



STEELE & FORTE'S STRATEGIES

Creativity that Works in Real Estate & Business... in This Market, Now!

***Real Estate / Business / Exchange /
Barter / Trade / Swap***

Trading Vacancy, Labor, Services; the Falling Dollar; Panama; Paying off your Mortgage 10 cents on the dollar, and more.

Trading Vacancy: Vacant hotel/motel/resort rooms add up to millions of dollars every year for even middle-size operations. Example: 200 units with a 50% vacancy factor are 100 rooms. Priced at \$200 per night is \$20,000 loss per night and \$7,200,000 loss per year. Over three years that is \$21,600,000 loss. We call this "Vanishing Assets". We say, "Half the World is Vacancy" so we are writing a book about it in concert with a Mr. Chet Allen. Want a copy? Let us know and we will put you on the list.

Learn another word, "Breakage": Say you are an attorney. Your fees are \$400 per hour. Would you consider exchanging 200 hours per year for three years? That's 600 hours for \$240,000. You can put this commitment in the form of what is called trade credits. What would you invest in if you had an extra \$240,000? Actually you can increase that by about one-third. Why? Because of: "**Breakage**". Breakage is what the air lines allow for when they over-sell seats. Some of the people just don't show up, which is called Breakage. You can usually estimate that about one-third of the hours you trade will never be used before the "**outlaw date**", which is the termination date you

establish for the use of your credits. That is called Breakage. Therefore, you now have \$320,000 to trade.

First Level Strategy - Trade your vacant unused labor for a car: You work at McDonalds and earn \$10 per hour. Go into business for yourself as a second job, contract your labor for \$20 per hour and trade it. Want a car? Make a deal with an auto dealer to contract (trade) your labor one day a week, or as a second job, for \$20 per hour, and wash cars, letting your payment for the labor accumulate until it gets to \$3,000 and then buy a car from him with your labor. **EVERYONE HAS SOMETHING TO TRADE, EVEN IF IT IS ONLY COURAGE.**

Second Level Strategy - Would you like to buy a house or an investment and you're short of money? There are many ways to do it. There are thousands of vacant lots in the U.S. Borrow a lot from somebody, or something else, and use it to trade into a house. Or create a personal note for \$40,000 payable at \$100 or more per month with no interest and trade it for the down payment. Can't be done? Anyone care to bet? There are thousands of houses unsold right now. Someone will trade with you. Think exchange: stop being a victim and playing the political game of waiting for someone to bail you out.

Third Level Strategy – You're in the Corporate

Milieu: You don't have to rely upon the fiat U.S. dollar system to get things done. Use your head and be aggressive. You can use the assets your company has, or can borrow, to get where you want to go. You don't know how? Learn! Google--"Exchange"--and see what you get. Buy a book and/or take a seminar. Funny you should ask: see below as we are teaching a three day seminar in April. As a professional in exchanging my guess is that, at the corporate level, you have millions of dollars worth of assets that are exchangeable in some fashion.

"They" really can't teach you in school because there is no recognized educational base from which to learn how to exchange. You have to know how to do something in order to teach it. There needs to be practical application as well as just theory. It is not difficult but you have to take the time to learn it.

Inflation: Our monetary policies play a major role in inflation in all countries. Pick any area you want but let's just use Europe today:

1. Cost of a single fare on the London Underground (the Tube) in 1957 was 1.5 cents. Now \$7.80. **Increase of 51,900 percent.**
2. Cost of three course dinner at Munich Raths Keller in 1957 was 40 cents. Now \$25.00. **Increase 6,150 percent.**
3. Cost of one night at Paris' Hotel du Pantheon in 1957 was \$3.00. Now it is \$219.00. **Increase of 7,200 percent.**
4. Cost of admission to Athens Acropolis in 1957 was 30 cents. Now it is \$15.60. **Increase of 5,100 percent.**
5. Cost of a half-day sight-seeing tour in Rome in 1957 was \$2.20. It is now \$79.00. **Increase of 3,491 percent.**

Pick any country, including your own, and pick any item and 99.9% will be the same result as those that were listed above.

Strategy - Exchange Around Inflation:

Eliminate fiat currency as often as you can and trade around it. Trade A for B direct. Do you want B? Eliminate the dollars in-between when

ever you can.

Flight of the Entrepreneurs: This is the part that will really hurt America. We lost our labor jobs to the foreign market because of the politics and the tariffs which caused the manufacturers to leave the country. They could not compete and survive in the international world using our labor prices. They had no choice, they had to leave or die. Now the heart of our entrepreneurial system is being attacked by the driving up of taxes and a plethora of other political acts that will kill another big portion of our middle level management jobs, such as office workers and thousands of other jobs and positions. Goodbye Silicone Valley. These entrepreneurs are the ones that provide millions of jobs by their taking the risks of running a business.

