

Frequently Asked Questions

Where will I be able to use my credits?

Argent enables companies to use credits across a wide range of budgeted goods and services required for their business. From media to printing, from shipping to raw materials, Argent offers clients the broadest options to use credits for critical budgeted expenditures. Argent Trading has a 45 year history across sixteen countries helping clients get maximum value for their problem assets.

Do I have to work with Argent's vendors?

Argent has the unique capability to work with a client's existing vendors. Argent offers companies the choice of working with their vendors or with one of the partners in Argent's network.

Can I use 100% APC's to buy things?

Credits are always used as a partial payment for new goods and services from either Argent network vendors or the client's vendors. Argent guarantees each APC is valued at \$1.00 when used to purchase these goods and services through the company.

How long will it take to use my credits?

Credits can be used as quickly as clients suggest projects to Argent. The Argent Client Service Group begins working with a new client immediately after a purchase is finalized. Credits can be used very quickly depending on a client's needs.

How long do I have to use the credits?

Argent credits have a three year usage period. If a client needs additional time to use their full credit balance, they need only ask for an extension.

Can I get a list of Argent's vendors?

Yes. Argent provides a list of the corporate partners in its network on a regular basis.

Will you accept credits from another trading firm?

Yes. Many of Argent's clients choose to move their credits from another firm to take advantage of Argent's broader range of trading solutions. Credits are always accepted at full value.

Where will my inventory be resold?

That's up to the client. Argent follows each client's remarketing guidelines. Clients have final approval on the remarketing channels that Argent uses. These remarketing instructions are clearly identified and agreed to as part of a formal contract.

Can I receive cash in addition to credits?

Yes. Argent can structure transactions that include cash. All transactions are custom tailored to provide clients the value they need for each asset.

How does working with Argent impact my ad agency relationship?

It doesn't. Argent regularly works with clients' ad agencies to ensure that their media plans are followed precisely. Argent trades for buys specified by each client. The agency retains all planning responsibility and instructs Argent on the specific requirements of each buy.