



Antiques & Collectables

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PRESS RELEASE

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Selling to gift buyers on the internet

Helping people unsure of what to buy to find special and unique gifts

When selling on the internet it's safe to assume that collectors and dealers in the same field will know the keywords and categories leading to the items they want. With careful website design they'll find the items you have for sale. But how do you ensure non-specialists looking for a unique and distinctive gift will find what you have for sale?

Very often people looking for gifts know how much they want to spend, but not what to buy. This makes it difficult for online sellers, because the keywords and information that help a specialist to find a website don't help in attracting these potential buyers. For these people, searching by price range is far more relevant than searching by keywords or categories. To assist sellers in attracting gift buyers, and to help the buyers find special presents, CollectFair has therefore introduced a new "Search by price" feature, bringing together items for sale across all its online antiques and collectables stalls.

David Fletcher, manager of CollectFair commented, "With the introduction of searching by price it's been amazing to see the range of items available from our sellers. This is the first time all the items available with Buy Now links have been visible together."

CollectFair has many pages of specialist antiques and collectables information, each run by a dealer working in their own field. "Search by price" opens up this information to gift buyers and to new collectors just beginning to explore their collecting interests. Items available range from Victorian equestrian prints and sports autographs in the Under £10 range, through to Royal Doulton collectables and 18th century maps in the £300 to £400 price range. There's lots more in-between too, which you can find at www.collectfair.co.uk.

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Notes to Editors

CollectFair is a part of PicoPages Ltd, and was established in 2004 to develop a community of on-line "stalls" for people collecting, buying or selling antiques and collectables. Stalls can range from just a single web page through to a fully self-contained independent website. They are all managed through a web browser using the CollectFair stall-builder system.

CollectFair has no joining fee, and is free to visit and browse. Free "Guest" stalls are available to try out the system, with paid options starting from £19.99 per year. There are no fees to pay for buying or selling items.