Strategy - Entrepreneurs Need to Learn

Barter and Exchange: Most of these risk takers don't want to leave the U.S as they themselves are a product of the U.S. free enterprise system, Their connections, families, clients, etc. are here. The U.S. monetary system has to change back to where it was and it will, given time. In the meantime everyone that wants to expand their horizons can do so by adding to their sales arsenals the marketing opportunities provided by the exchange arena. Currency is a go between, between products and services. If the currency has gone bad, which ours has, there is still a market there, you simply have to operate more and more without using the bad currency. If you say it can't be done, perhaps you should re-think it.

Strategy - Fourth Level: Government:

"The Whiners". They have soooo many assets they don't know how to use. In Panama we are proposing that the Canal System, which charges in excess of \$200,000 per transit for large ships, issue \$100 million in \$100,000 Trade Credits for transit passages in 2012 and trade these credits into things they can use now. Billions of assets are available to use without raising taxes.



Chet Allen. President of
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“Half the world is vacancy”. Never in history has there been so many opportunities for creative marketing of ignored assets. Most businesses assume vacancy as part of their financial model. Hotels routinely plug in that 30-40% of their rooms will be vacant each night. Residential and commercial income properties plug in a 5-8% vacancy factor. A recent investigation on an internet marketing site showed there were over two hundred 400,000+ square foot industrial buildings 100% vacant. When we get into the world of advertising; web space; telephone time; unused manufacturing and intellectual capacity; shipping and storage; vacancies range from 50% to near infinity. Beyond that, some companies don't realize they have the assets that have value now. Mining companies have proven reserve minerals in the ground, building owners have the ground under their buildings that can be traded out from under the building (it is a dead asset just setting there) and the same with the air rights above. Notes can be created against unused land and exchanged and on infinitum

While some businesses are already exchanging assets (hotel rooms for advertising); what IVX brings to the table is the creativity to recognize assets not commonly traded, and to put together multi-legged exchanges. We have the talent and experience to create new exchange models. No one else has our capabilities.

Do you have any new strategies you would like to share? nico@fortesource.com.

Strategy - Should you be learning Spanish?



In the U.S. the population has increased by approximately 20,000,000 since the year 2000. 10,000,000 of these are Spanish speaking. If you are in business, THINK. 70% of the Americas speak Spanish. If you are an entrepreneur, of any nature, and only speak English you will find your market place percentage getting smaller and smaller as the die is cast. Here is what I think is a good idea. I call it the **Robert Baines Strategy**, named after an international entrepreneur friend of mine. Robert has had offices in many countries of the world. When in another country, Robert has a language instructor come into his office every day, for an hour plus, to teach him the language of the country. Each language he masters makes him that much better as a world communicator and that much more valuable as an entrepreneur. He has mastered eight languages. What a planet! There are so many fun ways to grow.

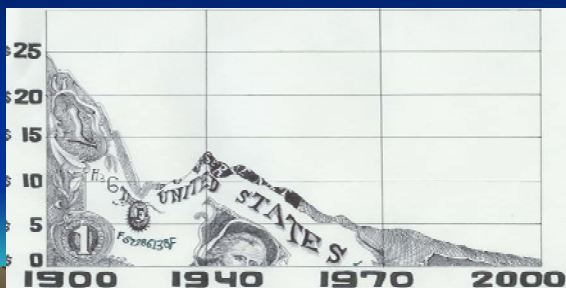
Do you have any foreign property or assets you would like help in exchanging?

nico@fortesource.com

DMIS: International Trade Credits: This is probably one of the most exciting things to happen in the Trade Credit business. More to follow.

Strategy – Don't work for Dollars!**Dollar – A Derivative on Nothing**

- Dollar worth 2 cents



If you are saving dollars you are not riding the horse in the direction that it is going. All dollar denominated assets are headed south, devaluating. Save commodities, hard assets, gold and silver and other precious metals, free and clear real estate, etc. If you are after Government notes consider Swiss or Canadian.

A Silver Strategy – paying off your real estate mortgage @ 10 cents on the dollar: (When we use the word “Formula” it means it is a technique that has been proven over time to be effective. If we use the word “Strategy” it means it is a work in process or a thought and not yet proven over time, but more than a hypothesis.)

