

## **FurnitureFindex.com is born. Features New Furniture Along With Home Furnishings ‘Once Loved’**

*New look and new features abound as new web site emerges from UsedFurnitureFindex.com*

December 27, 2007 – UsedFurnitureFindex.com has transformed into FurnitureFindex.com, adding a whole host of new features and sporting a fresh look. The new name reflects the added breadth of focus. While UsedFurnitureFindex.com presented a forum for buyers and sellers of home furnishings, once loved, FurnitureFindex.com also features new and new showroom samples accessed directly from the Showroom pages.

Among the new features are:

- Showrooms have been promoted and now appear on the home page
- The search engine has been enhanced to now include keyword search and distance
- A wish list has been added so that users can request items not yet listed
- My Findex has now been simplified to include a Watch List, Listing Management, Wish List and Account Management
- A “mini-tutorial” on how to sell furniture has been added
- The quick links on the home page have been enhanced to show the subcategories contained in each category using ToolTips
- All listings search by traditional search engines such as Google, Yahoo and Ask.

UsedFurnitureFindex.com has always been about recycling and staying ecologically conscientious. FurnitureFindex.com continues that tradition by allow users a peek into the “back room” of stores, manufacturers, retailers and designers. Now anyone can rescue home furnishings that are closeouts, floor samples, damaged, discontinued or returned items. Users can search by keyword, condition, dimension, distance, quality level, price and more. The most powerful aspect of this search engine is its ability to search by dimension which allows users to find exactly the right size item. Sellers can include up to four pictures. Buyers can zoom in and examine the furniture up close, almost like being there. Navigation is simple, easy and effective.

FurnitureFindex.com was launched as UsedFurnitureFindex.com in June of 2006 and now has over 20,000 visitors a month. Also included on the web site is the Home Improvement and Services Directory, listed by ZIP code. Users can find home-related services locally or regionally. The site was invented and designed by Denise H. Cooperman who has been in the home furnishings industry for over 25 years.

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