

KoppIT Takes on Big Online Auction Sites To Give Buyers and Sellers a Better Experience

Submitted by: CLICKintoPR.com

Wednesday, 27 February 2013

To address growing dissatisfaction with large auction sites, KoppIT (<http://www.koppit.com>), a new global online market place, has been launched. This brings together buyers and sellers in a safe, easy to use, environment to agree a sale price that satisfies both parties. Removing the element of chance that disappoints so many potential buyers on auction sites, means sales are instant so buyers don't have to wait for auctions to end.

Co-founder, Nigel Jones, explains, "KoppIT is ideal for individuals and companies who are looking for or wish to sell specific, rare and collectable items. Whether it is an antique tooth pick or your daughter's first car and everything in between, we hope to bring buyer and seller in direct contact in a stress free way."

Buyers don't have to search for an item; they simply list what they are looking for. Any number of sellers can contact the buyer direct or via the KoppIT web site if they don't yet wish to provide their own e-mail address. Sellers don't know how many offers a buyer receives. The buyer chooses the item and seller that best meets their needs. No advertising means that buyers will never get spam e-mails from sellers.

Sellers are automatically notified when a buyer lists a 'want' that matches their registered keywords. They can offer a price to the buyer and strike a deal that is agreeable to both parties – quick and simple. There is no transaction charge.

"The bidding process in traditional online auctions so often leads to disappointment – spending ages searching for the item you want, waiting days for the bid to end and then finding that you are outbid in the last seconds by some automated process. KoppIT does away with all that – it is more like a global wanted notice board," commented co-founder, Trevor Grove.

How does KoppIT generate revenue without transaction charges? "We aim to introduce a nominal charge for buyers posting a 'wanted' item. Sellers will only be charged for the notification service. We haven't finalised the rates yet, but we promise they will be low and competitive – the good news though, right now it is completely free to use so there is no risk in giving it go," concluded Nigel.

The KoppIT web site can be found at www.koppit.com.

More Information

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Please note: Nigel is happy to be interviewed by phone or in person.

Logo image can be downloaded from: www.clickintopr.com/editors/articleDetail.asp?pjID=631