An example of a Strategy that you should think seriously about using is: Silver, which is very volatile because of scarcity and is highly prized as an industrial commodity as well as a monetary storehouse of value, started from a bull base of \$4 per oz and has moved through a manipulated marketplace to over \$10 an oz and stretching as high as \$20. Our Strategy below is based on Silver rising to \$40 per oz and higher. There are some very knowledgeable economists that say silver will reach \$1,000 plus per oz. so our Strategy target seems reasonably modest.

Let's say that you are planning on borrowing \$1,000,000 dollars on a real estate property you

own. Instead, borrow 10% more (\$1,100,000). Put the extra \$100,000 into silver. Based on our Strategy, silver will go up ten times in value which means you could sell it and pay off your mortgage. OK – 11 times if you are a numbers' person. This is like buying an insurance policy for \$100,000 but you keep the premium (the silver).

If you want to do an IRR on this you will need a time factor which we can not give you. The curve is accelerating, so let's guess three years. We may implode sooner than that. What about taxes on the profit? Pay them or be creative. There are other Strategies to help, even there.

So, if you have \$100,000 or \$10,000,000 in mortgages, you know what to do to pay them off, if, of course, our strategy works.

Strategy - Pencil Paralysis:

Entrepreneurs that don't make offers usually don't make deals. Always say what you will do and not what you won't do. If it is something you would like to do, you can always make an offer, even if it is only for one dollar. Make the offer in writing as it is much more effective than making it verbally **We will make you one guarantee:** If you don't make an offer, you won't make a deal.

Strategy - If it is a sluggish real estate or business market in the U.S., is it time to go into the people business? The real estate is inanimate. It is the people that are hurting. Solve a person's problem and you make the deal.

Seminar Strategy: Of course if you can't wait to learn more or want to speed up the process, you can attend one of our classes. **Mr. Steele** is teaching a **Strategy**/marketing session in Carmel, Ca. April 6, 7 & 8, 2009. It is entitled: **Creative Real Estate and Business: Outside the Box.** Please see brochure at the end of this newsletter. **Mr. Stewart** is teaching the same class in Panama May 4, 5 & 6, 2009.



Michael E. Stewart.
President of Harvest
Finance Co., Panama
mstewart@vacancy
exchange.com

Panama Calling: While many might feel like Panama is a foreign country, and they would be correct, it is in reality more like another state in the U.S., with its history as a U.S. Possession.

There is massive capital being invested in infrastructure, industrial development, expansion of the Panama Canal Locks by 300%, hotel rooms, and residential units in both free standing S.F.R.s & High Rise Condominiums. Panama City has a Trump Tower under construction. Medical facilities are excellent including the John Hopkins International Medical Center and several other excellent facilities. The Panama sky line looks much like the old Miami skyline with Gantry Cranes everywhere you look and no apparent slow down in employment.

Because of the Canal Zone, Free Trade Zone, International Banking and Shipping; the communications are first world quality for Broad Band Internet Access, Voice over Internet Protocol Phone Service and Digital International Cable T.V. Service. These services are better than available in many parts of the U.S.

We have excellent opportunities to place private money loans secured by first T.D.s on Panama properties. You can even share in part of the equity growth. There are many possibilities over \$1 Mill.

Again, “**Panama is calling**” (Opportunity knocks – Quietly - It won’t stand there and beat you into submission.) Have a great day and hope to see you soon. MES

Prediction: **Watch the Colleges Fail.** Most colleges will have to downsize and many will fail. Parents sacrifice to send their children to

college, but when there is nothing left to sacrifice they can’t send the kids to college. Public schools, IMO (in my opinion), will get weaker as they are heavily weighted with regulations that make them unwieldy. They are tomed with bureaucratic layers of theory that deliver most graduates into a world of modified slavery.

Private colleges have a chance if they will come into the real world and add things to their curriculum that are needed: Things like entrepreneurship, exchanging, sound monetary practices (not fiat based), etc. Instead of waiting for that endowment that, (IMO), will be very difficult to obtain and not likely to materialize, how about exchanging \$10 Million Dollars worth of pre paid tuitions (trade credits) for assets that the school can use now? One good exchange broker could save a college if they had business people on their board. How much faith do we really have in an educational system that has a begging bowl or a tin cup as their answer to economics? What sound worldly and business practices do they teach our young adults?

