

Resident starts unique ticket exchange

Just when you thought you had seen every new business idea, here is one where just about anyone could be a customer.

Lange Ticket Exchange is Canada's most unique ticket exchange service and was started by Caledon resident Eric Lange.

Lange, president of Lange Transportation, saw a need for a service to assist individuals and companies with excess ticket inventory, something which most

people don't have the time and don't want the "hassle" of dealing with).

Lange Transportation and Storage Ltd. purchased the seat licences at a cost of \$120,000 for four gold seats for the Toronto Maple Leafs. Eric was sharing these seats with companies within his industry and felt that charging \$30 over the cost of the tickets to recover his interest on his investment seemed to be fair. What he didn't count on was other

companies and individuals, after hearing about this unique ticket service, asking him to handle their tickets, to the point he had to hire one full-time person and has since grown to two full-time staff. He developed a Web site to allow a more convenient way for people to view the inventory including seating charts.

Then, Lange explained, unexpected requests were coming in for help to sell and purchase concert tickets

and more inventory options were added with Toronto Blue Jays, Buffalo Bills, Ottawa Senators and even theatre events.

In just a couple of years the ticket exchange service grew to be called Lange Ticket Exchange and in 2005 they moved more than 6,000 tickets and over \$1 million in sales.

But, the growth continues now with 3 full-time staff and more than 9,000 tickets and \$1.6 million in sales expected for 2006.

The reason for the growth is simple: by charging a fair \$30 to the buyer of the tickets, and charging no service fee to the seller of the tickets it means a reliable, safe method to purchase tickets in the aftermarket.

The Web site is www.eturontotickets.com.