



Buyers, Sellers Fed Up with Counterfeit Items on Auction Sites

Overwhelming majority of luxury items found to be counterfeit, frustrating both buyers and sellers

Washington, DC, January 25, 2008 --(PR.com)-- Buying a luxury item from an online marketplace is risky business. The number of counterfeit items is overwhelming and choosing an authentic item out of the countless fakes is very difficult. Many buyers have recounted tales of spending near retail prices for an item that ends up being a low quality fake. Attempting to get the item returned and refunded adds to the problem.

Sellers have also been hurt by this as well. The prevalence of counterfeit goods drive down the prices for all items, including authentic ones. In addition, authentic sellers have trouble distinguishing their items as real when the counterfeit sellers also use words such as "100% authentic" and "authenticity guaranteed". A marketplace flooded with fakes is not a healthy place to shop, or to sell ones items.

<http://www.HonestMall.com> today launches their site live to the public. Newly redesigned with improved technology, the new site enables members to buy and sell their luxury goods safely while avoiding the countless fakes that saturate other online marketplaces. HonestMall.com is thoroughly regulated so that fakes are eliminated from the listings. Brand moderators have been established to carefully watch the incoming items listed for sale and a Mediation department is also in place that allows sellers and buyers to work out any disagreements.

In addition, it is free for members to list items in the HonestMall allowing sellers to forgo the usual listing and final value fees that other online marketplaces charge. Feedback from buyers and sellers has been extremely positive upon finding a safe marketplace where counterfeit items are not tolerated.

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Contact Information:

HonestMall

Liane Jamason, PR manager

(813) 642-6202

LianeMJ@gmail.com

HonestMall.com

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