IVX International Vacancy Exchange:

Almost every company has a vacancy opportunity of some nature. Vacancy can range from un-used \$10 hr. labor to un-built multi-million dollar buildings. Vacancy is a world wide problem: In England it was just announced that one in ten shops will close by February as experts warn many High Streets will become ghost towns. A High Street bloodbath could see 72,000 stores putting up their shutters this year - almost 200 a day. The number of vacant shops is expected to double to a record 135,000 by the end of 2009. Solutions: nico@fortesource.com

Strategy DMI: Deal Makers International. If you have all your eggs in one basket, they are under one monetary, economic and political system which may be stretching your luck. If diversification is a serious part of your portfolio consider attending the international marketing sessions of DMI .

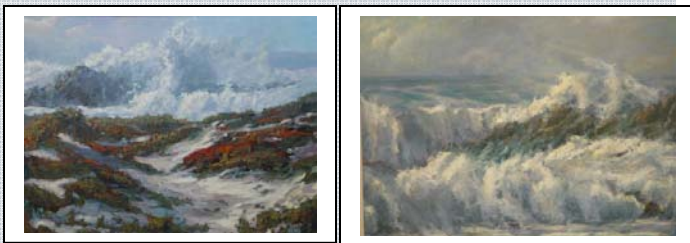
Steele's Strategies is looking forward to helping develop the legitimate barter business along with the exchange market. We are planning on bringing you fine art, airplanes, ships, boats, antique cars, minerals, ores and as the King of Siam would say, etc., etc., etc. Those with talents in these arenas are invited to make contact with us to explore the best way to make these markets and transactions go together. nico@fortesource.com

Fine Art for Exchange

Barry Marshall, a fine artist, is a fixture on the Pacific Coast in the areas of Carmel, Pacific Grove and Monterey, California. He is one of the finest Plein Aire painters on the coast. He is offering an assortment of paintings, approximating \$50,000 in value, for exchange. His basic aim is towards retirement income but will consider all offers. Paintings range from \$1,000 to \$5,000 in value. The two paintings below are 36 x 60 in size and priced at \$4,800 each. nico@fortesource.com



Barry Marshall



Ed. Note: We have two other art collections in excess of a \$1,000,000 for exchange into real estate and one looking for a boat. **Steele's Strategies** would like to make contact with someone in the exchange field that understands and appreciates the art milieu or a major art dealer or investor that would be interested in working with us on the exchanging of fine art. rsteale@vacancyexchange.com

SPECIAL NOTE TO EXCHANGORS: 1/09 Sterling plunged to a seven-year low against the dollar today as one of the world's top investors warned that the currency was 'finished' as traders reacted to the government's latest multi-billion bailout of the banking system.

It is the first time sterling has dropped below \$1.40 since mid-2001 and is on track for its biggest one-day percentage fall against the dollar since late 1992. Less than a year ago, it was still trading at \$2. Today, it was also down against the euro and the Japanese yen.

Jim Rogers, who made his fortune when he founded the Quantum Fund with billionaire George Soros, warned investors they should start dumping the pound. He said, "I would urge you to sell any sterling you might have. It's finished. I hate to say it, but I would not put any money in the UK."

Exchangors: The English Pound went fiat (no gold backing) in the '30s. The Dollar did the same in the 70s. It will not be 40 years before the dollar goes kaput. Guess one year and you might be closer.

Possible solution: Be out of all dollar denominated assets and into hard assets ASAP. De-leverage or owe on Performance Trust Deeds. Owning a little gold and silver wouldn't hurt. Chicken Little is right you know and ----- LEARN TO TRADE.

Consulting Help? Would you like consulting help in analyzing your personal or company portfolio for exchanging opportunities? We have consultants available on a national basis. nico@fortesource.com.

Business Opportunity: Would you like to establish yourself in the exchange and trading business and become involved in the marketplace that is forming? Consider co-venturing this newsletter and our other exchange promoting endeavors in your own area, country or language. Investment required. We would like to meet those with barter expertise in all areas of product and services. nico@fortesource.com.



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How to Create NEW Business Opportunities

How do you navigate business challenges and uncertainty? Some will batten down the hatches and try to ride out the storm. They'll cut costs wherever they can and hope things will get better over time. Others will try even HARDER at what has worked in the past. As Bob Steele has indicated, there are many reasons why this is likely to fall short.

For many of us, the idea of transacting business has involved the use of the same underlying commodity to make things work – cash or credit. It's universally accepted, yet only ONE way to get compensated for our goods and services. It's NOT THE ONLY way.

One of my favorite quotes Bob mentioned years ago goes like this, "There are over a 100 ways to make a transaction (work), one of them is cash." Cash and credit is a tough commodity these days. There aren't as many people or businesses that want to part with their greenbacks. This leads to deep discounting, which doesn't leave you much better off when all is said and done. If you think of cash as the ONLY way to conduct business and close a deal, business will more than likely not be 'usual' in the times ahead.

