

For Sale By Owner Meets Online Dating with Launch of sellmestraight.com



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[Batavia, IL, October 23, 2009] - Sellmestraight.com has just launched a revolutionary concept in for sale by owner home sales modeled off of popular online dating sites. But 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 and preferences 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 both as both a buyer and seller. 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".

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. I am proud to say 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". - ecoogle

Combining an intuitive and interactive interface between buyer and seller, along with unparalleled advantage of the exclusive seller tools, sellmestraight.com may prove to be the future of for sale by owner home sales. Experience the revolution for yourself at www.sellmestraight.com.

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