

# Reverse Classifieds Make Sense For Buyers and Sellers

By Andrew Anderson

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### 1) THE SELLER

Since the beginning of time it seems that whenever we've wanted to sell something we've either hung a notice outside our cave, or on our local shop's notice board, or placed classified advertisements in Local, State, or Trade newspapers. Today we can even try placing for-sale ads on the internet.

After placing our ads and seeing them published we expect the phone to ring, or emails to come pouring in, so put off going shopping confident that we'll still get to the game in the afternoon after making our sale.

When the phone does eventually ring it's our friend asking for confirmation of our presence at the stadium in an hour. The phone then starts going crazy and emails dribble in so we have to stay in only for those people to be "time wasters" or not to show at all.

The next call is from our friend giving us a serve for missing the best game of the season!  
There must be a better way!

### 2) THE BUYER

It's time to look for our Daughter's first car, so after checking the bank account we head off to the local, then not so local used-car lots to get an idea of what's available.

Well now we know what to look for, so it's time to start looking through the Local, State, and Trade newspapers to find the car at a bargain basement price.

A week and two missed games later this small task we've set ourselves is becoming a chore but we've got to do the right thing for our all-of-a-sudden grown up Daughter ( seems like she was in diapers only a year or so ago ! ) haven't we?

We eventually succeed of course, and our Daughter is thrilled, but there must be a better way as our Son will be wanting his first car next year !

### 3) THE BETTER WAY

When placing our for-sale ads in the publications mentioned above, or looking through them trying to find something we want, we often see the heading "wanted". This should have lots of ads for things people want, but usually the ads are for "all your jewelry", "all your books", etc.

WHY ?? The answer must be tradition, but it doesn't make sense as items listed under "wanted" should be ideal for Buyers and Sellers.

Buyers should place ads there for what they want.

Sellers should look there to find someone who wants what they're selling.

This Common - Sense way of advertising is called REVERSE CLASSIFIEDS, and because it's so simple, will become normal in the near future.

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About the Author.

Andy Anderson is the inventor of the word "netwants" in the English language and has used it to create his Reverse Classifieds website <http://www.netwants.com> where Buyers place Free ads for what they want and Sellers look through the ads to find someone who wants what they're selling.

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