

3 On Your Side: Buy & Sell On Kidzola

Do your kids grow out of their clothing at record speed? Do they get bored with their toys right after they're taken out of the box?

Your Money Team knows that raising children doesn't come cheap. But there are ways to save on clothing, toys, even sports equipment and musical instruments. 3-On Your Side's Jim Donovan explains how.

eBay did it first, then Craigslist. But for parents, Kidzola may do it better!

A new, free, online classified Web site, Kidzola is designed especially for buying and selling children's items. From new and gently used clothing to baby gear, books, furniture and room decor, pretty much anything that is child related you may sell on Kidzola.com.

Lisa Szymczyk, a Berks County mom, is one of the creators.

Lisa says, "Basically what Kidzola.com is it links mom to mom. Then moms get to figure out how much do they want to pay, they can negotiate, they can figure out do I want it shipped to do I want to meet you half way."

Sellers can post items for free. Buyers can do customized searches. "You can search on size, you can search on gender, you can search on season, you can search on zip code," says Lisa.

Don't have time to sell items yourself?

According to Lisa, "we have something called the Kidzola consultant program which allows you to meet up with someone who is willing to sell your items for you."

Consultants like Lori Wenzel, who is another stay at home mom. Lori puts other people's items up for sale in return for a 35 percent cut of the profit.

Lori says, "Everyone has extra used kids things that they've outgrown, don't use any longer and it was a great opportunity for them to make a little extra money and for me to get started as well."

Designed by parents for parents, in this economy Kidzola couldn't have come at a better time.

Lori says, "Your kids are in things for such a short time, why not get a good deal?"

Kidzola launched just a few months ago and is gaining new users every day. The site makes money off of advertising, so that's why you don't have to pay a fee to post an item.

If you're interested in buying or selling kids stuff, you can find a link to the Kidzola site below.

www.kidzola.com