



28 March 2008

You can't buy me love

- Cohabiting couples sitting on £125billion* profit potential -

Couples wanting to take the 'next step' and move in together are sitting on a potential cash cow of duplicate and unwanted belongings, according to new research out today by Gumtree.com.

68% of couples questioned admitted to throwing away their spare goods rather than sell them to make additional cash when they move in together for the first time, leaving a potential kitty of £125billion untouched, research from the UK's number one classifieds site, Gumtree.com has found.

Only a frugal 18% of Brits are selling their unwanted belongings – making up to an average £3,461 - to help get rid of existing debt or save towards a home deposit (11%) with a third (31%) using the sale to make additional cash to put towards holidays or special treats.

The honeymoon period is over even before couples have crossed the threshold, with one in five (18%) confessing they have thrown away their partners belongings without telling them and a staggering 70% admitting to earmarking their partner's belongings even before moving in.

Contrary to convention, men were uncovered as the more conniving of the sexes with 4% admitting that they couldn't wait to move in with their partner so they could get rid of the items they hated, while 37% of men knew exactly what they wanted to dispose of before asking their partner to move in.

Women were more honest with 16% revealing that they had negotiated the clearance of unwanted items before crossing the doorstep, but 26% chose to say nothing rather than upset their partner.

But it wasn't the sci-fi figurines or cuddly toys that were of prime concern. Clothes and furniture topped the overall poll of unwanted belongings (below) with one in five (20%) of men citing their 'different sense of style' as reason to get rid. Over half of women (58%) owned up to using space as an issue to throw away their partner's oversized gadgets.

1. Clothes (53%)
2. Furniture (31%)
3. Pictures and posters (28%)
4. Kitchenware (27%)
5. Soft furnishings (25%)
6. Collectables (24%)
7. Kitchen gadgets (21%)
8. CDs/ Vinyl (18%)
9. Accessories (17%)
10. Gadgets (17%)

Jane Furnival, author of *Smart Saving Tips* and presenter of *BBC-1's* series *Smart Spenders*, explains: 'Moving in together is a classic time to spring clean your life. Paying for a van to carry all that duplicate stuff to your new home is expensive, so before you move, divide your stuff into 'keep' and 'sell' piles and get rid of everything you don't need to take. Check out Gumtree.com to see what sells well and the going prices. When you write your ad, state your location or the price if you're willing to post any items. Keep a list of potential buyers so that if the first one falls through, you can re-contact others. Selling your stuff is sensible. I do it. You'll be pleasantly surprised by how much you can make.'

Hillary Childs, 31, from Brixton comments: "I've recently moved in with my boyfriend which has meant that I've gone from a two-bed house to a one bed flat. Because we have limited space now, rather than throw away the spare stuff we've accumulated, I've used Gumtree to sell it. I'm making some

great money that supplements my income and means that we can go on holiday at the end of the year.”

The research found that 43% of people questioned would use marriage as an excuse to declutter their house or flat while over a quarter (28%) would reassess their belongings in preparation for parenthood.

Gumtree spokesperson Sophy Silver comments: “There are key stages in our lives when a bit of extra cash would help, like saving up for a house, getting married or having a baby. We tend to accumulate so many things that we hardly ever use, or just don’t need, especially when living with someone. Gumtree is a vibrant place for buying and selling goods with everything on offer from wardrobes, wii’s and washing machines to clothes, crockery and computers. So, whether you’ve got a spare fridge, surplus CDs or a bulging bookshelf, it’s worth unlocking the potential profit you’re sitting on.”

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For more information or case studies please contact the Gumtree press office at Lexis Public Relations on 020 7908 6589 or email gumtree@lexispr.com

Notes to Editor

- Research carried out among 2162 adults by YouGov, March 2008
- *cost of unwanted items x percentage of population who don't sell their belongings = the untapped profit potential of cohabiting couples

About Gumtree.com

- Gumtree.com was created in London in March 2000 and now covers 60 cities across 6 countries - the UK, and US Ireland, Poland, Australia, New Zealand and South Africa
- It is the UK's biggest website for local community classifieds including flat share, flat rentals and jobs
- Some Fast Facts
 - 20,000 new ads in a day
 - 100,000 new ads in a week
 - Half a million new ads in a month
 - One million ads live on the site at any one time
 - 150 million page impressions every month
 - Around 6 million visitors a month
 - Gumtree.com users spend 5,360,000 minutes on the website each month

- Gumtree is your local community online. Home to all the things you'd expect from your local community; a place to find and advertise rooms, flats and houses, a notice board for selling and buying stuff, somewhere to find job or a date even just to chat with friends