



TheSouthernHighlands.com

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

Like to sell unwanted stuff online but:

- Feel the **big sites** are **too expensive**?
- Worried about **getting ripped off**?
- Like more help and **less red tape**?



Everyone wants online trading to be easier, less risky and less expensive. Now it is —and **it's free**.

SwapAce - the power behind online markets for communities and one of **Anthill Magazine's Top 10 Coolest Companies**— has created a new market for the Southern Highlands **TheSouthernHighlands.com** where you trade locally or anywhere in the world—and it's free.

What is TheSouthernHighlands.com?

It's a new **online community market** which is much more than a place to buy or sell— it's a **full function online market**—where you can buy, sell or swap stuff or services, advertise or get a job, blog or find mates. You can do just about anything—like swapping a paperclip for a house.



How is it better?

The online market is dominated by global players like eBay, with rules, restrictions and big fees. Their sites are complex, hard to navigate, impersonal and inflexible. You can't negotiate; you can't swap; you can't check out the stuff before you commit; you can't control high pressure auctions. You can't do everything on one site.

TheSouthernHighlands.com has all the **pieces missing** from the big sites. It's like an eBay created for the Southern Highlands, with **real choice**, **real service** and **real value** – and it's free.

How is it better value?

www.TheSouthernHighlands.com is free!

- **No fees** on sale of goods
- **Ads are free** (but you can make them stand out more 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 your stuff moving around the community—or anywhere.

www.TheSouthernHighlands.com



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How will it work in the Southern Highlands?

TheSouthernHighlands.com helps you trade online as you do in person. Using **www.TheSouthernHighlands.com** students can:

- **find more work** locally and save time and petrol
- **sell unwanted** textbooks locally—or anywhere
- **trade up** sports, sound or computer equipment
- **clear the garage** without holding a sale
- **trade locally**—or with **the world**.

Students can use **TheSouthernHighlands.com** for your own needs; interest groups, clubs, associations and community websites can link to it for additional services for their members; 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 young traders dissatisfied with the cost and constraints of the big sites. The site was launched in July **2005** and is now getting over **200,000 hits** per day and **2 million views** per month. It has **125,000 members** and is getting **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**

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