

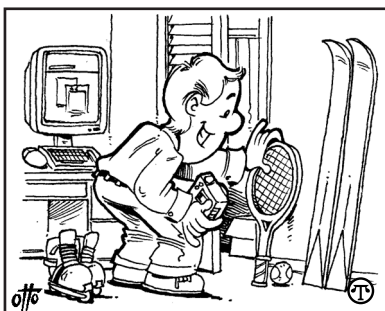
A Winning Holiday Strategy: How To Deck The Halls And Not Spend A Dime

(NAPSA)—During the holidays, the average person spends more than \$500 on gifts, buys them with a credit card, and doesn't pay off the debt until March. This season, savvy consumers are "spring cleaning" their closets to stay in the black for the New Year.

Rather than taking the traditional route of a garage sale or flea market, they're turning to online auctions with their unwanted belongings. "The bottom-line is: you make more money selling it online," said Patrick Byrne, president of Overstock.com, which auctioned the historic 700th home run ball of San Francisco Giants' left-fielder Barry Bonds. "You can find a buyer who is willing to pay top dollar for virtually anything. The old saying is true: one man's junk is another man's treasure."

"After going into debt every holiday, year after year, I started hating Christmas," said Kelly Carlyle. "This year, I made a new resolution: for every gift I buy, I am auctioning off whatever I haven't used in a year. So far, I've made \$250 and still have two rooms to go. The best part—I'm debt-free, clutter-free and truly getting into the spirit of the season!"

Online auctions offer a cheap and easy solution for people who want to sell items that no longer hold value for them. Getting started is easy; all they need is a computer, an Internet connection



and a digital camera. The hard part is picking which auction site to use. With a myriad of options available, sellers should look for a site with: minimal fees for listing and closing an auction (remember, the goal is to make money); a simple, intuitive interface for selling (don't waste time figuring out the technology); and a trusted reputation in the auction community (ask your friends and family to recommend one).

"I chose Overstock.com, because it delivers the best value. I can make more money in what I auction and save more in what I buy," said Carlyle.

"Auctions train people to be smart consumers," said Byrne. "They teach people to look at spending as investing. Instead of asking how much something costs, they ask how much is it worth?"

This holiday, millions of people will get their money's worth in auctions and use their profits to celebrate with family and friends.