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ONLINE CLASSIFIEDS OUTCLASS NEWSPAPERS

By Matt Brodsky

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Newspapers are taking a big hit around the globe. They have lost nearly 5 percent of all their classified advertising, according to the World Association of Newspapers (WAN). That's front-page news for papers that rely on ads for their revenue. Their problem, say experts, is online classifieds, and the problem is a major one. Classifieds on the Internet surely are not going anywhere. On the contrary, they're becoming more convenient, more widespread, more cost-effective, and more profitable every day.

Should you feel sorry for your local rag? No, of course not. There's a reason online classified services are beating out newspapers. Internet classified services are better. They offer more of everything good—inexpensive ads, dependable privacy, and competitive bidding—and less of everything bad—dead-end phone calls, tiresome paper trails and legwork, and black ink on your hands.

Buy sellcommunity.com is a prime example of why classified services on the Web are better. The site is an online oasis for buying, selling, and negotiating for anything from a pair of athletic shoes to a set of antique furniture, from a used automobile to a million-dollar property.

For buyers, Buy sellcommunity.com offers a virtual encyclopedia of items for sale. Unlike a newspaper, this Web site makes buying something as easy as logging onto the Web. When you find something that gets your sales sense tingling, you can get in touch with the seller in an instant. Ask him questions about the item, barter on the price tag, or make a deal right then and there. It's all up to you.

For sellers, Buy sellcommunity.com gives you access to buyers outside of your neighborhood, even outside of your country. All you need to do is write up the ad, perhaps attach a photograph, and wait for the offers to come rolling in. There's no middleman to go through before getting your ad published. What's more, there are no fees at all for basic ads or for closing transactions. You can even leave your ad on the site for up to 60 days, with free renewal.

As any veteran user will tell you, Buy sellcommunity.com has all the features of traditional newspaper classifieds and then some. The site takes the shopping experience to another level with these

additional features.

Proper privacy. With Buysellcommunity.com, there's no need to place your home phone in a newspaper where thousands of people can see it. All of your personal information is stored online, which, by the way, Buysellcommunity.com does not hand out to other users. Instead, the site leaves it up to buyers and sellers to communicate with each other.

World-class selection. Buysellcommunity.com brings buyers a world of goods, literally. With the Internet's global reach, you can find the best deals from the four corners of the world. With your local newspaper, you probably have better luck finding steals at your neighborhood flea market.

Easy, breezy browsing. Unlike a newspaper, where you have to scour ad after ad to find what you

want, Buysellcommunity.com provides search features, which you can use to locate items by categories (such as clothing or furniture), keywords, and locations.

In short, Buysellcommunity.com is just plain easy for everyone involved. Try it out for yourself when you have the inkling, anytime of the day, any day of the week. The site is always "in print" and it is always open for business.

None

### **Low Cost Houses – Where?**

**By Steven Gillman**

How do you find low cost houses? Look in the right towns, to begin with. Then you can find the houses you like and make an offer. Where are the right towns?

Altoona, Pennsylvania still had dozens of homes for sale for less than \$30,000 as I write this (2005). I just saw one listed for \$7,500! This is a cute little town, yet still big enough to have everything you need.

Hot Springs, Arkansas has low cost houses. The cheapest right now is \$13,500. My wife and I like Alamogordo, New Mexico a lot, and it still has homes under \$50,000. Independence, Kansas has homes starting under \$10,000!

#### How To Find Low Cost Houses

You can look up various local newspapers online, and check out the classifieds. This also assures you that it's a town large enough for a newspaper. If there are at least a dozen houses for sale, you'll have an idea about home prices there.

You can find real estate agents online, or in local paper classifieds. Call one and ask if there are any

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low cost houses for sale. If not maybe he'll know which nearby towns have some.

You can go to

[www.Realtor.com](http://www.Realtor.com)

, where you can search any town for homes listed by price, number of

bedrooms, and many other criteria. This tool is a lot of fun. Set the criteria to select only homes under fifty thousand or whatever you want, and you'll quickly see if you're wasting your time on a town.

Of course, if you don't see many low cost houses, you still might be able to get one. When we lived in Anaconda, Montana, where we bought our own beautiful house for \$17,500, we watched as a house listed for \$18,000 eventually sold for \$6,000! Towns that have had some economic troubles often have house selling for far under their listed price. The lesson is clear for these towns: make low offers to get low cost houses.

Steve Gillman wrote the book:

*Cheap Homes – How To Save Thousands Buying Your Next House*

. To

learn more, and to see a photo of the beautiful home he and his wife bought for \$17,500, visit

<http://www.YourCheapHome.com>



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