



Auction Inspector Press and Media Kit

www.auctioninspector.com

What is Auction Inspector?

Auction Inspector is a purpose built software application designed to help professional eBay sellers uncover hidden product niches on eBay by providing access to some unique research tools. Finding potential markets with relatively high demand and insufficient supply on eBay can create massive business opportunities for online sellers. Auction Inspector uncovers these markets by scouring eBay and interpreting certain factors to estimate demand, supply and niche viability.

How does Auction Inspector Work?

Auction Inspector finds untapped markets by reviewing eBay's "Want it Now" section for frequently repeated phrases and words which can indicate a potential market. It then relates the demand with the number of replies from other sellers (the supply) to see whether the product has high potential as an untapped niche market. Auction Inspector then ranks the search terms based on this "potential" (although you can also rank according to number of demands or number of replies, depending on your interest). Finally, Auction Inspector can be set to search the specific US, Canada, Australia and U.K. eBay sites.

Who is the Auction Inspector Team?

Auction Inspector was created by SaleHoo Group Limited, owners of SaleHoo.com, a wholesale and dropshipping directory also focused on the professional eBay seller market. Auction Inspector was first launched in 2006, with two major new releases, with the most recent release being launched July 2009.

For more Information:

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