

Dublin mom starts resale Web site for kids' items

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Cost conscious parents have a new way to save money on children's items.

Created by Dublin resident Heather Straka and her friend, Lisa Szymczyk, in Pennsylvania, www.Kidzola.com allows parents to buy and sell children's items from each other online.

"It's a Web site where you can buy and sell everything for kids," said Straka, mother of 6-year-old Zachary and 3-year-old Kate.

"My partner and I were not satisfied with the current resale children's options and we spoke with other parents that feel the same way," she said. "We wanted something that was free and easy to use and helped people find good values on things they need and get good prices for what they're selling."

More than 600 people have visited the site since it launched Oct. 14, Straka said.

"We tried to make it as easy and as user friendly as possible," Straka said. "Someone should be able to list an item in two minutes."

Once logged in, the seller selects a category and picks descriptions from a series of drop down menus. There is space to write a brief description and attach a picture.

Sellers can set the price, choose whether prices are firm or negotiable, and set which forms of payment are acceptable. The seller can also choose to ship the item or have the buyer pick it up from the seller's home.

"It's designed so you never have to leave the house if you're selling an item," Straka said.

There's no charge to use the site.

"Children need so many things so rapidly," Straka said. "If you blink they've outgrown things in perfectly good condition."

Buyers can be specific or general in their searches.

"For example, as a buyer I could look for learning and developmental toys for my toddler girl within 15 miles for \$20 or less in excellent or better condition," Straka said.

Simply go to the site and search based on criteria such as type of item, gender, age, location, condition or price.

"It's probably the most amazing adventure I've ever been on," Straka said. "It's so exciting to see something I've been dreaming of coming to reality. It makes me feel so good to help other parents, to give them a forum to come together and help each other."

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