

Eco-Chic Interior Designer from Cherry Hill, NJ launches UsedFurnitureFindex.com, a web site to sell and buy home furnishings, once loved.

An interior designer from Cherry Hill, NJ finds a way to bring the art of recycling used and new furniture to the Internet.

April 13, 2007 – UsedFurnitureFindex.com is an ecologically conscientious web site designed to make it easy for buyers and sellers of used furniture to find each other and help do it Green by recycling home furnishings. It is essentially a set of online classified ads but with pictures and a unique super-fast search engine designed specifically for furniture. The web site launched in June of 2006 and is a delight to all.

While there is nothing exactly like it out there, many ask how the web site differs from Ebay and Craigslist. Unlike Ebay, UsedFurnitureFindex.com takes no commission. The business model is very honest and straightforward. For sellers, it costs just \$5.00 for a single listing and is free for buyers to find. The buyer and seller work out the delivery details just like a classified ad. The fantastic feature of zooming into each photo posted solves another problem of having to drive all over town, just to look at a piece of furniture saving precious time and gas.

Unlike Craigslist, UsedFurnitureFindex.com has a unique and super-fast search engine designed specifically for home furnishings. 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 meeting the requirements of wherever it is going to be lovingly placed. 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.

When compared to classified ads, UsedFurnitureFindex.com offers a number of compelling advantages to sellers. Sellers can avoid the hassle normally associated with classified ads; dealing with the phone calls, having strangers wander through their house and the high cost of black & white three-line want ads. The web site is both regional and national. Built upon ZIP code, users can search locally or across the country.

Buyers include:

- First-time homeowners
- Young professionals
- Second home owners
- Newly separated or divorced people
- College students arriving at school or going off on their own
- Interior designers and their clients
- Businesses
- Charities

Sellers include:

- Empty nesters
- Estate liquidators
- Storage facilities
- Furniture stores
- College students leaving their furniture behind
- Manufacturers
- Spring cleaners
- Redecorators

New features are constantly being added to UsedFurnitureFindex.com; the latest being My Findex. Here users can add items to a watch list, create a wish list, manage their listings and their account information. 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.

Denise H. Cooperman, the inventor of UsedFurnitureFindex.com, has been in the home furnishings industry for over 25 years and during those years, each client has questioned what to do with belongings no longer needed. Most do not want to list in the paper or even attempt using eBay. UsedFurnitureFindex.com answers all these needs. Denise herself practices the art of “reinventing” which is giving a piece of old furniture, once loved, a brand new life with a refurbishing or new function. Her catchphrase is “Do it Green, but let’s make it Aqua” to show that recycling can be both eco-chic and magnificent. So go to UsedFurnitureFindex.com and find that special piece that was once loved, give it a new home and keep our world green.

For more information contact:

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