

Finding Things We Are looking For - The Choices

By Andrew Anderson

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From time to time we all find that we need to upgrade things we've had for ever; maybe our old car, lawn mower, piano, fridge, etc, and the search begins.

Feeling very positive, we spend maybe a day or so checking out the Dealers to see if we can afford a new car, mower, etc. we find to our dismay that what was \$155 new 10 years ago is now \$470 - for the SAME THING!

Having checked the bank account, we now realize that we'll have to settle for a "pre-loved" car or mower, etc - but only a couple of years old - just "run in" really and as good as new. Well - we've got to be positive they keep on telling us!

No problem, we'll just spend a couple of hours looking in the local newspaper - there's bound to be someone selling exactly what we want! Good thinking except that it isn't there. Then we try the State/County newspapers, the National 'papers, then the Trade 'papers until WE FIND IT!!

Great, except that it's THE WRONG COLOUR! It's now been maybe weeks and the Valium is getting low so we just have to accept the colour and buy it. Even the Champagne is removed from the fridge and put back into the cupboard.

We're supposed to feel really good now aren't we - oh yes - we're just relieved, that's all. Never again we say, but sometimes we have no choice - we just hope the next search is not next week, or month, or even next year!

In the middle of this searching we may have even resorted to placing Ads in the "Wanted" sections of those newspapers but the Ad is next to all those ones which want furniture, antiques, jewellery, etc in general - not particular items like ours - so doesn't do very well.

The idea of advertising for what you WANT and letting the Sellers come to you is a good one and makes a lot of sense. It saves all that time we waste trying all that frustrating stuff above.

It's great for Sellers too - before they even think about placing "for sale"Ads they look through the WANTED Ads to see if someone wants what they are selling . If they find a match it's saved them the cost of their Ads, and, importantly, the time waiting in for the phone to ring. (I can see the look on your face as you remember that - and half of them are nuisance calls anyway!

When you realize that the Buyer/Wanter is the person with the money, why are they the ones spending maybe weeks looking for what they want? Surely the Seller should be the one doing the "hard yards" just like a Salesperson in any other business!

This concept of reverse classifieds is such a win/win one that it's hard to believe it hasn't been tried until recently. It will probably take a while for the public to adopt this form of finding what they are looking for, but having so many advantages over the "normal" way, the Author believes the concept will eventually become "the norm".

About The Author

Andrew Anderson, who resides in Sydney Australia, became so frustrated looking for various items over the years that he created the website

[">http://www.netwants.com](http://www.netwants.com)

to offer the buying public a better way of finding the things they want to buy using the "reverse classifieds" principle. Visit the site to see if you agree.

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