



TheSouthernHighlands.com

the new community market for shops from **swapace**

Like to sell your products online but:

- Don't know **how to get started?**
- Need **more service and less red tape?**
- Feel **intimidated by the big sites and fee structures?**



Many local shops and businesses would like a better online presence.

Now you can **showcase** and **sell** your products online **easily, safely** and **for free** at **TheSouthernHighlands.com**— a new site from **SwapAce**, the power behind online community markets.

What is TheSouthernHighlands.com?



It's a new **community marketplace** where people, groups and businesses can **interact online**. TheSouthernHighlands.com is much more than a place to advertise or trade—it's a **full function online market**.

At **www.TheSouthernHighlands.com** you can build your business locally (and save petrol, money and time) - or anywhere in the world.

How is it better?

The online market is dominated by big players like eBay with lots of rules and big fees. Their sites are complex, hard to navigate, impersonal and inflexible. You can't swap or negotiate. They won't let you list your own website or link to it. You can't control the outcome of high pressure auctions.

TheSouthernHighlands.com has all the **pieces missing** from the big sites:

- a **unique** market—where you can do far more than just sell
- a **special** place—where you won't find hundreds of sellers with similar products
- a **safer** place—less likely to attract scammers, spammers and phishers
- a **helpful** place—that drives traffic back to your website, that helps you with setup, hosting, bulk uploading of listings and search engine-based marketing.

How is it better value?

www.TheSouthernHighlands.com is ready for you now—and it's free.

- **No fees** on sale of goods
- **Ads are free** (but you can enhance them for a small fee)
- **Domains are free** (but you can customize them for a small fee)

Any way you choose, **TheSouthernHighlands.com** is **far better value** than the big sites—and the ideal way to get started or to expand your exposure online.

www.TheSouthernHighlands.com



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How will it work in the Southern Highlands?

TheSouthernHighlands.com helps goods and services go around your community. Using www.TheSouthernHighlands.com:

- shops owners can **find more local customers** for less money
- businesses can attract **more business** from communities nearby
- crafters and farmers can **sell more** without traveling to markets
- businesses can **focus locally** – and then **expand globally** at no extra cost
- everyone keeps **more money circulating** in the local community.

People can use **TheSouthernHighlands.com** for their own needs; interest groups, clubs, associations and community websites can link to it for additional services for members; businesses can use it for secure e-commerce without setup and maintenance costs; the community can use it as a private domain with login access for members only. The choice is yours.

Who is SwapAce?

SwapAce is a Sydney-based business founded in **2004** by a group of traders dissatisfied with the cost and constraints of the big sites. The site was launched in July **2005** and after a year is gaining over **200,000 hits** per day and **2 million views** per month. It has **125,000 members** and is gaining **500** new members every day.

SwapAce's unique **offer management system** is **patented**. The company was a finalist in the **Australian Secrets of Innovation** competition in 2005, received an AusIndustry **COMET** grant for innovative technologies in Feb 2006 and was voted in the **Top 10 Coolest Companies** by Anthill magazine in August 2006.

What do people say about Swapace?

"As a new site member of Swapace.com, I am overwhelmed by the endless possibilities. I am rating Swapace.com as the greatest site ever created; the concept of getting something for nothing is truly out of this world." **Chad**

"...thank you for your efforts in preventing fraud on the site. ...something that ebay or overstock would never do. Nice to see actual customer service. Thank you again." **Josh**

"I love the idea of this site. For many years I have exchanged my art for items or money. Now I can do it on the net ..." **David**

As a community within SwapAce, **TheSouthernHighlands.com** has all the functions of SwapAce with local benefits too.

It's **the marketplace of the future**. You can be **part** of it. Please call us for details on **02 8509 5848** or email info@swapace.com

www.TheSouthernHighlands.com