

## **Flipsy Launches To Help Consumers Sell Used iPhones, iPads and More**

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Direct Textbook today announces the launch of Flipsy.com, a free web service that helps consumers sell used iPhones, iPads, video game consoles and books for the highest possible prices. Flipsy.com lets users instantly compare real-time buyback and trade-in offers from dozens of buyers, so it's easy to see which company has the best device buyback deals. Flipsy.com users can sell their old devices immediately or sign up to be alerted when offers meet their price points.

Portland, Oregon - Direct Textbook, a leading college textbook buy-sell-rent search engine, today announced the launch of Flipsy.com, a free web service that helps consumers sell used iPhones, iPads, video game consoles and books for the highest possible prices. Flipsy.com lets users instantly compare real-time buyback and trade-in offers from dozens of buyers, so it's easy to see which company has the best device buyback deals.

Flipsy.com users can sell their old devices immediately or sign up to be alerted when offers meet their price points. Consumers can also set their own prices to sell in the Flipsy.com marketplace.

"U.S. consumers are sitting on billions of dollars in used iPhones, iPads, video game consoles and other devices, and many don't know what their old devices are worth or where to sell them. Flipsy.com bridges the gap between sellers and buyers by helping sellers instantly identify the best offer for their old devices," said Morgan Macarthur, Flipsy.com Chief Technology Officer. "Flipsy.com is the fastest and easiest way to get the most cash out of old iPhones, iPads, video game consoles and books."

Flipsy.com users can instantly compare prices for iPhones, iPads, books, Xboxes, Nintendo Wiis, Sony Playstations and even older gaming systems such as N64 and SEGA Game Gear. To cash in, users select their device, mark its condition and features, then compare price offers from a buyer list that includes Amazon, Technollo, BuyBackWorld and Ebay. If they like an offer, they can click "sell" to complete the sale on the buyer's website. Payments are made via check, PayPal or store credit, depending on the buyer and offer.

Sellers can also compare trade-in value versus private party market value, based on real-world private party sales data aggregated from popular online marketplaces such as Craigslist. An iPhone 4S 16GB in good condition, for example, can net \$200 or more on the trade-in block; but it might be worth twice as much if sold via private party.

Automatic email price updates alert sellers when offers increase, and users can alternatively set their own prices and sell to other consumers in the Flipsy.com marketplace.

"It's a tough economy and people are on the lookout for fast and easy ways to turn their old stuff into cash, but that doesn't mean they should sell for less than their items are worth," said Macarthur. "For those with used iPhones, iPads, video game consoles and books, Flipsy.com is the quickest way to get fair market value and sell for the most possible cash."

Flipsy.com is the fastest and easiest way for consumers to sell used iPhones, iPads, video game consoles and books for the best possible price. The service instantly compares buy back offers from multiple vendors, lets customers sign up for price alerts and compare trade-in values versus private party sale values. Users can sell used devices to vendors or name their own prices in the Flipsy.com marketplace. For more information, visit [Flipsy.com](http://Flipsy.com).

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Morgan MacArthur  
CTO

[morgan@flipsy.com](mailto:morgan@flipsy.com)

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