How can businesses develop NEW prospects given their limited resources and expertise? Not as hard as you think. Keep your existing bread and butter clients happy but look ELSEWHERE for the new opportunities.

First off, learn to leverage what you ALREADY have. You have more than you realize. Where do you have surplus capacity? Excess advertising space? Any assets not being used? Is there inactive employee time? Real estate sitting idle or not getting an offer? Shipping containers not full? One great aspect to this approach is that it costs you nothing. It's an underutilized asset that can now be turned into a revenue source! Second, find a way to put your wares out there in the marketplace. If you're looking for NEW opportunities, make use of non-traditional markets and tools. The keys here, don't fixate on ONLY one solution, remain flexible and open to various opportunities. Quite often, solutions get generated that were never originally envisioned by owners. A successful opportunity might develop just from reading what's available in this newsletter.

Unsure? Try what I call the "Big Toe" approach. Test the waters a little at a time. Ready to dive in headfirst? There are a myriad of ways to make an exchange happen. Question? Contact me at my E-mail above.

Uncertainty can be unsettling, but it provides the incentive to take new approaches that can bring even greater financial opportunities rewards.

Pro-active Classified Ads: These ads are activated through this newsletter and e-mail to the desks of people and companies that are active in the exchange, barter and trade business. National market currently and local markets in formation.

1. 50 word ad – 3 months in News Letter \$100.00 / 1 year - \$300
2. 50 word ad - e – mail 3 months - \$200 / 1 year - \$1,000
3. “Don’t Wanters” 3 months special ads. - \$200.

To Place orders: 916-209-8177 or nico@fortesource.com

Questions: Write or call me: 916-209-8177

Consulting Help? Would you like consulting help in analyzing your personal or company portfolio for exchanging opportunities: nico@fortesource.com

Business Opportunity: Would you like to establish yourself in the exchange and trading business and become involved in the marketplace that is forming? Consider co-venturing this newsletter and our other exchange promoting endeavors in your own area, country or language. Investment required. nico@fortesource.com

Teach Seminars? Would you be interested in teaching exchange and barter seminars? Minimum of 5 years of in-field experience required. rsteele@vacancyexchange.com

Are you in advertising sales and interested in working with us to develop a pro-active advertising program for our readers? Contact nico@fortesource.com

Let’s Trade:

\$10 mill in proven copper reserves for real estate that will support a \$2.5 Mill new loan. ronmoser@bresnan.net

New house in foothills between Tahoe and Sacramento. \$1.3 mill. Trade for ? See slideshow @ <http://www.flickr.com/photos/assetrader/sets/72157608394867978/show/> contact rsteele@vacancyexchange.com

\$1 million 1st TD to be created for exchange. Secured by 4 commercial lots in Sand Diego County, Ca. Single pay note, no int. & no payments, due in 20 yrs. For rental house or condo or something in Carmel or Monterey, Ca., Panama, Canada or ?? rsteele@vacancyexchange.com

Fine Art Paintings and Sculptures – Have various artist in Carmel and Monterey, California art galleries with paintings and sculptures from \$1,000 to \$50,000 each. Will exchange collections from \$50,000 to \$1 million plus for real estate and other assets. rsteele@vacancyexchange.com

Sign me up for “Forte’s Freebies”: the Free E-mail Blasts on some of the new strategies developing.
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Book: **“Half the World is Vacancy” \$69.00** Authors Chet Allen and Robert Steele delivery approx 6-1-09
Name _____
E-mail _____

Let me know about the three day class: Real Estate & Business: Outside the Box
Carmel, California – contact office. - Instructor Robert W. Steele Tuition \$640.
Name _____
-mail _____

Same class in Panama – Plus Panama Exchange Opportunities – Contact office Instructor Michael E. Stewart - Tuition \$640
Name _____
E-mail _____

Our classified section will operate on a non conventional basis and be pro active in several ways. Items covered will be local, national and international in scope and include the following: exchanges, trades, barter, swaps, performance finance and mortgages, collectable autos, ships, planes, art, 144 lettered stock, “don’t wanters” (extremely highly motivated owners), 1031, trade credit exchanges, DEMIS (international Trade Credits), carbon credits, Vacancy exchange, etc.

YOUR FUTURE WILL INCLUDE SOME BARTER! LEARN IT NOW

**Real Estate & Business: Outside the Box
3 Day Seminar: April, ‘09- Please contact office
Instructor: Robert W. Steele Tuition \$640**

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