

## SellMeStraight Matches Real Estate Sale With Buyer Dating Profile

*Motivation to buy is real when the profile fits*

For Immediate Release

BATAVIA, III./EWorldWire/Oct. 29, 2009 --- The doors are open at for sale by owner (FSBO) site Sellmestraight.com, with a novel concept modeled after popular online dating sites - rather than matching people with their dream date, SellMeStraight.com aims to match buyers with their dream home. Using sophisticated profile based matching, sellmestraight.com is as much an "emotion engine" as a search engine, including criteria such as buyer tastes, preferences, and priorities into the home search process.

The primary deficiency with most online real estate sites is that they focus too much on brick and mortar, and pay little attention to the emotional aspects of buying a home, which are sometimes the greatest motivating factors when making a major purchase. Eric Little, the site's founder, said, "The motivation behind creating sellmestraight.com came from first-hand experiences, on both sides of the fence. As a buyer, I was frustrated that the intangible elements of my home search were largely overlooked. A house that looked great on paper often fell far short when viewing in person - especially when it came to personal preferences such as the type of neighborhood where the house resides." By injecting intangible criteria into the process, sellmestraight.com functions more like a dating site, where a user's personal profile is actually matched against a property profile.

In regard to selling a property, Little said, "As a home seller attempting to sell by owner, I was discouraged that there was no good way to reach out proactively to interested buyers. The selling tools provided by sellmestraight.com offer home sellers the ability to proactively reach out to interested buyers, representing an unprecedented advantage for motivated home sellers."

Where sellmestraight.com really stands out from the crowd is by allowing home sellers to view matching buyer profiles and interact with buyers directly, again borrowing from the interactive online dating model.

While catering to the for sale by owner market, sellmestraight.com also hopes to do its part to revitalize the ailing real estate market by saving both buyer and seller thousands of dollars in real estate fees. With realtor fees up to six percent or more, many would-be home sellers simply cannot sell because that would mean handing their down payment on their next home over to realtors. Giving home sellers the proper tools to sell a home on their own, while saving thousands of dollars, could be an effective catalyst to spur home owners to sell versus sitting on their property.

To learn more, visit SellMeStraight.com ('<http://www.sellmestraight.com>').

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### CONTACT:

Eric Little  
sellmestraight.com  
1170 Hanover Drive  
Batavia, IL 60510  
PHONE. 630-879-2657

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Los Angeles  
+1 213-596-0850

Chicago  
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New York  
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