



PROBABLY THE MOST VIEWED FLAT SHARE AD EVER?

An posting offering a single room to rent in Central London on Gumtree.com caused a sensation last week when it was viewed by over half a million people – making it the most viewed post ever on the UK’s largest local classifieds website.

The people at Gumtree.com were first aware of something unusual with an unprecedented surge of traffic to the 'Flatshare offered' section which was traced to one particular posting.

A Gumtree.com poster, described as 'a female professional' was offering a room in a double-storey house, just off Oxford St, with all the mod cons, but rent-free. In return toned, outgoing applicants were told their side of the deal for two hours, two nights of the week in order to supplement a declared armpit fetish...

"You will need to lie shirtless in just your boxer shorts on my bed and hand cuffed with your arms above your head...I will simply just simply caress you, run my fingers along your body, rest my head on your chest, talk to you, etc. That's it!"

As for the perks, the house had a massive living room with a flat screen TV, cleaners who came twice a week and no obligation to stay. The posting included an email contact address and a photograph of 'Kelstar'.

Within hours of the posting being placed on the evening of Monday, March 13, 1,500 views of the post had been recorded. Word of the post was distributed by rapidly distributed by site visitors by email. Gumtree.com was alerted and the post removed from the Flatshare offered section of the website and poster's email and picture links swiftly removed as it breached Gumtree.com's terms and conditions for posting ads.

According to Sophy Silver of Gumtree.com, "We have 25,000 flat share ads posted each month and it is definitely the most unusual request we have ever seen. We kept the post live as it was being circulated by disbelieving readers to friends around the world.

“However, we made it quite clear this was an example that was in contravention of our terms and conditions for a flat share transaction. Attempts were made to contact the elusive Kelstar but it’s likely she has either gone into hiding or is still going through the emails from her applicants,” added Silver.

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