



BIZX FOR RENTERS 101

The hottest tool in rent negotiation is hiding in your back pocket – literally.

These are unprecedented times. Restaurants once booked weeks in advance today find themselves unsure if they'll survive the weeks to come. Entire industries have been shuttered, professions sidelined, and states closed. Even as officials make plans to reopen the economy, the sobering dichotomy remains: cash is scarce, and the bills are not. For business owners, it's time to get creative.

And as always, BizX is here to help. Through our unique capacity-for-currency model, we've helped major league sports teams turn empty seats into airtime, salons trade cuts for construction, and restaurants swap courses for cleaning.

Now, we're focusing on a novel solution to a suddenly prevalent challenge: paying rent.

Few needs are more basic than shelter. It's among the first line items in a business plan and the last to be cut. For many of our members, it's an expense they cover exclusively with cash. With cash in short supply, it's time to call that assumption into question. Now is the time to be resourceful.

We've had an impressive assortment of rent and real estate members over the years. Multiple coworking spaces use BizX to find new tenants and offset cash expenses, realtors accept BizX for their commission, and landowners sell plots for 100% BizX. BizX members can even use their BizX dollars to buy a house at this very moment.

But we've always known we could do more.

As you enter your next rent negotiation, consider the card in your back pocket – literally. Your BizX dollars are a currency that could be as good as cash to your landlord. But don't leave the evaluation totally up to them. Put yourself in their shoes and present a case that would attract you if the tables were turned.



Your BizX dollars could be as good as cash to your landlord.
Our team will see to it.

Here's how to maximize your chances of success with your landlord:

1. Be forthcoming. Give your landlord an honest assessment of the options before you. Perhaps you're unable to continue as a tenant under the current agreement or have found better rates elsewhere. Or perhaps you only have a specific amount of cash available for rent. Given the alternatives of losing a tenant, slashing rent, or receiving a portion in a valuable currency, the choice should be clear.

2. Ask this, not this. Don't ask, "Can you take BizX?" Instead, ask, "What portion of my rent could I pay in BizX?" Or put another way, "How much BizX income could you use to offset existing cash expenses?"

3. If they are unfamiliar with BizX, share our "BizX for Landlords 101" PDF with them. It explains how BizX works, and outlines some of the most common ways real estate use the currency, including cleaning services, plumbing, HVAC, electrical, and more.

4. Enlist the pros. If your landlord is considerate of your proposal, ask for permission to connect them with BizX representative. We'll pick up where you left off and can even work on special requests for goods or services not currently on the marketplace.



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