Never</th> <th>Annually / Semi-Annually</th> <th>Monthly</th> <th>Weekly / Daily</th> </tr> </thead> <tbody> <tr> <td>How often do you call / email your broker</td> <td>18%</td> <td>N/A</td> <td>50%</td> <td>32%</td> </tr> <tr> <td>How often does your broker call / email you</td> <td>9%</td> <td>N/A</td> <td>32%</td> <td>59%</td> </tr> <tr> <td>How often does a rep. visit you</td> <td>56%</td> <td>9%</td> <td>29%</td> <td>6%</td> </tr> </tbody> </table>		Never	Annually / Semi-Annually	Monthly	Weekly / Daily	How often do you call / email your broker	18%	N/A	50%	32%	How often does your broker call / email you	9%	N/A	32%	59%	How often does a rep. visit you	56%	9%	29%	6%
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Would you like more or less contact	44% Wanted more contact 47% Wanted approx same amount of contact 9% Wanted less (in all cases related to specific incident or a desire for more focused contact – ie contact me to give me what I want)																				
Do you find the Tradebank staff to be professional	Yes – 99% -- the 1% relates to 1 incident with 1 client that we were aware of prior to the survey.																				
Do you feel any particular representative provides exceptional service?	Most brokers / regional owners were listed on at least one survey.																				
Do you feel any rep provides poor service	2 listed but both related to incidents we were already aware of prior to the survey and had been dealt with.																				
Frequency of Tradeflashes	Most clients would like to receive a Tradeflash anywhere from daily to monthly (depending on whether or not product / services changed and related to them). Most clients were happy with # of times receiving a Tradeflash or wanted to receive more often.																				
How much trade	There was a range of answers on amount of trading – many in the <4,999 but with comments such as “I can sell an unlimited amount as long as I can use the dollars”																				