



Troy Warren Appoints Lolita Sheriow as Barter Trade City Ambassador for the Fort Worth, TX eBarterExchange

August 09, 2016

August 09, 2016 - PRESSADVANTAGE -

Troy Warren, host of LetsTalkBusinessRadio.Com, announced today the launch of eBarterExchange.Com in Ft. Worth, TX. Warren has appointed Lolita Sheriow as the Ft. Worth Trade City Ambassador. Sheriow coordinates Trade and Networking Events for business owners in the greater Ft. Worth area.

Warren commented, "I am happy to have Lolita as the Ambassador of Ft. Worth, not just because of her long marketing career, but also because she has been in the finance industry which is part of the barter transaction world. Her experience will lend well for the Ft. Worth Members."

Sheriow can be reached at (817) 439-0843 to learn more about the Ft. Worth eBarterExchange as well as arranging to speak about barter at business networking events.

Sheriow said, "In this down economy barter especially makes sense because it truly helps the business

owner leverage their assets and become more profitable while preserving their cash. I look forward meeting and networking with all the Ft. Worth Members.?

In addition to the launch of the Ft. Worth, TX barter exchange today, Trade City Ambassador Reggie Lewis launched the Birmingham, AL barter exchange. eBarterExchange.com is launching in 71 major metropolitans and each has a Trade City Ambassador to facilitate trade and networking events in each city while the company supports the Members and Trade City Ambassadors from its offices in Chandler, AZ and Evanston, IL.

Warren commented, ?I am truly excited to be launching the eBarterExchange network because it helps all business owners leverage their goods and services and increase their buying power and reduce expenses at the same time. The barter industry has truly helped business owners particularly in down economies like we have experienced since 2008. Barter transactions have climbed over \$16 billion annually in the USA alone and there does not seem to be an end in sight.?

Troy Warren and Willie Crawford are co-authoring a book on all facets of BARTER and TRADE entitled ?The Forgotten Currency - Barter For What You Want Without Using Cash? that reveals how to increase revenues and decrease expenses.

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