



Collabotrade.com Solves Craigslist's Plunder Problem

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Various social networking sites, such as Craigslist, Facebook, and MySpace have vulnerabilities to abuse because of anonymous users. Collabotrade.com has unique features that weed out potential social and economic threats through trusted user authorizations. Collabotrade.com leads the way towards second-generation social networking and trusted trading.

PR9.NET April 01, 2008 - New York, NY - The bizarre event, at least, the second of its kind to strike Craigslist, involved a Classified Ad posting that invited individuals to "take what they wanted free of charge" from a house in Jackson County, Oregon. The ad was a hoax, but it generated a real world plundering of a man's home. Last year, a similar plundering scam struck a woman in Tacoma, Washington. In her case, windows, doors, and even the kitchen sink, were stripped out.

Collabotrade.com, a social marketplace and local community trading website, has several preventative features that reduce the risk of catastrophic abuse, such as the one recently experienced via Craigslist. "This is a social networking security vulnerability that can turn a Classified Ad service into a mob factory. It is a risk that Collabotrade.com was designed from the ground up to prevent," says Collabotrade's VP of Marketing, Lorenz Kraus.

Craigslist has been a conduit for rental scams, prostitution rings, and fraud. Hence, online users are seeking alternatives, moving from non-trustworthy sites to those such as Collabotrade.com.

Collabotrade makes use of a number of resources that give users control over their social circles, such that they are able to evolve trusted communities out of reliable relationships between individuals from the real world. The level of trust is substantially more reliable. Social networks based on real, not virtual, relationships have an inherent immunity to anonymous fraudulent schemes. By creating niche social trading networks within the site, subject to trusted user-leader administrators, individuals can substantially mitigate illegal and unscrupulous activity, such as spam ads.

Collabotrade is a small but growing social trading network that thrives as people seek trusted communities in which to trade. "Collabotrade offers new tools for next generation trading. It puts trust back into social networking and trading," says Kraus.

Unlike Craigslist, Collabotrade has a friendly and organized user interface that is suitable for anyone seeking to buy, sell, or swap items or services and build trusted communities for focused trading. Collabotrade is ideal for churches, civic groups, small companies, universities, and hospitals. Collabotrade has benefits for hobbyists, professionals, garage sales announcements, bartering, and events announcements, among numerous others.

For more information on the potential uses and benefits of Collabotrading, readers can visit the company blog at <http://innoweblog.com/> To start posting Free Classified Advertisements visit <http://www.collabotrade.com>

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About Collabotrade.com

Collabotrade.com is an online social marketplace that provides a trustworthy platform for individuals and groups for posting free 1) "for sale" classified advertisement to buy, sell, giveaway, and swap used and new items; 2) "services" classified advertisements to provide, seek, and share services; and 3) event notifications to inform and promote events within a growing network of trusted communities. Collabotrade aims at developing trust among the members of these communities by providing them a platform to socialize, collaborate, build private communities, and, hence, trade with confidence.

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